

Date: February 23, 2020

To: Tracey Crawford

From: Megan O'Brien

Event: ***Gold Medal Fashion Show***

Event History: The Gold Medal Fashion Show was started in 1991 by a small group of mothers to raise funds to support their children's Special Olympics activities. The first fashion show was held in the banquet room of Park Central, had 100 registrations and models were the committee members' athletes and their families. That event had a net revenue of \$2,225.05. In 2014, the fashion show was changed to an unrestricted fundraising event to increase the participation of younger models who are not old enough to compete on athletic teams and to allow NWSRA to use the funds wherever needed and not just for athletics. The models for the fashion show remain NWSRA participants.

of years event held: 30 years

Event Explanation: The Gold Medal Fashion Show is a luncheon affair which features 55+ raffle baskets worth approximately \$150 each and 5-6 Grand Raffle prizes worth at least \$300. The fashion show portion of the day consists of 35-40 NWSRA participants modeling clothing from area stores. Since Northwest Community Healthcare has been a sponsor at the fashion show, they have had two models with their dogs from the Dog Therapy program model in the show.

Event Preparation: The Gold Medal Fashion Show is held the last Sunday in February. The week after the event, the facility for the next year's event is secured. At the event evaluation meeting, the committee decides on the theme for the next year's event. The committee begins meeting in June to plan the upcoming fashion show. Clothing providers, hair and make-up providers are contracted in August. Letters are sent to potential models in late September. Raffle solicitation letters are sent in November and invitations are sent the first week of January. The committee meets bi-monthly to plan the details of the event.

Committee Names:

Louise Dickey	Laurel Katz	Mary Larson	Joanne Terrelli
Lisa Hester	Joanne Kluck	Linda Mancini	Ann Zgoda
Paula Jones	Karina Kovar	Diane Maxwell	
Lauren Josko	Jean Lamantia	Sandy Ricketts	

Raffle explanation: Other than registration, the money from this event comes from the raffle baskets and the grand prize raffle. This year featured 58 raffle baskets and six grand prize raffle items. Tickets for the baskets remained the same as the last 30 years, they were sold 1/\$1.00 and 6/\$5.00 and the grand raffle tickets were sold 1/\$10, 3/\$25 and 7/\$50.

Actual day of explanation: SLSF staff members pack the bus with all raffle baskets, supplies and equipment for the event on the Friday prior if the facility has a locked room available to store the items. The following is the explanation of the day:

- 7:00 a.m. - MO, JL & CS to get the bus and drive to Stonegate
- 7:30 a.m. - SLSF arrives
- 8:15 a.m. - Brian arrives
 - MO to put pens, programs and clothing descriptions on runway for Ann
- 8:30 a.m. - Committee and volunteers arrive
 - MO to organize the assembly of easels and signs
 - Jean, Louise and crew organize basket & bag set-up
 - Summer to set up Raffle Table & Raffle baskets \$10 and \$1 and train volunteers
 - MO to set up Registration Area
 - Forbici stylists arrive –Megan
 - MS & JL check tables for correct numbers and placement
- 9:00 a.m. - Models begin to arrive to have hair & make-up done - Nicole
- 9:00 - 10:00 a.m. - Decor committee and volunteers assemble programs with pens and clothing descriptions, place table numbers on the correct tables and hang décor.
- 10:00 a.m. - Door prizes are put on tables with winners names attached
 - All registration materials in place
- 10:15 a.m. - Volunteers arrange clothing on racks and put model photos on correct outfits, if not already done.
 - Music Begins
- 10:30 a.m. - Guests begin to arrive
 - Raffle table ready and bar open
 - Raffle Volunteers ready to sell
 - Raffle tickets are sold as soon as guests arrive
- 11:30 a.m. - EVERYONE should be able to explain raffles to guests
- 11:45 a.m. - RACHEL HESS STARTS PLAYING PIANO
- 11:45 a.m. – 12:00 p.m. - Salads are set on tables
- 12:00 p.m. - All models hair and make-up is finished
- 12:00 p.m. - STONEGATE TO RING CHIMES, CATHY INVITES GUESTS TO SIT
- 12:15 p.m. - Lunch is served
 - General Announcements and welcome
 - Program and awards
 - SK closes \$1 raffle, 20 baskets at a time
- 12:30 p.m. - First 20 raffle prize winners announced
- 1:00 p.m. - Second 20 raffle prize winners announced
 - Models depart for dressing rooms – CS will announce model changing groups, volunteers and NWSRA Staff should go back to dressing rooms.
 - Models to be dressed in appearance order, first ones on should be first ones dressed. I cannot stress this enough, please dress in show order! Except tuxedos will be changed first.
 - Dessert is served
- 1:15 p.m. - Close down \$10 raffle
 - Emcees take their place on stage
 - ERIC BEGINS TO SING

Last raffle basket winners will be pulled

Models are lined up according to run order, Start when set 1-4 are ready others can line up as they are dressed.

Fashion show begins

2:30 p.m. - Grand finale - Fashion show concludes

Models change into their own clothes, if they didn't purchase their outfits from the show

Grand Prize Raffle drawing held

ALL VOLUNTEERS AND STAFF CLEAN UP, LOAD BUS, LEAVE

Nicole to make sure all clothing in the back is together and ready to go back to the store

FMT and JCP will take clothes back

Evaluation responses: The committee will meet on Monday, March 16, 2020 for an evaluation meeting.

Target Numbers:

	2018		2019		2020	
	Budget	Actual	Budget	Actual	Budget	Actual
Gross Revenue	\$58,351.50	\$58,392.20	\$59,600	\$56,885.35	\$59,350.00	\$50,577.00
Expenses	\$21,923	\$21,866.39	\$21,400	\$12,704.51	\$24,650.00	\$24,150.77
Net Revenue	\$36,428.50	\$36,525.81	\$38,200	\$44,180.84	\$34,700.00	\$26,426.23
Registrations	588	558	570	555	460	453
Sponsorships	\$7,250	\$5,900	\$7,000	\$2,550	\$5,000	\$3,900
Grand Raffle	\$9,300	\$9,704	\$9,300	\$9,105	\$9,200	\$7,889
Raffle Baskets	\$10,550	\$10,548	\$10,700	\$10,745	\$11,000	\$7,982
Average spent on raffles/person (total \$ collected/attendance)	\$33.76	\$36.29	\$35.09	\$35.77	\$43.91	\$35.04
SLSF average cost/person (total expenses/attendance)	\$37.28	\$39.19	\$37.54	\$22.89	\$53.59	\$53.31

Summary: The Gold Medal Fashion Show is an event that serves the dual purpose of raising funds and raising awareness of NWSRA and the potential of children and adults with disabilities. The fashion show is well supported by the families of NWSRA as well as the community.

The 2020 GMFS was once again a success at showing the abilities of the NWSRA participant models and celebrating the 30th Anniversary! Unfortunately, it fell short of budget by \$8,273.77. The decrease was due to the venue's capacity being lower than previous years, which means less registration money and raffle ticket sales. The SLSF team worked to solicit new sponsors within the area and the staff will continue to push for greater sponsorship for this event. Expenses were higher this year due to the new venue which included lighting and a ramp rental.

The \$10 raffle brought in \$1,200 less than 2019, with six prizes. The biggest draw was the package containing a \$500 Visa gift card. Volunteers walked around the banquet room and foyer to sell raffle tickets until the lunch was served which provided convenience for donors. There was a perfect amount of raffle baskets with a total of 58. SLSF will look at enhancing the baskets for future years by adding items to tie the whole basket together.

The guests thoroughly enjoyed the show, with 37 models walking in Formally Modern Tuxedos and JCPenney's clothes. This year brought in 7 new models and their families, aging from 6 – 23 years old. SLSF will continue to recruit new and younger models to join the fashion show.