All Charities Weekend Sets Record for Generosity
2013 Tops Best Year Ever

The numbers have finally been counted and the total funds raised during this year's All Charities Weekend and Charity Check Off has topped $2.8 million—a new charitable giving record for the many charities on and off The Reef that benefit from this event. All Charities Weekend, which began as a single auction day, has evolved into one of the most anticipated weekends of the year. With more ways to bid, including online and pre-auction “buy it now” options, it was an unprecedented level of participation. “We had twice as many people bidding on silent auction items from remote locations than ever before,” said Michael

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Berman, Co-Chairman of All Charities Weekend, “and some items were so popular that the donors were moved to expand their offering or donate an additional item.”

More to give

According to All Charities Weekend Co-Chair Teresa Holmes, “the total raised was 35% higher than our best year, which is wonderful news for our All Charities Partners on and near The Reef.” On The Reef, $732,457.35 will benefit the Medical Center, $606,254.69 will go to the Cultural Center, $370,923.83 will support The Academy, $219,395.97 will go to the Art League, $196,773.27 to the Conservancy, and $48,944.23 to ORCAT. The Ocean Reef Foundation will receive $649,507.43 for grants to distribute to deserving charities off The Reef.

“The Little Bus That Could”

From gourmet wine dinners to trips to Pebble Beach, the bidding—both on and off The Reef—was enthusiastic. But for many, the highlight of the weekend actually came after the Live Auction. Bob and Stacy Schmetterer produced a video of the “Foundation Charity Tour,” in which Ocean Reef Club members board a van to visit the Homestead recipients of last year’s grants. Dubbed “The Little Bus That Could,” the van tour allowed members to meet with the children and adults who benefit from the grants, as well as the nurses and social workers who dedicate their careers to improving the lives of those less fortunate. The video was moving, as members realized the profound impact of their contributions. After the short video, guests at the Live Auction were asked to “Raise the Paddle” and just give. And with no trips, or wine, or dinners to bid on, guests were moved to give from their heart, and an additional $400,000 was raised in less than five minutes.

According to Foundation Chairman Alan Goldstein, “We are grateful for the extraordinary generosity of members to make this the most successful weekend ever. The charities both on and off The Reef are immensely appreciative for the support, and it makes a real difference in the lives of those who need it most.”

“All of us at Ocean Reef talk about a sense of club and community,” said Michael Berman, “and All Charities Weekend puts those words into action. We are all very familiar with the physical beauty of Ocean Reef, however its real beauty lies in the hearts and generosity of its members.”

The Ocean Reef Press will publish information on the grant distribution by the Ocean Reef Foundation as it becomes available. To learn more about the Foundation, visit www.orfound.org.

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