

# More Now, More than Ever. Different Now, More than Ever.

By Michael Berman  
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Community Foundation/  
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For the first Ocean Reef Community Foundation auction, in 1994, a few friends gathered in The Ocean Room to auction off (and drink) lots of wine... and raise less than \$100,000. But the cause was an important one and the concept proved so popular that by 1999, the Ocean Reef community held 26 fundraising experiences in a six-month period. At that point, two very smart gentlemen (**Tom Davidson** and **Alan Goldstein**) pulled all the parties together to establish a combined charitable event to relieve "Auction Fatigue" and gain unified support from the membership with "One Ask."

That proved the birth of All Charities, and in the decades since, it has achieved phenomenal year over year growth. The community became enamored of seeing the "All Charities Breaks Another Record!" headlines, and hearing the cocktail circuit buzz of "What's the number? How did we do?"

Over the course of 21 years, the auction has evolved into a gala for hundreds of generous people in a beautiful banquet hall, still enjoying a lot of wine, as well as great food and entertainment and insight into what All Charities' supporters, "The Heart of Ocean Reef," have accomplished. They gather to celebrate and support all of the wonderful institutions that make this place so special and create miracles for our neighbors in surrounding communities.

WHOA – hold on! Did I say "Gather?" I know, I can hear you thinking, "You can't do that – it's too risky! Covid!"

Well, this season the All Charities committee has spent every day (yes, every day),

developing a plan to "gather" and have an experience in which all our supporters can feel safe and comfortable while still enjoying an opportunity to support and sustain our Medical Center, Cultural Center, Academy, Art League, ORCAT and Conservation Association as well as address the unprecedented \$2,000,000 in grant requests to the Foundation from our neighbors.

So, yes, we will "gather," apart but together, to take advantage of this exciting opportunity to reach well beyond the capacity of Town Hall. Mark your calendars for **6 p.m. Saturday, February 20**, and look forward to a virtual production that every Member of Ocean Reef will find entertaining while taking pride in this community we are so fortunate to call our own.

You will experience spectacular surprise entertainment with ties to this community and the Keys. You will see some of the wonderful things your Foundation has been doing, with intensified and unique Covid-related support.

Every Member, everywhere – Social, Legacy, Equity, on property or off, will be able to register for a bid number and participate. Pick up your iPad or smart phone, sit in front of your computer or watch it on your large screen television. Simple instructions and links will be sent. Register and bid from anywhere as part of the robust online auction that will run from Feb. 12 through Feb. 20.

If you're on property, the goal is for you to participate at whatever level of caution and safety you prefer. On the night of All Charities every restaurant venue at Ocean Reef will offer a take-out "Gala to Go" special for the evening, thanks to the chefs at Gianni, the Burgee Bar, the Raw Bar, and Islander. Chef Eric is even creating a new soon-to-be-famous sushi Foundation Roll that will be available for pick up. We hope to hear soon that Card Sound and the Anglers Club will be on board for this as well.

Anyone participating at the \$1,000 Patron level will receive

a wonderful charcuterie tray, some fun wine, and along with everyone else participating at that level and above, a chance to win a new 2021 Lexus (additionally, everyone with a bid number will be able to buy a raffle ticket(s) for the car for a suggested minimum donation). Trustees and Chairman's Circle supporters can choose to receive their Banquet in a Box designed by Chef Philippe and his team and enjoy the evening at home, or assemble in small "Living Room Captain"-facilitated groups for a Club chef-produced meal.

We have been blessed already by amazing logistical support and dedication across the board, from Club President Alex Tonarelli, VP/Food & Beverage Erwin Pals, Director of Catering Christian Sarquis, Senior Director of Culinary Operations Chef Philippe and our amazing Food & Beverage staff. And at the conclusion of a recent Foundation meeting, Club Chairman **Bob Manzo** summed it up: "Whatever you need!"

Your 2021 and 2022 event Chairs **Pat** and **Dom DiNapoli**, **Linda Johnston**, **Adele Acheson** and **Diane Hill** along with **Sarina Kinney**, **Mike Jones** and all their committees, are determined to bring you a safe selection of auction items, and a fantastic evening, that will be talked about and remembered fondly for years to come.

I have been lucky enough to be joyfully surprised by your kindness every year since 2009, and I am certain this year will be no different.

More now, More than ever... we are counting on your support. And although All Charities Weekend 2021 will be different, the one thing we can be certain of is the incredible generosity of you, our Members.

And who knows? Maybe this year's "Skip the Line at the Raw Bar" will sell for a million dollars!

Questions? Contact Lesa Crayne or Amy Cornaire in the All Charities office by calling 305-367-5963 or emailing [allcharities@oceanreef.com](mailto:allcharities@oceanreef.com).

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