



**Executive Director's Report
January 31, 2024
Jackson Kelly Offices**

Updates & Discussion

Equine Fund Updates

CEO Fund Equine Fund Committee - This committee has suggested a fundraiser for the CEO Fund Equine Fund around the Keeneland fall meet. The Secretariat Center held an event at Jonabell Farm in 2023 from 10-noon called Bluegrass Brunch and Bubbles and then people went to the races. This event included an online and live auction as well as general admission tickets to Keeneland. Your thoughts?

Annual Newsletter - We had some hiccups that will be avoided for the mailing in 2024. My goal again will be the week following Thanksgiving. The delay in 2023 was caused in part by a printing house equipment malfunction as well as a delay in the electronic sending of the postage funds to the mailing house. I will be taking a check to them in 2024 to expedite the process. I do think it is possible that our current sponsor, Dan Cummins Chevrolet may consider covering the entire cost of the mailing in 2024.

I am very pleased with the online and snail mail contributions that were made in December/January. The donation envelope that we include has been a good investment in my opinion. We collected close to \$30k during this time frame.

Grants - I am currently working on KU/LGE; Fifth Third; Godolphin, Churchill Downs & Thoroughbred Charities of America grant applications. The Keeneland Foundation grant has been submitted.

Good Giving Challenge - We received a check for our funds and matches. I am pleased to report we earned \$1567 in matches this year. I believe with a few phone calls and/or board commitments, we can get that number closer to \$5k in 2024.

CEO Development Committee - Kim and David met with Bill and shared information from our meeting with CEF Louisville. Bill asked us to find out what their ROI is in regards to advertising. David reached out to Julie 1/29.

Luminaria - Good news! Angie Beavin has agreed to host again this year.

Julie Klier and I were invited to meet with the new director of CH events, Jennifer Ambbs, who worked for the Hilton downtown for many years. She and Julie planned Toyota events together. We are thrilled with someone with her years of experience to help us this year.

We had lunch prepared by their chef. It was amazing. We made plans for the tasting in February so the committee can make some recommendations to the board. The price increase will be between \$8-\$11 pp, but I think we can make some adjustments to the appetizers and keep the price similar to last year.

The Luminaria Award applications are online and being promoted. The selection committee is in place for a 3rd year in a row. I am so grateful for their commitment. We have decided the previously submitted nominations will stay in the que for 5 years.

We are considering another award - "*Commitment to Catholic Education*" and maybe recognizing a family that has sent many children over the years? This family would be chosen by the LPC and approved by the board. We are discussing this at our committee meeting 1/31 so I'll give you some more information at our meeting.

One of the most challenging parts of the event is check in. It was suggested maybe we don't need name tags this year? The welcome reception is so short and then they typically sit with people they know. Your thoughts? I think the board should wear name tags and maybe the LC/JLC/committees???

Raffle - not sure about this yet. I will discuss it with the committee Wednesday and let you know.

2024

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