

Date: May 2021
To: Tracey Crawford, Executive Director
From: Cathy Splett, Superintendent of Development
RE: SLSF Update for the May SLSF Board Meeting

Sponsorships: Sponsorship dollars are part of the SLSF event budgets. The FY 2021-budgeted amount is \$61,200. To date, \$14,200 has been received which is lower than previous years due to the Buffalo Grove Golf Classic moving from May to August due to COVID-19 restrictions. SLSF secured five new sponsors for the Gold Medal Fashion Show, one new Hole Sponsor Deal and four new sponsors for the Palatine Hills Golf Classic. The Palatine Hills Golf Classic will have a Presenting Sponsor for the first time since 2011.

Grants: The FY 2021 grant budgeted amount is \$83,000. To date, SLSF has applied for \$45,584 in grants with \$26,250 approved and the remaining grants still pending. SLSF will be submitting additional grants throughout the year in order to meet the needs of NWSRA programs and the expansion of PURSUIT 6.

Events: The FY 2021 Events budgeted amount is \$208,585. The budgeted amount is lower than previous years due to the uncertainty of state and federal guidelines due to the COVID-19 pandemic, but higher than the actual funds raised through events in 2020. The 31st Gold Medal Virtual Fashion Show was held on March 14, 2021 and netted \$31,477.93, which was higher than last year because of lower expenses with the virtual format. Over 200 guests, including Senator Adriane Johnson, attended the virtual Fashion Show.

SLSF is currently planning all five of the upcoming golf outings. The SLSF team is following guidelines in order to provide safe events.

Grants to NWSRA: The Board approved a grant in the amount of \$260,000 for the fiscal year 2021. The first of three installments will be paid in May, the second installment in October, and the third installment in December.

Outreach:

- During March and April, SLSF presented at four civic organizations about the work of NWSRA and SLSF.
- Staff are currently talking with two local nonprofits about collaborative fundraisers.
- SLSF received 50% of proceeds, which was \$1,574 through The Flower Power Fundraiser.
- SLSF collaborated with Wyatt's Dog Company with a portion of the proceeds raised during the month of April benefitting SLSF. Wyatt is one of our models, diagnosed with Down syndrome and autism, who started his own business in October 2020.
- Staff are beginning to attend in person networking events to increase the public profile of SLSF and NWSRA.
- SLSF contacted 500 new businesses in Schaumburg/Hoffman Estates to assist with the new NWSRA Programming Space in Hoffman Estates.
- SLSF will be sponsoring events at the following NWSRA member park districts: Buffalo Grove Park District, Elk Grove Park District, Salt Creek Park District, Schaumburg Park District and Streamwood Park District.