



Executive Director's Report
February 28, 2024
Virtual

Updates & Discussion

Meeting with the LC, JLC, Principals, Priests - Brief recap: Venue? Date? Format? Repeat?

Hancock Branding & Communications - I met with Jeff Hancock to discuss the possibility of enlisting his help with a marketing and communications plan or in the very least inviting him to speak to the Board about his recommendations for CEOF in this area.

Jeff is aware we are on a tight budget and unfortunately isn't in a position to donate his time. However after speaking with his partners they are very interested in our mission. Jeff invited David and me to meet with them and discuss this further. We will keep you posted.

I invite you to check out their new website hbxc.io. You'll even see a brief clip of the DOL school's marketing project I worked with him on years ago.

Email Communications - I discovered a list of DOL email addresses that I was sent last year along with addresses. Currently there are 7100 addresses on the list. I know that some of these are old addresses so we may end up with 5-6k, but a great start for our email communications.

I have researched Constant Contact and Mail Chimp. I'd like to sign us up for a subscription to Constant Contact which will cost us between \$56 - \$84 a month. I will create one through the free trial and see how many of the emails I have are good.

Commerce Lex Membership - After much thought and discussion with several members of the finance committee, I decided to renew the membership for this year. I do gain good insight from the small group of non-profit leaders that I meet with monthly. I have asked for their help in guiding me towards member benefits that apply to our foundation.

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

Grants - I am finalizing KU/LGE; Fifth Third; Godolphin, Churchill Downs & Thoroughbred Charities of America grant applications. We should hear about the Keeneland Foundation grant this month.

Luminaria - The **Luminaria Award** nominations window closes this Thursday. 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. I did send the Luminaria Award information to the parishes with schools along with SPPS partner parishes and asked that they share in their communications.

In this month's board docs I have included our guest speaker, Mr. Snyder's message in the latest edition of Momentum (NCEA's publication). I thought perhaps it might be a springboard for his talk. Your thoughts?

We have several secured sponsorships and I am working on the others this week. Let me know if you have some other potential sponsors I can reach out to. I am having a card printed with Luminaria information on the front and a QR code to purchase tickets for a mailing.

February 9th I was treated to a 2nd tasting at the Campbell House. The Luminaria Planning Committee joined us. We were impressed by the offerings and can only hope our guests will be in April as well.

I am very pleased to report we are returning to the surf/turf entrée this year. I am also happy to relay that we are only seeing a \$4 pp increase per entrée. Last year it was \$51pp. This year it will be \$55pp. Many thanks to Julie Klier who asked the chef to price a smaller serving of salmon than was offered at the tasting. We did reduce from 3 to 2 hors d'oeuvres to help keep our costs down. The meal is heavy so we wanted to go light on the apps.

Menu

APPETIZERS

Mini hot browns and crab cakes

SALAD

Spinach Salad with Dried Cranberries, Red Onion, Feta Cheese and Candied Pecans; Ranch or Balsamic Vinaigrette

ENTRÉE

2.5oz Grilled Salmon with Ginger Glaze Paired with 4oz Grilled Flank Steak with Black Garlic Molasses; Goat Cheese Potato Gratin, Maple Glazed Baby Carrots, French Green Beans

VEGETARIAN - *Vegetable En Croute*

Puff Pastry Filled with Seasonal Vegetables (Tomato, Eggplant, Squash, Etc); Long Grain Wild Rice, Maple Glazed Baby Carrots and French Green Beans

DESSERT:

Individual Round Red Velvet Tiramisu and Chocolate Torte drizzled with raspberry sauce

WARM ROLLS AND BUTTER & COFFEE INCLUDED

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