



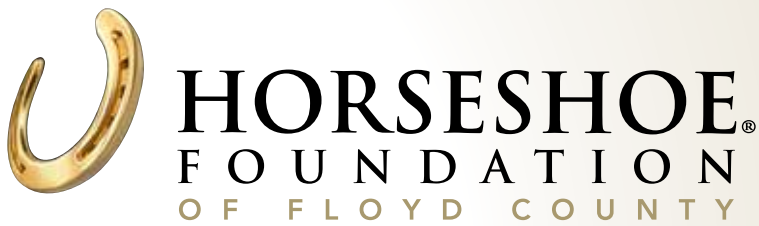
HORSESHOE[®]

FOUNDATION
OF FLOYD COUNTY



CELEBRATING HISTORY

2013 ANNUAL REPORT



Greetings!

2013 has been a year to celebrate history. New Albany celebrated the bicentennial of its founding. The Scribner house will celebrate its bicentennial this year. Floyd County is 197 years old. Our community has always been rich in history. That history as a river community has shaped our past and continues to shape our destiny.

Fourteen years ago our Foundation was started because of a riverboat. Over \$31 million dollars has been contributed to the community over that time. Decisions like this are made every day that continue to shape our history.

The good work the Foundation does is only possible because of \$3.06 million contributed in 2013 by Horseshoe Southern Indiana. Through their generosity we have continued to invest in the future of the community.

The intent of this report is to give you an overview of what the Foundation has accomplished throughout 2013. We are pleased to share our work and dedication to this great community.

Mark Seabrook
Horseshoe Foundation Board President

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Jerry K. Finn
*Executive
Director*



**Rose
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Foundation Leadership

2014 Board of Directors:



**Mr. Mark
Seabrook**
President



**Mayor
Jeff Gahan**
Vice-president



Ms. Judy Hess
Secretary



**Mr. John D.
Smith**
Treasurer



**Mr. Kevin
Zurschmiede**



**Mr. Brad
Seigel**



**Mr. John
Gonder**

2014 Grants Committee Members:

Dr. Johnny Alse	Ms. Natalie King
Ms. Anne Banet	Mr. Kevin Kirchgessner
Mr. John Belski	Dr. Al Knable
Ms. Jessica Bergman	Mr. Jason Lopp
Mr. Tyler Bliss	Ms. Connie Minich
Mr. Jim Book, Jr.	Mr. Greg Nash
Ms. Barbara Bridgwater	Mr. Adam Naville
Mr. Chad Bruggeman	Mr. Allen Platt III
Ms. Kathy Copas	Dr. Jo Russell
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Mr. Jim Green	Mr. Tim Tomes
Mr. DJ Hanen	Ms. Letty Walter
Mr. Greg Henderzahn	Ms. Amelia Williams
Ms. Teresa Jackson	Ms. Mary Kay Wolford
Ms. JoAnn Kime	

2014 Investment Committee Members:

Mr. Brad Seigel, <i>Chair</i>	Ms. Leslie Vidra
Mr. Kevin Zurschmiede	Ms. Diane Murphy
Ms. Barbara Geltmaker	Mr. John Waggoner
Mr. Norm Melhiser	Mr. Robert Eichenberger
Mr. Gene Price	

2014 Small Business Revolving Loan Fund Committee Members:

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

Funds received from Horseshoe
Southern Indiana in 2013:
\$3,060,507

Gifts given to the community since inception:
\$31 Million

Total contributions from Horseshoe
Southern Indiana since 1999:
\$49 Million



Gifts to the Community in 2013:

- Grants: **\$602,824.63**
- Sponsorships: **\$40,650.00**
- Scholarships: **\$471,006.43**
- Major Grants: **\$1,825,000.00**

Financial Information:

Current Assets:

Cash & cash equivalents	\$	1,947,335
Investments	\$	23,889,132
Contribution Receivable	\$	524,195
Office/Equipment	\$	8,303
Total Assets	\$	26,368,965
Total Current Liabilities	\$	8,989,766
Unrestricted Net Assets	\$	17,379,199
Total Liabilities and Net Assets	\$	26,368,965



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 2013, the Board of directors approved **\$725,000** in grant funding. Grant guidelines and applications are available on our website, www.horseshoefoundation.org.

Blue River Services - To fund participation in the National Association of People Supporting Employment First Conference.

\$1,466

New Albany High School - To fund the registration fee and travel to a national conference to learn about interventions and implement an anti-bullying. **\$1,602**

Community Foundation of Southern Indiana - To fund The Dictionary Project benefitting 3rd grade students in Floyd County elementary schools. **\$2,000**

Georgetown Optimist Club - To replace entry flooring and to purchase a refrigerator. **\$2,469**

Community Montessori School - To purchase a kiln for the art program. **\$3,100**

Grant Line Elementary School - To fund participation for a conference on Conscious Discipline, a behavior management program being adopted in NAFC Schools. **\$3,628**

Louisville Visual Art Association - To fund free studio art instruction for Floyd County students. **\$5,000**

St. Vincent dePaul OLPH - To provide emergency assistance to families in need. **\$5,000**

Jewish Hospital & St. Mary's Foundation - To help purchase a rear loading van for the Southern Indiana Rehab Hospital. **\$5,000**

Clark County Youth Shelter and Family Services, Inc. - To supplement Safe Place & Anger Management programs that address the safety and success of families and youth in crisis. **\$5,000**

Youth Count - To fund community-wide engagement in positive youth development to ensure young people experience the fundamental resources they need for success. **\$5,000**

Parkinson Support Center of Kentuckiana - To expand the exercise classes for Parkinson's patients. **\$5,900**

Muir Manor - To fund the replacement of the exterior door and sign in the senior apartment community. **\$6,362**

Camp Quality Kentuckiana - To help fund a camping experience for children with cancer. **\$7,000**

The Center for Women and Families - To purchase new playground equipment for the southern Indiana campus. **\$7,680**

Grace Lutheran School - To help provide security features to the preschool and kindergarten. **\$8,100**

Regional Youth Services - To partially fund the replacement of computers to improve agency communications. **\$8,400**

S. Ellen Jones Elementary School - To increase student attendance and safety through the support of a school liaison officer. **\$8,600**

New Albany Floyd County Animal Control and Shelter - To fund surgical equipment and supplies for the mobile rescue unit. **\$9,847**

Our Lady of Perpetual Help School - To fund new computers to prepare for rigorous new common core state standards. **\$10,000**

Personal Counseling Services - To provide office space and administrative support for a psychiatrist for patient care. **\$10,000**

The Boys & Girls Club of Kentuckiana - To help foster outcomes of academic success, good character, leadership and healthy lifestyles for youth at the Ed Endris Club. **\$10,000**

Actors Theatre of Louisville - To support continued playwriting residencies in the sophomore English classes at Floyd Central High School. **\$10,700**

Christian Formation Ministries - To fund the Successful Re-Entry Program to teach offenders recently released from jail to stop offending and become gainfully-employed. **\$12,500**

Dress for Success Louisville - To help disadvantaged women prepare for employment. **\$13,000**

IU Southeast School of Education - To provide support and data-logging equipment for New Albany High School science class rooms to enhance science learning. **\$13,000**

Floyd Memorial Hospital Foundation - To provide therapeutic massage and biofeedback to patients suffering from cancer. **\$14,146**

YMCA of Southern Indiana - To help fund the DIAMONDS and Y-CAP after-school mentoring program. **\$15,000**

Harrison Education & Literacy Program - To help fund Freedom 101 seminars in the Floyd County Jail. **\$15,000**

New Albany Floyd County Education Foundation - To provide engaging and creative supplemental classroom resources for teachers and students. **\$15,000**

Floyd County Token Club - To provide partial funding for renovations and needed repairs to the historic building. **\$15,500**

Rauch, Inc. - To replace the roof and gutters of the East Spring Street building. **\$20,000**



FALL GRANTS AWARDED

St. John Presbyterian Church - To fund the diaper ministry serving disadvantaged intercity neighborhood parents. **\$1,260**

The Center for Lay Ministries/ Bliss House - To fund certification in an addiction recovery program. **\$1,352**

Challenger Baseball Team - To provide a sporting opportunity for handicapped individuals. **\$1,460**

Slate Run Elementary - To send staff members to the Conscious Discipline Summer Institute. **\$1,500**

Mount St. Francis Center for Spirituality - To purchase AV projection systems, for their meeting rooms. **\$2,198**

Youth Philanthropy Initiative of Indiana - To provide youth leadership training and resources. **\$3,000**

Best Buddies Indiana - To support the social inclusion and mentoring of youth with intellectual and developmental disabilities. **\$3,000**

Hoosier Hills AIDS Coalition - To help subsidize the financial needs of HIV+/ AIDS clientele living in Floyd County. **\$5,000**

Big Brothers Big Sisters of Kentuckiana, Inc. - To fund the Middle School Transition mentoring program. **\$5,000**

Miles for Merry Miracles - For their youth led initiative that helps families in need during the holiday season. **\$5,000**

Indiana Landmarks - To help fund the 2014 Statewide Historic Preservation Conference in New Albany. **\$5,000**

Mt. Tabor Elementary School - To replace a wooden fence around the school's butterfly/research garden. **\$6,600**

Southern Indiana Asset Building Coalition - To operate self-file tax preparation clinics. **\$7,500**

Visually Impaired Preschool Services - To provide early intervention and educational services to children who are visually impaired. **\$8,000**

Brandon's House Counseling Center, Inc. - To provide free, Master's level counseling. **\$8,525**

New Directions Housing Corporation - To help the elderly and or disabled homeowners in Floyd County through Repair Affair. **\$9,000**

Junior Achievement of Kentuckiana, Inc. - To teach financial literacy, entrepreneurship and work readiness programs to Floyd County students. **\$10,000**

St. Marks United Church of Christ - To provide new blankets and clothing to needy individuals and families. **\$10,000**

Arts Council of Southern Indiana - To fund community based art programming. **\$10,000**

Dare to Care Food Bank - To provide food for Floyd County families in need. **\$10,000**

Our Place Drug and Alcohol Education Services, Inc. - For needed repairs to their office building. **\$10,000**

Louisville Zoo Foundation - To fund the Zoo to You program for 1st grade students. **\$12,000**

Keep New Albany Clean and Green - To continue improvements to downtown landscaping and welcoming city enhancements. **\$12,105**

LifeSpan Resources, Inc. - To provide funding for Meals on Wheels to Floyd County Elderly. **\$15,000**

Hazelwood Middle School - To purchase and install SMARTBoard technology into classrooms. **\$15,000**

Hope Southern Indiana - To help fund the emergency needs program. **\$15,000**

St. Elizabeth Catholic Charities - To renovate space to house homeless women and children. **\$17,500**

Ohio River Greenway Development Commission - For a way-finding signage system for the Ohio River Greenway Corridor. **\$20,000**

Indiana University Paul Ogle Cultural and Community Center - To provide free admission for Floyd County students who attend the Children's Series performances. **\$20,000**

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

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 in Floyd County. The fund is capitalized by **\$1,000,000** 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. The low interest loan process is designed to be able to react quickly to the needs of business in the community.

- **\$1,100,000** has been loaned to small businesses to date.
- **27** small business loans have been approved.
- **\$295,000** was loaned in 2013.

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

"One Southern Indiana (1si) is a proud partner and supporter of The Horseshoe Foundation and their Revolving Loan Fund. The program supports our small businesses and entrepreneurs by providing access to low interest loans necessary for growth or expansion. This in turn contributes to a foundation for future economic stability and vitality." - Wendy Dant Chesser, President & CEO One Southern Indiana

Special Initiatives

IU Southeast Student Investment Fund

The Horseshoe Foundation of Floyd County established a Student Investment Fund in 2012 for the IU Southeast School of Business. **\$100,000** of the Foundation's assets were set aside to be 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. In less than two years, the students have grown the fund by **37%**; a very impressive return. It is the only fund like this available in the metro area.

"The HFFC Student Investment Fund provides unique applied learning opportunities not available in other area business programs. This fund is unique 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 - \$35,000

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. Other community partners including the City of New Albany join us in this effort.

"The Blessings in a Backpack program is a true gift for Slate Run families every Friday. Our students look forward to having the food for the weekend and their families appreciate the support we are providing them. Learning and success at school is magnified when we are able to help meet the basic needs of students. Our weekly Blessings in a Backpack volunteers see the positive impact on our students when they are delivering the bags... students light up and say, 'thank you!'"

- Amy Niemeier: Principal-Slate Run Elementary School

"We truly appreciate all of the organizations that partner with our schools to support our children. Blessings in a Backpack is a program that has helped improve the lives of our New Albany Floyd County children by providing good, nutritious food on the weekends. Backpacks include easy-to-prepare, ready-to-eat foods, like granola bars, juice boxes, ravioli, mac and cheese, and oatmeal. This support contributes to children being able to obtain better test scores, improved reading skills, positive behavior, improved health and increased attendance."

- Michele Day: Director of Elementary Education/Title I New Albany Floyd County Schools

Imagination Library Partnership

Our Imagination Library partnership with The NA-FC Education Foundation encourages childhood literacy.

- The program delivered **36,920** books to children across the county
- An average of **3,070** children received books each month
- Over **1,000** new children were added to the registration list

However, these stats tell only part of the story. Behind each number is a child and a family that are benefitting from the time they spend together reading--and re-reading--books. Each month children in Floyd County who participate in the Imagination Library program find a special gift in their mailboxes: a free, high-quality, age-appropriate book. Not only is the book addressed personally to the child, but it also contains tips for parents to expand the reading experience through conversation and activities. Since 2009 the generosity of the Horseshoe Foundation of Floyd County has created home libraries for **6,152** children delivering a total of **144,187** books. A significant portion of the cost of the books has been underwritten by an annual **\$50,000** grant from the Horseshoe Foundation.

For parents or relatives of Floyd County 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.



Mentoring Initiative

The foundation has partnered with a group of concerned organizations including the NAFC Schools to develop a plan of action for a comprehensive mentoring initiative in Clark and Floyd counties. Too many children in our communities are without mentors to help them succeed in life. The group will focus on promoting the need for mentors in our community and identifying resources and other partners which need to be invited to the initiative.

Scholarships

Scholarships from the foundation in 2013 helped **204** Floyd County youth continue their college education, encouraging them to work hard and succeed in life.

Since the Foundation awarded its first scholarships to Floyd County graduates in 2002, **\$4,500,000** has been provided to students to encourage attainment of a college degree or trade/vocational certification.

New scholarships to 2013 graduates were awarded in to students attending the schools listed on this page.

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

Thomas Boly
Daniel Fernandez
Kathleen Wiles

Loyola University, Chicago
Purdue University
University of Kentucky

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

Adam Schwartz
Indiana University Southeast



The **Dr. John E. Reisert Scholarship** at Indiana University Southeast 2013 recipients are: **Tanya DeCoux, Deborah Haeberlin, Helen Jeffries, and Jennifer Reichert**. Each received **\$5,000** in scholarship funds.

At Spalding University the **Judy Genovese Hess Scholarship** recipients for 2013 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**

Virginia Andres
Travis Barger
Whitney Batliner
Cierra Bell
Morgan Cambron
Amber Craft
Lauren DeLuca
Richard Ellis
Leilani Fullmer
Sara Gibson
Adam Hudson
Ashley Hunt
Kady Lanning
Rachel Naville
Cassandra Peaslee
Benjamin Preston
Mckenzie Prince
Wilson Shealy
Kalynn Striegel
Tonya Truong
Stephanie Wagner
Joseph Wolf
Charles Wolf

Indiana University Southeast
Undecided
Indiana University Southeast
Indiana University Southeast
Ivy Tech Bloomington
Ivy Tech Community College
Indiana University
Western Kentucky University
Brigham Young University
Indiana University Southeast
Indiana University
Indiana University Southeast
Ivy Tech Community College
Purdue University
University of Southern Indiana
Indiana University Southeast
Bellarmine University
Indiana University
Jefferson Community & Technical College
Indiana University Southeast
University of Southern Indiana
University of Louisville
University of Louisville

"This scholarship is absolutely motivation for me to reach the goals I have set for next year and the years to follow. It has given me the confidence I need in order to take the next giant step, college. Not only that, but I know for a fact now that if I work hard, I can actually surpass my goals. Once again, I am so grateful for this wonderful and generous opportunity." - Emily Hoffer: New Albany High School.

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

Bailey Biggs
Kaelin Blessinger
Tracy Burrage Jr.
Haileng Cheav
Brittany Cooper
Katelyn Doyle
Shelby Embry
Chelsie Flanders
Kayla Graham
Samuel Harris
Emily Hoffer
Savannah Hunter
Brittany Jones
Halee Kaiser
Erin Kanii
Marin Kanii
Anne Kron
Tabatha Loppnow
Sydney Michell
Omar Moran
Shelbi Pearce
Sidney Rudy
Jennifer Sloan
Tabitha Vincent
Kuan Wu

Bellarmino University
Indiana University
Purdue University
University of Louisville
Ivy Tech Community College
Ivy Tech Community College
Ivy Tech Community College
Ivy Tech Community College
Ivy Tech Community College
Murray State University
Indiana University
Purdue University
University of Southern Indiana
Indiana University Southeast
Ball State University
Ball State University
University of Alabama
University of Southern Indiana
Ball State University
Ivy Tech Community College
University of Louisville
University of Louisville
Indiana University Southeast
Indiana University Southeast
Indiana University Southeast

Major Grants

Bicentennial Park and Bicentennial Activities - \$250,000

To establish a permanent commemoration of New Albany's Bicentennial, the Foundation partnered with the city for the development of an urban park. Designed by a local son of the community, Eric Ernstberger, the park was planned for a blighted piece of property on the corner of Spring and Pearl Streets, once the location of the city's magnificent Post Office. The design incorporated native plants, peaceful sitting areas under wooden arbors, four water features, and a large sunken ellipse of grass for activities or play. It is a fitting tribute to the tenacity of the people who have lived in this community for 200 years.

A portion of the funds, \$ 20,000 was designated to help fund the Bicentennial Commission's sponsorship of the signature Bicentennial Ball, hosted by Develop New Albany on January 26th, 2013. \$5,000 helped fund the Bicentennial Coloring Book which went out to all 4th graders in the New Albany-Floyd County school system.

NAFC School Safety - \$150,000

New Albany Floyd County School Corporation received funding for the creation of secured entries for six elementary schools without these features. The secured entries include the Raptor name badging system. As the name badge is being printed a criminal history background check is conducted prior to allowing entrance into the school setting. The safety of children, teachers, and families will be greatly improved through this project.

Scribner House Restoration - \$75,000

The Scribner House, the home of one of the founding brothers of New Albany, is 200 years old, having been built in 1814. It has been made into a museum to the Scribner Family and tells their impact in the history of New Albany. It is open to the public on designated dates and also hosts elementary school field trips. Over 700 students toured the home this past year. As with any historical house, there is a need for restoration work to include the main sills under the house, windows and siding. The focus of this initial project is on the west side and front of the house. The Daughters of the American Revolution, the owners of the home, will continue to fundraise for the preservation of the other parts of the house.

Floyd Memorial Hospital Cafeteria Renovation - \$100,000

A major grant was awarded to the Floyd Memorial Foundation for the creation of a Healthy Food Environment which included an expanded salad bar, fruits and vegetable area, and a grill. In addition, the environment provided seating in a stress-reduced atmosphere. A beautiful atrium-like area was added to expand the dining room. In 2011, over 304,744 non-patient meals were served at Floyd Memorial.

New Albany Little League - \$250,000

The New Albany Little League has a long history in the community and has outgrown the space at the Mt. Tabor fields. The Foundation's support will help with funding for a new facility located just north of I-265 off Charlestown Road in a new County Park. The Little League plans to construct six baseball fields, with enough land remaining for a football field, multiple soccer fields and walking paths and playgrounds. Construction will start in spring of 2014.

IU Southeast Amphitheater - \$300,000

IU Southeast will expand the cultural and creative activities of the campus by enhancing their facilities with an outdoor amphitheater space on the north end of campus, located near the Paul W. Ogle Cultural and Community Center and student housing. The outdoor Horseshoe Foundation Pavilion will host new events such as outdoor concerts, student activities, and theatrical performances. The Pavilion will continue to be used annually for commencement. The new design will incorporate pathways to the stage for physically challenged students and community members, allowing for better access during all ceremonies and activities.

