



**KENTUCKY STATE  
UNIVERSITY**

### **Announcing the Formation of the Kentucky State University Thoroughbred Foundation, Inc.**

Today we are excited to announce the formation of the Kentucky State University Thoroughbred Foundation, Inc., a newly established and IRS-approved 501(c)(3) organization dedicated solely to supporting Kentucky State University, its students, and its programs.

The Kentucky State University Thoroughbred Foundation, Inc. was established based on three guiding principles: **service, stewardship, and transparency**. These values drive our commitment to responsible and ethical philanthropy, ensuring every contribution directly supports the University's mission, students, and strategic goals.

In alignment with these principles, the Founding Board of Trustees of the Kentucky State University Thoroughbred Foundation, Inc. has adopted the **Association of Fundraising Professionals (AFP) Code of Ethics and Donor Bill of Rights**. With the AFP's written permission, these principles are embedded in the Kentucky State University Thoroughbred Foundation Inc.'s daily activities, reflecting its dedication to ethical standards and accountability. Excerpts can be found at the bottom of this release.

#### **Kentucky State University Thoroughbred Foundation, Inc.**

In alignment with the Kentucky State University Thoroughbred Foundation, Inc.'s commitment to transparency, we are pleased to share details of the Kentucky State University (KSU) Thoroughbred Foundation, Inc.:

**Mission:** The Kentucky State University Thoroughbred Foundation, Inc. maximizes private support for Kentucky State University by fostering lifelong relationships with key stakeholders and providing advancement leadership and fundraising services for the students and programs across the University.

**Compliance and Recognition:** The KSU Thoroughbred Foundation, Inc. has received full IRS approval as a 501(c)(3) entity and is recognized by both the Kentucky Secretary of State's

Office and the Office of the Attorney General, granting it full authorization to conduct fundraising activities and to receive charitable contributions.

In addition, the Kentucky State University Thoroughbreds Foundation, Inc. has been granted the 2024 Platinum Seal of Transparency from Guidestar. This achievement has been reached by less than 1% of all recognized charities in the United States and is the highest level attainable by GuideStar.

GuideStar, [guidestar.org](https://www.guidestar.org), is the world's largest source of nonprofit information, connecting people and organizations with data on 2.7 million current and formerly IRS-recognized nonprofits. Each year, more than 10 million people, including individual donors, nonprofit leaders, grant makers, government officials, academic researchers, and the media, use GuideStar data to make intelligent decisions about the philanthropy sector.

**Collaborative Partnership:** A signed Memorandum of Understanding between Kentucky State University and the KSU Thoroughbreds Foundation, Inc. establishes a structured relationship to ensure alignment and compliance with Kentucky State University's policies and goals, as well as all federal and state requirements.

Additionally, the KSU Thoroughbreds Foundation, Inc. has been shared with the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) as a component unit of / entity related to Kentucky State University, reinforcing its official connection and commitment to the future of our students and our institution.

**Leadership:** The Founding Board of Trustees of the KSU Thoroughbreds Foundation, Inc. includes three distinguished members of the Kentucky State University and HBCU Community:

*Dr. Michael D. Dailey – Dr. Dailey grew up in Frankfort, Kentucky on what was then the Kentucky State College campus and is a proud 1984 graduate of KSU. He is a lifelong educator having worked for the Kentucky Department of Education and Fayette County Schools before returning to his alma mater. He is an active member of Kappa Alpha Psi Fraternity, Inc., is a Lifetime Member of the KSUNAA and served as the Acting Kentucky State University President in June 2023, only the second KSU Graduate to do so.*

*Dr. Wendy D. Dixie – Dr. Dixie grew up in Henry County Kentucky, one of Kentucky State University's six service counties and would later graduate twice from KSU with Bachelors and Masters degrees in Computer Science. She is a lifelong resident of the Commonwealth, an active member of Delta Sigma Theta Sorority, Inc. (celebrating 90 years at KSU), has served KSU as a staff member for 23 years and is a proud Lifetime Member of the KSUNAA.*

*Dr. Marcus K. Bernard – Dr. Bernard grew up on a small produce farm in North Carolina and is a proud HBCU double graduate of North Carolina A&T State University. He has lived in Kentucky the past 12 years, is an active member of the Omega Psi Phi Fraternity, Inc., is a past national president of the Minorities in Agriculture, Natural Resources, and Related Sciences (MANRRS), and is a Lifetime Member of the KSUNAA.*

Alumni, Community & Business Leaders, Faculty, Staff and members of the public are encouraged to and may apply to serve on the Kentucky State University Thoroughbreds Foundation, Inc. Board of Trustees by emailing their resumes and a letter of interest to [foundation@kysu.edu](mailto:foundation@kysu.edu). Appointments will be made in early 2025.

### **2024 "GoodGiving Challenge"**

In further alignment with our commitment to transparency and public trust, Kentucky State University will participate in the **Blue Grass Community Foundation's "GoodGiving Challenge"** from **9:00 a.m. on December 3 through midnight on December 6**. Through this four-day, online community-giving campaign, we aim to inspire support for our current students - and future leaders in the Commonwealth - with all donations received solely benefiting the students and programs of Kentucky State University.

Joining the Challenge affirms our dedication to effecting long-term, positive impact for the Kentucky State University community beyond the campus boundaries. Additional information will be shared before and during the "GoodGiving Challenge."

### **A New Standard of Excellence for the Future of Kentucky State University**

With the Kentucky State University Thoroughbreds Foundation, Inc. in place we look forward to working closely with our alumni, community, and Commonwealth partners to advance Kentucky State University's mission through responsible fundraising and transformative support. Together, we can continue making a meaningful impact on our students' lives, ensuring a bright future for generations of Thoroughbreds to come.

Online gifts may be made anytime at [www.kysu.edu/givenow](http://www.kysu.edu/givenow).

Gifts may be mailed to:

Kentucky State University

Attn. KSU Thoroughbreds Foundation, Inc.

400 East Main St.

Frankfort, KY 40601

Checks may be made payable to: KSU Thoroughbreds Foundation, Inc. or Kentucky State University

To establish a restricted or endowed account at the Kentucky State University Thoroughbreds Foundation, Inc. or for tax-wise, end of year giving questions please contact [foundation@kysu.edu](mailto:foundation@kysu.edu) or call 502-597-5500.

Thank you for your support and commitment to Kentucky State University.

The Kentucky State University Thoroughbred Foundation, Inc. is committed to service, stewardship and transparency in every interaction. As such, the Founding Board of Trustees has adopted the Association of Fundraising Professionals (AFP) Code of Ethics and Donor Bill of Rights and with their permission, we have included excerpts below. The entire document can be found at: <https://afpglobal.org/ethics>.

### **About the Association of Fundraising Professionals**

The Association of Fundraising Professionals empowers individuals and organizations to practice ethical fundraising through professional education, networking, research and advocacy. Their vision is to stimulate a world of generosity and positive social good through fundraising best practice.

### **Code of Ethical Standards**

The Association of Fundraising Professionals believes that ethical behavior fosters the development and growth of fundraising professionals and the fundraising profession and enhances philanthropy and volunteerism. AFP Members recognize their responsibility to ethically generate or support ethical generation of philanthropic support. Violation of the standards may subject the member to disciplinary sanctions as provided in the AFP Ethics Enforcement Procedures. AFP members, both individual and business, agree to abide (and ensure, to the best of their ability, that all members of their staff abide) by the AFP standards.

### **PUBLIC TRUST, TRANSPARENCY & CONFLICTS OF INTEREST**

The Kentucky State University Thoroughbred Foundation, Inc. shall:

1. Not engage in activities that harm the members' organizations, clients, or profession or knowingly bring the profession into disrepute.
2. Not engage in activities that conflict with their fiduciary, ethical, and legal obligations to their organizations, clients, or profession.
3. Effectively disclose all potential and actual conflicts of interest; such disclosure does not preclude or imply ethical impropriety.
4. Not exploit any relationship with a donor, prospect, volunteer, client, or employee for the benefit of the members or the members' organizations.
5. Comply with all applicable local, state, provincial, and federal civil and criminal laws.
6. Recognize their individual boundaries of professional competence.

7. Present and supply products and/or services honestly and without misrepresentation.
8. Establish the nature and purpose of any contractual relationship at the outset and be responsive and available to parties before, during, and after any sale of materials and/or services.
9. Never knowingly infringe the intellectual property rights of other parties.
10. Protect the confidentiality of all privileged information relating to the provider/client relationships.
11. Never disparage competitors untruthfully.

### **SOLICITATION & STEWARDSHIP OF PHILANTHROPIC FUNDS**

The Kentucky State University Thoroughbred Foundation, Inc. shall:

1. Ensure that all solicitation and communication materials are accurate and correctly reflect their organization's mission and use of solicited funds.
2. Ensure that donors receive informed, accurate, and ethical advice about the value and tax implications of contributions.
3. Ensure that contributions are used in accordance with donors' intentions.
4. Ensure proper stewardship of all revenue sources, including timely reports on the use and management of such funds.
5. Obtain explicit consent from donors before altering the conditions of financial transactions.

### **The Donor Bill of Rights**

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

1. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
2. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
3. To have access to the organization's most recent financial statements.

4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgement and recognition.
6. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
8. To be informed whether those seeking donations are volunteers, employees of the organization, or hired solicitors.
9. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
10. To feel free to ask questions when making a donation and to receive prompt, truthful, and forthright answers.