



Don Diego Scholarship Foundation 2022 Annual Report

A YEAR OF TRADITIONS AND TRANSITIONS

2022 was a Remarkable “Reunite & Celebrate” Year for Don Diego Scholarship Foundation

We began 2022 by joyfully returning to in-person meetings and activities paused since the COVID-19 pandemic struck in early 2020. These included Plant*Grow*Eat and our festive June 24, 2022 Gala. Both events celebrated the first year back for the San Diego County Fair. Also midway through the year, we bid a happy retirement to inaugural 1986-2022 Executive Director Chana Mannen and an equally happy welcome to incoming Executive Director Ashley Colburn McCaughan.

We completed the year by electing a new slate of officers and preparing to move forward energetically into 2023 by introducing new programs such as the Alumni Club while reinvigorating ongoing efforts such as the Legacy Brick opportunity, Endowed Named Scholarship program, social media outreach and multi-faceted publicity. Significantly in 2022, thanks to the largesse of donors, including generous Board members, we awarded \$55,000 to 18 exceptional students from diverse backgrounds throughout San Diego County; bringing the total to more than \$1.2 million shared by 362 students since our 1986 inception.

This Ranch & Coast article highlights Don Diego’s exciting year of returning to traditions and embarking on transitions.



Gaye and John Hoeflich with Roxanna Fox.



Steve and Karen Colburn with Ashley Colburn McCaughan and Marc McCaughan.



Jolane and Kevin Crawford.



D Prestinini, Juanita Hayes, and Halley Cockrum.



Linda Howard, Candace Humber, Joan Kaestner, and Marian Benassi.



Front row: Kyra Chen, Darby Gallagher, Madilyn Golden, Rachel Rapue, Julia Bellavance, Anna Sohn, Monica Ferris, Abigail Cotton, Alyssa Arias, Marianne Sadik; Back row: Carson Rossi, Will Warner, Ethan Rockwell, Charles Dilts, Pauldean Gevargos, Skylar Rossi.

DON DIEGO SCHOLARSHIP FOUNDATION GALA

Guests at Don Diego Scholarship Foundation’s “Reunite & Celebrate” Gala and Sam Hunt Concert at the San Diego County Fair were the very first to enjoy The Center at the Del Mar Fairgrounds. The Class of 2022 honorees took to the stage to receive their awards and told the audience where they were headed: Duke, Purdue, South Dakota State, Cal Poly, and UC Davis, among other universities; and their intended careers, including biomed scientist, conservation officer, interior architect, and even Don Diego’s first chef. Top scholar Ethan Rockwell, who won three scholarships totaling \$11,000, spoke on behalf of his 17 peers as he said, “We thank the donors so much for this high honor. The money will help immensely and we appreciate your faith in us.”

DON DIEGO CLASS OF 2022



Ethan Rockwell — Valley Center

\$5,000 Zable Foundation 4-H Scholarship

\$1,000 Zable Foundation Junior Livestock Auction Scholarship

\$5,000 Spanjian Family Scholarship

South Dakota State University

"I want to make a difference in this world, helping to protect wildlife and preserve their habitats. With a major in Natural Resource Law Enforcement and minor in Wildlife & Fisheries Science, I can achieve my dream career of being a Conservation Officer/Fish & Game Warden; helping both the environment and people."



Abigail Cotton — Valley Center

\$5,000 Drown & Morrison FFA Scholarship

\$3,000 Junior Livestock Auction Scholarship

Blinn College

"I graduate as Valedictorian, AP scholar, five-time Grand Champion Beef Showman and other accomplishments because I refused to let anyone define what I could achieve. As a livestock veterinarian, I will research cattle genetics. Agriculture is the science of hope for a better future."



Madilyn Golden — Fallbrook

\$4,500 Tulloch Family Junior Livestock Auction Scholarship

\$1,500 Roxana Foxx FFA Scholarship

Cal Poly SLO

"I have spent numerous hours helping raise and train service dogs for veterans with PTSD, and providing therapeutic horse-riding lessons to disabled children and adults. I plan to major in Animal Science and become a veterinarian specializing in equine medicine."



Kyra Chen — Carlsbad

\$5,000 Ranglas Family Exhibitor/Participant Scholarship

Duke University

"To finance my college education, as a USFSA Synchronized Skating Gold Medalist, I will continue coaching young ice skaters. I am eager to pursue a Biomed career; conducting research that contributes to the development of new medicines."

Donations Fuel Scholarships

In addition to funds raised through the annual Gala, Endowed Named Scholarships and other giving opportunities, major donations in 2022 included these efforts:



In early 2022, the Walter J. & Betty C. Zable Foundation, which began funding Don Diego 4-H scholarships at the \$5,000, \$2,500, \$1,500, and \$1,000 levels in 2019, provided a \$15,000 grant to cover not only 4-H but also some Junior Livestock Auction scholarships.

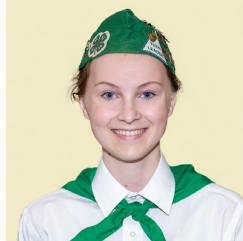


In late 2022, longtime Board member Susan Farrior presented a \$10,000 Charity Fair Horse Show donation to 2022 Vice Chairman John Hoeflich, which is being used to fund future scholarships.



Alyssa Arias

Julian
\$2,500
Juanita Hayes FFA
Scholarship
UC Davis



Julia Bellavance

Santee
\$2,500
Zable Foundation 4-H
Scholarship
San Diego State University



Charles Diltz

Escondido
\$1,500
Zable Foundation 4-H
Scholarship
Palomar College



Monica Ferris

Lakeside
\$1,000 Ecke Family FFA Scholarship
\$1,000 Zable Foundation Junior
Livestock Auction Scholarship
Oklahoma State University



Darby Gallagher

Oceanside
\$1,000
Ecke Family Exhibitor/
Participant Scholarship
University of Denver



Pauldean Gevargis

San Diego
\$2,500
Schenk Family Employee
Scholarship
San Diego State University



Rachel Rapue

Julian
\$1,000
Zable Foundation Junior
Livestock Auction Scholarship
Butte Glenn
Community College



Carson Rossi

Lakeside
\$1,000
Zable Foundation Junior
Livestock Auction
Scholarship
Cal Poly SLO



Skylar Rossi

Lakeside
\$1,000
Zable Foundation Junior
Livestock Auction
Scholarship
Cal Poly SLO



Marianne Sadik

San Marcos
\$2,500
Karetas Family Exhibitor/
Participant Scholarship
Cal State
San Marcos



Amelie Simpson

El Cajon
\$1,500
Mannen Family Exhibitor/
Participant Scholarship
Claremont McKenna College



Anna Sohn

Del Mar
\$1,000
Zable Foundation 4-H
Scholarship
University of Michigan



Will Warner

Lakeside
\$2,500
Allan Royster Vocational
Education Scholarship
Grossmont College



Keleigh Williamson

Valley Center
\$2,500
Brothers Forever
Scholarship
Cal Poly Humboldt

PROGRAM SNAPSHOTS: TWO POPULAR EVENTS RESUMED IN JUNE

Don Diego Gala Was a Night to Raise the Roof . . . and the Woof!

Number of Attendees: 213
Money Raised: \$63,586

Guests at Don Diego’s June 24, 2022 “Reunite & Celebrate” Gala & Sam Hunt Concert at the Fair were the first event-goers to enjoy “The Sound” venue at the Del Mar Fairgrounds. After two Gala-less years, it was a pleasure to welcome guests back to a festive evening of camaraderie, food, fun, and presentation of the Class of 2022 Scholars.



Donors who sponsored specific scholarships particularly enjoyed meeting “their” recipients, and Scholars relished the opportunity to thank their benefactors in person. Top Scholar Ethan Rockwell spoke on behalf of his 17 peers as he took the stage to declare, “We thank the donors so much for this high honor. The money will help immensely and we appreciate your faith in us.”



Shari & Frederick Schenck present award to Pauldean Gevarges.

To kickstart fundraising for future scholarships, unique items were auctioned off, including an AKC English Cream Golden Retriever puppy. His original name, Chance, fittingly reflects what Don Diego is all about: offering opportunities to high-achieving, deserving Scholar-Leaders who are eager to become changemakers in their community and the world. In honor of their sons, 2022 Scholars Skylar and Carson, the Rossi family winning the bid for the pup renamed him Don Diego.



Don Diego-Sponsored Plant*Grow*Eat Students Blossomed at the Fair

Number of Buses Sponsored: 27
Money Raised: \$17,330



As the coastal fog gave way to summer sunshine on the morning of June 15, 2022 at the Fair’s Infield Farm, it was difficult to determine who was more excited: Don Diego Plant*Grow*Eat (PGE) donors, who awaited busloads of elementary students from Title 1 schools throughout the County; or the kids who bounded off buses with their lovingly nurtured edibles on proud display.

One teacher said, “Our students have been tending to their radishes as if they were precious little babies. They’ve been so excited to watch them grow and now to be here doing things they’ve never done before: ride a bus, receive a ribbon for their veggies, and meet farm animals.”

After the pandemic pause, the Fair’s PGE program, which teaches youngsters about agriculture and nutrition from the ground up, was back in full bloom. Sponsor representatives, including Master Gardeners, Del Mar Kiwanis, the Del Mar Foundation, and Del Mar Mayor Dwight Worden, confirmed they love to support the program monetarily and by visiting with the children. Some serve as judges. All are enthusiastic about helping children – especially those who live in urban apartments without yards – learn where their food comes from. The program has been going and growing for decades. Donors can sign up to sponsor a bus on the website throughout the year.



Alumni Club Debuts

DON DIEGO SCHOLARSHIP FOUNDATION
Honoring the Past.
Transforming the Future.

As 2022 came to an end, the Foundation launched an ambitious program based on an innovative

idea by Board member John Hoeflich: a Don Diego Alumni Club inviting all and only the 350+ past scholarship recipients to become charter members of a group that will fund scholarships, so they can help future recipients excel in college, career and life.

The very first charter member to join the Club was 2003 recipient/current Board Treasurer Alysha Stehly. She said, "I know firsthand the huge impact our scholarships make in students' futures. I hope together we alumni can give back by creating this unique scholarship. If we all donate a little, we can make a big impact as we pay it forward to the next generation of Scholars."

To date, four past recipients have joined the Alumni Club. The ongoing effort should gain in momentum.



ADDITIONAL 2022 HIGHLIGHTS



Two publications created and shared in 2022 chronicled Don Diego's history and legacy, as told through people, programs and pictures. These were "A Storied History" and "A Tribute to Chana Mennen." Both were distributed at the Gala and posted on our website.



To raise funds and connect the wider community to the Foundation, the Don Diego Legacy Brick Program continued to enable people to commemorate a special person or memorable moment with a customized brick installed at the Legacy Fountain at the Fairgrounds.



In 2005, Ashley Colburn McCaughan won a \$5,000 scholarship. In 2022, she seized the opportunity to lead the organization that believed in her potential, and also joined the Alumni Club.

Don Diego Scholarship Foundation
 APPLY FOR A 2022 COLLEGE SCHOLARSHIP!

\$72,500 in College Scholarships
 Ranging from \$1,000-\$10,000!

Deadline:
 Midnight, March 28, 2022

Apply Today!

www.dondiegoscholarship.org/scholarships

You can't win if you don't apply!

DON DIEGO SCHOLARSHIP FOUNDATION
 501 (c) (3) Nonprofit Organization
 EIN 33-0859020

PUBLICITY

Good stories have great legs, and Don Diego's engaging stories walked their way onto an array of publications and platforms throughout the year.

Don Diego Scholarship Foundation

<p>A BELOVED AGRICULTURE TEACHER! May Hattineau 1999</p>	<p>AN E-SKATEBOARD INVENTOR WITH HIS OWN YOUTUBE CHANNEL! Ryan Berardelli 2016</p>	<p>A MARIACHI-PLAYING LIBRARIAN! Mary Moreno Christian 2017</p>	<p>A PATENT-HOLDING PHD WHO LIVES ALONG THE RIO GRANDE! Anthony Tanbakuchi 1998</p>
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Thanks to generous donor support throughout the years, these and hundreds of other ambitious, altruistic Don Diego Scholars have become bold leaders who achieve success in diverse fields and give back to their community.

Your year-end, tax-deductible contribution will enable our Foundation to continue propelling future generations of exceptional students to attain their college and career goals.

The Don Diego Scholars you support today may transform the world tomorrow. We thank you!

DONATE HERE

The Don Diego Scholarship Foundation is a 501(c)(3) Nonprofit Organization Tax ID #33-0859020

Our 2022 kickoff application announcement was picked up around the region, including by the influential San Diego County Office of Education, which shared it with hundreds of institutions and thousands of educators. As the year progressed, stories and photos emanating from internal releases on recipients, Plant*Grow*Eat, Gala, and ascension of Stephen Shewmaker to Board Chairman appeared in publications from the San Diego Union-Tribune to hyper-local media such as the Fallbrook Village News.

LIFELONG PASSIONS START YOUNG

2006 Don Diego Scholar Olicia Loaicono-Putirino, saddled up early, is now a celebrated equestrian.

Thank you, Charity Fair Horse Show, for supporting Don Diego since 1986! Today's CFHS participants could be tomorrow's scholarship recipients.

For additional information visit www.DONDIEGOSCHOLARSHIP.org

DON DIEGO SCHOLARSHIP FOUNDATION

DON DIEGO SCHOLARSHIP FOUNDATION
 SEPTEMBER 2022 SCHOLAR SPOTLIGHT

**A Tale of Two Sisters:
 Nicole and Alyssa Arias**

"We are daughters of two immigrants," say former Miss Julian Nicole (Nikki) and her sister, former Teen Miss Julian Alyssa Arias.

"Our mother, Rosalina, immigrated from Oaxaca, Mexico when she was 20. She worked as a nanny, learned English, and used her skills to become a paraprofessional. Our father, Josue, immigrated from El Salvador at age 16 to escape the Salvadoran Civil War. He worked his way up to become Julian High School's head of maintenance. Their journey to success was not always easy. There were times when all we ate were PB&J sandwiches, just to make the mortgage payment."

In 2020, Valedictorian Nikki won Don Diego's \$20,000 CGW Family Foundation Scholarship funded by the family of Board Vice Chair John Hoeflich, covering four years of matriculation at UC Davis, where she majors in Managerial Economics with an emphasis in Business Economics and Agriculture Business Economics. As she works toward becoming a veterinarian, this extraordinary Scholar-Leader continues giving back to FFA and her Julian community.

In 2022, Valedictorian Alyssa won Don Diego's Juanita Hayes \$2,500 FFA scholarship funded by Board Chair Hayes, which she is using to join her sister at UC Davis this fall. Alyssa's stated goal: "To pursue a career as a lawyer. My dream is to work for the UNI!" Along the way, she says, "I want to become an immigration lawyer to help people like my parents who want to come to the U.S. to change their lives; people who believe in the American Dream."

The Arias family embodies that Dream. Rosalina and Josue Arias burst with pride as they proclaim, "Our girls are a huge blessing to us. We believed our children should do better than ourselves, and here they are, both UC Davis students! Being first-generation college students is thanks to their hard work, and we thank Don Diego for believing in them."

Rosalina, Alyssa, Nikki, and Josue Arias.

DONATE TODAY!

When you support Don Diego Scholarship Foundation, you pay it forward to future leaders such as Nikki and Alyssa Arias who give back to their community and make the world a better place.

dondiegoscholarship.org/donate

DON DIEGO SCHOLARSHIP FOUNDATION

Periodic eblasts sent to a growing audience, continual Facebook and Instagram posts, regular updating of the website and monthly Scholar Spotlights all contributed to maintaining a presence and enhancing our exposure.

Sharing updates from current and past recipients shows donors that their generosity is rewarded as exceptional Scholar-Leaders move forward in their education and careers; striving to make the world a better place.

LEADERSHIP

The several transitions that took place in 2022 will help ensure that Don Diego Scholarship Foundation continues its rich tradition of transforming today's Scholars into tomorrow's Leaders. Among the transitions:



Inaugural Executive Director Chana Mannen passed the baton, AKA the Don Diego statuette, to communications professional and past scholarship recipient Ashley Colburn McCaughan.



Kirby Morrison, who received a San Diego County Fair-related scholarship in the past, joined the Don Diego Board and promptly became an involved, giving member.



Juanita Hayes, 2020-2022 Board Chairman who funded a \$2,500 Don Diego FFA scholarship for two subsequent years, retired from the Board after shepherding the organization through a challenging pandemic.



Board member Stephen Shewmaker was elected Chairman. Joining him on the newly elected slate of Officers were Vice Chairman Glenn Drown, Treasurer Alysha Stehly, and Secretary D Prestininzi.

In his letter posted on the website, Chairman Shewmaker related, "As a longtime San Diegan who is passionate about education and about giving back to my community, I have been pleased to combine these two strong interests as an active Board member of Don Diego Scholarship Foundation since 2012. Now, as Don Diego Chairman, I am excited to work with fantastic Board members who share a passion for helping kids and educating the next generation of leaders. We have made many advances since our 1986 inception; broadening our scope and increasing the categories, number of recipients and monetary amount of annual college scholarships. Under my leadership, we plan to redefine our Strategic Plan, which will guide us as we continue expanding and evolving. On behalf of our entire Board, I invite you to get involved with our activities at whatever level is comfortable for you and join us as we build a better San Diego, one scholarship at a time."

CURRENT LEADERSHIP TEAM

Executive Committee

Stephen Shewmaker, Chairman
Glenn Drown, Vice Chairman
Alysha Stehly, Treasurer
D Prestininzi, Secretary

Board

Lisa Barkett, Alyson Connolly,
Sandra DiCicco, Jim Edwards,
Susan Fariior, Joe Harper,
John Hoeflich, George Karetas,
Kirby Morrison, Frederick Schenk

Chairs Emeritus

Paul Ecke III, Roxana Foxx, Jon Liss

Executive Director

Ashley Colburn McCaughan

MISSION:

The Don Diego Scholarship Foundation promotes education in a fair and fiscally sound manner by providing scholarships to deserving San Diego County graduating high school seniors and graduates who have been 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.



DON DIEGO
SCHOLARSHIP FOUNDATION

Don Diego Scholarship Foundation

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