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A Unique Way of Life

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Michael Berman and Mike Jones, All Charities Co-Chairs



Past All Charities Chairs Alan Goldstein and Tom Davidson and 2018 All Charities Weekend Co-Chairs, Kathy Weiland and Cindy Manzo



The Bidding was fast and fierce, yet always fun at the 2018 All Charities Gala.

Off the Charts! All Charities Weekend

by Sarah A. Cart

To quote All Charities Weekend 2018 Co-Chairs **Cindy Manzo** and **Kathy Weiland**, the community support for this season's fundraiser was "Awesome" and "AMAZING! We all rocked The Reef!" so thank you, everyone – your giving hearts drove last weekend's record-breaking success.

The final numbers are still being tabulated (and growing, since Preferred Partner Lester Lampert will continue to donate 20 percent of his sales to Ocean Reef Members through the end of the year – and Trustees can still use their gift cards). While those results will be shared in a couple weeks, for now, we have so much to celebrate:

The Bidding

The bidding all weekend, and especially Saturday night, was wild and crazy. From Friday's wine tasting through Saturday's

black-tie gala and everywhere in between, friends and neighbors showed phenomenal support for the one combined annual fundraiser supporting nonprofits on and off The Reef.

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All Charities

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The Participation

With 100 percent of the Silent Auction bids clocked electronically, Members did most of their auction shopping via cell phone, and thus many were able to participate from afar via the internet. Text messages alerted bidders when they had been outbid by another Member so maximum bids could be updated to realize success. The technology helped bring in nearly 3,500 bids.

The four hottest items by number of bids were tickets to see the Beach Boys at the Cultural Center; the opportunity to go behind the scenes with a U.S. Navy Seal at the National Navy SEAL Museum in Fort Pierce; a gourmet evening at the Anglers Club Commodore's Table; and the Horizontal by Ten collection of vodkas.

This is where the numbers become phenomenal:

For \$22,200, one happy host or hostess won the opportunity for Chef Philippe to prepare an at-home dinner for 12.

The perennial favorite, Jump the Line at the Raw Bar, went for an over-the-top \$30,000.

And Bruce Springsteen's autographed Fender guitar and tickets to his Broadway show fetched nearly \$55,000.

As happened last year, five items in the Live Auction were sold twice (this year, those were a Maine experience; golfing in Ireland; a week's stay in Champagne; a stay and tour of the Mt. Veeder appellation; an escape to the Amalfi coast), and for the first time, one lot went three times (an awesome Tuscany experience for 12).

Another record broken was the number of Preferred Partners (12: NetJets, Northern Trust, March Private Client Services, Ocean Reef Club Real Estate Company, Legends Invitational, Baptist Health South Florida,



All Charities Co-Chairs Kathy Weiland and Cindy Manzo.

Lexus of Kendall and Lexus of West Kendall, Magnolia Blossom Winery, Oceania Cruises, Wheels UP, Lester Lampert and 121 Marina). So much deeply appreciated support.

The Culmination

The culmination of the Live Auction was a video overview of relief extended in the wake of Hurricane Irma. "The overwhelming excitement in the room was unprecedented, and four Ocean Reef Members offered \$100,000 instantly in the evening's final Raise the Paddle," recalls ACW Co-Chair Kathy Weiland.

Other paddles went up to commit \$50,000, then \$25,000, and \$10,000, followed by \$5,000 and \$2,500 and \$1,000. In less than two minutes, the giving hearts of Ocean Reef committed an additional \$1,100,000-plus!

Ocean Reef Community Foundation Chairman **Bill Nutt** said, "With the raise the paddle at over 1.1 million, I am delighted that for the first time, more than double that (well over 2 million dollars), will go off The Reef, with most going to rebuild the charities impacted by the hurricane that support the surrounding communities."

All of which is visible, tangible evidence of this community's outrageous generosity and commitment to doing good while having fun.

"All thanks go to the Ocean Reef community for their tremen-

dous support; they're the ones who made it happen!" notes ACW Co-Chair Cindy Manzo.

All Charities Co-Chair **Michael B. Berman** observes, "It speaks volumes about the strength of Ocean Reef as a community that All Charities continues to break records year after year."

All Charities helps ensure the viability of not-for-profit institutions important to Ocean Reef (Medical Center, Cultural Center, Art League, The Academy, ORCAT and Conservation Association) and provides much-needed funds to dozens of worthy charities serving Homestead, Florida City and the Upper Keys, helping to improve lives through grants from the Ocean Reef Community Foundation.

Additional information on grants distributed by the Ocean Reef Foundation will be published by the *Ocean Reef Press* as it becomes available, and plans are gearing up for All Charities Weekend 2019 under the chairmanship of **Luisa Bryan** and **Roy Sutton**, and **MaryAnn Larkin**, **Cindy** and **Tim Brammer**, have also been announced as chairs for 2020.

Generosity need not be seasonal – visit orfound.org to find out more. Reach out to Lesa Crayne or Amy Cornaire in the All Charities office at 305-367-5996 or AllCharities@OceanReef.com for details.