



**The Club
Foundation**

The Club Foundation

**Leadership/Legislative Conference 2024
Washington, DC, September 15-17**



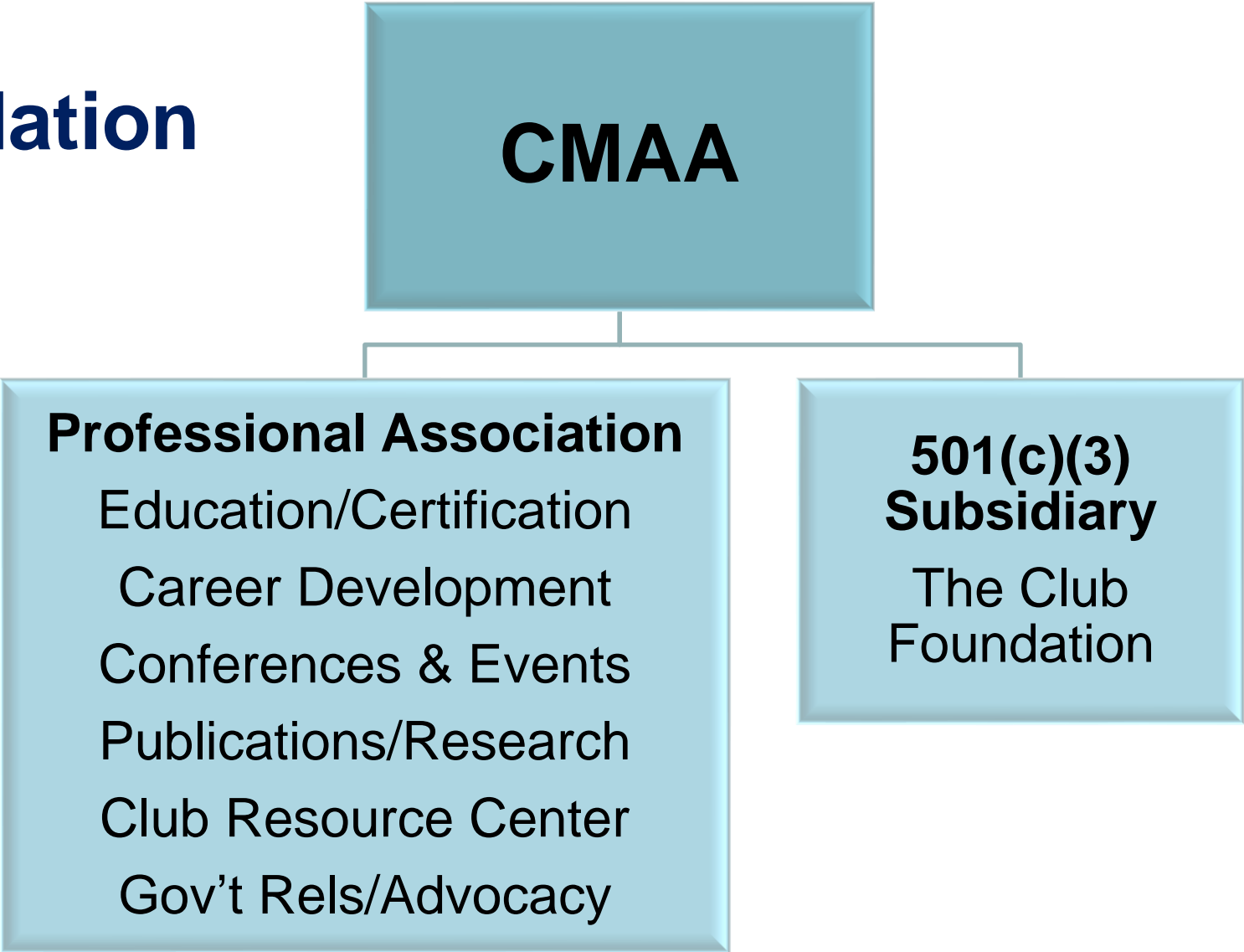
**The Club
Foundation**

The mission of The Club Foundation is to financially support the club management profession through education, research, and outreach initiatives.

“The more we raise, the more we can give away.”

~Burt Ward, CCM, CCE, Past Chairman, Board of Governors

The Club Foundation & CMAA





**The Club
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Key Volunteers



CF Officers

- ▶ Nicholas LaRocca, Chairman – Muirfield Village Golf Club (OH)
- ▶ LuAnn Giovannelli, CCM, CAM, Vice Chair – Bay Colony Community (FL)
- ▶ Randy Ruder, CCM, CCE, Secretary – Beach Point Club (NY)
- ▶ Todd Marsh, CCM, CCE, Treasurer – Conway Farms Golf Club (IL)

Governors

- ▶ Blaine A. Burgess, CCM, CCE – Arkansas Razorback Chapter (AR)
- ▶ TJ Diagne – The Springhaven Club (PA)
- ▶ Susan Schenkel, CCM, CCE – Georgia Chapter (GA)
- ▶ Terra Waldron, CCM, CCE – Desert Mountain Club (AZ)
- ▶ Kelley Williams, CCM – Carolinas Chapter (NC)

Industry

- ▶ Vache Hagopian – Jonas
- ▶ Adam Harris, E-Z-GO
- ▶ Fred Palmer – Club Car LLC

CMAA Officers

- ▶ Janine Budzius, CCM, CCE, Houston Country Club (TX)
- ▶ Richard LaRocca, CCM, CCE – St. Clair Country Club (PA)
- ▶ Joe Mendez, CCM, CCE – Philadelphia & Vicinity Chapter (PA)
- ▶ Michael Seabrook, CCM, CCE – Belle Meade Country Club TN)

CEO

- ▶ Jeff Morgan, FASAE, CAE – CEO, CMAA

Board of Governors



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Club Foundation Allocation Committee

- ▶ **Anonymous group of 12 individuals**
- ▶ **Committee includes:**
 - ▶ 4 Club Foundation Board Members
 - ▶ 1 CMAA staff member
 - ▶ 7 CMAA members
 - ▶ Of those, 4 are past scholarship recipients
- ▶ **Responsible for evaluating all 6 key scholarship programs of The Foundation**
- ▶ **Significant volunteer time commitment**



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Giving Portfolio



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Giving away scholarships and grants

Professional Members

- Sally Burns Rambo
- Willmoore H. Kendall
- James B. Singerling
- LaRocca Family Executive
- Warren Arseneaux

Student Members

- Joe Perdue
- Student Chapter Grants
- Faculty Grants

Chapters

- Awards
- Chapter Workshop Grant

Other

- Outreach Grants
- Industry Grants



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Professional Member Scholarships

- ▶ **Sally Burns Rambo Scholarship – August 1**
 - ▶ professional development for female club professionals
- ▶ **James B. Singerling Scholarship – October 1**
 - ▶ travel, lodging, and registration for first-time World Conference attendees
- ▶ **Warren Arseneaux Honorary Scholarship – October 7**
 - ▶ Wine Society members



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Professional Member Scholarships (cont.)

- ▶ **LaRocca Family Executive Scholarship – November 1**
 - ▶ professional development for club managers and their mentees

- ▶ **Willmoore H. Kendall Scholarship – November 1**
 - ▶ professional development for emerging leaders pursuing CCM



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Student and Faculty Scholarships

- ▶ **Joe Perdue Scholarship – June 1**
 - ▶ Tuition scholarship for hospitality students
- ▶ **Student Chapter Grants – June 1**
 - ▶ travel and lodging expenses for student World Conference attendance
- ▶ **Faculty Research Grants – August 1**
 - ▶ accredited university/college



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Chapter Awards and Grants

- ▶ **Chapter and Student Chapter Idea Fair Awards**
- ▶ **Chapter of the Year Awards**
- ▶ **New Member Recruitment Awards**
- ▶ **Chapter Workshop Grants**
 - ▶ Small and Medium Sized Chapters



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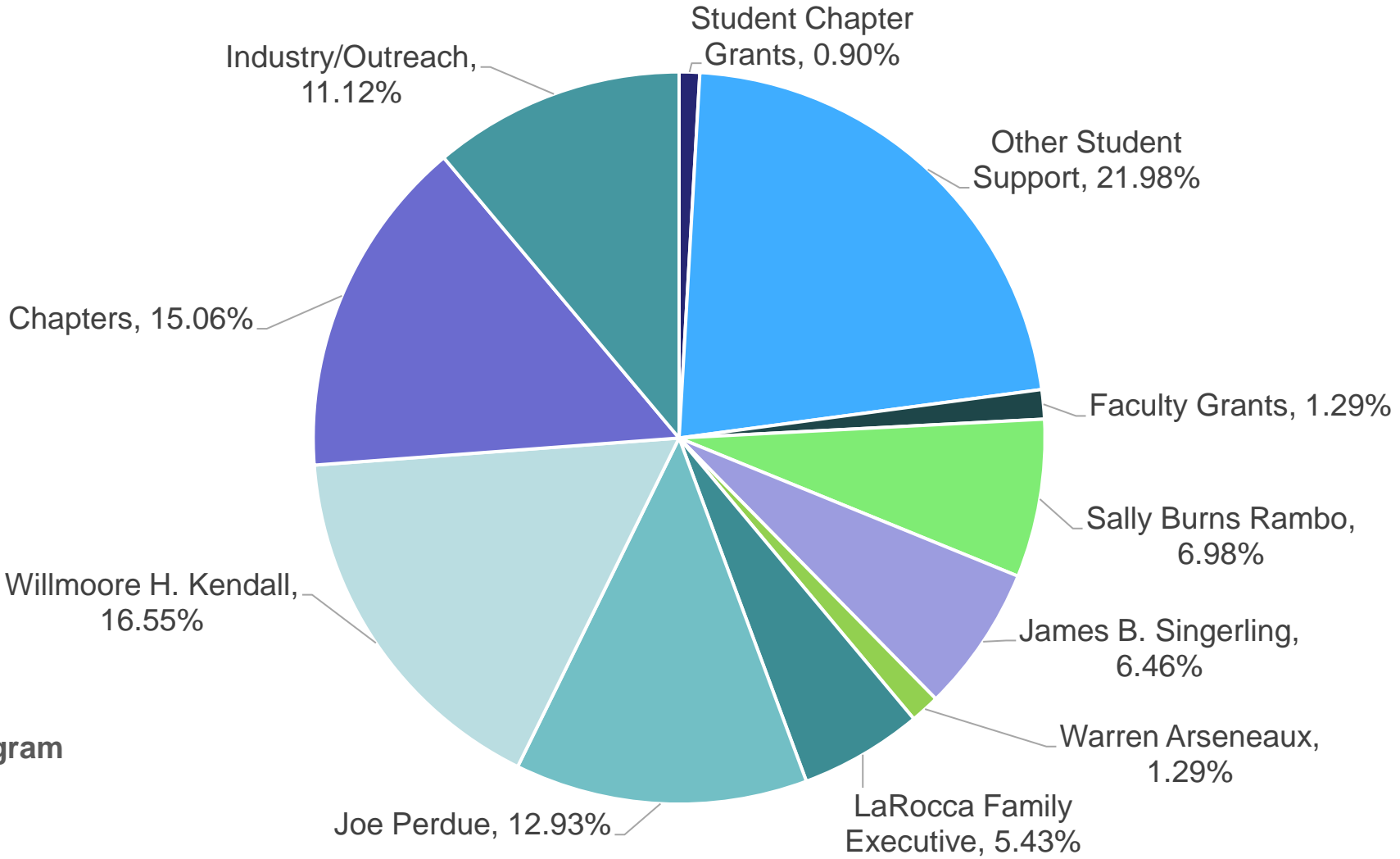
Outreach and Industry Grants

- ▶ **Supporting Outside, Industry-related Charities**
 - ▶ Tee It Up For The Troops
- ▶ **Supporting Industry Initiatives**
 - ▶ Student Development Initiative
 - ▶ NSEC
 - ▶ Awards Breakfast
 - ▶ DEI Initiative



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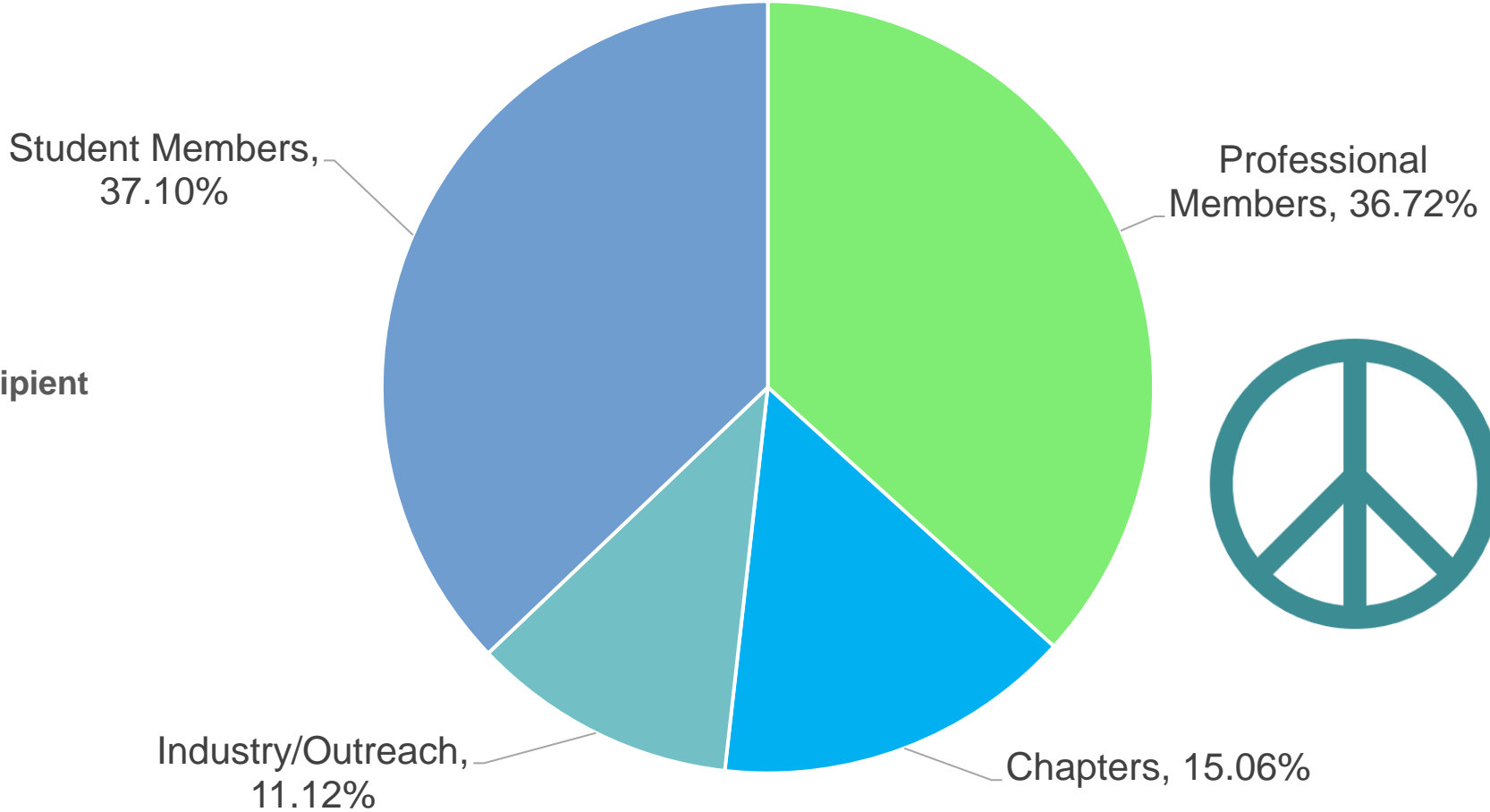
Scholarships and Grants by Program

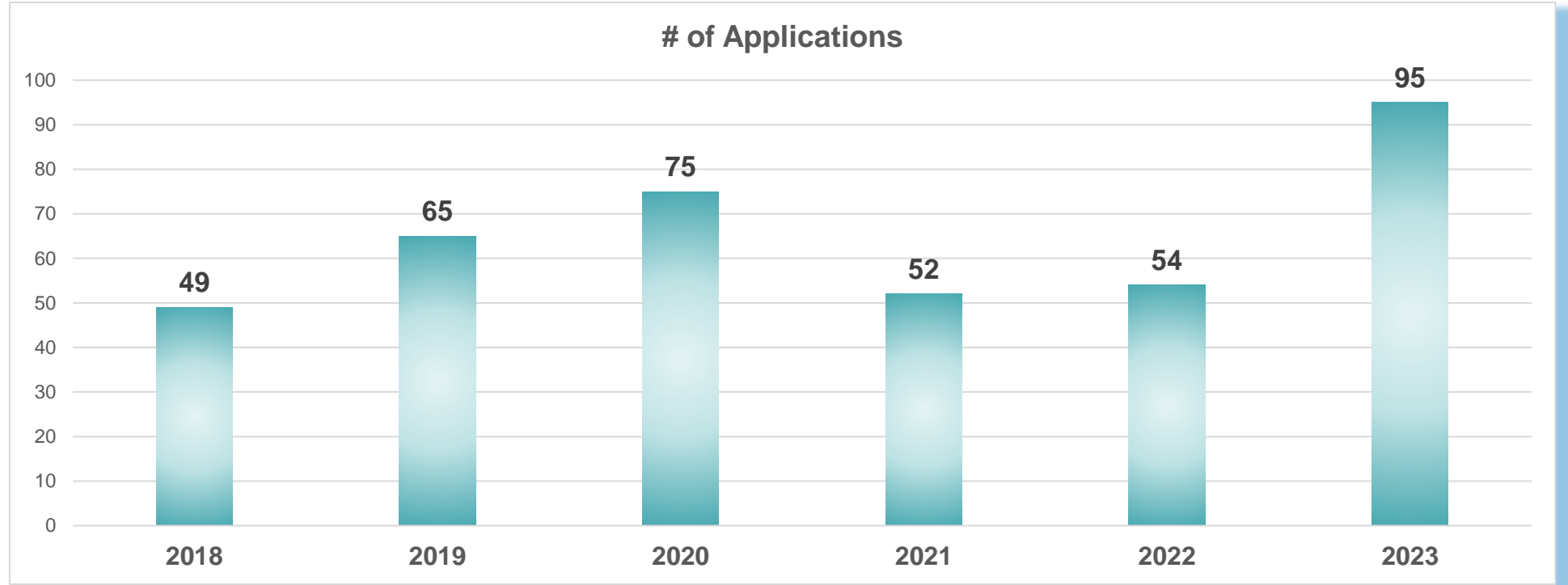




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Scholarships and Grants by Recipient





Scholarships, Grants, and Awards (68 given in FY2023)

- 38 Scholarships
- 24 Chapter Education Awards
- 6 Outreach/Industry Grants (totaling \$117,574)



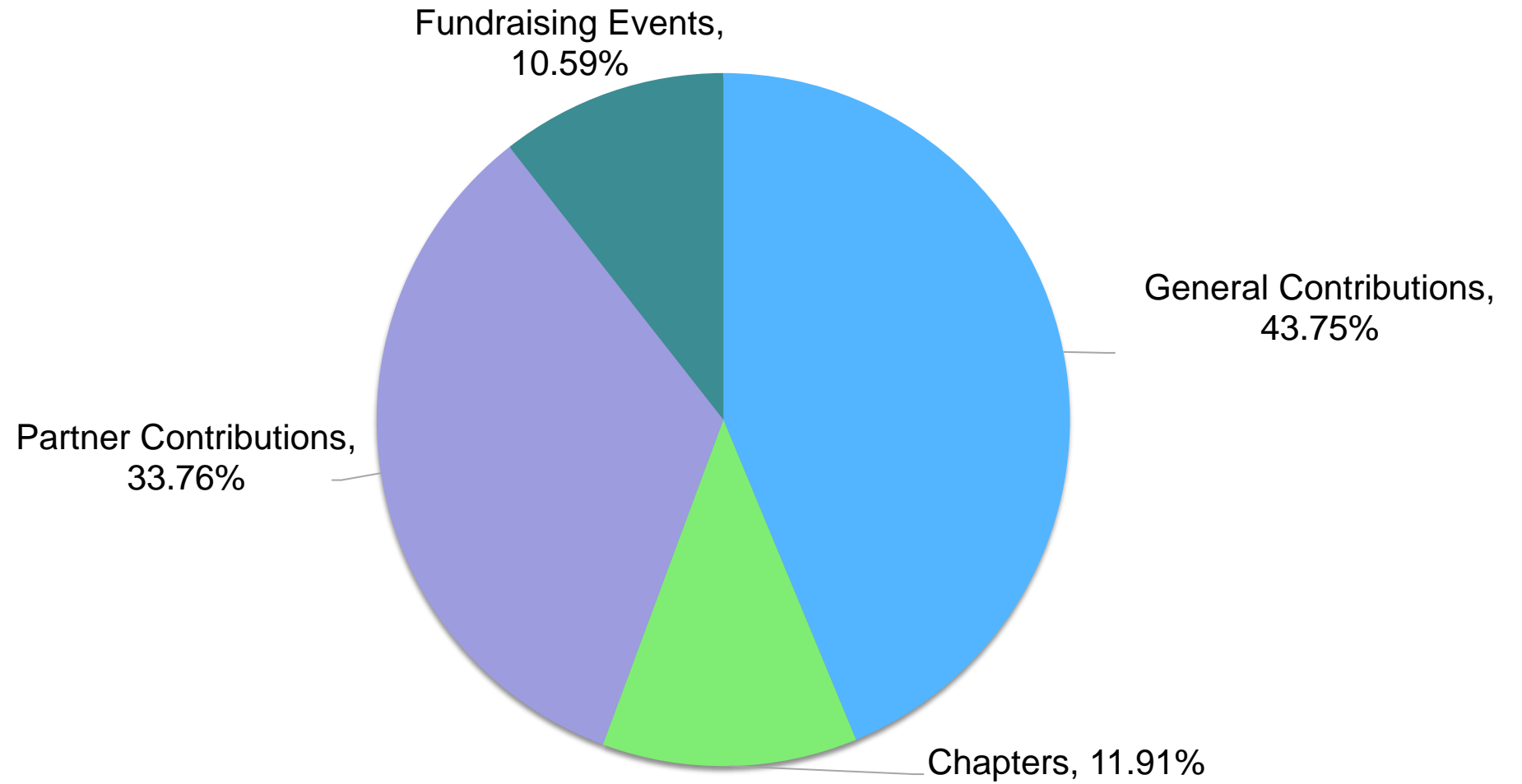
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Funding the Mission



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Contributed Revenue

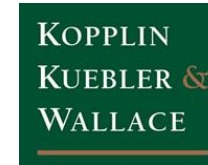


2024 Partner Network

2 Strategic Partners:



4 Executive Partners:



2 Business Partners:



6 Alliance Partners:





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FUN-raising GENERAL

- ▶ **Membership renewal – Add a Contribution**
- ▶ **Giving Tuesday Campaign – December 3, 2024**
- ▶ **Year End Campaign – Month of December**
- ▶ **Individual Pledges and Gifts**
- ▶ **Recurring Donations**
- ▶ **Planned Giving**





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FUN-raising CHAPTERS

- ▶ **Chapter Pledges and Gifts**
- ▶ **Other Support:**
 - ▶ Giving Tuesday
 - ▶ Awareness





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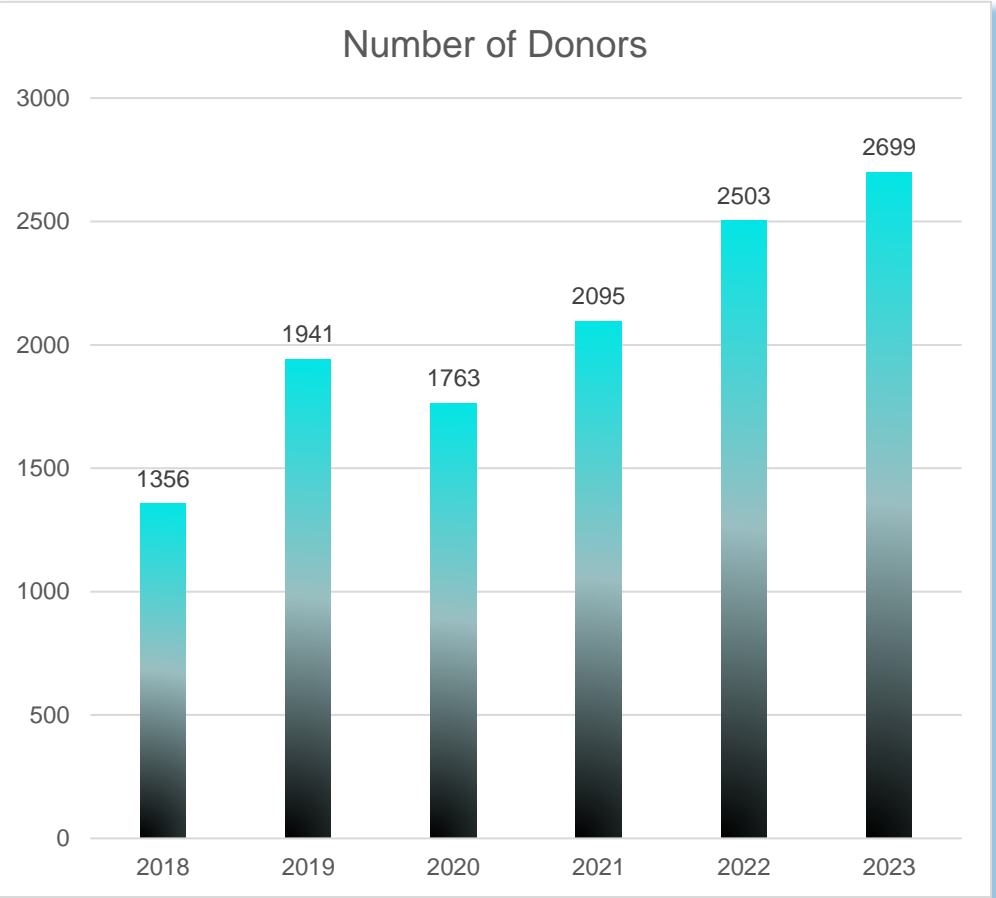
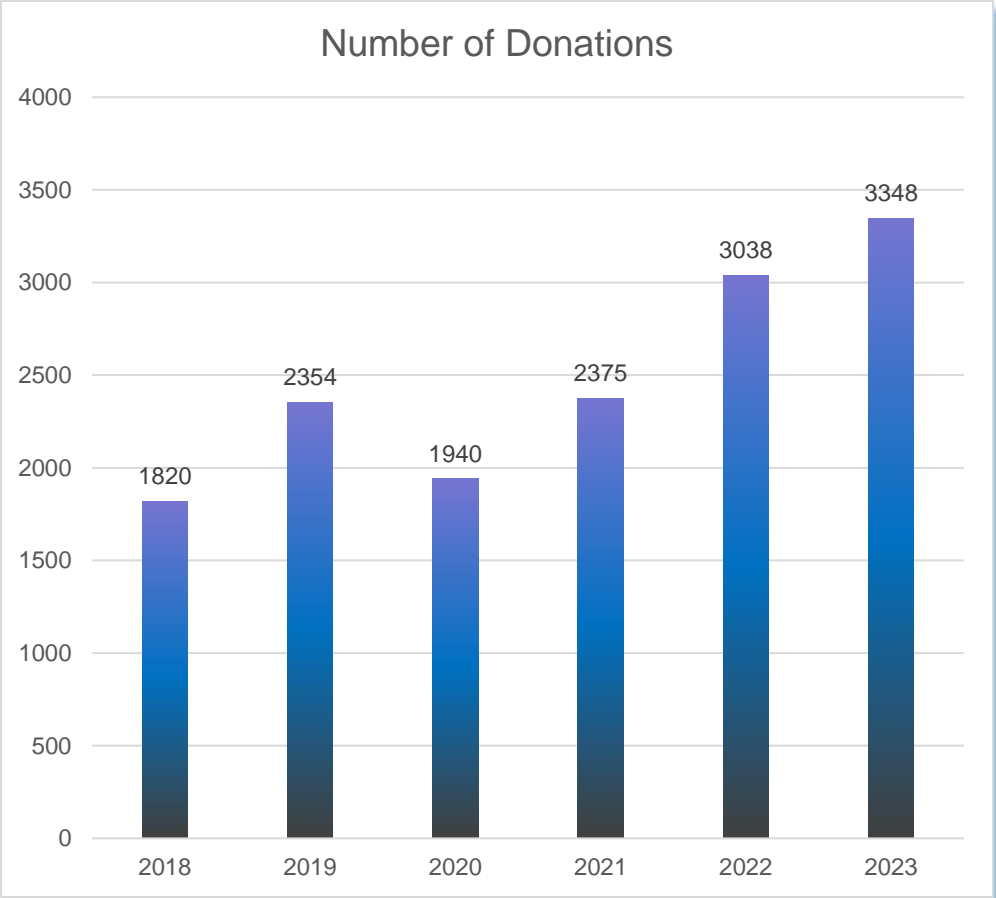
FUN-raising EVENTS

- ▶ **Golf Tournament – World Conference**
 - ▶ Sold out in 2 weeks (2024)
 - ▶ February 4, 2025
- ▶ **Club Love 5K – World Conference**
 - ▶ February 8, 2025
- ▶ **Online Fundraising Campaigns**



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Donors



Questions?



Contact Information

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To donate: **Text CLUBS to 41444**

