



**CEO Executive Director's Report
Virtual Meeting
September 18, 2024**

Updates & Discussion

Stallions, Sips & Savories

Saturday, October 19th; Coolmore America's Ashford Stud

As you know the ticket link is live. We have sold approximately 30 tickets thus far. The invitations were mailed last Friday so I expect the ticket sales to pick up midweek as people receive their invites. Just a reminder we only have 125 tickets we are able to sell. The waiver is online and AS is fine with the ticket purchaser adding their guest names and clicking the box that the waiver has been read.

We currently have \$20,000 in sponsorships. I have reached out to others who I am waiting to hear back from as well as seeking additional sponsors. Your help and/or connections, would be greatly appreciated.

We have applied to the ABC for the license to auction alcohol and expect approval this week. The online auction should go live the first week of October ending at the event October 19th.

Mary Sparks and I had an online demo with **QGive**, the auction technology arm of Bloomerang. The good news is we do not have to be fully onboarded with Bloomerang in order to set up and go live with the auction. We will be able to promote the silent auction on our social media pages, but not the event. I will ask TDN to promote the auction and to do a follow up article after the event with AS approval before it goes to print.

The silent auction continues to develop (between Saratoga and the September Sales it's been yet another tricky time to connect with those in the equine world). I have a few meetings during the sales so I'll update you at our meeting. I would like to present 20-25 packages for auction.

Here are some auction highlights, please spread the word. Also, if you have some ideas/connections, they are WELCOME!

- The Kentucky Castle overnight in a tower suite
- American Pharoah halter - the reserve is \$3,000, AP will wear it until closer to our event
- Churchill Downs Jockey Suite for 24 ppl
- Staycation - Hilton Hotel Downtown w/ breakfast - working on other items to add
- Heaven Hill/Silks Club - catered dinner for 8
- Ocean Palms Hilton Head Island - 2 bed/2ba villa; includes a daily round of golf, several courses to choose from - Westin Hotel amenities included - several weeks offered, one being Thanksgiving 2024 week and a week in April - check in day is the final day of the Heritage Golf Classic in Harbor Town which might be a draw
- Jockey Silks/Derby Winner framed scarf
- Keeneland - wonderful basket of goodies including a beautiful decanter and glasses
- Day at the Races - Lunch for 6 at the Thoroughbred Club & a box on the finish line at Keeneland
- Day at the Races - Clubhouse tickets for 4 and dinner (most likely the donation from Vallozzi's will be paired with this)
- Tours of WinStar Farm and Claiborne Farm
- Horse Country tour for 4 at one horse country tour location
- Two bourbon packages! Thank you!

Stay tuned for more!

We have extended the event by 30 minutes: 10:00 a.m. - 12:30 p.m. Ashford Stud has 3 tour guides so every 15 minutes a group will start. I will introduce a member of the equine industry (Larry McGinnis, John David Christman, Dermot Ryan) who will explain the importance of this fund to those in the industry that desire educational opportunities for their children. As the face of CEOF, the development committee felt it was important that I welcome guests as they depart on the tours. I will have name badges for the board and committee members so you can answer questions our guests have.

I am in the process of creating a draft of the budget for this event. The expenses will be relatively low. I will share with the CEOF Finance committee at our next meeting.

Professional Development ***Ongoing***

Lisa Deaton Mahan and I have had two meetings. The first session was spent getting to know one another and sharing the journey of CEOF from 2015 to present. The second session included the topics of milestone goals (we discussed setting 1,2, 3, 5 and 10 year goals), mission partners (I had just discussed this with St. Joe's Foundation Director the week prior) where you approach a sponsor one time for multiple events and they build it in their annual

budgets, planned giving, wealth screening (she thinks we need to add on what Bloomerang has to offer at \$225 per year (more for connections than wealth), and several community organizations we might want to connect with in the future. We are looking forward to our presentation at the retreat in November.

Good Giving Challenge 2024

December 3-6

Matching gifts are important for success in this drive. There are several incentives during the G.G. Challenge. If you know of someone who is interested in a match let me know and I will work with them to find the best opportunity to do this.

Bloomerang - Brooks and I completed the initial onboarding training. We are working on the import. I will do just enough to get us through to the event then turn my focus back on the event. After Stallions, I will devote time to Bloomerang so we get the biggest bang for our buck. This will be important for the end of the year giving cycle in November and December.

Annual CEOF Newsletter

Projected mailing date: Week of November 18th

I have asked Brennan Carpenter to help with the newsletter again this year. I would like the marketing subcommittee to weigh in on the format in 2025. I will work on finding sponsors again to offset the production/printing/ mailing costs. The mailing list is approximately 14,500 households and we do include donation envelopes.

Luminaria

Thursday, April 24, 2025

I spoke with Fr. Tony Ricard last week. He is thrilled to join us as the keynote speaker this year. Tentatively he will arrive on **Wednesday, April 23 rd** and depart **Sunday, April 27th**. He will visit Lexington Catholic on Friday, April 25th and spend the weekend with parishioners of St. Peter Claver. We will make the formal announcement that he is our keynote speaker following the equine event. Please go ahead and share the news. Many people have asked when tickets for the event will go on sale.

Dr. Andy Moore reached out to me shortly after the passing of Fr. Norman. He suggested CEOF consider a scholarship in Fr. Norman's memory. I did not want to pursue that at the time as there were already several fundraisers in his memory in the works. However, I would like to discuss with you the possibility of an annual award in his name that goes to an LC student (selected by their faculty) who embodies the spirit of servant leadership. I think a \$1,000 monetary award should be given to the recipient. This will be funded annually by a donor. Your thoughts?

Golf Scramble

Friday, June 20th

The golf scramble will again be held at **Connemara Golf Course**. They have agreed to continue the ½ day option for us. We need to keep this under our hats as this is a special favor. Thank you, Fr. Dan for your help with this.

2024

October 19th - Stallions, Sips, & Savories

December 3-6 - BGCF Good Giving Challenge

2025

April 24th - Luminaria

June 20th - tentative CEOF Golf Scramble