

## Business

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in sales for April, there is now \$75 million in recorded sales year to date, well on track to surpass 2010 numbers.

It is a testament to the Board's vision three years ago to establish a marketing committee, evaluate the Club's business model and conduct a Census to gain a more thorough understanding of how best to balance that model. The Board's strategic plan, of course, required the support and enthusiasm of its members, and that has been integral to the success of the recent initiatives.

With these certificate and stimulus offers, the Board addressed Social members and Equity members—two of the three “legs” of the Club's business model. Now, the focus is the third leg—conference group business, which accounts for \$15 million in annual Club revenue. Currently, 70% of the Club's meetings, conferences and events are member-sponsored. With additional business leads from members, the Club could potentially have its entire conference business be member-sponsored. “We

learned from the Census that just over half of our members serve on non-profit boards and nearly 40% serve on for-profit boards,” said Bill Nutt, Chairman of the Board, Ocean Reef Club. “For those who already host their group at the Club, we say ‘thank you.’ If you have yet to bring a meeting here, we ask you to consider the Club as the venue for your next business or organizational gathering.”

The Club is well-suited to handle small groups of 15-25 for an annual “offsite” planning session as well as groups of 100-200 in need of larger spaces and multiple breakout rooms. A recent mailing went out to all members, with an enclosed pre-paid reply card to provide the Club with contact information for boards on which members serve, as well as any meeting planners or company contact. To thank members for sharing this information, every person that sends in a card will be entered in a drawing for an iPad2. If you are already bringing your business or organization to The Reef, please go ahead and return the card for entry in the drawing.

# Ocean Reef Foundation Announces 2011 Community Grants

The Ocean Reef Foundation board recently voted to approve its Grants Committee recommendations, made after careful vetting and evaluation of more than 40 grant applications requesting well over a million dollars, and is pleased to announce its complete list of 2011 Community Grants.

The Foundation Community Grants program awards funding to dozens of worthy charities at Ocean Reef and in Homestead/Florida City

and Key Largo each spring for projects supporting interest areas of Education, Youth, Health & Family Services and Community.

“The Foundation's Community Grants are a direct result of the Ocean Reef community's generous participation in the annual All Charities Auction Weekend,” said Chairman **Alan Goldstein**, “and we are grateful for your continued support which enables us to have real, mean-

ingful impact in our surrounding areas.”

In fact, over the four years since the establishment of the All Charities Auction Weekend in 2008, the Foundation has allocated \$1.4 million for local charities beyond our gates.

The 2011 All Charities Weekend raised a record setting \$1.8 million for the Ocean Reef All Charities Partners, including \$480,122 that went to the Ocean Reef Foundation which was granted as follows:

### Grants to Ocean Reef Based Organizations:

Coast Guard Flotilla 13-4	\$ 1,500
Chapel at Ocean Reef	\$ 5,000
ORCAT (at Grayvik Animal Care Center)	\$38,000
OR Historical Society	\$10,000
OR Volunteer Fire Dept.	\$ 5,000
Total	\$59,500

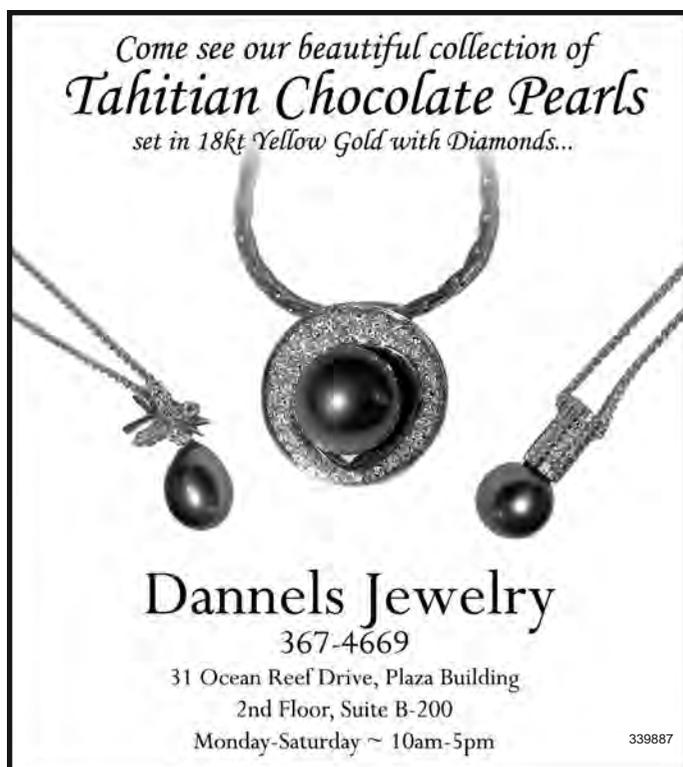
### Grants to Homestead/Florida City and Key Largo Charitable Projects:

Homestead/Florida City = (H/FC)/Key Largo = (KL)	
ARC Project Thrive (H/FC)/\$34K	
Structural Repair & New Flooring	\$19,500
Equipment for New Therapy Center	\$15,000
Domestic Abuse Shelter (KL)/\$6K	
Preventive Educational Series for Teen Males	\$ 2,000
Life Skills Seminar Series for Abuse Victims	\$ 4,000
Feeding South Florida/\$50K	
Food Distributions to Burton Food Pantry (KL)	\$15,000
Food Distributions to Homestead Food Pantry (H/FC)	\$25,000
Extra Helpings Program to accept ORC Foods (KL/H/FC)	\$10,000
Florida Keys Youth Sports Foundation (KL)	
Sports safety Equipment, Helmets and Shoulder Pads	\$2,500
Gifts in Kind International (Clothing, School Supplies, Holiday Gifts)	
For Florida Keys Foster Adoptive Parents Assoc. (KL)	\$ 1,000
For Kids in Special Situations (KISS) Trust (KL)	\$ 1,000
Habitat for Humanity	
Matching funds for Home Renovation Project (KL)	\$20,000
Homestead Food Pantry (H)	
Push carts to unload food palettes, shelving units	\$10,000
HospiceCare of Southeast Florida	
Indigent hospice care for both areas (KL/H/FC)	\$15,000
Jacobs Aquatic Center (KL)	
Pool deck safety projects, shade umbrellas	\$10,000
Key Largo School (KL)	
Reusable Hands on Science Kits for the 8th Grade	\$ 3,000

Keys Center Academy (KL)	
Van for Alternative Ed program for at-risk youth	\$25,000
Le Jardin Community & Child Care Center (H/FC)	
Disability diagnostic project w/ FIU	\$ 3,000
MUJER (Family Violence Services)/(H/FC)	
Workshops/treatment for victims age 5-16 w/UM	\$ 3,000
Ocean Reef Foundation Emergency Grants Fund	
Provides small urgent grants year round	\$30,000
Outward Bound	
Towards boat engine for at-risk youth program	\$10,000
PATCHES (H/FC)	
Educational enrichment for medically complex kids	\$ 8,000
South Dade Child Care Center (H/FC)	
Matching grant to cover walkways between buildings	\$21,500
South Florida National Parks Trust (KL)	
Matching grant for 7th & 8th Grade Ed Program	\$ 2,000
South Florida Science Museum (H/FC)	
Science Passport Ed for Title 1 Elementary Schools	\$ 2,000
South Florida Urban Ministries/Branches Florida City (\$55K)	
Building Campaign, Computer Lab named for OR	\$40,000
Oasis Youth Development Program for at-risk youth	\$15,000
Take Stock in Children/Monroe Co. Ed. Foundation (KL)	
College scholarships for mentor program students	\$50,000
VOICES (KL)	
Guardian ad litem services for at-risk youth	\$2,000
Wesley House Family Services (KL)	
Education for Child Care Providers, Foster Families	\$2,000
YMCA of Greater Miami (\$54K)	
Summer Learning Loss Prevention Camp (H/FC)	\$20,000
Marine Bio Summer Learning Loss Prevention Camp (KL)	\$32,000
Competitive Edge Tennis Program (KL)	\$ 2,000
Total	\$420,500
Total On & Off Reef Grants	
	\$480,000

To learn more about the Foundation and the charities it supports, please call the 367-4707 or visit [www.orfound.org](http://www.orfound.org).

*Come see our beautiful collection of  
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