

# Coming Right Up: All Charities Weekend 2012

The Ocean Reef Community Foundation held its first community-wide fundraising events in 1999. Over the next few years numbers of community events proliferated. By 2007 there were 27 separate fund raising activities at The Reef.

## One Ask-One Give

In an effort to significantly reduce the number of requests to donors, the six major not-for-profit entities decided to unite and hold one encompassing Live Auction, originally called the Gala. By 2011, the Gala had evolved into All Charities Weekend. All Charities "One Ask – One Give" has resulted in replacing over 27 separate fund raising events and is providing more funds for the not for profits and charities included.

The "one ask" concept enabled the Auction to bring in \$850,000 in 2007; last year, it achieved a record \$2,000,000. Beneficiaries include not only our Academy, Art League, Chapel, Coast Guard, Ocean Reef Conservation Association,

Cultural Center, Historical Society, Medical Center, ORCAT, and Volunteer Fire Department, but also dozens of worthy causes and organizations in the surrounding communities where so many of The Reef's associates and employees live with their families, causes that address hunger, shelter, domestic abuse and conservation as well as youth-, health-, and culture-related organizations.

## February 10 & 11

The All Charities Committee looks forward to welcoming you to one or all of the events of the 2012 All Charities Weekend, February 10 and 11. Join us Friday in Heron Hall from 4:00 to 8:00 p.m. for the silent auction, member's choice wine selection, and the bucket raffle.

Tickets are only \$25 at the door, or are included for those with tickets to the Saturday night live auction and dinner. So come to sample some wine (vote for your favorites) and peruse the silent auction items while visiting with your friends and neighbors!

Your lunch plans are set for Saturday as the All Charities Committee is offering sliders, dogs and beers for your pleasure. Come as you are; enjoy lunch, review of the bids and for a look at the buckets!

## Smart Phone Bidding

Saturday night is THE BIG EVENT; the Black Tie Auction and Dinner. But, if you cannot attend the evening affair, all is not lost; you can monitor and change your bids on silent auction items using your smart phone. The silent auction has plenty to offer including art, jewelry, goods and services, trips and special, unique activities here at The Reef. Now is the time to build your group of bidding partners. You never know!

Additional information on silent and live auction items will be available very soon.

Less than 15 seats for the Saturday night black tie dinner are still available, contact Lesa Crayne, Auction Administrator, at 305-367-5996 or lcrayne@oceanreef.com.

## Reef Service Directory

The contact person listed below in each area is generally the department manager or director. In the event an extension is indicated, please dial the Club Operator at 305-367-2611 and request the extension.

ACADEMY AT OCEAN REEF	Martha Arrue: 367-2409, marrue@oracademy.org
ACCOUNTS PAYABLE & RECEIVABLE	Member Billing: 367-5925 or 1-800-213-6552 memberaccounting@oceanreef.com Thomas Wesie: 367-5917, twesie@oceanreef.com
AIRPORT	Manager: 367-3690, airport@oceanreef.com
BELLSTAND	Bellstand: 367-2611, Ext. 2290, transportation@oceanreef.com Enterprise Car Rental: 367-2611, Ext. 2295
CART SALES & REPAIR AND RENTAL	Cart Sales & Repairs: Ext. 7658, cartrepair@oceanreef.com Cart Rental: Ext. 2370, cartrental@oceanreef.com
CATERING	Catering: 367-5895, catering@oceanreef.com
COMMUNICATIONS	Ocean Reef Press Editorial: 367-5882, mcarroll@oceanreef.com Ocean Reef Press Advertising: 367-4911, tmilligan@keysnews.com
CONCIERGE	Ellie Parker: 367-2611, ext. 7385, concierge@oceanreef.com
CROQUET	Jim Morton: 367-6583, jmorton@oceanreef.com
CULTURAL CENTER	Lisa Dykes: 367-7339, ldykes@oceanreef.com
DINING RESERVATIONS & SCHEDULES	Reservations: 367-5931, diningreservations@oceanreef.com
DIVING, SNORKELING, WATER TOURS	Cristal Clear Charters: 367-3051, info@cristalclearorc.com
DOCK OFFICE/MARINA	Fito Castellanos: 367-2611, Ext. 7740, dock@oceanreef.com
EVENTS INFORMATION	Islande Dillon: 367-5896, memberevents@oceanreef.com
GRAYVIK ANIMAL CARE CENTER	Susan Hershey: 367-4701
ORVIS CHARTER DESK	Sarah Hoog White: 367-2227, retail-oceanreefmgr092@orvis.com
FITNESS	Amy Robison: 367-5820, arobison@oceanreef.com Adrianna Martinez: 367-5820, amartinez@oceanreef.com
GOLF TEE TIMES, PRO SHOP & PRACTICE RANGE	Tee Time/General Info: 367-5912 Pro Shop: 367-5002 Dave Vihlen: 367-2298, dvihlen@oceanreef.com