

# The Giving Wheel

## Q & A With All Charities Partners' Chairman Tom Davidson

This season you will see a new logo around the community, that of the All Charities Partners. The All Charities Auction Weekend and the charities and large group of volunteers behind the effort are mainstays of the community and the new image was created to better illustrate the concept behind it.

Chairman of the All Charities Partners Tom Davidson took time out to answer some frequently asked questions ...

**Q: What exactly is the All Charities Partners organization?**

A: The All Charities Partnership is a federation of the major not for profit institutions in our community which have agreed to do their annual fundraising in a cooperative way.

**Q: Who is included?**

A: Direct Partners include the Medical Center, Cultural Center, Art League, Academy, Ocean Reef Conservation Association, and the Ocean Reef Community Foundation. The Foundation in turn provides opportunities for financial support from their portion of fundraising proceeds to the smaller on the Reef not for profits ...ORCAT, Coast Guard Auxiliary, etc...and numerous off the Reef charities in the Upper Keys and Homestead



The "giving wheel" illustrates the All Charities partnerships.

where so many of our service and support people live.

**Q: Why did these institutions decide to do cooperative fundraising?**

A: About five years ago the individual fundraising events had ballooned to 29 separate activities in that one year. Donor fatigue finally set in with many supporters saying "enough already."

**Q: How many events are there now?**

A: Approximately six. I say approximately as some

events don't happen every year. There is the major All Charities Auction Weekend each February, Medical Center Sports Day and Raffle (some years a Medical Center gourmet dinner), Boutique d'Reef, and the ORCAT Luncheon and Keys Children's Foundation Luncheon.

**Q: The Medical Center is a member of the All-Charities Partners, but they also have their own fundraising events ... ?**

A: Yes, because, as most



All Charities Partners Chairman Tom Davidson, Administrator Lesa Crayne, and Executive Director Chris Lane, with Ocean Reef Community Foundation Chairman Alan Goldstein in front of the new All Charities office located in the Fishing Village above Reef Treats. Reach the All Charities team in their new office at 367-5996.

would agree, the Medical Center also has a substantial annual operating deficit as a result of providing comprehensive and first class medical services on a seasonal basis. Simply stated, they need funds beyond what the All Charities event can provide at the present time.

**Q: So, what is the All Charities charge on my Club bill?**

A: Those funds go directly into the All Charities pot to support the All Charities Partners. When the charities combined their efforts it was done with the Club's encouragement. In return, the Club can provide at the present

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# Giving

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agreed to support the effort and insure the success of the combined effort by collecting a minimum level of support from all members.

**Q: Is the All Charities Weekend THE major fundraising event to support?**

A: Yes, the community has embraced the one auction concept and made it THE event, raising more funds with

less fund raising. The weekend is a two day event that raises most of the funds the All Charities Partners rely on. About \$1,800,000 net this past year, and more than \$6 million in the last four years. The 2012 All Charities Auction Weekend is February 10 & 11.

**Q: If I don't want to go to the formal black tie auction, how can I help and participate?**

A: You can do it with a direct donation in lieu of participation when you receive your All Charities Weekend invitation,

attend the more casual Friday night or Saturday daytime silent auction event, and for the first time this year, a new option is to participate in the Ocean Reef "PAL" program. With the PAL program you can support the cause with a donation of \$500 (less a credit for the \$150 All Charities dues charge) and receive a basket of special perks in return. More details to come soon!

**Q: How are the proceeds split up between the Partners?**

A: The Auction Weekend proceeds will be split Medical Center 25%, Cultural Center 22%, Academy 13%, Art League 6.5%, Ocean Reef Conservation Association 6.5% and Ocean Reef Community Foundation 27%. Then the Foundation's Community Grants program offers the opportunity to apply for grants of financial support to other on the Reef causes such as ORCAT, the Historical Society and off the Reef charities in Homestead and Key Largo.

The Charity Check Off – the \$150 on your dues bill – splits will be Medical Center 32%, Cultural Center 18%, Art League 16%, Academy 14% and Foundation and Conservation Association 10% each (proceeds from auction items donated by the club are also divided by the Check Off splits).

The Auction splits differ from the Check Off and Club item splits as several of the institutions had well established auctions which they agreed to discontinue to establish the one auction weekend.

**Q: Who decides where the**

**proceeds go for the approximately 30% given off the Reef?**

A: The Ocean Reef Community Foundation has a very committed and experienced Grants Committee which seeks out and vets grant requests to arrive at the list of dozens of charities receiving grants each year. Any 501(c)(3) serving Ocean Reef, Key Largo, Homestead or Florida City can apply for consideration by the Grants Committee. The Ocean Reef Conservation Association also supports environmental causes that are keys-centric, but off the Reef.

**Q: How can I find out where the money goes?**

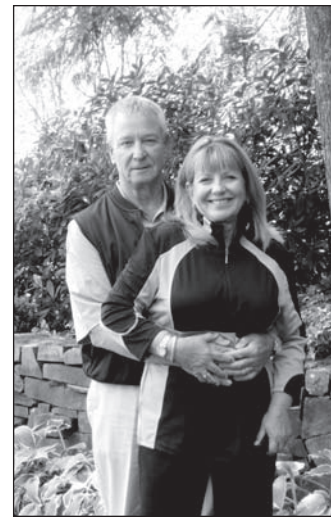
A: Contact the Ocean Reef Community Foundation for a complete list, which is also published annually in the Reef Press and the Foundation's newsletter and is posted on their website at [www.orfound.org](http://www.orfound.org).

**Q: Can I specify where my donation goes?**

A: By making a direct donation to that cause or a self-directed donation to the Ocean Reef Community Foundation, yes. However, all funds raised through the official All Charities Auction Weekend events and dues Charity Check Off are distributed according to mutually agreed percentages which are also published in the Reef Press each year.

**Q: Who pays the expenses of the All Charities fundraising effort?**

A: The expenses are net against the proceeds but are quite small by most fundraising standards.



All Charities Auction Weekend Chairs, Mona and Harold Brewer.

**Q: The All Charities Partners includes six different organizations – so where do I go and who do I contact with questions about the All Charities Auction Weekend?**

A: This year's event is graciously being chaired by **Mona and Harold Brewer** and there is an entire committee of dozens of volunteers, your friends and neighbors listed in your invitation, who are very involved and instrumental in orchestrating the weekend.

Thanks to the Club's generosity, the All Charities effort is now centralized in a new Fishing Village office where you can find Executive Director Chris Lane and Administrator Lesa Crayne, or give them a call there at 367-5996. Lesa is continuing in her role coordinating the event and Chris joined our team at the end of last season. The Executive Director position was established to focus on the development of a

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## OCEAN REEF PRESS

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South Dade classroom sings "Rock n' Roll Rudolph" during their Christmas show.

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In many cases these are the only gifts the children will receive for Christmas.

The South Dade Child Care Center is a "Head Start" school. Ocean Reefers who visit the facility come away with a lasting impression of what is being accomplished with these children.

To join in this truly heart-warming effort, please call Sally Weisleder 367-2206 or Bardee Wyer 367-4787. You

can also contact one our volunteer Santas, listed below, to help purchase a gift for one of the children. You may also mail your 100% tax deductible check, made payable to South Dade Child Care Center, to Bardee Wyer, 403 Carysfort Road, Key Largo, FL 33037

This year's Ocean Reef volunteer Santas include: Linnea Anderson, Lin Brown, Sally Davidson, Joan Flippin, Jackie Flynn, Ann Healey, Theresa Holmes, Christine Hoyt, Cynthia Lee, Nancy Leenhouts, Beverly Lobdell, Denny Morgan, Ali Moseley, Linda Noble, Barbara Olcott, Betsy Osborne, Sue Peterson, Cathy Ryon, Stacy Schmetterer, Pat Thomson, Bobbi Watson, Christina Watson, Joan Watson, Sally Weisleder and Bardee Wyer.

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## Giving

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preferred business partners program and major auction item acquisitions. The added professional support is enhancing our program significantly. We hope it is making chairing the event more attractive, too.

**Q: How can I participate or help?**

**A:** Participate in the All Charities Committee, Auction Weekend events or the new Ocean Reef "PAL" program. Contact the staff, chairs or any member of the

event Committee. You can also help by donating an auction item for the All Charities Auction Weekend.

**Q: What kind of auction items are the All Charities Auction looking for?**

- A:**
- Unique trips or experiences that you have access to that others could use,
  - A unique trip you may be planning that an ORC couple might join you on,
  - Boat usage,
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TANGO '01	35' TIARA EXPRESS, CUMMINS POWER, TRANSONM STORAGE	\$149,000
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