

2018 Actual Vs. Budget

Events		2018	Budget	Income to Expense Ratio
Gold Medal Fashion Show	Gross	\$ 58,392.20	\$ 58,351.50	63%
	Expense	\$ 21,875.55	\$ 21,271.00	37%
	Net	\$ 36,516.65	\$ 37,080.50	
	# attending	558		
	cost per person	\$ 39.20		
Buffalo Grove Classic	Gross	\$ 36,065.00	\$ 30,220.00	79%
	Expense	\$ 7,394.90	\$ 5,870.00	21%
	Net	\$ 28,605.10	\$ 24,350.00	
	# attending	111		
	cost per person	\$ 66.62		
Palatine Hills Golf Classic	Gross	\$ 26,750.00	\$ 27,289.00	80%
	Expense	\$ 5,359.83	\$ 6,434.00	20%
	Net	\$ 21,390.17	\$ 20,855.00	
	# attending	102		
	cost per person	\$ 52.55		
Moretti's/NWSRA Golf Classic	Gross	\$23,340.50	\$ 28,145.00	79%
	Expense	\$4,944.59	\$ 4,940.65	21%
	Net	\$ 18,395.91	\$ 23,204.35	
	# attending	88		
	cost per person	\$ 56.19		
Women's Only Outing	Gross	\$ 16,849.50	\$ 18,460.00	75%
	Expense	\$ 4,292.97	\$ 4,606.00	25%
	Net	\$ 12,556.53	\$ 13,854.00	
	# attending	71		
	cost per person	\$ 60.46		
Arlington Classic	Gross	\$ 36,211.50	\$ 35,421.50	92%
	Expense	\$ 2,943.53	\$ 2,928.75	8%
	Net	\$ 33,267.97	\$ 32,492.75	
	# attending	100		
	cost per person	\$ 29.44		
T&M Golf Outing	Gross	\$ 20,995.00	\$ 15,550.00	73%
	Expense	\$ 5,590.31	\$ 4,520.00	27%
	Net	\$ 15,404.69	\$ 11,030.00	
	# attending	53		
	cost per person	\$ 105.48		
Celebrate Ability	Gross	\$ 89,994.75	\$ 91,300.00	65%
	Expense	\$ 31,206.26	\$ 33,300.00	35%
	Net	\$ 56,788.49	\$ 58,000.00	
	# attending	230		
	cost per person	\$ 135.68		
Totals	Gross	\$ 308,598.45	\$ 304,737.00	73%
	Expense	\$ 83,607.94	\$ 83,870.40	27%
	Net	\$ 222,925.51	\$ 220,866.60	

After Event Memo:

To: Tracey

From: *Nanette Sowa*

Event Name: Celebrate Ability Gala

Event Date: November 2, 2018

Event History: The Gala started in 1993 as the Special Olympics Awards and Recognition Dinner. Through the years it has morphed from an awards dinner to a Fundraising Gala, the highest grossing fundraising event of the SLSF year.

of years event held: This was the Gala's 25th Anniversary

Event Explanation: The Gala consists of a dinner that includes a silent auction, a motivational speech or video from a participant or their family or a NWSRA Staff member followed by an Impact Auction. The funds raised in the Impact Auction are for whatever specific cause was addressed by the speech given by the participant. Another raffle is held at the Gala called the "Bucket O'Cheer" which consists of alcoholic beverages donated by NWSRA and SLSF board members, NWSRA staff and the gala committee members. The winner takes home an entire 16 foot table's worth of beverages, cocktail napkins and other assorted bar equipment.

This year the price of the CA Gala raffle ticket was decreased to \$50 with a maximum of 400 sold in the hope that people would buy additional tickets if the price was lowered. The committee also decided to forgo the Early Bird Mailing because it costs a minimum of \$600 in prizes as well as the cost of the additional printing of tickets, the mailing itself and postage.

Event Preparation: The Gala committee begins meeting in April to plan the November event. However, the committee members are gathering ideas all year long from one Gala to the next. Letters for donations for the silent auction were sent in April. The President of the Foundation meets with the Superintendent of Development in March to decide what need the Impact Auction will address. The Superintendent of Marketing and Communications begins to create a marketing plan and visuals to address that need on the website and to be shown at the Gala. In 2018, the monies from the Impact Auction were earmarked to purchase furniture for the PURSUIT 4 space which will open in the Wheeling Park District in 2019.

Invitations are mailed no later than the second week of September. The Superintendent of Development begins contacting sponsors in March. Sponsor tables make up the majority of attendees. Programs are printed which highlight the events of the evening as well as advertisements from the sponsors. The ticket price was \$125/person and included a premium open bar. The Emerald Table price was raised to \$1,500 there is no longer a Ruby Table option.

The mobile bidding platform, Gesture, Inc. In March a contract was signed with Gesture, Inc. However in the summer, that company was purchased by GiveSmart which then completed the contract as signed. The mobile bidding eliminates the need to print the silent auction items in the program and also allows people to bid from offsite. The use was a success as the guests enjoyed being able to stay at their table

and bid, knowing when someone had bid more than them, etc. Using the service also added an additional expense of \$3614.50 to the event. The service paid for itself in increased bids. The committee decided to add paddles to raise for the Impact Auction which brought additional excitement to this aspect of the night.

On the morning of the Gala, the committee met at the venue to set up the silent auction table displays and to distribute the programs and paddles on the tables. Former NWSRA staff member Angie Lee joined the committee and created lovely centerpieces.

Committee Names: The 2018 Gala Committee included:

Carl Arthur	Terri Oates	Marge Janovics	Beth Anne Ausnehmer
Nuala Gewargis	Maureen Kerrigan	Angie Lee	Dawn Stangle

Actual day of explanation:

Day of to do	DUTY	WHO
1	Arrive at Traditions of Chevy Chase 10:00 a.m.	all
2	Table count and check seats. Place Wheelchair cards at appropriate seats	CS
3	Take things out of Hunt Room and place on tables	NS, Comm
4	Put Certificates in clear frames	MO
5	Decorate Tables as needed	Comm
8	Place programs on tables and paddles on chairs	NS, Comm
9	Plaques on appropriate tables with stands	MO, Comm
10	Set up registration	CS
11	Set cashier information under registration tables	CS
12	Set up Bucket o' Cheer	Comm
13	Set up and check AV	BS
14	Arrive back to the venue no later than 4:30	NS/CS/MO
15	Greet Volunteers and familiarize them with their duties, and introduce them to who they are working with	MO
16	Event runs	ALL
17	Clean up after event, load van	ALL
18	Unload on Monday morning	NS/CS/MO
19	Count money, do all follow-up on Monday after event until week of Thanksgiving when all should be finished	NS/MO
20	Hold evaluation meeting with the committee in January	NS/MO

Evaluation responses: Meeting to be held in January 2019

Target Numbers: Budget/Actual

Target #	2016	2017	2018
Gross Revenue	\$87,200/\$87,216	\$87,000/\$97,005	\$96,600/\$89,994
Expenses	\$25,534/\$28,662.33	\$26,450/\$30,691.22	\$31,532/\$31,206.26
Net Revenue	\$61,666/\$58,453.67	\$60,550/\$66,313.78	\$65,068/\$58,787.74
Registrations	\$25,000/\$25,477.50	\$25,000/\$33,375	\$33,000/\$31,173.75
Sponsorships	\$12,000/\$15,500	\$12,000/\$8,000	\$8,000/\$12,000
Silent Auction	\$10,000/\$13,631	\$10,000/\$15,490	\$15,500/\$10,850
Bucket O'Cheer	\$2000/\$2020	\$2,000/\$2,440	\$2,600/\$1,820
Attendance	200/260	200/258	264/230
Impact Auction	\$20,000/\$20,812.50	\$20,000/\$23,575	\$23,000/\$20,505
Cel. Abil. Raffle	\$18,000/\$9400	\$18,000/\$9,600	\$10,000/\$9349.50
SLSF cost person – (total expenses/ attendance)	\$127.67/\$110.24	\$132.25/\$118.96	\$119.44/\$135.68

Evaluation

Pluses:

- The 2018 Gala provided a fun evening for the guests. The evening started with a string trio to add some ambience for the 25th anniversary: Guests responses were all positive.
- Most guests stayed to dance to Monster Entertainment due to the mobile bidding eliminating any checkout lines. Guests commented on how much fun they were having.

Negatives:

- The Emcee was admitted to the hospital on the morning of the Gala, causing Nanette and Tracey to fill in.
- Two of the Emerald Table sponsors who usually provide large donations for the Impact Auction were unable to attend, one for a medical reason and the other due to a scheduling for the host.
- Guests commented that the speaker was too lengthy prior to the Impact Auction
- Committee members suggested that the Impact Auction be for something other than PURSUIT in 2019
- The Bucket O'Cheer may need to be "tweaked" to add more excitement.

2017 - 2018 SLSF Fundraising Events Comparisons

Events		2017	2018	Difference	
Gold Medal Fashion Show	Gross	\$ 57,709.10	\$ 58,392.20	\$ 683.10	
	Expense	\$ 22,261.16	\$ 21,875.55	\$ (385.61)	
	Net	\$ 35,447.94	\$ 36,516.65	\$ 1,068.71	
	# attending	557	558	1	
	cost per person	\$ 39.97	\$ 39.20	\$ (0.76)	
Buffalo Grove Classic	Gross	\$ 30,889.00	\$ 36,065.00	\$ 5,176.00	
	Expense	\$ 5,320.62	\$ 7,394.90	\$ 2,074.28	
	Net	\$ 25,568.38	\$ 28,605.10	\$ 3,036.72	
	# attending	95	111	16	
	cost per person	\$ 56.01	\$ 66.62	\$ 10.61	
Palatine Hills Golf Classic	Gross	\$ 25,778.00	\$ 26,750.00	\$ 972.00	
	Expense	\$ 5,901.92	\$ 5,359.83	\$ (542.09)	
	Net	\$ 19,876.08	\$ 21,390.17	\$ 1,514.09	
	# attending	99	102	3	
	cost per person	\$ 59.62	\$ 52.55	\$ (7.07)	
Moretti's/NWSRA Golf Classic	Gross	\$ 30,070.00	\$23,340.00	\$ (6,730.00)	
	Expense	\$ 3,909.43	\$4,944.59	\$ 1,035.16	
	Net	\$ 26,160.57	\$ 18,395.41	\$ (7,765.16)	
	# attending	127	88	-39	
	cost per person	\$ 30.78	\$ 56.19	\$ 25.41	
Women's Only Outing	Gross	\$ 19,172.00	\$16,849.50	\$ (2,322.50)	
	Expense	\$ 7,274.72	\$4,292.97	\$ (2,981.75)	
	Net	\$ 11,897.28	\$ 12,556.53	\$ 659.25	
	# attending	81	71	-10	
	cost per person	\$ 89.81	\$ 60.46	\$ (29.35)	
Arlington Classic	Gross	\$ 27,114.00	\$36,211.50	\$ 9,097.50	
	Expense	\$ 2,186.23	\$2,943.53	\$ 757.30	
	Net	\$ 24,927.77	\$ 33,267.97	\$ 8,340.20	
	# attending	94	100	6	
	cost per person	\$ 23.26	\$ 29.44	\$ 6.18	
T&M Golf Outing	Gross	\$ 18,540.00	\$ 20,995.00	\$ 2,455.00	
	Expense	\$ 3,901.04	\$ 5,590.31	\$ 1,689.27	
	Net	\$ 14,638.96	\$ 15,404.69	\$ 765.73	
	# attending	36	53	17	
	cost per person	\$ 108.36	\$ 105.48	\$ (2.88)	
Celebrate Ability	Gross	\$ 97,005.00	\$ 89,994.75	\$ (7,010.25)	
	Expense	\$ 30,691.22	\$ 31,206.26	\$ 515.04	
	Net	\$ 66,313.78	\$ 58,788.49	\$ (7,525.29)	
	# attending	258	230	-28	
	cost per person	\$ 118.96	\$ 135.68	\$ 16.72	
Totals	Gross	\$ 306,277.10	\$ 308,597.95	\$ 2,320.85	
	Expense	\$ 81,446.34	\$ 83,607.94	\$ 2,161.60	
	Net	\$ 224,830.76	\$ 224,990.01	\$ 159.25	