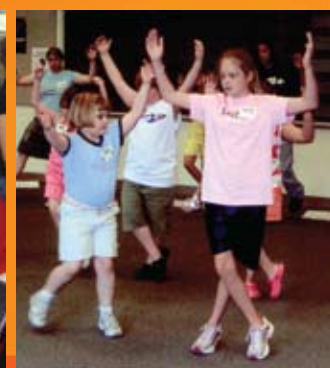


HORSESHOE FOUNDATION OF FLOYD COUNTY



A Decade of Giving



2009

Annual Report

Letter from Board President Mark Seabrook

Greetings!

A Decade of Giving is worth celebrating. We are so grateful for the \$36,000,000 we have received from Horseshoe Southern Indiana over the past ten years. We work diligently to be good stewards of the gift received from the southern Indiana riverboat casino and resort. As our sole benefactor, none of the wonderful history displayed in this annual report would have happened without their generosity.

We celebrate the \$19,350,000 given to our community by the Foundation since its inception. Throughout this report, you will get a glimpse of what the Foundation has accomplished in the last ten years. I know I speak for our community when I say we are fortunate to be able to do this.

Mark Seabrook
Horseshoe Foundation Board President

Financials

Financial Information:

Current Assets:

Cash & cash equivalents	\$	1,530,567
Investments	\$	16,184,555
Contribution Receivable	\$	538,770
Office/Equipment	\$	22,155
Total Assets	\$	18,276,047
Total Current Liabilities	\$	0
Unrestricted Net Assets	\$	18,276,047
Total Liabilities and Net Assets	\$	18,276,047

Gifts to the Community in 2009: \$2,613,910

Spring Grant Cycle	\$	375,025.00
Fall Grant Cycle	\$	333,885.00
Sponsorships	\$	63,995.00
Scholarships	\$	415,000.00
Major Grants	\$	1,490,000.00

Total funds received from Horseshoe

Southern Indiana in 2009 \$ **3,797,547.50**

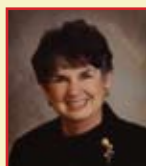
Foundation Leadership 2010 Foundation Board Members



Mr. Mark Seabrook
President



Mayor
Doug England
Vice-president



Ms. Judy Hess
Secretary



Ms. Eileen Moore
Treasurer



Mr. Kevin
Zurschmiede



Mr. Ryan
Hammer



Mr. Bob
Caesar

2010 Grants Committee Members:

Ms. Anne Banet	Ms. Denise Gardner	Mr. Norm Miller
Ms. Jessica Bergman	Mr. DJ Hanen	Mr. Greg Nash
Mr. Jim Book, Jr.	Mr. Greg Henderzahs	Mr. Allen Platt III
Ms. Barbara Bridgwater	Ms. JoAnn Kime	Ms. Lillian Rose
Dr. John Coffman	Mr. Kevin Kirchgessner	Dr. Jo Russell
Ms. Kathy Copas	Ms. Pam Kraft	Mr. Jerry Solomon
Ms. Deborah Dansby	Ms. Dora LaDuke	Ms. Letty Walter
Mr. Ron Endris	Mr. Jason Lopp	Ms. Amelia Williams
		Ms. Mary Kay Wolford

2010 Investment Committee Members:

Mr. Ryan Hammer, 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	

A Decade of Giving



1999

- Foundation incorporates as Caesars Foundation
- 1st gift received from Caesars Southern Indiana
- Established Grants and Investment committees

Imagination Library

Floyd County families jumped at the opportunity to register their children to receive a free, age appropriate hard-back book in the mail each month through the Dolly Parton Imagination Library project. The cost of the books has been underwritten by the Foundation, in partnership with the Community Alliance to Promote Education and the Community Foundation of Southern Indiana. The campaign to get all Floyd County Children registered has been a huge success since it was initiated in August of 2009, with 2,455 children signed up by year end.



This success would not have been possible without the many partners advocating on behalf of our children; CAPE, the Horseshoe Foundation and Community Foundation, United Way, our schools, newspapers, hospital, library, congregations, elected officials, and so many more.

For those who have children or grandchildren 0 to 5 years old and are not yet registered for this great program, go to www.imaginationlibrary.com or contact the Horseshoe Foundation Office.

New Albany Riverfront Amphitheater Concerts

The City of New Albany unveiled a new venue promoting fun, family-friendly and free activities at the renovated Riverfront Amphitheater. The Horseshoe Foundation was actively involved in the planning, marketing and sponsorship of the Concert Series at the Amphitheater. The newly restored Riverfront Amphitheater hosted a series of top quality events. Music heard across the levee included the entire spectrum from classic rock to bluegrass and everything in between. Local vendors provided food and drink.

Downtown New Albany restaurants and pubs were excited about the events and encouraged concert goers to have dinner before the music started or continue the parties after the lights went down. Mayor England stated, "This is a great opportunity for downtown merchants. We want the community to see and experience all the great development in New Albany." An evaluation at the end of the season provided a positive response from the community and ideas to make 2010 even better.



2000



2001

- 1st Grants awarded and biennial grant cycles established

Spring 2009 Grants Awarded

Tri-County Health Coalition \$1,000
To maintain mutual trust, confidentiality and cooperation between the two generations as they support each other.

IU Southeast Athletic Department \$1,570
To install bleachers for the tennis courts on campus.

Blue River Services, Inc. \$1,835
To serve individuals with disabilities through the purchase of laptops and printers.

IU Southeast Music Department \$2,000
To offer 10 need-based scholarships, giving applicants the opportunity to explore their interest in fine arts through the Summer Academy Program.

Floyd County VFW Post #3281 \$2,500
To establish a free internet café for the active duty and reserve military members and their families to communicate with each other especially when at an overseas duty station.

Louisville Visual Art Association \$2,500
To fund Children's Free Art Classes, which focus on gifted and talented students.

Silver Street Elementary School \$3,000
To help support our "Star" rewards program earned by students throughout the year and to assist in funding to replace approximately 200-225 school library books.

Floyd County Community Corrections ... \$4,380
To fund nationwide recidivism tracking of local offenders for five years.

Indiana Youth Institute \$4,400
To fund two full-day trainings which will focus on working effectively with youth and families.

New Albany-Floyd Co. School Corp. Opportunities for Success \$4,520
To purchase software, hardware, and A/V equipment to transform one Opportunities for Success Alternative Learning Center mathematics classroom into an interactive classroom.

Friends of the Culbertson Mansion, Inc. .. \$4,800
To replace a computer and printer, purchase a digital camera, and to replace an office pad and carpeting.

Clark County Youth Shelter and Family Services Inc. \$5,000
To support Safe Place, which educates youth on alternatives to running away, and Family Education & Support, which gives families at risk for abuse/neglect the tools to become better parents and a support system.

House of Ruth, Inc. \$5,000
To provide continued homeless prevention activities, supportive services and emergency support to Floyd County men, women and children affected by HIV AIDS.

St. John's Lodge #8 P.H.A. \$5,000
To paint the Lodge exterior, replace back porch, and furniture upgrade.

Hosparus-The Community Hospice of Southern Indiana \$9,000
To acquire medical equipment, patient supplies, and laptops used in end-of-life care of hospice patients in Floyd County.

Indiana Grantmakers Alliance Foundation \$10,000
To assist in providing funding for an educational and practical resource package that will help bring philanthropic concepts directly to Floyd County youth & their families.

S. Ellen Jones School \$10,500
To increase student attendance, develop student assets, improve communication with parents, relate social service information to families, and to create safety for children within the neighborhood.

Floyd County Youth Services Bureau .. \$11,000
To fund prevention services directed toward improving the developmental assets of young people and preventing delinquency and recidivism in Floyd County.

S.I. Net-Surfers LLC \$12,500
To assist in building a community soccer complex in Floyd County for the use of Net-Surfers' teams and several other area youth soccer programs by providing funds for a de-acceleration lane and entrance to the park.

Our Lady of Providence Junior-Senior High School \$15,000
To provide partial funding to purchase electronic proximity cards system, eliminating keys that can be lost, stolen, or illegally duplicated.

Georgetown Optimist Club \$15,000
To replace the current heating and air conditioning units at the clubhouse.

Our Lady of Perpetual Help School \$15,000
To purchase five interactive white boards to connect students to the educational benefits of the internet, Educational websites, and educational software while providing teachers with instant feedback on student learning.

The Ed Endris Boys & Girls Clubs of Kentuckiana \$15,000
To fund Project Learn and it's accompanying component, Goals for Graduation which encourages young people to succeed in school and become lifelong learners.

Bilingual Education Center for Adults .. \$15,000
To expand resources for adults in partnership with NA-FC Schools and IU Southeast.

Fairmont Elementary School \$17,360
To implement Scholastic's "System 44" program for English as a Second Language students.

Rauch, Inc. \$18,500
To match an INDOT vehicle grant for procurement of two passenger vans to be used in services to people with disabilities.

Grant Line Girls Softball League, Inc. ... \$20,000
To update and move concession stand to the central location in the middle of the four softball fields.

Youth Count \$20,000
To encourage adult & youth relationships that build the 40 developmental assets.

Floyd County Head Start \$23,925
To purchase Creative Curriculum materials for 15 classrooms.

Floyd Memorial Hospital and Health Services \$24,865
To provide therapeutic massage to patients suffering from pain and anxiety related to a serious medical condition.

Carnegie Center for Art & History, Inc. .. \$24,870
To assist with the creation and installation of five sculptures for the New Albany Bicentennial Public Art Exhibition.

Community Coordinated Child Care, Inc. (4-C) \$25,000
To provide low income and working Floyd County residents with child care financial assistance for their children at reliable, licensed child care programs so that they may maintain employment.

Howard Steamboat Museum, Inc. \$25,000
To fund the installation of advanced fire detection and suppression equipment, energy-efficient heating and air conditioning system, and the construction of a temperature controlled building to properly store the Museum's collections.

Total \$375,025

2002

- 1st Scholarships awarded
- \$20 Million commitment made to build YMCA and Aquatic Center

2003

- Renewable four year scholarships established

Fall 2009 Grants Awarded

Challenger Baseball Team \$1,285

To provide a sport and team experience for individuals with disabilities.

Our Place Drug and Alcohol Education Services, Inc. \$2,420

To fund teen pregnancy prevention program through use of educational curriculum in elementary schools.

St. Marks United Church of Christ \$2,500

To provide new undergarments, blankets, and gently used clothing for free to needy individuals and families in Floyd County struggling to be self-sufficient.

LifeSpan Resources, Inc. \$2,538

To fund transportation assistance for elderly and disabled Floyd County residents.

Hoosier Hills Aids Coalition \$4,000

To help subsidize HIV/AIDS clients in Floyd and County with basic needs such as food, medicines, rent, utility and transportation needs.

St. Paul's Episcopal Church \$4,992

To fund capital improvements enabling the Art on the Parish Green Art & Music Festival to include more local artists and musicians and to expand it's ability to host community residents and visitors attending the event.

The Healing Place, Inc. \$5,000

To fund the Shelter and Recovery Program which provides homeless alcoholics and addicts assistance with shelter, food, detox and transitional care services.

The Center for Women and Families \$5,825

To improve the safety at the Southern Indiana Center's Campus with new security cameras.

Harrison Education & Literacy Program ... \$6,100

To fund Freedom 101 training in the Floyd County Jail to reduce recidivism.

Jewish Hospital & St. Mary's Foundation . \$6,200

To purchase SaeboFlex Inpatient Kit, an orthopedic apparatus that facilitates functional grasp and release activities.

Southern Indiana Asset Building Coalition \$7,875

To provide financial education, counseling and mentoring to 30 financially vulnerable Floyd County Residents.

Big Brothers Big Sisters of Kentuckiana ... \$8,000

To fund the Scribner Middle School Developmental Asset Building Project, a school based mentoring program.

EDGE Outreach \$8,000

To purchase equipment to aid in more effective vision screenings for Floyd County residents.

Down Syndrome Support Association of So. Indiana \$8,250

To purchase a 15 passenger van to transport children and adults with Down Syndrome and their families to DSSASI sponsored programs and services.

Brandon's House Counseling Center, Inc. \$10,000

To provide 400 hours of free, Master's level counseling to Floyd County teens and families.

Gilda's Club \$10,000

To build community between families and individuals who have been touched by cancer.

Hispanic Ministry of New Albany \$10,000

To fund computers and software for immigration training for community nurse.

Christian Formation Ministries, Inc. \$10,000

To fund Successful Re-Entry Program for offenders recently released from the Floyd County Jail.

Floyd County Token Club \$10,000

To fund building upgrades such as new windows, door, and tuck pointing.

Holy Family School \$10,000

To purchase security equipment to ensure the safety of the students.

Louisville Zoo Foundation, Inc. \$10,000

To provide funding for Zoo Kids in partnership with underserved schools and non profits to enable 625 children to attend the Zoo and to fund the Glacier Run exhibit which puts guests nose to nose with Arctic wildlife.

Personal Counseling Service, Inc. \$10,000

To provide psychiatric evaluations and medication management for those who have no insurance or Indiana Medicaid.

Junior Achievement of Kentuckiana, Inc. \$10,000

To teach the economics of life to Floyd County Youth with JA Classroom Programs and Entrepreneurship Camp.



Highlander Youth Recreation \$10,900

To replace the fencing and the backstop on a Little League baseball field used for 7 and 8 year old boys.

Guerin, Inc. \$12,500

To fund therapeutic equipment for the spa area at The Villas of Guerin Woods.

Knights of Columbus 1221 \$15,000

To fund building improvements: a new sign and vinyl siding.

Paul W. Ogle Cultural & Community Center \$15,000

To support the Ogle Center's 2009-2010 performing Arts season, providing free admission for Floyd County school children to attend professional and educational arts performances, as well as subsidizing family-oriented programming.

New Directions Housing Corporation \$17,500

To fund Repair Affair which will help repair homes of up to 30 elderly or disabled low income homeowners.

Floyd County Maternal and Child Health Center \$20,000

To provide partial funding to offset costs to provide high quality prenatal services to the residents of Floyd County.

Floyd County 4-H Corporation, Inc. \$20,000

To replace worn wood bleachers with metal seating for one set of bleachers.

Habitat for Humanity \$20,000

To fund construction of a Habitat Home so a family can be given a chance to earn a home in our community.

Beta Sigma Pi \$20,000

To purchase automated external defibrillators and cabinets for NAFC public and private schools.

Greenville Elementary School \$20,000

To fund playground improvements to an existing play structure to bring it into compliance with ADA requirements.

Total \$333,885

2004

• Major Grant awarded to Division Street School

2005



Scholarships

In 2002, the Foundation awarded its first scholarships to Floyd County graduates. Since that time, \$2,330,088 has been awarded to financially challenged students to open the doors to education. Scholarships are renewable and pay for \$8,000 of tuition costs over four years of study. Requirements for the scholarships include a C average or better in high school, a solid school record, good attendance and community involvement. Scholarship recipients must enroll in an accredited, post-secondary educational or vocational institution.

The Foundation is particularly proud to have two new scholarships named for prominent members of the community. Dr. John E. Reisert Scholarship at Indiana University Southeast honors Dr. Reisert for his commitment to the community, including serving as a founding board member, his leadership as a public servant, and community philanthropist. Awarded annually, the four-year, full-tuition scholarship benefits a non-traditional student at Indiana University Southeast. Also in 2008, the Foundation added a scholarship endowment at Spalding University to honor Judy Genovese Hess, a founding board member.

Scholarships from the Foundation in 2009 helped 201 Floyd County youth continue their college education, a large impact for a foundation to make on the lives of young people. New scholarships to 2009 graduates were awarded in the following amounts to students attending the schools listed.



New Albany High School, 25 scholarships: \$200,000

Nicholas Atkins
 Brandon Belcher
 Andrianna Borden
 Courtney Burrage
 Jacob Chastain
 Rebecca Foulks
 Lindsey Gall
 Zil Gandhi
 Regan Green
 Billy Heil
 Anna Kaiser
 Brian Keeler
 Emily Knight
 Brandilyn Muir
 Billie Murray
 Christopher Newland
 Robert Pontrich
 Brandon Reams
 Andrew Riley
 Lauren Smith
 Lauren Summers
 Paisley Thompson
 Jonathan Vest Jr.
 Erik Winburn
 Jesse Withers

University of Louisville
 Indiana University Southeast
 University of Louisville
 University of Louisville
 Indiana University Southeast
 Indiana University Southeast
 University of Evansville
 University of Louisville
 Indiana University Southeast
 Indiana University Southeast
 Ball State University
 Ball State University
 Indiana University Southeast
 Ball State University
 Ivy Tech Community College
 Ivy Tech Community College

 Indiana University Southeast
 The Art Institute of Indianapolis
 Indiana University Southeast
 Purdue University
 Indiana University Southeast
 University of Southern Indiana
 Vincennes University
 Indiana State University

Providence High School (Floyd County residents), 3 scholarships: \$24,000

Brandice Combs
 Katie Knear
 Jeffrey Schueler

Indiana University Southeast
 Indiana University Southeast
 Purdue University

2006

- Major Grants awarded to IU Southeast Library, Children's Hospital, and Providence Retirement Home

2007

- Open Major Grants process implemented
- Established Dr. John Reisert Scholarship at IU Southeast

Floyd Central High School, 23 scholarships: \$184,000

Connie King	Jefferson Community Tech-College
Blake Oliver	Indiana University Southeast
Jessi Winner	Purdue School of Technology
Katie Button	University of Louisville
Rachel Missi	Indiana University Southeast
Chase Rost	Indiana University Southeast
Erica Shireman	Indiana University Southeast
Shelby Garber	Indiana University Southeast
Hilary Halsey	University of Louisville
Maribeth Pirtle	Indiana University Southeast
Tarrin Ball	Indiana University Southeast
Mary Summerville	Ivy Tech Bloomington
Audrey Minix	Ivy Tech Community College
Scott Hubrich	Purdue University
Kalie Thompson	Indiana University Southeast
Savannah Hoover	Galveston College
Aubry Missi	Indiana University Southeast
Rachel McNulty	University of Louisville
Samantha Cooper	Indiana University Southeast
Whitney Koopman	Indiana University Southeast
Chloe Cahoe	Ivy Tech Community College
Brittany Branham	Indiana University Southeast
Courtney Gatton	

Students interested in more information on applying for our scholarships should contact a guidance counselor at their high school.



Small Business Revolving Loan Fund

Economic development is critical to the life and growth of Floyd County. The Foundation has loaned funds to three local businesses wanting to expand. Applications are regularly being reviewed for loans from this fund.

The Horseshoe Foundation of Floyd County Small Business Revolving Loan Fund will assist emerging private businesses in expanding operations and increasing or retaining employees. The fund is capitalized by \$250,000 from the Horseshoe Foundation and administered by One Southern Indiana, which is the economic development and Chamber of Commerce organization for Clark and Floyd counties.

For consideration, businesses must be located or plan to locate in Floyd County and have been established a minimum of two years in business. Applicable business experience of at least two years will also be considered. An eight-member Revolving Loan Fund Review Committee consisting of members from the boards of directors of both the Horseshoe Foundation and One Southern Indiana evaluate loan applications and determine funding decisions.

Members of the Small Business Revolving Loan Fund Committee:

Ryan Hammer, Chair
Kevin Zurschmiede
Jerrol Miles
Richard Robinson
D. Keith Pulliam
Le Anne Kruer Scott
Lisa Brooking
Michael Dalby
Kathleen Crowley, One Southern Indiana Staff

Loan amounts will range from \$5,000 to \$50,000 with a maximum interest rate less than the prime rate of interest. Maximum terms of loans are 10 years for land and building loans, five years for equipment loans, and two years for working capital loans.

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

2008

- Rebranded as the Horseshoe Foundation
- First public office opened in YMCA Building
- Established the Judy Genovese Hess Scholarship at Spalding University

2009

- Dolly Parton's Imagination Library project initiated
- Community Economic Relief Fund established
- Riverfront Amphitheater Summer Series Major Sponsor
- Small Business Revolving Loans Awarded

Community Relief Fund Established in 2009

The Community Relief Fund provided additional funding to non-profit organizations that have experienced increased service requests from area residents due to the effects of the U.S. economic crisis. The Horseshoe Foundation of Floyd County, the Paul W. Ogle Foundation Inc. and the Community Foundation of Southern Indiana partnered in this funding program. Contributions from the Paul W. Ogle and Horseshoe foundations put the value of the fund at \$400,000. The Community Foundation of Southern Indiana served as the administrator of the program.

Non-profit organizations were able to request up to \$20,000. Organizations applying for funds served residents of Clark and Floyd counties as a major portion of their work.

"For our foundations, this is the best way we could provide immediate relief to those who are suffering from the economic downturn," said Mark Seabrook, Chairman of the Board of Directors of the Horseshoe Foundation of Floyd County. "The expedited process will get the funds to the organizations that need it quickly so that it can be put to good use." Floyd County recipients of funds included:

- **Brandon's House Counseling Center**-\$6,200.00 to fund 200 hours of free, Master's level counseling.
- **Center for Lay Ministries**-\$20,000.00 to provide food for the food pantry.
- **Bridgepointe Services and Goodwill**-\$20,000.00 to purchase food and supplies for the Children's Academy.
- **Community Action of Southern Indiana**-\$18,000.00 to provide emergency services.
- **Family Health Center of Floyd County**-\$11,408.00 to provide emergency assistance.

- **Floyd Memorial Hospital and Health Services**-\$20,000.00 to provide prescription assistance to those patients who can't afford them.
- **Hispanic Ministry of the New Albany Deanery**-\$17,500.00 for emergency needs of Spanish speaking residents.
- **Interfaith Community Council**-\$30,000.00 for the Emergency Food Capacity Building and funds for emergency programs.
- **LifeSpan Resources**- \$4,983.00 for transportation fees.
- **New Hope Services**-\$5,000.00 for Child Advocacy and Parental Support Program.
- **Noah's Ark**-\$20,000.00 for basic utilities, transportation and food costs.
- **Personal Counseling Service**- \$20,000.00 counseling services to meet increased demand.
- **Rauch**- \$9,050.00 for their Beneficiary Services/Representative Payee Program.
- **Regional Youth Services**- \$11,567.00 to provide emergency assistance.
- **Salvation Army of New Albany**-\$26,024.00 to add additional freezer for food storage.
- **St. Mark's United Church of Christ**-\$7,750.00 for basic needs assistance through the church.
- **The Church of Jesus Christ of Latter-Day Saints**-\$4,740.00 Day of Service 2009-Hygiene Kits.
- **The Healing Place**- \$1,600.00 for shelter and recovery services.
- **YMCA of Southern Indiana**- \$12,680.00 to fund child care subsidies.

Total Given in 2009: \$266,520

More information about the Community Relief Fund can be found on the Horseshoe Foundation web site.

Horseshoe Foundation Staff & Contact Information



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Executive Director



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Horseshoe Foundation of Floyd County

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