



HORSESHOE[®]
FOUNDATION
OF FLOYD COUNTY
2012 Annual Report



THE COMMON GOOD



HORSESHOE[®] FOUNDATION OF FLOYD COUNTY

Greetings!

It is the intent of this report to the community to illustrate the Horseshoe Foundation's commitment to the common good in Floyd County. You will see remarks from the Foundation's leaders, volunteers, scholarship and grant recipients recounting how they have worked for or benefited from the Foundation's commitment to the common good in our Floyd County community. Charitable organizations which have received our grants work daily to make great things happen and meet community needs. Our scholarship recipients focus on their studies but are encouraged to volunteer and work for the common good while in school.

Our commitment to community good is only possible with over \$3.2 million contributed by Horseshoe Southern Indiana in 2012. Through their generosity we have continued to invest in the future of the community.

Our hope is that through this report you will get a glimpse of what the Foundation has accomplished throughout the year. We are excited to share our work and dedication to the common good of this great community.

Mark Seabrook
Horseshoe Foundation Board President

"Volunteering is an experience that benefits everyone involved. For me, volunteering in different areas means that I get to meet and help new people, learn new skills, and truly understand and experience difficult situations that others go through on a daily basis."

- Angela Calbert , Grants Committee volunteer

"I enjoy this work because I believe it is truly making a difference in southern Indiana."

-Jessica Bergman, Grants Committee volunteer

Foundation Leadership

2013 Board of Directors:



Mr. Mark Seabrook
President



Mayor
Jeff Gahan
Vice-president



Ms. Judy Hess
Secretary



Mr. Kevin Zurschmiede



Mr. Brad Seigel



Ms. Eileen Moore
Treasurer



Mr. John Gonder

2013 Grants Committee Members:

| | |
|------------------------|------------------------|
| Dr. Johnny Alse | Ms. Teresa Jackson |
| Ms. Anne Banet | Ms. JoAnn Kime |
| Mr. John Belski | Mr. Kevin Kirchgessner |
| Ms. Jessica Bergman | Mr. Jason Lopp |
| Mr. Tyler Bliss | Mr. Greg Nash |
| Mr. Jim Book, Jr. | Mr. Adam Naville |
| Ms. Barbara Bridgwater | Mr. Allen Platt III |
| Mr. John Burgin | Mr. Robert Polk |
| Ms. Angela Calbert | Dr. Jo Russell |
| Ms. Kathy Copas | Ms. Lesa Smith |
| Mr. Ron Endris | Ms. Letty Walter |
| Ms. Denise Gardner | Ms. Amelia Williams |
| Mr. DJ Hanen | Ms. Mary Kay Wolford |
| Mr. Greg Henderzahs | |

2013 Investment Committee Members:

| | |
|------------------------|-------------------------|
| Mr. Brad Seigel, Chair | Ms. Leslie Vidra |
| Mr. Kevin Zurschmiede | Ms. Diane Murphy |
| Ms. Barbara Geltmaker | Mr. John Waggoner |
| Mr. Norm Melhiser | Mr. Robert Eichenberger |
| Mr. Gene Price | |

2013 Small Business Revolving Loan Fund Committee Members:

| | |
|--|----------------------------|
| Mr. Kevin Zurschmiede, <i>Chair</i> | Ms. Lisa Brooking |
| Mr. Brad Seigel | Mr. Bryce Butler |
| Mr. Richard Robinson | Mr. Jerry Finn |
| Mr. D. Keith Pulliam | Ms. Wendy Dant Chesser |
| Ms. Le Anne Kruer Scott | Ms. Kathleen Crowley-Staff |

Funds received from Horseshoe
Southern Indiana in 2012:

\$3,249,330.50

Gifts given to the community since inception:

\$29.1 Million

Total contributions from Horseshoe
Southern Indiana since 1999:

\$46 Million



Gifts to the Community in 2012:

- Grants: **\$692,750.00**
- Sponsorships: **\$45,294.63**
- Scholarships: **\$448,674.15**
- Major Grants: **\$1,805,000.00**

Financial Information:

Current Assets:

| | | |
|--|-----------|-------------------|
| Cash & cash equivalents | \$ | 1,490,614 |
| Investments | \$ | 20,531,176 |
| Contribution Receivable | \$ | 561,563 |
| Office/Equipment | \$ | 11,187 |
| Total Assets..... | \$ | 22,594,540 |
| Total Current Liabilities | \$ | 8,366,691 |
| Unrestricted Net Assets | \$ | 14,227,849 |
| Total Liabilities and Net Assets | \$ | 22,594,540 |



SPRING GRANTS AWARDED

The Horseshoe Foundation has two grant cycles per year for charitable organizations which benefit Floyd County residents to apply for funding. The grant application deadlines are March 31st and August 31st each year. In 2012, the Board of directors approved **\$625,000** in grant funding. Grant guidelines and applications are available on our website, www.horseshoefoundation.org.

Georgetown Optimist Club - To help purchase a room divider to store club equipment. **\$1,960**

Community Foundation of Southern Indiana - To provide a free dictionary to Floyd County 3rd grade students to encourage literacy. **\$2,000**

Parkinson Support Center of Kentuckiana - To expand group exercise class designed for Parkinson's patients. **\$2,400**

Riverside Aquatic Club - To provide funds for the purchase of a new score board for Highland Hills Middle School. **\$3,000**

Clark County Youth Shelter and Family Services, Inc. - To supplement programs addressing the safety and success of Floyd County families in crisis. **\$4,500**

Sunnyside Master Gardener Association SI - To install a Sensory Demonstration Garden at the Purdue Technology Center to educate and inspire gardeners. **\$4,935**

Camp Quality Kentuckiana - To fund a camping experience and annual support for children with cancer. **\$5,000**

Louisville Visual Art Association - To help fund the free Children's Fine Art Classes program. **\$5,000**

Youth Philanthropy Initiative Indiana - To provide 200 Family Philanthropy Gift Boxes to youth-serving organizations. **\$5,000**

IU Southeast School of Natural Sciences - To purchase a computer for computational chemistry and molecular modeling lab. **\$5,297**

New Albany High School - To purchase iPad 2s for teachers to create learning and teaching opportunities that develop the skills required in today's world. **\$8,862**

House of Ruth, Inc. - To expand outreach efforts so more individuals affected by HIV/AIDS can utilize services for treatment, housing and programming. **\$9,250**

Greenville Elementary School - To install audio enhancement systems in classrooms to allow students to hear better. **\$10,000**

Clarksville Little Theatre - To purchase a light control board, monitor lighting, fixtures and wiring for Clarksville Little Theatre. **\$10,000**

Georgetown Elementary School - To help purchase and install SMART Boards. **\$10,000**

Highland Hills Middle School - To purchase SMART Boards in special education classrooms. **\$10,000**

City of New Albany - To fund the YES! Program putting local high school students to work during the summer. **\$10,000**

Youth Count - To promote positive behavior for our children and youth by building the 40 Developmental Assets for and with youth. **\$10,000**

Arts Council of Southern Indiana - To support arts education, exhibits and programs in Floyd County. **\$10,000**

Actors Theatre of Louisville - To bring Playwriting in the School to sophomore English classes at Floyd Central High School. **\$10,000**

S. Ellen Jones Elementary School - To improve safety, attendance, and parent relationships, with a school public safety officer. **\$11,200**

IU Southeast School of Nursing - To provide funding for a birth simulator and Newborn HAL for the School of Nursing. **\$12,500**

Volunteers of America - To help fund the Floyd County Upward Mobility program providing handicapped accessible transportation. **\$13,709**

Holy Family School - To provide wireless Internet access in the middle school classrooms to access online textbooks and resources. **\$15,000**

Down Syndrome of Louisville, Inc. - To provide academic tutoring and group classes for adolescents and adults with Down syndrome. **\$16,519**

Regional Youth Services - To purchase new servers to upgrade the technology infrastructure. **\$17,500**

Our Lady of Perpetual Help School - To renovate an area of the school to accommodate a new music area. **\$18,168**

Ed Endris Boys & Girls Clubs - To provide an out-of-school safe haven for youth promoting academic success, good character and healthy lifestyles. **\$18,200**

Floyd Memorial Hospital Foundation - To provide therapeutic massage to patients suffering from cancer, pain or terminal illness. **\$20,000**

New Albany Floyd County Education Foundation - To match funds for Great Classroom Projects enhancing the educational experience in NAFC classrooms. **\$20,000**



Total: \$300,000

FALL GRANTS AWARDED

Central Christian Church - To help provide each S. Ellen Jones student with a winter break gift bag with a book. **\$647**

Challenger Baseball Team - To provide a sporting opportunity for individuals with disabilities. **\$1,510**

Best Buddies Indiana - To strengthen and support the mentoring program at New Albany High School. **\$2,500**

Boy Scout Troop 4025 - To replace worn and damaged camping equipment and specialized equipment for backpacking. **\$3,000**

Tri-County Health Coalition of Southern IN - To provide human needs services for local homeless veterans. **\$3,000**

Floyd County Veterans Service Office - To fund laptops and related equipment to better serve home bound Veterans. **\$3,028**

Hoosier Hills AIDS Coalition - To help subsidize the financial needs of HIV/AIDS clientele. **\$4,000**

Big Brothers Big Sisters of Kentuckiana, Inc. - To fund the Middle School Transition Project. **\$4,000**

Develop New Albany - To print 5,000 maps showing New Albany arts, entertainment, and dining locations and window clings for vacant downtown buildings. **\$4,100**

St. John's Lodge #8 - To upgrade the electrical system on the St. John's Lodge building. **\$4,875**

Southern IN Asset Building Coalition - To provide VITA tax preparation services to low-income, elderly, and disabled residents. **\$5,000**

Miles for Merry Miracles - To help families in need during the holiday season while encouraging youth to learn leadership and philanthropic skills. **\$5,000**

Floyd County Maternal and Child Health Clinic - To provide prenatal healthcare services to low-income pregnant women. **\$5,500**

Our Place Drug and Alcohol Education Services, Inc. - To support the Early Interventions Program of Our Place. **\$6,118**

St. Paul's Episcopal Church - To help fund capital improvements on the parish grounds for Art on the Parish Green Festival. **\$7,000**

Junior Achievement of Kentuckiana, Inc. - To provide financial literacy, entrepreneurship and work readiness economics education programs to students. **\$7,500**

Guerin, Inc. - To implement staff training, ongoing cross-generational activities, person centered care planning, and family support to improve elder quality of life. **\$7,500**

New Hope Services, Inc. - To provide services to high school students to enable them to identify benefits they qualify for and assist with college applications, acquiring and keeping employment. **\$7,500**

Brandon's House Counseling Center, Inc. - To provide free Master's level counseling sessions to families. **\$7,750**

St. Marks United Church of Christ - To provide new blankets, and clothing to needy individuals and families. **\$8,000**

Home of the Innocents - To fund the Parents Acquiring Skills and Strength program for at-risk families. **\$8,000**

Carnegie Center for Art & History, Inc. - To fund the New Albany Public Art Project: Bicentennial Series. **\$8,500**

Floyd County Head Start - To encourage physical and healthy development by educating children on intentional movement to decrease obesity. **\$9,000**

Purdue School of Technology - To provide materials so students can learn rapid prototyping concepts and explore advanced manufacturing careers and their associated engineering professions. **\$9,800**

Keep New Albany Clean & Green - To fund beautification and annual community cleanup and enhancement projects. **\$10,000**

Fairmont Elementary School - To introduce the performing arts in education by producing one full length children's musical at four Floyd County elementary schools. **\$10,000**

Knights of Columbus Council 1221 - To fund building upgrades to the exterior of the building. **\$10,000**

Open Door Youth Services - To create a counseling office, support parenting classes, and home-based services program. **\$10,843**

Our Lady of Providence High School - To purchase a Steam Bake Oven that complies with guidelines for food preparation. **\$12,000**

Hazelwood Middle School - To provide funding for SMART Board technology. **\$12,500**

New Directions Housing Corporation - To bring intensive home repair help to elderly or disabled low income homeowners. **\$12,500**

Family Health Center of Floyd County - To increase staff hours of medical professionals to meet the increase patient capacity of low-income and uninsured patients. **\$13,873**

Paul W. Ogle Cultural & Community Center - To fund the free Ogle Center's 2012-13 children's series season of arts performances. **\$15,000**

St. Mary's Catholic Academy - To replace air conditioning units with new energy-efficient ones that also delivers heat. **\$15,000**

Hope Southern Indiana - To provide emergency needs support to Floyd County residents. **\$15,000**

Dare to Care Food Bank - To increase distribution of fresh produce and staple food items to families in need. **\$15,000**

LifeSpan Resources - To provide Meals on Wheels to residents who are on a waiting list for this service. **\$15,456**

Town Clock Church - To help fund the restoration of the historic Town Clock Church. **\$25,000**

Total: \$325,000



Special Initiatives

IU Southeast Student Investment Fund

The Horseshoe Foundation of Floyd County has provided a Student Investment Fund for the IU Southeast School of Business. **\$100,000** of the foundation's assets are actively managed by students giving them real experience in investment portfolio management and decision making. Students develop in-depth research on potential investments and then make recommendations for the fund's asset allocation, providing innovative, cutting-edge curriculum for IUS students. It is the only fund of this type in the metro area.

"The HFFC Student Investment Fund provides unique applied learning opportunities not available in other area business programs. This fund is the first of its kind in our area and is a testament to HFFC's vision and commitment to providing our community with the kinds of learning opportunities that rival any metropolitan area in the country."

- Dr. A. Jay White, Dean, IU Southeast School of Business

Blessings in a Backpack

Our effort to ensure that Floyd County is a "hunger free zone" for elementary age children was accomplished in partnership with Blessings in a Backpack, the national program designed to feed elementary school age children whose families may not have enough food on the weekends.

"The Blessings in a Backpack program fills a critical need for many of our students by ensuring that they will have something to eat on Saturdays and Sundays. As we all know, the physical needs of our children must be met in order for them to learn at high levels. In addition, Blessings in a Backpack allows our students to share food with their younger siblings at home, assists families with meal planning, and demonstrates to our students that our community cares about them. Thank you for supporting this important program."

- Ms. Terri Boutin, Principal: S. Ellen Jones Elementary School

Imagination Library Partnership

Our Imagination Library partnership with The NA-FC Education Foundation encourages childhood literacy. Free, age appropriate books in the mail each month for children through the Dolly Parton Imagination Library project have motivated over **3,000** Floyd County families to register their children for this opportunity. Most of the cost of the books has been underwritten by a **\$50,000** grant from the Horseshoe Foundation.

For parents or relatives of children 0 to 5 years old not yet registered for this program, go to www.imaginationlibrary.com or contact the Horseshoe Foundation Office at 812-945-4332. To make a gift to support the program, go to www.NAFCEdFoundation.org.



21st Century Scholarship Initiative

21st Century Scholars is a state-supported program that provided incentive for low/moderate income students to avoid alcohol and drugs, graduate from high school, pursue a college degree, and generally improve the student's quality of life. If the student chooses an Indiana proprietary institution, the equivalent tuition for Ivy Tech is provided. Enrollment must occur during the sixth, seventh, or eighth grade.

The Horseshoe Foundation partnered with other area organizations such as the Metro United Way, Community Foundation of Southern Indiana, Ivy Tech Community College, and the local school systems to increase the number of students signing up for the scholarships. Gift cards were provided by HFFC for families as incentives for successful registration for this program, which provides the potential for millions of dollars in scholarships to some of the students with the most need.



Scholarships

Scholarships from the foundation in 2012 helped **204** Floyd County youth continue their college or vocational education, encouraging them to work hard and succeed in life.

Since the Foundation awarded its first scholarships to Floyd County graduates in 2002, **\$3,900,000** has been provided to students to encourage attainment of a college degree or trade/vocational certification.

New scholarships to 2012 graduates were awarded in the following amounts to students attending the schools listed beside their name:

Providence High School (Floyd County residents), 3 scholarships: **\$30,000**

Chloe Beach
Mackenzie Wilson
Katherine Swartz

Purdue University
University of Dayton
Bellarmine University

Community Montessori (Floyd County residents), 1 scholarship: **\$10,000**

BrittanyBiggers

University of Southern
Indiana

The **Dr. John E. Reisert Scholarship** at Indiana University Southeast 2012 recipients are: Jalina Mueller, Jennifer Reichert, and Ashley Smith. Each received **\$5,000** in scholarship funds.

At Spalding University the **Judy Genovese Hess** scholarship recipients for 2012 are: Teresa Brady receiving **\$1,161.30** and Devon Breithart receiving **\$1,610.00** in scholarship funds.

Floyd Central High School, 23 scholarships: **\$230,000**

Olivia Corbin
Jessica Dakin
Taylor Davis
Michael Deerr
Tyler Elliott
Morgan Ferguson
Natalia Garrido
Erica King
Julia Lee
Kelsey Mayfield
McKenzie McCarty
Abner Miralda
Jackson Power
Jessica Price
Michael Sayre
Brittany Schmitt
Heather Schmitt
August Schoenbaechler
Hillary Slotten
Paige Thompson
April Weathers
Kadey Welch
Kelsey Zurschmiede

Ivy Tech Community College
Ivy Tech Community College
Ball State University
Purdue University
Ivy Tech Community College
University of Louisville
Ivy Tech Community College
Ivy Tech Community College
Indiana University Southeast
Ivy Tech Bloomington
Indiana University Southeast
University of Louisville
Indiana University Southeast
Indiana University Southeast
Ivy Tech Community College
University of Southern Indiana
University of Southern Indiana
University of Louisville
University of Southern Indiana
Indiana University Southeast
Johnson and Wales
Indiana University
Indiana University Southeast

“Due to the scholarships that Horseshoe Foundation provided me, I was able to spend less of my time working to support myself and more time doing community service projects and studying to pass my classes. I plan to use the skills I learned in college to run fundraisers for charity, as well as provide my technical services to community projects.”

- Craig Reeder, scholarship recipient and graduate- Indiana Institute of Technology

New Albany High School, 25 scholarships: **\$250,000**

Ryan Archibald
Madison Baumann
Emily Bennett
Samuel Bland
Jordan Blessinger
Destinee Britt
Jonathan Camacho
Katie Collins
Kayla Eilers
Blakely Greenwell
Paige Haffner
Andre Harris Jr.
Lora Lambert
Abigail Litkenhous
Sarah Mathews
Courtney Neuner
Douglas Plaiss
Clayton Poff
Holly Roth
Mercedes Russell
Deandra Stinson
Jordan Striegel
Kathryn Vance
Abigail Walker
Jamie Whitten

Indiana University
Indiana University
Indiana University
Indiana University
Indiana University
Undecided
Universidad Del Este
Indiana University
Indiana University
Indiana University
Ball State University
Undecided
University of Louisville
Indiana University
Indiana University Southeast
Jefferson Technical & Community College
Ivy Tech Community College
Indiana University Southeast
Ball State University
Spalding University
Ivy Tech Community College
University of Louisville
Indiana University
Purdue University
Jefferson Community & Technical College

Small Business Revolving Loan Fund

The Horseshoe Foundation of Floyd County Small Business Revolving Loan Fund assists small businesses expand operations and increase or retain employees. The fund is capitalized by **\$750,000** from the Horseshoe Foundation and is a partnership with One Southern Indiana, the economic development and Chamber of Commerce organization for Clark and Floyd counties.

- **\$970,000** has been loaned to small businesses to date.
- **27** small business loans have been approved.
- **\$295,000** was loaned in 2012.

For more information contact Kathleen Crowley at One Southern Indiana at (812) 945-0266 or KathleenC@1si.org.

Major Grants

City Bicentennial

The Bicentennial Park will commemorate the 200th anniversary of the City of New Albany for years to come. The Foundation is contributing \$225,000 to help fund the construction of an urban park to commemorate this historic event. Designed by Floyd County native, Eric Ernstberger, the park in the heart of downtown will be a gathering place for the community as well as a small green oasis for citizens to relax and enjoy the beauty of the city settled by the Scribner's years ago. The Foundation also committed \$25,000 to the Bicentennial Commission to fund the Bicentennial Gala and the Bicentennial coloring book for elementary students.



Horseshoe Foundation Staff and Contact Information



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Executive Director



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