



VALENCIA FOUNDATION

Board of Trustees Report

June 18, 2013

CREW GOLF TOURNAMENT RESULTS

Commercial Real Estate Women (CREW) Orlando had a successful golf outing on May 10. Net event proceeds from the event were \$16,186.91. Funds raised at this event go to support the Commercial Real Estate Women Scholarship, designed for students studying in the fields of accounting, architecture, building construction, engineering, drafting and design, pre-law/paralegal studies, real estate and marketing. In all, CREW Orlando golf outings have raised \$113,000 for student scholarships.

AIA GOLF TOURNAMENT

There is still time to register for the AIA golf tournament. The tournament is Friday, June 28, at Walt Disney World Golf's Osprey Ridge. Player slots are available for \$175 per person. For more information, please contact the foundation at 407-582-3150.

FIRST ONE CAMPAIGN LAUNCHES

The foundation is launching their first ONE campaign to benefit first generation college students at Valencia. This six-week campaign will launch on July 1 and has a goal of \$100,000. The first ONE campaign is part of the larger One Valencia campaign which seeks to raise \$15 million over the next five years.

Team leaders have been recruited from internal and external audiences and these leaders have committed to recruit ten fundraising members per team. The foundation is excited to be using an online module called Sphere that will allow people to create their own fundraising page and share campaign information through social media and with their contacts.

A direct mail piece is also planned as part of this campaign, which will be mailed to constituents in the foundation's database, as well as thousands of potentially new donors. Another key piece of the campaign is thank-a-thons, in which volunteers will be calling past donors and thanking them for their support.

The campaign kick-off is on July 10. For more information, or to sign up as a team leader, please contact the foundation at 407-582-3150.

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