

After Event Memo:

To: Tracey

From: *Nanette Sowa*

Event Name: Celebrate Ability Gala

Event Date: November 3, 2017

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: The Gala has been held for 24 years.

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.

There is an opportunity for donors to purchase Celebrate Ability raffle tickets from April until the day of the Gala for \$100/each. A monthly drawing is held which awards the winner \$100 and then the winning ticket is returned to the raffle drum to be eligible for all future monthly drawings as well as the drawing on the evening of the Gala where the prizes range from \$500-\$3000. No tickets for this raffle are sold at the Gala.

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 are sent in April as are the Celebrate Ability Raffle tickets. 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 2017, the monies from the Impact Auction were earmarked to create a Snoezelen Room at the Hanover Park PURSUIT.

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 raised to \$125/person to accommodate a premium open bar. The Emerald Table price was raised to \$1,500 and the Ruby Table was eliminated.

In 2017, the committee decided again to use a mobile bidding platform, Gesture, Inc. In July a contract was signed with Gesture, Inc. The mobile bidding eliminated the need to print the silent auction items in the program and also allowed 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 \$3700 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 meets at the venue to set up the silent auction table displays and to distribute the programs and paddles on the tables. Kim Lichtenberger, a professional designer, brings décor and props to decorate the silent auction tables and room.

Committee Names: The 2017 Gala Committee included:

Carl Arthur Terri Oates Marge Janovics Beth Anne Ausnehmer
 Nuala Gewargis Maureen Kerrigan Kim Lichtenberger

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 December or January	NS/MO

Evaluation responses: Meeting to be held in December 2017 or January 2018.

Target Numbers: Budget is on left/actual on right.

Target #	2015	2016	2017
Gross Revenue	\$114,050/\$88,975	\$87,200/\$87,216	\$87,000/\$97,005
Expenses	\$26,050/\$24,928.95	\$25,534/\$28,662.33	\$26,450/\$30,691.22
Net Revenue	\$88,000/\$64,046.05	\$61,666/\$58,453.67	\$60,550/\$66,313.78
Registrations	\$35,000/\$25,900	\$25,000/\$25,477.50	\$25,000/\$33,375
Sponsorships	\$15,000/\$10,700	\$12,000/\$15,500	\$12,000/\$8,000
Silent Auction	\$10,000/\$11,210	\$10,000/\$13,631	\$10,000/\$15,490
Bucket O' Cheer	\$2600/\$2545	\$2000/\$2020	\$2,000/\$2,440
Attendance	277	260	258
Impact Auction	\$35,050/\$23,110	\$20,000/\$20,812.50	\$20,000/\$23,575
Cel. Abil. Raffle	\$16,400/\$11,100	\$18,000/\$9400	\$18,000/\$9,600
SLSF cost person – (total expenses/ attendance)	\$90/person	\$111/person	\$119/person

Evaluation

The 2017 Gala was truly a Gala. The décor was exciting, more guests than ever stayed to dance to Monster Entertainment and the mobile bidding eliminated the lines at check-out. Adding paddles to this year's Impact Auction helped add some excitement to this portion of the evening. The committee and the SLSF team will solicit more donors for the Bucket o' Cheer next year, especially getting donations of the fun items, napkins, wine and bar accessories, etc. Next year SLSF will purchase paddles instead of hand making them. The SLSF team will also continue soliciting additional sponsors. Finally the committee and the SLSF team will begin to think of exciting things to add to next year's 25th Anniversary Gala.

2017 Actual Vs. Budget

Events		2017	Budget
Gold Medal Fashion Show	Gross	\$ 57,709.10	\$ 60,630.00
	Expense	\$ 22,261.16	\$ 20,000.00
	Net	\$ 35,447.94	\$ 40,630.00
	# attending	557	
	cost per person	\$ 39.97	
Buffalo Grove Classic	Gross	\$ 30,889.00	\$ 29,700.00
	Expense	\$ 5,320.62	\$ 7,350.00
	Net	\$ 25,568.38	\$ 22,350.00
	# attending	95	
	cost per person	\$ 56.01	
Palatine Hills Golf Classic	Gross	\$ 25,778.00	\$ 28,300.00
	Expense	\$ 5,901.92	\$ 7,280.00
	Net	\$ 19,876.08	\$ 21,020.00
	# attending	99	
	cost per person	\$ 59.62	
Moretti's/NWSRA Golf Classic	Gross	\$30,070.00	\$ 25,960.00
	Expense	\$3,909.43	\$ 4,600.00
	Net	\$ 26,160.57	\$ 21,360.00
	# attending	127	
	cost per person	\$ 30.78	
Women's Only Outing	Gross	\$ 19,172.00	\$ 19,000.00
	Expense	\$ 7,274.72	\$ 5,566.00
	Net	\$ 11,897.28	\$ 13,434.00
	# attending	81	
	cost per person	\$ 89.81	
Arlington Classic	Gross	\$ 27,114.00	\$ 29,650.00
	Expense	\$ 2,186.23	\$ 3,280.00
	Net	\$ 24,927.77	\$ 26,370.00
	# attending	94	
	cost per person	\$ 23.26	
T&M Golf Outing	Gross	\$ 18,540.00	\$ 16,398.00
	Expense	\$ 3,955.56	\$ 4,355.00
	Net	\$ 14,584.44	\$ 12,043.00
	# attending	36	
	cost per person	\$ 109.88	
Celebrate Ability	Gross	\$ 97,005.00	\$ 86,800.00
	Expense	\$ 30,659.24	\$ 31,650.00
	Net	\$ 66,345.76	\$ 55,150.00
	# attending	258	
	cost per person	\$ 118.83	
Totals	Gross	\$ 306,277.10	\$ 296,438.00
	Expense	\$ 81,468.88	\$ 84,081.00

2017 Actual Vs. Budget

	Net	\$ 224,808.22	\$ 212,357.00
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2017 Actual Vs. Budget

Income to Expense Ratio	
62%	39%
83%	17%
77%	23%
87%	13%
62%	38%
92%	8%
79%	21%
68%	32%
73%	27%

2017 Actual Vs. Budget

