

Date: November 5, 2020

To: Tracey Crawford

From: Megan O'Brien

Event: ***Celebrate Ability Gala***

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**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:** 27 years

**Event Explanation:** The Gala consists of a dinner, silent auction, a motivational speech or video from a participant or their family or a NWSRA staff member followed by the Impact Auction. The funds raised in the Impact Auction are for the specific cause addressed in the speech/video. Another raffle held at the Gala is 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 two eight foot tables worth of beverages, cocktail napkins and other assorted bar accessories.

This year the price of the Gala ticket was lowered to \$100 to accommodate the pivot from an in-person event to a virtual event. Guests who paid for a ticket received entry into the \$100 raffle, an arm's length of tickets for the Bucket o' Cheer, access to the online silent auction and wish list items and the Zoom link for the night of the event.

**Event Preparation:** The Gala committee begins meeting in May 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 October due to the pandemic, in past years letters are mailed in July. In previous years, there is an Impact Auction that gives guests the opportunity to donate money for a specific ask. This year, the committee and the SLSF team created a wish list of items with the help of the NWSRA staff. The Wish List included items that each department and programming space wanted to add to their space to help participants and enhance programming. The committee and SLSF team added 6 jewelry items from a consignment vendor in California. Items consisted of 3 pairs of earrings, a necklace, a bracelet and cuff links. Four of the six items had bids placed and were purchased.

Invitations were mailed the last week of September. The Foundation Manager began contacting sponsors in September, typically sponsors are contacted in July. Programs are printed which highlight the events of the evening as well as advertisements from the sponsors. This year a virtual program was created and emailed to guests the week of the Gala. The program book consisted of sponsor ads, highlights of the evening and the schedule of the night.

The SLSF team ran numerous tech run throughs prior to the event to ensure all technology, sound, videos and the flow of the event would work the night of. The SLSF team had the committee join on the final tech run through the week of the event to provide feedback on the production.

The mobile bidding platform, GiveSmart Inc., is contacted in March and a contract is signed. The mobile bidding eliminates the need to print the silent auction items in the program and allows people to bid from offsite. The use was a success as the guests were able to bid from their homes, as the event was virtual. Guests were notified when they were out bid and received text messages throughout the night informing them of when events were happening and reminders about the raffles. The Wish List was included on the GiveSmart platform for guests. These items were listed as “Buy it Now” items. 30 of the Wish List items were purchased and the wish list was left open for a week after the event.

On the day of the Gala, the SLSF team set up the banquet room for production of the virtual event. In past years, the committee and SLSF would meet at Chevy Chase in the morning to set up the banquet room, silent auction and bucket o’ cheer. Former NWSRA staff member and committee member Angie Lee created a lovely centerpiece that was available for guests to bid on in the silent auction.

Guests who won silent auction items, the \$100 raffle and the Bucket o’ Cheer were all contacted via email the night of to schedule a pick up for Saturday, November 7<sup>th</sup> or during the week of November 9<sup>th</sup>. Silent Auction items were all prepackaged and labeled with the basket number and the winners name to allow for a quick and safe pick up. Guests who won jewelry items from Jewels with a Purpose were emailed to let them know that their items would be mailed to them directly.

**Committee Names:**

Marge Janovics	Terri Oates
Beth Anne Ausnehmer	Maureen Kerrigan
Nuala Gewargis	Angie Lee

**Actual day of explanation:**

6:00 p.m.	30 mins	Waiting Room	<ul style="list-style-type: none"> <li>• 2 -- Scrolling Screen (Cohost)(MS) <ul style="list-style-type: none"> <li>○ “Share music or sound only” feature on “share mode”</li> <li>○ Celebrate Ability Logo</li> <li>○ Sponsors</li> <li>○ Pictures of Participants</li> <li>○ Guests in breakout rooms by table</li> <li>○ “Snap a screenshot of your ‘table’”</li> </ul> </li> <li>• 1 – Live video prepped but off (BS) <ul style="list-style-type: none"> <li>○ Host “Stop Sharing” to bring to live</li> <li>○ Mute all</li> </ul> </li> </ul>
6:30 p.m.	8-10 mins	Live Welcome	<ul style="list-style-type: none"> <li>• 1- Live Welcome w/ hosts (Cohost) <ul style="list-style-type: none"> <li>○ TC welcomes group &amp; gives a rundown of the event</li> <li>○ CS will explain GiveSmart and what to look for there</li> <li>○ Preview of Silent Auction and Bucket o’ Cheer</li> <li>○ TC introduces the RMCC space</li> <li>○ Chat shares GiveSmart link</li> </ul> </li> <li>• 1 - Turn off Main Camera &amp; Mic and swap cohost</li> </ul>

			<ul style="list-style-type: none"> <li>• 2 – RMCC Video prepped <ul style="list-style-type: none"> <li>○ Video and mic off</li> </ul> </li> <li>• Text: “The Celebrate Ability Gala has begun!”</li> </ul>
6:40 p.m.	3 mins	Rolling Meadows Programming Space	<ul style="list-style-type: none"> <li>• 1 – Mic and Video off</li> <li>• 2 – Presentation up in full screen <ul style="list-style-type: none"> <li>○ Runtime: 2 minutes, 59 seconds</li> </ul> </li> <li>• 1 – Mic and Video on standby <ul style="list-style-type: none"> <li>○ Host “Stop Sharing” to bring to live at 2:55</li> </ul> </li> </ul>
6:45 p.m.	2 mins	Live Check In	<ul style="list-style-type: none"> <li>• 1 - Main Camera &amp; Mic on <ul style="list-style-type: none"> <li>○ CS reads a parent statement</li> <li>○ Introduction to HP</li> </ul> </li> <li>• 2 – HP Video prepped <ul style="list-style-type: none"> <li>○ Video and mic off</li> </ul> </li> </ul>
6:48 p.m.	4 mins	Hanover Park Programming Space	<ul style="list-style-type: none"> <li>• 1 – Mic and Video off</li> <li>• 2 – Presentation up in full screen <ul style="list-style-type: none"> <li>○ Runtime: 3 minutes, 10 seconds</li> </ul> </li> <li>• 1 – Mic and Video on standby <ul style="list-style-type: none"> <li>○ Host “Stop Sharing” to bring to live at 3:08</li> </ul> </li> </ul>
6:52 p.m.	8 mins	Live Check In	<ul style="list-style-type: none"> <li>• 1 - Main Camera &amp; Mic on <ul style="list-style-type: none"> <li>○ TC reads statement from Devo Family about the sensory garden and 2019 impact auction</li> <li>○ Introduction to MP</li> </ul> </li> <li>• 2 – MP Video prepped <ul style="list-style-type: none"> <li>○ Video and mic off</li> </ul> </li> </ul>
7:00 p.m.	3 mins	Mt. Prospect Programming Space	<ul style="list-style-type: none"> <li>• 1 – Mic and Video off</li> <li>• 2 – Presentation up in full screen <ul style="list-style-type: none"> <li>○ Runtime: 2 minutes, 14 seconds</li> </ul> </li> <li>• 1 – Mic and Video on standby <ul style="list-style-type: none"> <li>○ Host “Stop Sharing” to bring to live at 2:10</li> </ul> </li> <li>• Text alert: Auction closing at 7:30 pm</li> </ul>
7:03 p.m.	10 mins	Live Check In	<ul style="list-style-type: none"> <li>• 1 - Main Camera &amp; Mic on</li> <li>• 3 – Good Morning America check - in <ul style="list-style-type: none"> <li>○ TC checks in with Terri Oates to say hello <ul style="list-style-type: none"> <li>▪ CS Thanks Sponsors</li> <li>▪ 30 second Video from Clearbrook</li> </ul> </li> </ul> </li> <li>• 2 – Wheeling Video prepped <ul style="list-style-type: none"> <li>○ Video and mic off</li> </ul> </li> </ul>
7:13 p.m.	4 mins	Wheeling Programming Space	<ul style="list-style-type: none"> <li>• 1 – Mic and Video off</li> <li>• 2 – Presentation up in full screen <ul style="list-style-type: none"> <li>○ Runtime: 3 minutes, 55 seconds</li> </ul> </li> </ul>

			<ul style="list-style-type: none"> <li>• 1 – Mic and Video on standby</li> <li>• Host “Stop Sharing” to bring to live at 3:53</li> </ul>
7:17 p.m.	4 mins	Live Check In	<ul style="list-style-type: none"> <li>• 1 - Main Camera &amp; Mic on <ul style="list-style-type: none"> <li>○ CS reminds guests about Silent Auction, Wish List, and makes last push for additional \$100 Raffle and Bucket o’ Cheer</li> <li>○ Introduction to BG</li> </ul> </li> <li>• 2 – BG Video prepped <ul style="list-style-type: none"> <li>○ Video and mic off</li> </ul> </li> <li>• Text Alert: “Check out what the Silent Auction and Wish List have to offer! Don’t forget to get your last minute raffle tickets in: <a href="https://sfsfgala2020.givesmart.com">sfsfgala2020.givesmart.com</a> !”</li> <li>• E</li> </ul>
7:21 p.m.	3 mins	Buffalo Grove Programming Space	<ul style="list-style-type: none"> <li>• 1 – Mic and Video off</li> <li>• 2 – Presentation up in full screen <ul style="list-style-type: none"> <li>○ Runtime: 2 minutes, 20 seconds (may have additional time)</li> </ul> </li> <li>• 1 – Mic and Video on standby <ul style="list-style-type: none"> <li>○ Host “Stop Sharing” to bring to live at 2:15</li> </ul> </li> <li>• EC to bring up Bucket o’ Cheer Raffle Drum to hosts</li> </ul>
7:24 p.m.	10 mins	Live Check In	<ul style="list-style-type: none"> <li>• 1 – Swapped to Cohost, Mic &amp; Video on</li> <li>• 3 – Good Morning America check - in <ul style="list-style-type: none"> <li>○ CS Checks in with the Gallery <ul style="list-style-type: none"> <li>▪ Jump to Beth Anne about the BG space</li> <li>▪ Pull Bucket O’ Cheer</li> <li>▪ Silent Auction Closing (7:30 p.m.)</li> </ul> </li> <li>○ Text: “The Silent Auction is now CLOSED! But don’t worry, you can still purchase Wish List items, Bucket o’ Cheer, and \$100 Raffle tickets!”</li> </ul> </li> </ul>
7:34 p.m.	3 mins	Live Check In	<ul style="list-style-type: none"> <li>• 1 - Main Camera &amp; Mic on <ul style="list-style-type: none"> <li>○ TC introduction to Meet Lucas</li> </ul> </li> <li>• 2 – Lucas Video prepped <ul style="list-style-type: none"> <li>○ Video and mic off</li> </ul> </li> </ul>
7:37 p.m.	2 mins	Meet Lucas	<ul style="list-style-type: none"> <li>• 1 – Mic and Video off</li> <li>• 2 – Keep video off and presentation up in full screen, mic on</li> <li>• Runtime: 1 minute, 36 seconds</li> <li>• 1 – Mic and Video on standby <ul style="list-style-type: none"> <li>○ Host “Stop Sharing” to bring to live at 1:35</li> </ul> </li> </ul>

7:39 p.m.	15 mins	Live Check In	<ul style="list-style-type: none"> <li>• EC brings up \$100 Raffle Drum to hosts</li> <li>• 1 - Main Camera &amp; Mic on <ul style="list-style-type: none"> <li>○ Cathy shares the ways to give <ul style="list-style-type: none"> <li>▪ Donate &amp; Wish List</li> </ul> </li> <li>○ Silent Auction Closed</li> <li>○ \$100 Raffle Pull</li> </ul> </li> <li>• Text: "To make a donation, click here: <a href="https://slsfgala2020.givesmart.com">slsfgala2020.givesmart.com</a></li> </ul>
7:55 p.m.	10 mins	Closing Remarks	<ul style="list-style-type: none"> <li>• 1 - Main Camera &amp; Mic on</li> <li>• 2 – Prep for dance party <ul style="list-style-type: none"> <li>○ Video off, low music playing to close</li> <li>○ Playlist prepped for</li> </ul> </li> </ul>
8:05 – 8:30 p.m.	25 mins	Virtual Dance Party	<ul style="list-style-type: none"> <li>• 1 –Video optional</li> <li>• 2 – Dance Party Music with video</li> </ul>

**Evaluation responses from guests. The committee is scheduling a wrap up meeting for the end of 2020 or the beginning of 2021.**

- Great job last night, fun Gala!
- What a great night Friday turned out to be – Feedback I have received has been awesome.
- Congratulations on the success of your virtual gala. I want to take a moment to mention my appreciation for all of the hard work that went into this project in these challenging times. As someone who orchestrated over 7 circle concert scenarios this summer, I know what you were up against. Great job! The program was tight and fluid recognizing throughout that people have less time to give and they don't want it wasted. The videos were wonderful as always and truly convey the spirit of NWSRA. Great job in thinking out of the box.

**Target Numbers:**

Target #	2018		2019		2020	
	Budget	Actual	Budget	Actual	Budget	Actual
Gross Revenue	\$96,600	\$89,994	\$91,300	\$70,660.50	\$89,200	\$40,781.19
Expenses	\$31,532	\$31,206.26	\$33,300	\$28,590.75	\$31,300	\$4,540
Net Revenue	\$65,068	\$58,787.74	\$58,000	\$42,069.75	\$57,900	\$36,241.19
Registrations	264	230	226	214	304	140
Sponsorships	\$8,000	\$12,000	\$8,000	\$8,000	\$10,000	\$8,250*
Emerald Sponsors	\$22,500	\$22,395	\$22,500	\$22,447.50	\$24,000	\$5,000
Silent Auction	\$15,500	\$10,850	\$15,000	\$7,855	\$14,000	\$4,027.75
Bucket o' Cheer	\$2,600	\$1,820	\$11,800	\$1,060	\$2,400	\$460
Impact Auction	\$23,000	\$20,505	\$20,000	\$14,955	\$18,000	\$2,681.44

<b>\$100 Raffle</b>	<b>\$10,000</b>	<b>\$9,349.50</b>	<b>\$9,500</b>	<b>\$9,293</b>	<b>\$8,500</b>	<b>\$1,000</b>
<b>SLSF cost person – (total expenses/ attendance)</b>	<b>\$119.44</b>	<b>\$135.68</b>	<b>\$147.35</b>	<b>\$133.60</b>	<b>\$102.96</b>	<b>\$32.43</b>

**\*SLSF is waiting for a few additional monies and then this number will be finalized.**

**Summary:** The Celebrate Ability Gala is an annual event held at Chevy Chase Country Club with about 250 – 300 guests each year. This event is one of SLSF’s biggest fundraisers of the year. With the current global pandemic, the SLSF team and the Gala committee had to pivot the annual Celebrate Ability Gala to a virtual format for this year. The group was fortunate to still be able to hold the event on the original date of Friday, November 6<sup>th</sup>, 2020.

Because of many state regulations, group gatherings we not allowed and the best option was to hold the event over Zoom. The ticket price was decreased to \$100 to accommodate the change in venue as well as guests would receive entry into the \$100 raffle and the Bucket o’ Cheer with the purchase of a registration. Donors who gave a donation of \$100 were also entered into the \$100 raffle as a thank you for supporting SLSF and NWSRA.

While the production of the event was very different from years past, the event went off successfully! Donors had the ability to bid on silent auction items from the comfort of their homes, as well as purchase items from the Wish List and additional raffle tickets for the \$100 raffle and Bucket o’ Cheer. Prior to the event registered guests and sponsors received an email with the Zoom link, virtual program, the GiveSmart link for the silent auction and logistics for the night of. To accommodate safety precautions all silent auction items were pre-packaged and available for pick up the next day or during the week of November 9<sup>th</sup>.