



In Partnership With Churchill Downs and the Community Foundation of Louisville

Wednesday, April 29, 2026

Helpful Information Before You Register

As we kick off Winsday registration on Wednesday, January 7, here is some helpful information to get you prepared.

Where do I register my organization?

Visit www.cflouisville.org/events/winsday/ to complete the registration form.

Participation is free, and eligible organizations will be put into a lottery and randomly selected following the registration deadline.

When is the registration deadline?

Registration for nonprofits will be open from Wednesday, January 7, until 12 p.m. ET on January 21, 2026.

What will be asked on the registration form?

- Registrant Name
- Organization Name
- Organization EIN
- Organization Mailing Address
- Registrant Phone Number (optional: secondary number)
- Registrant Email (optional: secondary email)
- Type of Organization (multi-choice)
- Size of Organization (based on your annual gross revenue)
- Organization Donation Link
- High-resolution Version(s) of Your Organization's Logo
- Mission statement (1-2 sentences)



- How did you hear about this opportunity (multi-choice; optional)

What are the eligibility requirements?

Eligibility is outlined in the [Terms of Service](#) below (in order to participate, you must agree to the terms via the registration form):

1. I confirm that my Organization is an IRS-approved 501(c)(3) public charity and will provide our EIN number for verification.
2. I understand that organizations classified as a school, church, program, or project with a fiscal sponsor or 509(a)(3) supporting organization may be required to provide additional documentation for verification to participate.
3. I confirm that my Organization serves or has headquarters in Jefferson, Shelby, Oldham, Spencer, or Bullitt counties in Kentucky or Clark, Floyd, and Harrison counties in Indiana.
4. I understand that the Winsday event is limited to 50 nonprofit participants and that registration is by random selection via a lottery split into two size groups based on the organization's annual gross revenue: 1) Tier 1 will consist of 25 nonprofits with annual revenues of less than \$250k, and 2) Tier 2 will consist of 25 nonprofits with annual revenues of more than \$250k.
5. I understand that if my Organization is randomly selected to participate, the primary contact I listed in the registration form will receive a confirmation of my organization's participation via email from the Community Foundation of Louisville. Any remaining organizations that completed registration but were not randomly selected will also be notified via email.
6. I understand that any donations received on the day of the Winsday Event will be processed by my Organization's preferred donation portal and disbursed directly to my Organization according to my Organization's payout settings.
7. I understand that donors choose where to place their gifts and that the Community Foundation of Louisville and Churchill Downs, Inc. have no control over this process.



8. I understand that my Organization will provide the total number of donors, donations, and dollars raised for my Organization's Winsday fundraising campaign to the Community Foundation of Louisville no later than Friday, May 1, at 12 p.m. ET so that the Churchill Downs, Inc. team may report the findings during Derby Day on Saturday, May 2.
9. I understand that any cash prizes and donations received through ticket sales will be disbursed by Churchill Downs Inc. via check within a month following the Winsday event.
10. I confirm that my Organization will provide a direct donation link and agree to share it via our preferred communication channels leading up to and during the Winsday event.
11. I confirm that my Organization will provide a high-resolution logo and mission statement for branding opportunities leading up to and during the Winsday event.
12. I understand that my Organization will be provided a unique ticketing link and that we will receive a \$5 donation for every box seat ticket sold resulting from the efforts of my Organization and sold through the ticketing link provided to my Organization.
13. I understand that only tickets sold through the Churchill Downs track ticketing portal will count towards any prizes and incentives offered as part of the Winsday event.
14. I understand that the Churchill Downs track ticketing platform will securely process all tickets sold for the Winsday event.
15. I confirm that I have the capacity to fundraise for my Organization by selling tickets and soliciting direct donations leading up to and during the Winsday event.
16. I understand that prize winners are subject to further verification and will be finalized following the Winsday event.
17. I understand that if asked to participate in any interviews with the media, I will speak on behalf of all nonprofits participating in the Winsday event.



18. I understand that my organization is encouraged to focus the majority of its overall marketing efforts in the days leading up to Derby week to purchase tickets through our assigned ticketing link and donate to my organization during the Winsday event on April 29, 2026.

For more information about Winsday, please view the [FAQ PDF](#) or visit cflouisville.org/events/winsday/.