



**DON DIEGO**  
Scholarship Foundation

# **DON DIEGO SCHOLARSHIP FOUNDATION**

## **2019 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**

# 2019 Don Diego Scholars



In 2019, the Don Diego Scholarship Foundation offered \$66,000 in scholarships. Twenty-three scholars are pursuing their education with financial help from our scholarships.

Our Spanjian Scholar, Russell Sorbo is studying dairy management at Cal Poly San Luis Obispo. Other scholars are studying at Georgetown University, Humboldt State University, San Diego State College, Louisiana State University, just to name a few of the colleges, universities, community and vocational schools. They are studying to become teachers, nurses, political scientists, psychologists, fire fighter and dis

The scholarships are funded from money raised through the gala, donations, revenue from several projects and a grant and the Zable Foundation.

## **2019 Gala**

In 2019, our largest fundraising event was the Gala, a night of fun raising almost \$90,000. The party was held in the Infield Pavilion starting with cocktails, small plates and conversation. Then guests were seated at tables or dessert, a chance to meet the 2019 Scholars and participate in a Live Auction. 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 Smokey Robinson in concert.



## **2019 GALA SPONSORS**

**Karen and Stuart Tanz**

**Kelly and Laurie Burt**

**Cubic Transportation Systems**

**The Liss Family**

**Toast of the Coast Wine**

**Casey Gerry Schenk Francavilla Blatt & Penfield LLP**

**Charity Fair Horse Show**

**Roxana Fox \* Hunter International**

**The Karetas Family**

**The Leichtag Foundation**

**Sycuan Band of the Kumeyaay Nation**

**The Tulloch Family**

**Del Mar Thoroughbred Club**

**Fenley Family Foundation**

**Frank & Chana Mannen**

**Bob and Carilyn Vice**



Russell Sorbo, Spanjian Scholar



Sissy Sugarman



Isai Soto



Marisol Solas





D Prestininzi and Juanita Hayes with guitars before Fredrick Schenk auctioned them to happy buyers



George and Patricia Karetas celebrate the Karetas Family Endowed Scholarship



Glenn Drown announcing William and Betty Ann Tulloch Endowed Scholarship



Tulloch Family





John and Gaye Hoeflich



Joe Harper and Friend



Mike Padilla and Friends



Paul Ecke III, Lisa Barkett, Glenn Drown



Russ and Carol Penniman



Karen and Stuart Tanz



Roxana Foxx and Bob Hertzka



Steve and Francie Shewmaker and Friends



Chair Roxana Foxx and 2019 Scholars



## Marketing

Our marketing efforts are paying off as we become better known in the community. Local newspapers and print magazines are featuring our stories on a regular basis. We appeared on KOCT TV in February.

More and more of our outreach is through social media. Our Facebook page is updated several times a week resulting in a growing number of friends, as is our Instagram site. The information is on our website, [www.dondiegoscholarship.org](http://www.dondiegoscholarship.org) which also features up to date information about all projects, scholars, news releases and history.

We are also using social media to invite people to the Gala and to sell Legacy Bricks, and Amigo Club memberships.

## 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



Autographed items on display in theme gift shop

Revenue is generated from an online auction of autographed items, guitars autographed by the musical stars and stools autographed by comedians who appeared on the San Diego County Fair Grandstand Stage. The guitars were also part of the live auction at the Gala.

## **Legacy Bricks**

The Legacy Brick area in the Plaza de Mexico continues to be a way to commemorate a special even or remember a loved one.

## **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. Our half of the revenue was significantly less in 2019 will be reported in 2020.

## **Bus Project**



We are delighted that we were able to raise enough money to underwrite the cost of buses to transport 3,320 students, teachers and chaperones so that they could participate in the San Diego County Fair's Plant\*Grow\*Eat edible education program. Most of the money is raised from individuals we but also are pleased to thanks SDG&E and the Del Mar Foundation for their grants to help support this program.

## **Endowed Named Scholarships**

One of the goals from the 2018 Board Retreat was to establish endowed scholarships as a way to guarantee the fund of scholarships. Treasurer George Karetas led the development plan and the result was two endowed Scholarships, the George and Patricia Karetas Endowed Scholarship and the William and Betty Ann Tulloch Endowed Scholarship.

## **Giving**

2019 was a great year for the Don Diego Scholarship Foundation. We awarded \$66,000 in college and Vocational Education scholarships to - of San Diego's brightest and motivated college bound students. The Foundation also provided \$22,612 in 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. We also awarded a \$1,000 in a Donated Award, bringing the total Giving Amount to \$89,612. At the same time, we met all our financial obligations.

Since our beginning in 1986, our total amount of Giving is over \$1,000,000, helping hundreds of students pursue higher education and helping many thousands of elementary school students learn how to plant a seed, help it grow and eat the result.