

DRIVE FOR A CURE

2025  
ANNUAL REPORT

2026 PLAN



# SUMMARY

The 2025 Drive for a Cure raised a record amount of funds to support breast cancer screening, diagnostic services, treatment, and temporary financial support for uninsured and underinsured breast cancer patients. With the \$90,447 raised in 2025, the Drive has given over \$700,000 to its charities since 2007. This is the result of steady growth through the years with a significant increase in 2025 sponsorships and a growth in monies raised in the auction.





# 2025 REVIEW

## OVERALL

The annual **DRIVE FOR A CURE** (DFAC), held on February 28, 2025, at Ardea Country Club, celebrated an extraordinary milestone this year as more than \$700,000 in total has been distributed to provide screening, diagnostic services, treatment, and temporary financial support for underserved breast cancer patients. A new record of over \$90,000 was raised in 2025. With 100% of the net proceeds going directly for these underserved breast cancer patients, this achievement underscores the unwavering dedication of our golfers, our sponsors, our donors, and our volunteers, who have supported this event since its inception.

Feedback from our golfers was very positive. Participants appreciated the efficient pace of play, especially considering the size of the field, and our volunteers for delivering a high-quality event.

## MISSION

The Drive for a Cure raises funds to support uninsured and underinsured breast cancer patients. We provide resources for screening, diagnostic services, and comprehensive treatment, along with short-term financial aid during active treatment.

## COMMUNICATION

- The print materials were useful in providing information to our golfers, sponsors, and donors.
- The website was updated with a more modern look and functionality.
- The email marketing campaigns worked very well with the last email sent to golfers delivered to 90 percent of the recipients (compared with the industry average of 80-95 percent); 76 percent opened the email (compared to the industry average of 22 percent); and a click rate of 24.5 percent (compared to the industry average of 2.6 percent).

## EVENT

- Everything was in place before the golfers started to arrive.
- By creating a ticket to claim your sandwich, we did not run out of Chic-fil-A sandwiches for golfers.
- The Bloody Marys and drinks on the course were well received.
- With the placement of Bloody Marys and Chic-fil-A sandwiches next to the Pink Ribbon (mulligan) sales, the Lotto tree sales, and the 50-

50 cash split sales, improved sales in those areas. For example, 215 of the 268 golfers purchased a Pink Ribbon package.

- It was not sufficiently clear to all that we were recognizing breast cancer survivors during the Opening Ceremony.
- The after-golf Auctions and Award Dinner moved back inside Ardea Country Club for the first time since the onset of COVID. The food provided by Ardea and the volunteer desserts were well received.
- The sound system was not optimal for the live auction. Some guests thought the system was too loud and, in some cases, the speakers were turned off.

## **GOLFER RELATIONS**

- The Golfer Relations Subcommittee were able to give golfers and handicaps to the Pro Shop more quickly and with fewer adjustments than in the past.
- On-boarding of clubs and directing golfers to parking and carts went very smoothly helped by volunteers, Ardea staff, an information table, and wider distribution of alphabetical lists of golfers.
- Private carts were handled very efficiently by creating a specific place for them so that information and packages could be distributed.
- The overall pace of play in 2025 was quite good, but there were gaps between foursomes that should be monitored.
- The number of women's teams was down for several reasons and needs to be rebuilt.
- Two Steering Committee members rode the entire course talking with golfers, which provided a friendly greeting and additional interaction with golfers.

## **FUNDRAISING**

### ***SPONSORS***

- Mike Froning, a new member of the Steering Committee with current ties to the business community, brought an influx of new sponsors to the event. As a result, the sponsorship total of \$48,345 in 2024 grew to \$80,617 in 2025. This exposure to a new group of sponsors offers new opportunities for our future.
- The golf foursomes included in a sponsorship will have to be reconsidered in 2026 because of the total number of golfers that can be accommodated in the event, including non-sponsor golfers, and the additional golfing costs in 2026.
- Adjustments need to be made to the Sponsorship form to make it more user friendly.

### ***AUCTIONS***

- The auctions were moved inside as the after-golf event was moved back inside for the first time since COVID forced our event outside.

The live and silent auctions increased revenue in 2025 to a record amount, so they were very successful.

- The live auction did not achieve the return that the Steering Committee anticipated given the value of the items in each package.
- The Team believes that the overall number of silent auction items needs to be reviewed to determine the most productive result.
- It would be helpful if we could work with Ardea to set aside an area where we could gather and store auction items to decrease the need to move auction items and make it easier for the Auction Team.
- The placement of the bar prevented the auction tables from being in a single line, which meant that one set of auction items did not get the attention of the other auction items.
- The system of getting certificates to the successful purchaser needs to be reevaluated.

## **GAMES**

- The Par 3 Golfers, the Cash Split, and the Lotto Tree games all did well in generating additional revenue for the DFAC. The Cash Split did better than it has since we had to generate the revenue in one day rather than at several events throughout the month of February.
- The placement of the Cash Split and the Lotto Tree near the Chic-fil-A distribution table created additional foot traffic for the generation of sales from these events.
- The last-minute cancellation by one of the Par 3 golfers created an event day crisis, but Ardea Assistant Golf Professional Ryan Walck stepped in to save the day.

## **BUSINESS**

The Treasurer and Co-Chairs will select a certified public accountant who specializes in 501(c)(3) organizations to review our financial management systems for needed improvements and to prepare our taxes.

We intend to build a document repository for each team to ensure access to ongoing and completed work.



Shane Donaldson and Tina Hill



## BUSINESS PRIORITIES

- Reach the \$100,000 mark for revenue in 2026
- Adjust sponsor packages to reflect the number of golfers we can accommodate
- Adjust pricing to reflect increased expense in the presentation of the event
- Update the delivery of auctions



## ADDED PRIORITIES

- Improve social media presence
- Increase the number of teams in the women's flight

# GOALS FOR 2026

## COMMUNICATION

- Improve Facebook communication while adding additional social media outlets.
- Eliminate the placement of media articles with the decreasing outlets to use and the steadiness of our field and sponsors.
- Adopt the use of Quick Response (QR) codes to our print materials, including brochure, sponsor forms, website, and on the table at dinner. Consider how the QR codes might be connected to payment options.
- Eliminate the donor brochure from our print materials because most of our volunteers use our main brochure in talking with donors.
- Redesign the Sponsorship form to put the fill-in portion of the form on the front side.
- Develop email lists for golfers, sponsors, and donors so that we can market to each segment should we choose to do so.

## EVENT

- Work with the Auction Team to set up a more robust live auction, the announcement of winners, and introduction of sponsors. This includes reconsidering how the auction is conducted, as well as the placement of speakers and microphones.
- Adjust our photography to assure each team is photographed and that winners are photographed and identified.
- Consider a seating system that would more easily direct golfers to individual tables.
- Add soft drinks to the assortment of drinks available on the course during play.
- Consider ways to recognize breast cancer survivors and how to connect it to the auctions to remind participants of the cause we are raising funds for.

## GOLFER RELATIONS

- Continue the practice of having Steering Committee representatives ride the course throughout the event to interact with golfers.
- Work with Pro Shop to monitor where gaps are occurring between groups so that someone can encourage those players to speed up.

# FUNDRAISING

## ***SPONSORS***

Evaluate sponsor levels, what is included in the sponsor package, and the amount of golf associated with each sponsorship.

## ***AUCTIONS***

The Auction Team intends to relook at how the auctions are delivered considering the move back inside and the 2025 results. Among other things, they will consider how to:

- Develop a focused list of donors to solicit items of interest that will create a better return and auction activity from golfers.
- Develop an email list of donors so that we can segment them for our emails.
- Create a better, quicker system to get the auction item to the successful bidder.
- Relook at the logistics of things like the bid sheets and numbering system.
- Evaluate pricing, including the “Buy It Now” pricing.
- Consider how to treat Live Auction items.
- Consider how to get items on the website sooner.



## ***GAMES***

Our plan is to continue with the setup established in 2025, which we believe maximized the foot traffic to purchase the Pink Ribbon package, the 50/50 Cash Split, and the Lotto Tree game.



# WHAT'S NEXT

**Our goal is to improve the delivery of the 2026 DFAC for golfers, sponsors, and underserved breast cancer patients**

We will form special teams to look at the following issues:

- Historically, a small portion of the DFAC revenue has been allocated to research. We will establish a committee to identify local breast cancer research organizations that could potentially receive some of the DFAC revenue in 2026. This initiative will enable DFAC to focus on future prevention while also addressing present needs.
- The Sponsor Team will look at the sponsorship packages to evaluate how many sponsorships we have, what is contained in each package, particularly the golf associated with a sponsorship, and pricing.
- The Auction Team will reconsider how or if to have a Live Auction, how to focus on donors that will provide offerings that our golfers are interested in and review the mechanics that are used to deliver the auctions.

We will meet in September for the Steering Committee to consider the recommendations of three teams. The purpose of this meeting will be to:

- Determine if we want to add a research recipient as a charitable partner.
- Decide on pricing for golf and sponsorships for 2026 based on the Team's recommendations and the pricing for delivery of DFAC.
- Consider any decision needed by the Auction Team.

This earlier meeting will allow us to send a marketing email to our list during October, which is Breast Cancer Awareness Month setting up potential donations. It will also allow us to do the pre-work to reconfigure the web site with 2026 pricing and sponsor options and to develop our print materials earlier. This will allow us to open the web site for golf and sponsorship earlier in the year and make it easier to solicit certain donors who need to be contacted before the beginning of the year.



# RESULTS FOR 2025

2025 was a banner year for DFAC driven by the increase in component parts, particularly around sponsorships.

