



**Executive Director's Report  
E.D. Report Sent to CEOF Board Members  
September, 2023**

**Updates & Discussion**

**CEO of Golf Scramble** - Save the Date - **Friday, June 7, 2024** - morning event followed by lunch and awards

**Equine Fund Updates**

**Thoroughbred Daily News (TDN)** - I was interviewed last week for this daily digital publication. The writer is calling Gerry Duffy and Miranda Chaplin as well. The article should run later this week or next. I am working on ads that will run in TDN that are free for non-profits organizations.

**Sales** - I spent a fantastic day meeting horse farm owners, managers, and staff with Gerry Duffy. I gave everyone I met one of our **CEO of Fact sheets** (thanks, Carol for the push on this). I will be circling back around with each of them in the next few days.

**Subcommittee** - Gerry Duffy (Godolphin), John David Christman (Old Colony Equine Insurance), and Kara Heisenbuttel (Keeneland) have agreed to be a part of the subcommittee. John David has reached out to Anna Seitz as well. We are hoping she will join our efforts.

Gerry has invited me to the November sales as well. I am grateful for the opportunity to meet those in the industry when they are in the same place.

**Next Up** - Now that the sales have ended and they have had a few days to regroup, I am reaching out to each person I met. I am hopeful they will agree to meet with me or talk by phone.

**Annual Newsletter** - I will be working on the first draft of the annual newsletter the last week of September and first week of October along with the annual grants I need to write. I need your input on the annual report.

Initial ideas:

Luminaria 2023

Golf Scramble 2023

CEOF Equine Fund updates

Dan - a financial review/Opening Message

Kyle - stats (Luminaria 2023 ones and more

Amuri family testimonial?

List of Board, LC, JLC, Development Committee

List of Schools

Luminaria 2024 STD - Announce Lincoln Snyder

Ways to Give

Photos

Donation Envelope

Sponsor Logos

Other?

**Grants** - I am currently working on KU/LGE; Fifth Third; Keeneland Foundation, Godolphin, & Thoroughbred Charities of America grant applications

**Good Giving Challenge** - I am working with Kendall Anderson this Friday to prepare for GGC. I believe we have our first "match" for the challenge! Thank you, John!!!

**CEOF Development Committee** - Steve Angelucci graciously offered to meet with me to create a CEOF Business Plan. I have attached a ROUGH draft of the plan to the email. This is a work in progress and I will be requesting the help of the CEOF board and finance committee to work on various parts of the plan. The committee is scheduled to meet again on October 13th.

**Next Meeting: Lexington Catholic - does this schedule work for all?**

**\*\*\*Bishop John and Carol will not be able to attend**

4-4:30 p.m. Tour

4:30-5:15 p.m. Meeting

5:15-6:15 p.m. "*Break Bread Together*" - dinner delivery

**2023**

**October 21st** - Focus Forward conference

**November 28th - December 1st** - Good Giving Challenge 2023