



DON DIEGO
Scholarship Foundation

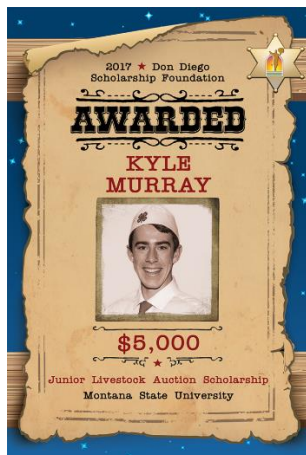
DON DIEGO SCHOLARSHIP FOUNDATION

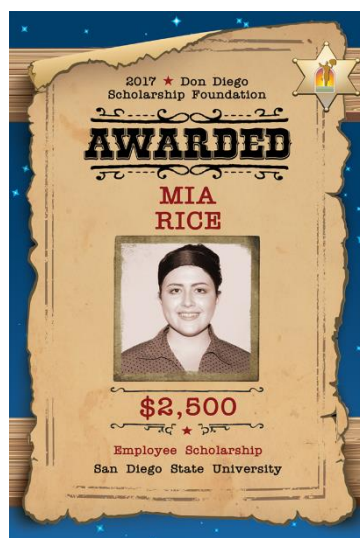
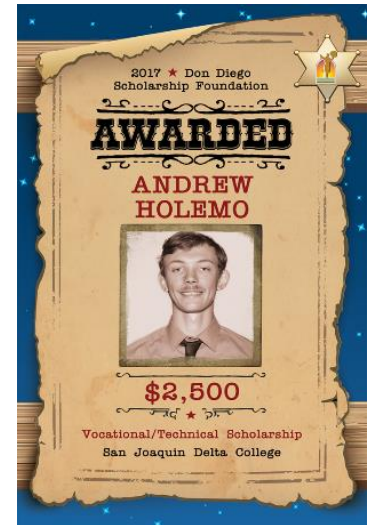
2017 Annual Report

Mission

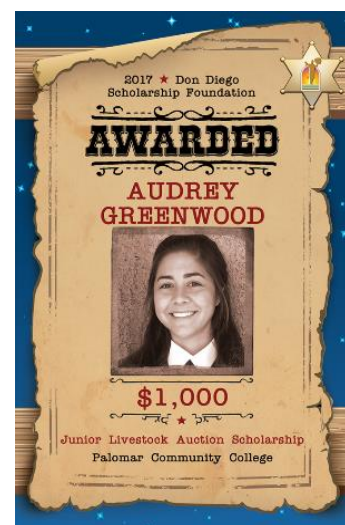
The Don Diego Scholarship Foundation promotes education in a fair and fiscally sound manner by providing scholarships to deserving San Diego area graduating high school seniors and graduates who are associated with activities at the Del Mar Fairgrounds, including the San Diego County Fair. The Don Diego Scholarship Foundation also provides grants for agricultural education.

SCHOLARSHIP CLASS OF 2017











Dinner and Concert GALA

June 22, 2017

The 2017 Gala “dinner and a show” format featuring a concert by Frankie Valle and the Four Seasons provided an evening of fun and was financially rewarding, grossing \$85,525 with \$49,516 net revenue. All the guests said that the best part of the meeting our 2017 Scholars and their parents.



Board Chairman Jon Liss and 2017 Scholars



Board Members Susan Farrior, Jon Liss, Juanita Hayes and Steve Shewmaker



Hannah Gill and parents Stacey and Tim Gill



Spanjian Scholar Sarah Drown and parents Glenn and Margaret Drown

2017 GALA SPONSORS



The Karetas Family

Susan & Michael Farrior

Karen & Stuart Tanz

The Liss Family



Don Diego Scholarship Foundation

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2017 Summary

Scholarships

In 2017, the Don Diego Scholarship Foundation offered and awarded the most scholarships in our history. Twenty six scholars are pursuing their education with financial help from our scholarships. They are studying Biology at Stanford University and Auto Mechanics at San Joaquin Delta College as well as many majors at schools around the US. We funded the scholarships from money raised through donations, revenue from several projects and grants from the Rancho Santa Fe Foundation and the Zable Foundation.

Junior Livestock Auction Scholarships

At the request of San Diego County Fair staff, the foundation assumed responsibility for the Junior Livestock Auction Scholarships. The nonprofit previously responsible for the scholarships dissolved and transferred \$15,000 to DDSF to administer and award as 2017 Junior Livestock Scholarships. At the 2017 Auction, we were able to raise more money and will be offering \$23,000 in 2018 JLAC Scholarships.

Our marketing efforts are paying off as we become better known in the community. Local newspapers and social media are featuring our stories on a regular basis, and our Facebook page is updated several times a week resulting in a growing number of friends. Our website, www.dondiegoscholarship.org, features up to date information about all our projects, scholars, news releases and history.

Gala

In 2017, our largest fundraising event was the Gala, a night of fun netting \$49,516. The party was moved to the Infield Pavilion and the dinner format was changed to small plates and conversation. Then guests were seated at reserved tables for dessert and a program. After savoring delicious food and prize winning Toast of the Coast Wine, guests moved to VIP seats in front of the Grandstand Stage to enjoy a concert featuring Frankie Valli and the Four Seasons.

Amigo Club

The Amigo Club offers a full year of Fairgrounds Fun including fair admission, Clubhouse admission to both Del Mar Thoroughbred Club Race Meets, a round of miniature golf at Pelly's and a full experience pass to the Scream Zone. The Dos Amigo pass, two memberships for \$150 has brought in a number of new members.

Autographed Guitars

More revenue is generated from an online auction of autographed items, mostly guitars autographed by the stars of the San Diego County Fair Grandstand Stage. The guitars were also part of the live auction at the gala.

Legacy Bricks

The Don Diego Scholarship Foundation received a great deal of publicity and sold several bricks when a young man proposed to his girlfriend with a brick that said "Will you marry me?" She said "Yes." The bricks are also a way to honor or remember friends and loved ones. With the movement of the Don Diego Clock Tower to the O'Brien Gate, we considered moving the bricks, but after much thought, decided to leave them in the Plaza de Mexico.

Laundry Room

The Don Diego Foundation shares the revenue and expenses from two Laundry Rooms located on the Fairgrounds with the 22DAA.

Petting Zoo Feed

The 22DAA and the Don Diego Scholarship Foundation share the revenue from the sale of feed at the San Diego County Fair's Petting Farm.

Bus Project

The revenue for bus grants is raised by a direct letter appeal to friends in the community who support agricultural education for our youngest citizens. We are delighted that we were able to raise \$25,025 to underwrite the cost of buses to transport 3,320 students, teachers and chaperones so that they could participate in the Plant*Grow*Eat edible education program and attend the San Diego County Fair. Special thanks SDG&E and the Del Mar Foundation for their grants to help support this program.

Giving

2017 was a great year for the Don Diego Scholarship Foundation. We awarded \$63,500 in college and Vocational Education scholarships to twenty six of San Diego's brightest and motivated college bound students. The Foundation also provided grants to Title One schools so that students could participate in Plant*Grow*Eat and attend the San Diego County Fair to see their projects judged and to learn about agriculture at the Fair. The total Giving Amount of \$78,617 is the most money we have ever given in a year, and at the same time, we met all our financial obligations.

Since our beginning in 1986, our total amount of Giving is \$862,000, helping 204 students pursue higher education and thousands of elementary school students learn about agriculture.

