



Executive Director's Report
March 27, 2024
Virtual

Updates & Discussion

CEO Fund Equine - I am very excited to share with the CEOF board that following a meeting with the CEOF Equine Fund committee today (Monday), Gerry Duffy reached out to Dermot Ryan to ask if Coolmore America/Ashford Stud would be willing to host our first CEOF Equine Fund event on **October 19th** (UK away). He agreed! He also mentioned they may sponsor the catering for the event. It is our intention that it be a brunch & "bubbles" event from 10 a.m. -noon so folks can hit the first race at Keeneland.

We are going to begin procuring silent auction items with a focus on equine related items or opportunities. Hopefully the event will include a stallion parade and our guests may get to see Justify and American Pharoah! Please let me know your thoughts about moving forward with this EXCITING event. The goals are twofold. To bring awareness about the fund to people and to generate funds, We will keep it simple the first year, with the intention of doing it well so people will come back the next year.

Software - Donor - Email - Online Donations - I am researching several programs. Some include an email & online donations component. I will present findings to the CEOF Finance committee for review followed by a recommendation to the CEOF Board.

Application Process for CEOF Funds - Julia and I met with Marian DeMoss to continue our discussion of incorporating FACTS into our distribution decisions. Julia is working on improvements to the form the principals/business managers are asked to fill out. The CEOF Finance committee (Dan) will continue to calculate the distributions and will incorporate some of the FACTS information in this process. One school does not participate in FACTS, but when Marian reached out to the Our Lady of the Mountains teacher leader, Bernadette Carroll, she said those requesting assistance would be directed to FACTS to apply.

Commerce Lex Membership - It came to my attention that Lynda Amato Bebrowsky is the Commerce Lex Executive VP of membership and engagement. She sent me a note when we renewed our membership. Lynda and her siblings attended DOL schools K-12 and she sent her

child through our schools as well. We are going to meet mid-April to discuss how CEOF can benefit from this membership. I am going to try to get the Amatos to attend Luminaria. It would be wonderful if her father, Jim Amato, former mayor of Lexington could join us.

Designated School Funds - I would like to discuss my recent thoughts about this topic at our meeting on Wednesday.

Grants - Keeneland Foundation turned down our request for a grant. They told Kara Heissenbuttel that they do not give to foundations. As a member of the committee she was unaware of this clause. She did say Keeneland will be able to help us in other ways. She is on our CEOF Equine Committee so I feel confident this will happen.

Luminaria - I am very pleased that this year's Distinguished Educator is Mr. Mark Worthington, a middle and high school math teacher at Holy Family in Ashland. The Distinguished Alumnus is Dr. Andy Moore who founded Surgery on Sunday a non-profit who performs essential surgeries at no cost to income eligible individuals. There is a lot of buzz about this year's awards! I am so grateful to our Luminaria Award Selection Committee for their third year of service.

I met virtually with Lincoln Snyder. Thank you, Carol, for once again helping me with talking points for our guest speaker.

Lincoln is landing late **Monday, April 22nd**. Would anyone be available to take him to breakfast Tuesday morning and/or lunch on Wednesday? Kyle will take him on school visits. He is flying out very early on **Thursday, April 25th** due to a staff member extending their medical leave. He's very disappointed to not be able to attend the races. Do we still want Julia to get a table for us? I really enjoyed it last year, but understand if that is too much that week.

The sponsorships and ticket sales are going very well! I am thinking we may hit a sellout the first week of April. This would definitely be a record in the three years of this event! I will have an update for you at the meeting of where we are with \$\$ raised and tables sold. It would be out of date if I sent it today!

We are working on a video for Luminaria. I am thrilled to report that a family that has received tuition assistance from the CEOF Equine Fund has agreed to be interviewed. The father works for Stone Farm in Bourbon County and his children attend St. Mary's. They are from Mexico and Miranda Chaplin has secured an interpreter. I have shared with the CEOF Finance committee the cost for this will be approximately \$1,000 which is one-half of the original quote. Fortunately the videographer is involved in equine video productions and may be able to use stock footage from some of our stakeholders with their permission. This saves us \$\$\$.

Program Welcome - Bill & Carol

Kim

D.O.L. Schools Report - Kyle

Luminaria Welcome: Mariah Dence - JLC

Benediction - Fr. Chris Clay

Emcee - Angie Beavin

Event Producer - Julie Klier

2024

April 9th - RSVP for Keeneland

April 24th - Luminaria

April 25th - Keeneland CEOF Board & Lincoln Snyder

June 7th - Golf Scramble

October - CEOF Equine Fund fundraiser

December 3-6 - BGCF Good Giving Challenge