

After Event Memo

To: Tracey

From: Nanette Sowa

Event Name: Gold Medal Fashion Show

Event Date: 2.24.2019

**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:** This was the 29<sup>th</sup> annual Gold Medal Fashion Show

**Event Explanation:** The Gold Medal Fashion Show is a luncheon affair which features 60+ 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 the gold sponsor, there have also been two models from the Dog Therapy team at NCH with their dogs who also 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 current 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 early September. Raffle solicitation letters are sent in October, invitations the first week of January. The committee meets bi-monthly to plan the particulars of the event.

**Committee Names:**

Lori Anderson	Christina Anderson-Heller	Louise Dickey	Judy Houser	Paula Jones
Bev Kaman	Laurel Katz	Joanne Kluck	Karina Kovar	Jean Lamantia
Mary Larson	Linda Mancini	Diane Maxwell	Sandy Ricketts	Joanne Terrelli
Jennifer Ubert	Ann Zgoda			

**Raffle explanation:** Other than registration, the money from this event comes from the raffle baskets and the grand prize raffle. This year featured 82 raffle baskets and five grand prize raffle items. Tickets for the baskets remained the same as the last 29 years were sold 1/\$1.00 and 6/\$5.00 and the grand raffle tickets were sold 1/\$10, 3/\$25, 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:

- 7:45 a.m. ➤ MO, NS & CS to get bus and drive to Meadows Club
- 8:15 a.m. ➤ Brian arrive
- 8:30 a.m. ➤ Committee, Barb and volunteers arrive
  - Brian 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
  - Place balloons at appropriate raffle sales tables and on raffle baskets (gold on \$10, black on \$1)
  - Registration volunteers to set up Registration Area
  - Forbici stylists arrive
  - Make sure tiles on runway are taped down
- 9:00 a.m. ➤ Models begin to arrive to have hair & make-up done
- 9:00 - 10:00 a.m. ➤ Decor committee assembles place settings and other decor - posters & signage and pens set at places
- 10:00 a.m. ➤ CS & MO check tables for correct numbers and placement
  - All registration materials in place
- 10:15 a.m. ➤ Volunteers arrange clothing on racks and put model photos on correct outfits
  - Music Begins
- 10:30 a.m. ➤ Guests begin to arrive
  - Raffle table ready
  - Raffle Volunteers ready to sell
- 11:45 ➤ RACHEL HESS STARTS PLAYING
- 11:30 a.m. ➤ EVERYONE should be able to explain raffles to guests
  - Raffle tickets are sold as soon as guests arrive
- 12:00 noon ➤ All models hair and make-up finished
- 12:00 noon ➤ Begin seating guests
- 12:05 BLINK ALL LIGHTS, NANETTE INVITES GUESTS TO SIT
- 12:10 p.m. ➤ First course is served
  - General Announcements and welcome
  - Program and awards
  - Door prizes awarded
- 12:30 p.m. ➤ SK closes \$1 raffle
  - First 25 raffle prize winners announced
- 1:00 p.m. ➤ Second 25 raffle prize winners announced
  - Models depart for dressing rooms –Vendors/NWSRA staff /volunteers 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!**
  - Dessert is served
  - Third 25 raffle prize winners announced –close down \$10 raffle
- 1:15 p.m. ➤ Emcees take their place on stage
  - Models are lined up according to set number, Start when set 1-4 are ready others can line up as they are dressed.
- 1:30 p.m. ➤ Fashion show begins
- 2:30 p.m. ➤ Models changed into own clothes
  - Grand finale - Fashion show concludes
  - Grand Prize Raffle drawing held
  - ALL VOLUNTEERS AND STAFF CLEAN UP, LOAD VAN, LEAVE
  - MO to make sure all clothing in the back is together and ready to go back to the store

**Evaluation responses:** The committee will meet on March 13 for an evaluation meeting.

**Target Numbers:**

	Budget/Actual 2017	Budget/Actual 2018	Budget/Actual 2019
Gross Revenue	\$60,630/\$57,709.10	\$58,351.50/\$58,392.20	\$59,600/\$56,985.35
Expenses	\$19,000/\$22,261.16	\$21,923/\$21,866.39	\$21,400/\$22,411.46
Net Revenue	\$37,195/\$35,447.94	\$36,428.50/\$36,525.81	\$38,200/\$34,573.89
Registrations	628/557	588/558	570/555
Sponsorships	\$7500/\$7250	\$7,250/\$5,900	\$7000/\$2650
Grand Raffle	\$9300/\$8975	\$9,300/\$9,704	\$9300/\$9105
Raffle Baskets	\$10,330/\$10,951.10	\$10,550/\$10,548	\$10,700/\$10,695
Average spent on raffles/person (total \$ collected/attendance)	\$35.77	\$36.29	\$35.67
SLSF average cost/person (total expenses/attendance)	\$39.97	\$37.19	\$40.38

**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 2019 GMFS was once again successful at showing the abilities of the NWSRA participant models and as a “feel good” event. Unfortunately it fell short of budget. The SLSF team worked to solicit additional sponsorship via the Event Ten list. That yielded one new Ruby Table sponsor and caused one of the Ruby Tables from past years to move up to an Emerald Table sponsorship. The largest decrease was due to the loss of a silver sponsor and a raffle sponsor: The raffle sponsor moved its money to an event donation of the same size and the other company didn’t return as a sponsor, although two of their employees attended the event. Staff will continue to push for greater sponsorship for this event.

The \$10 raffle brought in just slightly less money than in 2018, with only five prizes rather than six. The biggest draw was the package containing 8 Disney Park Hopper tickets. The committee member who worked on that donation is already working on getting a similar donation in 2020. Volunteers walked around the banquet room to sell raffle tickets until the lunch was served which provided convenience for donors. The raffle baskets were too numerous this year. There were 82 baskets which didn’t garner any more in ticket sales than when 60-65 baskets are offered.

Overall the guests thoroughly enjoyed the show, with 36 models walking in DressBarn, Formally Modern Tuxedo and JCPenney’s clothes. This year was the last fashion show for Lori Anderson who was the originator of the show and has emceed for all 29 years.