

2014



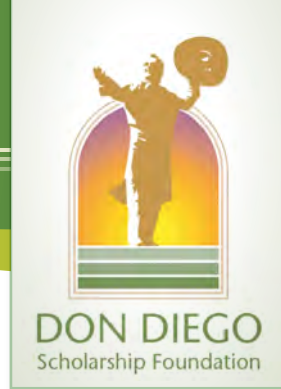
DON DIEGO
Scholarship Foundation

ANNUAL REPORT



Building a Better San Diego

Don Diego Scholarship Foundation



About

Mission

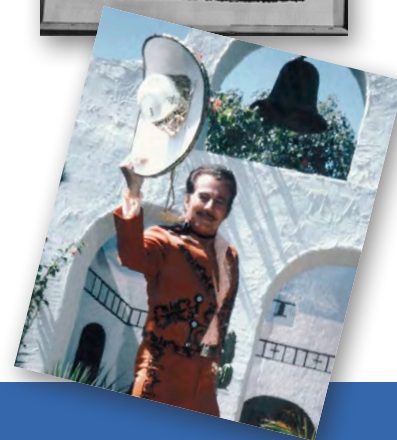
To provide college scholarships to outstanding San Diego County high school seniors who have participated in the San Diego County Fair or other Del Mar Fairgrounds events, as well to provide grants for agricultural education.

History

The Don Diego Scholarship Foundation was named for Don Diego, AKA Tom Hernandez, who served as the San Diego County Fair's welcoming goodwill ambassador from 1947-1984. The Foundation has awarded \$643,000 in nearly 150 college scholarships as well as grants for agricultural education since its inception in 1986.

For many years, the Foundation annually awarded four \$5,000 college scholarships of \$5,000 for a total of \$20,000. Over the past few years, the Foundation significantly expanded its program. As of 2015, it now provides \$41,500 in scholarships to 13 deserving students.

A special award, the \$5,000 Spanjian Family Scholarship, is given each year to the \$5,000 recipient deemed most outstanding by the judging committee, for a total \$10,000 award. This endowment scholarship, created in 2013, honors Don Diego Founder and Board Member Robert Spanjian.



Board of Directors

Paul Ecke III, Chair
Jon Liss, Vice Chair
Timothy J. Fennell, President/CEO
Steve Shewmaker, Secretary/Treasurer

Members:

Lisa Barkett, Leslie Barone, Kelly Burt, Adam Day, Susan Farrior, Jack Ford, Roxana Foxx, Joe Harper, Juanita Hayes, Kathlyn Mead, Allan Royster, Frederick Schenk, Robert Spanjian, Alysha Stehly, Karen Tanz, Bob L. Vice.

Executive Director: Chana Mannen



Message From the Chair

Dear Friends:

2014 was a great year for the Don Diego Scholarship Foundation! We awarded \$40,000 in scholarships to 13 of San Diego's brightest and most highly motivated, college-bound high school seniors. The Foundation also provided \$11,911 in bus sponsorship grants to economically challenged schools so students could participate in the San Diego County Fair's Plant*Grow*Eat program, in which they visit the Fair to see their projects judged and learn about agriculture.



The 2014 total of \$51,911 marks the most money the Foundation has ever provided in one year. Thanks to a combination of factors and the generosity of our longtime and new donors, we met all our financial obligations and grew our endowment.

Our marketing efforts have increased brand exposure and spread the good Don Diego news to venues throughout the community. Local newspapers and social media are featuring our stories on a regular basis, our frequently updated Facebook is garnering a growing number of friends, and our website, which attracts many new and repeat visitors as well as online donations, features up-to-date information about all our projects.

Annual and Year-Round Fundraising Programs

Our fundraising efforts are diverse, unique and entertaining. The largest single event is the annual summer Dinner and Concert Gala, which, headlined in 2014 by Huey Lewis & the News, sold out for the first time in Don Diego history. A live auction of backstage passes and exclusive opportunities and gifts provided added excitement and revenue, as did a weeks-long e-auction of autographed memorabilia.

We raise money for our Plant*Grow*Eat bus sponsorship program by a direct appeal letter to friends in the community and additional electronic and print marketing tools.

Our other two established fundraising vehicles are relatively young, but like energetic kids, growing fast. The Legacy Brick program offers an enduring way to honor friends and loved ones. Dozens of bricks were added in 2014 to the installation around the fountain in the Plaza de Mexico in front of the Grandstand on the Del Mar Fairgrounds.

The Amigo Club, which offers free admission to one full calendar year of Del Mar Fairgrounds fun for just \$99, also enjoyed a growth spurt in 2014, thanks in part to a special deal of two memberships for \$150.

Our educational and fundraising programs are described in words and pictures throughout this Report. We welcome donations of any amount, any time during the year. Together, we are building a better San Diego!

Paul Ecke, III
Board Chair



In November 2014 Charity Fair Horse Show President/Don Diego Board Member Susan Farrior (second from right) presented a check for \$6,000 on behalf of the Show to Don Diego Vice Chair Jon Liss, Board Member Alysha Stehly and Chair Paul Ecke III.



Educational Programs

College Scholarship Program ...

Transforming today's students into tomorrow's scholars.

Don Diego Scholarship Foundation recipients are matriculating at prestigious colleges around the country, excelling at a myriad of exciting careers and making a difference in our community.

Annual scholarships of \$5,000, \$2,500 and \$1,000 are awarded in each of four categories: 4-H, FFA, Employee and Exhibitor/Participant. The \$5,000 recipient deemed most outstanding also receives the coveted \$5,000 Spanjian Family Scholarship, for a total \$10,000 award.

At the end of 2014, the Board unanimously agree to debut, beginning in 2015, an innovative \$2,500 Vocational Education scholarship to be awarded to a student who intends to pursue a vocational education curriculum at a community college or accredited trade school, with the goal of obtaining an AA/AS degree or certificate.



DON DIEGO SCHOLARS



CAROLYN KRAVITZ
Stanford
\$10,000
FFA & Spanjian Scholarship

"I was overwhelmed to win two Don Diego awards. I plan to earn a PhD and become a researcher at the corner of animal genetics and disease."



AARON STEGER
UC Berkeley
\$5,000
Fair Employee Scholarship

"I experienced tremendous growth working at the Fair. I intend to pursue a research-based career and live the most sustainable lifestyle possible."



VICTORIA LAIRD
Cal Poly San Luis Obispo
\$5,000
4-H Scholarship

"My passion for animals led me to 4H. My enthusiasm for learning is an enormous part of my life."



NIKOLINA ZENOVIC
UC Berkeley
\$5,000
Fair Exhibitor Scholarship

"As a first-generation American whose parents fled the Balkans to escape war, I want to make a lasting impact by earning a law degree and helping people."



DON DIEGO SCHOLARS



JAMIE MCKINLEY
Colorado State University
\$2,500
FFA Scholarship



ASHLEY THERIEN
Cal Poly San Luis Obispo
\$1,000
FFA Scholarship



RACHEL BROWN
Cal Poly San Luis Obispo
\$2,500
4-H Scholarship



BRYESON ROWELL
Cal State San Marcos
\$1,000
4-H Scholarship



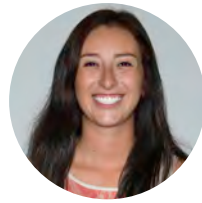
GREGORY BRICE
UC Santa Cruz
\$2,500
Fair Employee Scholarship



MADELINE MUHR
Northern Arizona University
\$1,000
4-H Scholarship



NOA GLASER
Stanford
\$2,500
Fair Exhibitor Scholarship

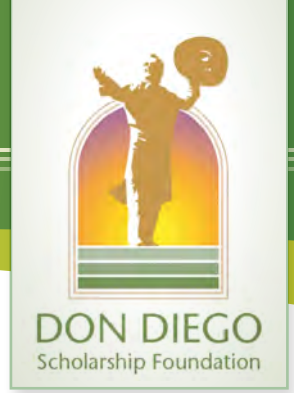


ELIZA NAIMI
Long Beach State
\$1,000
Fair Employee Scholarship



EMILY DORSEY
Harvey Mudd College
\$1,000
Fair Exhibitor Scholarship

Don Diego Scholarship Foundation



Victoria Laird and her dog.



Above: Noa Glaser at Stanford.



Left: Nikolina Zenovic dances at a recital.



Left: Gregory Brice at UC Santa Cruz.



Right: Aaron Steger playing basketball at UC Berkeley.



Educational Programs

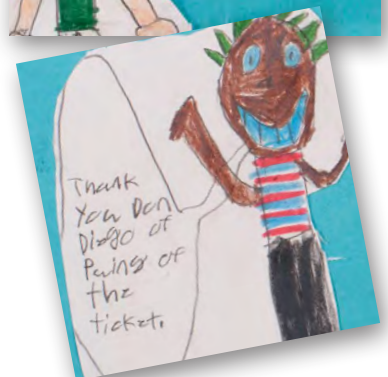
Bus Sponsorship Program ...

Teaching children about agriculture and nutrition, from the ground up.

In 2014, the Don Diego Scholarship Foundation provided 38 buses so that 1,836 students from low-income elementary schools could participate in the San Diego County Fair's Plant*Grow*Eat program and attend the Fair, along with 349 teachers and chaperones, for a total of 2,185 participants.

For many students, this marks their first visit to the Fair; for some, their first glimpse of the Pacific Ocean; for most, their first opportunity to pet a goat! Perhaps the most significant and lasting benefit to students is learning that the food they eat comes from the soil, not the grocery store.

Bus sponsors enjoy welcoming their students and accompanying them to the judging arena. On that day, they receive free Fair parking and admission plus bus signage proclaiming their sponsorship. Sponsors say they enjoy the experience as much as the kids.





Fundraising Programs

Dinner and Concert Gala

On July 1, 2014, the Don Diego Scholarship Foundation celebrated its 28th year of awarding college scholarships to outstanding students with a Huey Lewis & the News Dinner and Concert Gala at the San Diego County Fair. The sold-out event was held at the prestigious Turf Club's sixth floor Equus Room overlooking the panorama of thousands of people enjoying the Fair.

In attendance were the 2014 scholarship recipients, who took the opportunity of meeting and mingling with guests to personally thank them for their contributions.

Top 2014 recipient Carolyn Kravitz, who is using her \$10,000 scholarship to attend Stanford, articulately addressed event-goers, saying, "On behalf of all of this year's recipients, we thank you so much for your generous support of our endeavors. The scholarships will make a huge difference in our lives."

The 2014 Gala was fun and financially successful. Two hundred and twenty-five guests enjoyed the party and auction. A local press team was on-site to cover the event with subsequent print and online article and photos, garnering additional exposure for Don Diego donors and students.



2014 Gala Committee

Chair: Roxana Foxx

Members:

Lisa Barkett

Leslie Barone

Susan Farior

Stacy Simmons

Alysha Stehly

2014 Gala Sponsors



Don Diego Scholarship Foundation



Nikolina Zenovic (right) backstage with her mother (left) and Huey Lewis.



Chair Paul Ecke with Leslie Barone.



Eliza Naimi and family.



Vice Chair Jon Liss, Scholar Carolyn Kravitz, and Chair Paul Ecke.



Chair Paul Ecke introduces the 2014 Don Diego Scholars.



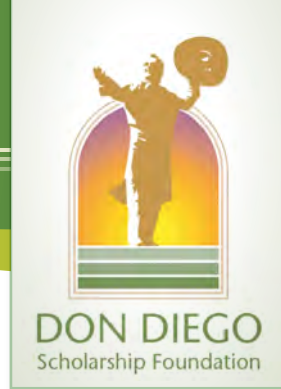
Sponsors Jim Farley, Janet Kister, and President Tim Fennell.



Bidding takes place.



Auctioneer Fredrick Schenk takes bids for Huey Lewis and the News backstage passes.



Fundraising Programs

Legacy Brick Project

Don Diego's Legacy Brick project enables people to be part of the Del Mar Fairgrounds' rich history by buying and custom-designing a beautiful commemorative brick (with prices beginning at \$150) to be placed in perpetuity around the Legacy Brick Fountain in the Plaza de Mexico at the Fairgrounds.

The project has been fast-growing since its inception in late 2013. It should continue to grow as more people are aware of the opportunity to honor friends and loved ones – and their big racetrack wins.

On June 7, 2014, more than 75 people gathered at the Plaza de Mexico to ooh and aah at the 200-plus legacy bricks paving a path to the fountain. Each brick tells a story; none more poignant than that of 1996 scholarship recipient Rachel Dawson, who was forging a creative career in fabric and surface design when she passed away from leukemia at age 34 in 2013. Her parents say they intend to establish a foundation in their daughter's honor, bringing the Don Diego Scholarship program full-circle. Our scholarship helped Rachel pursue her goals. Thanks to the Dawson family's foundation, other young adults will be able to pursue theirs.

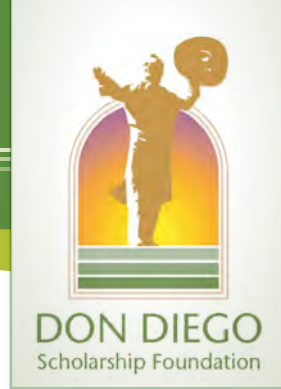


Amigo Club Membership

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 new Dos Amigo pass, introduced in 2014, offers two memberships for \$150 (normally \$99 each). This promotion brought in a number of new members.

Don Diego Scholarship Foundation



Fact Sheet

A Scholarship Program of
the San Diego County Fair
and Del Mar Fairgrounds

Transforming today's outstanding students into tomorrow's leaders.

MISSION	To provide college scholarships to outstanding San Diego County high school seniors who have participated in the San Diego County Fair or other Del Mar Fairgrounds events, as well as to provide grants for agricultural education.
ESTABLISHED	1986.
STRUCTURE	501 (c)3 nonprofit organization.
HISTORY	Currently, the Foundation annually awards \$41,500 in college scholarships to 13 recipients. The Foundation was formed as a lasting tribute to Tom Hernandez, who played the role of the Fair's legendary welcoming host from 1947 until his death in 1984. To date, the Foundation has awarded more than \$640,000 in scholarships and grants, helping more than 150 students pursue higher education.
SCHOLARSHIPS	The Foundation annually awards one \$5,000, one \$2,500 and one \$1,000 college scholarship to students in each of four categories: 1) 4-H member; 2) FFA member; 3) Employee at the Fair, Racetrack or Fairgrounds; and 4) Exhibitor/Participant at the Fair. The most outstanding of the four \$5,000 recipients receives a \$5,000 Spanjian Family Scholarship, for a total award of \$10,000. Beginning in 2015, the Foundation will annually award one \$2,500 Vocational Education scholarship.
PROCESS	The application cycle begins in January. The application deadline is mid-March. After a rigorous review, the top candidates in each category are interviewed by an application panel in April. Winners are announced in spring and typically enter college the ensuing fall.
FUNDRAISING	Don Diego raises money via several programs. In addition, it welcomes donations at any level at any time.
ANNUAL GALA	An exclusive Dinner and Concert Gala is held on an evening during the San Diego County Fair.
AMIGO CLUB	An Amigo Club membership offers a \$500 retail value of year-round Fairgrounds fun for just \$99. "Dos Amigos" – two memberships – are just \$150.
LEGACY BRICKS	A unique Legacy Brick Program enables people to commemorate a special occasion or person by purchasing a customized brick permanently enshrined at the Legacy Fountain in the Del Mar Fairgrounds' Plaza de Mexico.
BUS PROGRAM	"Plant*Grow*Eat" bus transportation grants enable students from low-income areas to learn about farming and nutrition, and to enjoy a day at the Fair where they display the vegetables they have grown for judging.
BOARD	Paul Ecke III, Chair; Jon Liss, Vice Chair; Timothy J. Fennell, President/CEO; Steve Shewmaker, Secretary/Treasurer. Members: Lisa Barkett, Leslie Barone, Kelly Burt, Adam Day, Susan Farrior, Jack Ford, Roxana Foxx, Joe Harper, Juanita Hayes, Kathlyn Mead, Allan Royster, Frederick Schenk, Robert Spanjian, Alysha Stehly, Karen Tanz, Bob L. Vice. Executive Director: Chana Mannen.

JOIN THE FUN

The Fair, the Races, and More!

\$99 AMIGO CLUB MEMBERSHIP
(\$150 FOR TWO)

BEGINS THE DAY YOU SIGN UP AND
ENTITLES YOU TO ONE FULL YEAR OF
DEL MAR FAIRGROUNDS FUN

JOIN THE TRADITION

at the Del Mar Fairgrounds!

Buy a COMMEMORATIVE BRICK and be part
of the DEL MAR FAIRGROUNDS' rich history forever.
Customizable - starting at \$150



JOIN A Growing Adventure



HOP ON BOARD

Don Diego's Plant*Grow*Eat Bus Sponsorship, introducing kids to the magic of Nature!

- San Diego County Fair's P*G*E teaches children about agriculture and nutrition.
- Our program enables low-income students to participate. For many, this marks their first trip to the Fair; for some, their first glimpse of the ocean!
- Fair staff visit classrooms, teaching children how to plant seeds and nurture their edible crop.
- Students bring their harvest-ready plants to the Fair for judging and (YUM!) tasting.



THE BUS Starts Here

- Each busload costs \$300.
- Your donation in any amount is welcomed and appreciated.
- On your day, you receive bus signage, free parking and admission to accompany the kids.
- We'll even give you a crash course in radish judging!

For questions or more information, email cmannen@sdfair.com

To make a secure online donation, visit <http://dondiegoscholarship.org/product/donate/>

JOIN THE FUTURE

Our Scholars are Building a Better San Diego

Today's Don Diego Scholarship Foundation recipients are tomorrow's agriculture teachers, animal geneticists, vintners, vets, community leaders and perhaps a U.S. President. They are idealistic, ambitious, passionate and ready to make a difference in the world. Please help us help them.

Your direct donations plus proceeds from our Amigo Club, Legacy Brick and other programs are an investment in these students' bright futures and in the future of our community. To date, Don Diego has awarded more than \$640,000, enabling more than 150 students to pursue higher education.



DON DIEGO Scholarship Foundation

We thank you!

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dondiego@sdfair.com



DON DIEGO Scholarship Foundation