

Date: May 4, 2022

To: Tracey Crawford

From: Megan O'Brien

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

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**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, not just for athletics. The models for the fashion show remain NWSRA participants.

**# of years event held:** 32 years

**Event Explanation:** The Gold Medal Fashion Show is a luncheon affair, which features 50+ raffle baskets worth approximately \$30-\$150 each and 4-6 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. This year NCH did not participate in the Fashion Show and decided to sponsor another event.

This year the price of the Fashion Show increased to \$65 for in – person guests and remained the same for virtual guests, \$25. For an additional \$10, guests could receive a VIP Favor Box with a variety of items. Guests were able to have the boxes delivered, picked up at the SLSF office or at the fashion show. Registered guests received the Zoom link, link for the GiveSmart silent auction and wish list prior to 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 previous year's event evaluation meeting, the committee decides on the theme for the next year's event. For the 2022 show, the committee decided on the theme "Faces of Inspiration." The committee begins meeting in June to plan the upcoming fashion show. With the pandemic, the committee met in a hybrid format to discuss what the groups thoughts were on the upcoming show and what format they would prefer to hold the event in. The committee decided to hold the event in a hybrid format and SLSF presented the committee with a variety of banquet venues. The committee decided to hold the event at the Belvedere Banquets and Events in Elk Grove Village.

Clothing providers, hair and make-up providers were contacted in August. After facing a tough few years with the pandemic, Formally Modern Tuxedo was unable to provide free tuxedos to our models. SLSF reached out to Gap Woodfield and Kildeer and they graciously agreed to assist. Letters were sent to potential models in late September. Raffle solicitation letters were sent in November and invitations were sent the first week of January. The committee met monthly to plan the details of the event.

**Committee Names:**

Melissa Applebaum	Joanne Kluck	Diane Maxwell
Louise Dickey	Jean Lamantia	Sandy Ricketts
Paula Jones	Mary Larson	Joanne Terrelli
Laurel Katz	Linda Mancini	Ann Zgoda

**Raffle explanation:** Other than registration, the money from this event comes from the silent auction baskets, grand prize raffle and the wish list. This year featured 54 silent auction baskets and four grand prize raffle items. Tickets for the \$1 baskets were replaced with a silent auction to accommodate the virtual and in – person attendees. Values of baskets ranged from \$60 - \$865. All basket were purchased and 13 baskets had final bids over \$200. The grand prize tickets remained the same this year, 1 ticket for \$10, 3 tickets for \$25 and 7 tickets for \$50. \$10 raffle items remained valued at a minimum of \$300. The Wish List was included again this year. These items were asked for by NWSRA staff for the different programming spaces.

**Model explanation:** While the format of the Fashion Show changed, the committee and SLSF found a way to still incorporate the models. This year 38 models participated in the show and with the format change SLSF reached out to new models to get close to 40 models. SLSF worked with model families to create a virtual and in – person interviews, runway walk and photoshoot opportunities. SLSF conducted interviews with each model and asked them about what inspires them. SLSF also invested in some higher end technology to assist in the creation of the interviews. This year the virtual models got to walk their own runway from the comfort of their own home. The in – person models were able to walk the runway at the Belvedere. The interviews offered SLSF, the committee and the Fashion Show guests a look into the lives of the models and the opportunity to get to know the models in a way they have not in previous shows. Models wore clothes from Gap Woodfield, Gap Kildeer and JCPenney’s. This year models were asked to pick out their outfit at each store, except Gap Woodfield where their clothes were picked out for them. Models walked individually the day of the show so we could see their smiling faces on the runway and for social distancing to adhere to safety practices. There was no grand finale this year as there was no safe way to have all the model social distance on the runway. New this year as a way to incorporate each model’s inspiration, they were all given a chocolate rose to give to someone who has inspired them. Another addition was that each model was asked to submit an inspirational quote that was read before they walked the runway, the quote was also incorporated into the décor.

**VIP Favor Box explanation:** VIP boxes were again created this year for guests to purchase. Boxes were available for an additional \$10 and were valued at over \$30. Items included a SLSF Chap Stick, GMFS pen, Long Grove Confectionary Chocolate, Rock Candy, SLSF chip clip, post – it notes, sparkling water, travel Kleenex pack, lotion and a postcard to send to someone who has inspired you. SLSF had boxes available for pick – up, delivery and mail. This year no boxes were mailed which cut down on expenses. 150 VIP Favor boxes were made and 82 were sold to guests.

**Actual day of explanation:** A run of show with tech, chat and text message details was created for the show.

Time	Duration	Topic	Tom and Devin	Kate
7:30 a.m.	30 seconds	Day of Email	NA	Event day email to all guest sent - Megan
8:30 a.m.	30 seconds	Location	NA	Text: The Gold Medal Fashion Show will be starting in 3 hours. In person guests can join us at the Belvedere Events and Banquets at 1170 W. Devon Avenue Elk Grove Village and virtual guests can join us on Zoom  Join Zoom Meeting <a href="https://us06web.zoom.us/j/7729996163">https://us06web.zoom.us/j/7729996163</a>  Meeting ID: 772 999 6163 One tap mobile +13126266799
10:15 a.m.	1 hour 45 min	Music is played	Music is played through Scott's system	NA
10:30 a.m.	30 seconds	Silent Auction is open	<ul style="list-style-type: none"> <li>• GMFS slide up</li> <li>• Lower thirds scrolling</li> </ul>	<ul style="list-style-type: none"> <li>• Text Alert: "The Gold Medal Fashion Show silent auction is open! Check out the fantastic raffle baskets that are available for purchase. <a href="https://GMFS2021.givesmart.com/">https://GMFS2021.givesmart.com/</a>"</li> </ul>
10:30 a.m.	15 min.	Breakout Rooms Open	Breakout Rooms Open <ul style="list-style-type: none"> <li>• Guests in Zoom Breakout Rooms based on tables</li> <li>• "Snap a screenshot of your 'table'"</li> <li>• Music plays on Zoom</li> </ul>	<ul style="list-style-type: none"> <li>• Add guests to breakout rooms</li> </ul>
10:45 a.m.	25 min.	Rachel Hess Playing	<ul style="list-style-type: none"> <li>• GMFS slide down</li> <li>• 2 -- Scrolling Screen (Host)(DM)               <ul style="list-style-type: none"> <li>○ "Share music or sound only" feature on "share mode"</li> <li>○ Live Stream of GiveSmart Bid Display (silent auction items)</li> <li>○ Devin to screen shot a photo of guests on Zoom</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Guests hop on Zoom and will be muted as they join Zoom</li> <li>• Rachel to perform</li> <li>• Text Alert: "Be sure to check out the silent auction and wish list on GiveSmart!"</li> <li>• Chat: Be sure to check out the silent auction and wish list on GiveSmart and buy your \$10 raffle tickets</li> <li>• Chat: Wow, Rachel that was such an amazing performance, thank you for playing the piano for us today!</li> </ul>

11:10 a.m.	10 min.	Pre – Announcements	<ul style="list-style-type: none"> <li>• GMFS slide up</li> <li>• 1- Live Welcome w/ hosts (Host)</li> <li>• 1 - Main Camera &amp; Mic on <ul style="list-style-type: none"> <li>○ AK/TC talks about the many ways you can give, Wish List, SA</li> </ul> </li> <li>• Thank you Rachel</li> </ul>	<ul style="list-style-type: none"> <li>• Chat: Welcome to the Virtual Gold Medal Fashion Show, we are so excited you have joined us today! You are in for an inspiring day!</li> <li>• Chat: Drop link for Silent Auction, Wish List and \$10 Raffle</li> <li>• Chat: Drop thank you for Hess Family, Maxwell, Kluck, Lavelle Law. Thank you to all of our sponsors for their continued support!</li> <li>• Text Alert: “Check out what the Silent Auction and Wish List have to offer!</li> </ul>
11:20 a.m.	25 min.	Rebecca Suchodolski playing	<ul style="list-style-type: none"> <li>• GMFS slide down</li> <li>• 2 -- Scrolling Screen (Host)(DM) <ul style="list-style-type: none"> <li>○ “Share music or sound only” feature on “share mode”</li> </ul> </li> <li>• Rebecca Suchodolski playing violin</li> </ul>	<ul style="list-style-type: none"> <li>• Text: Be sure to join us and listen to Rebecca as she plays her violin for all of us</li> </ul>
11:45 a.m.	5 min.	Emcee to have all guests take seats	<ul style="list-style-type: none"> <li>• Belvedere to flicker lights</li> <li>• Welcome GMFS slide up</li> <li>• 1- Live Welcome <ul style="list-style-type: none"> <li>○ Host “Stop Sharing” to bring to live</li> <li>○ Mute all</li> <li>○ AK at podium to welcome guests</li> <li>○ Thank Rebecca</li> <li>○ Announce Door Prize winners – Door prize slide up</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Chat: Wow, Rebecca that was such an amazing performance, thank you for playing the violin for us today!</li> <li>• </li> </ul>
11:50 a.m.	10 min.	Salad Served	<ul style="list-style-type: none"> <li>• Salad served</li> <li>• TC to stage</li> <li>• GMFS slide on screen with music playing</li> <li>• 2 – Committee slide show</li> <li>• Lower thirds Scrolling screen on projectors at Belvedere</li> <li>• Christine Maxwell Award Presentation</li> <li>• Katz Award and slide goes up</li> </ul>	<ul style="list-style-type: none"> <li>• Text: Congratulations to Christine Maxwell 2022 IPRA Participant of the Year</li> </ul>

12:00 p.m.	10 min	Lunch Served	<ul style="list-style-type: none"> <li>• Lunch is served</li> <li>• Anne to thank commissioners, trustees, sponsors, etc.</li> <li>• 2 – Sponsor Scrolling Presentation prepped</li> <li>• 2 – BOD slides show</li> <li>• 2 – Matthew D. Video prepped <ul style="list-style-type: none"> <li>○ Video and mic off</li> </ul> </li> <li>• 1 – Mic and Video off</li> <li>• Take down lower thirds before model video goes up</li> <li>• 2 – Presentation up in full screen</li> <li>• Runtime: XX</li> <li>• 2 – Eric B. Video prepped <ul style="list-style-type: none"> <li>○ Video and mic off</li> </ul> </li> <li>• 1 – Mic and Video off</li> <li>• Take down lower thirds before model video goes up</li> <li>• 2 – Presentation up in full screen</li> <li>• Runtime: XX</li> </ul>	<ul style="list-style-type: none"> <li>• Chat: Wow, Eric that was such an amazing performance, thank you for singing for us today!</li> </ul>
12:10 p.m.	5 min.	Model Video Prep	<ul style="list-style-type: none"> <li>• 2 – Model Video prepped</li> <li>• Video and mic off</li> <li>• Turn off music in room</li> </ul>	<ul style="list-style-type: none"> <li>• Chat: Drop link for wish list, silent auction and \$10 raffle tickets</li> </ul>
12:15 p.m.	22 min	Model Video	<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: XX</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 22 min</li> </ul> </li> <li>• Models go and get dressed</li> </ul>	<ul style="list-style-type: none"> <li>• Chat: What an incredible job Eric, Joli, Kevin, Robert and Wyatt did!</li> <li>• Chat: What an incredible job Eric, Joli, Kevin, Robert and Wyatt did!</li> <li>• Chat: What an incredible job Eric, Joli, Kevin, Robert and Wyatt did!</li> <li>• Chat: What an incredible job Eric, Joli, Kevin, Robert and Wyatt did!</li> <li>• Chat: What an incredible job Eric, Joli, Kevin, Robert and Wyatt did!</li> </ul>
12:37 p.m.	2 min	Emcees to stage	<ul style="list-style-type: none"> <li>• Emcees head to stage</li> </ul>	
12:39 p.m.	1 hour	Fashion Show Begins	<p>Fashion Show Begins</p> <ul style="list-style-type: none"> <li>• 1 - Main Camera &amp; Mic on</li> <li>• Camera to follow models on runway</li> <li>• Playlist music to play on low</li> <li>• Mary and Nanette will talk about each models outfit as they walk the runway</li> <li>• Dessert is served</li> </ul>	<ul style="list-style-type: none"> <li>• Text Alert: “The Gold Medal Fashion Show has begun!”</li> <li>• Chat: The \$10 Raffle and Silent Auction will be closing at 1:45 p.m. be sure to get your tickets and make your final bids!</li> </ul>

1:35 p.m.	2 min.	Auction Reminder	<ul style="list-style-type: none"> <li>Mary/Nanette to remind guests the silent auction will be closing in 10 minutes</li> </ul>	<ul style="list-style-type: none"> <li>Text: The Silent Auction will be closing in 10 minutes be sure to get your last bids in.</li> </ul>
1:41 p.m.	2 min.	\$10 Raffle Closes	<ul style="list-style-type: none"> <li>\$10 Raffle is closed</li> </ul>	<ul style="list-style-type: none"> <li>Chat: The \$10 Raffle is closed, we will be announcing the winners shortly</li> </ul>
1:43 p.m.	15 min.	Grand Finale	<ul style="list-style-type: none"> <li>Silent Auction closes</li> <li>Silent auction slide up</li> <li>Sowa award presentation</li> <li>Announce \$10 Winners</li> <li>\$10 Raffle slide up</li> <li>Wish list announcement and slide up</li> </ul>	<ul style="list-style-type: none"> <li>Text: Congrats to our \$10 Raffle and Silent Auction winners!</li> <li>Text: Virtual attendee winners please check your email for instructions on how to get your baskets.</li> <li>Text: In – person attendee winners please go to the silent auction tables to pick up your baskets.</li> </ul>
1:58 p.m.	1 hour	Zoom Breakout Rooms	<ul style="list-style-type: none"> <li>Silent Auction basket pick up</li> <li>Leave Zoom Breakout rooms open for guests with GMFS Slide</li> <li>1 - Main Camera &amp; Mic on</li> <li>Event ends, thank you all for attending</li> <li>Thank you slide up</li> </ul>	<ul style="list-style-type: none"> <li>AK to thank everyone for coming</li> <li>Zoom Breakout rooms</li> <li>Chat: The Wish List is open until March 4<sup>th</sup>, make a donation to the Fashion Show and enjoy the virtual dance party!</li> </ul>
2:58 p.m.		Tear Down		
<b>Time</b>	<b>Duration</b>	<b>Topic</b>	<b>Tom and Devin</b>	<b>Kate</b>
7:30 a.m.	30 seconds	Day of Email	NA	Event day email to all guest sent - Megan

**Evaluation responses:** The committee evaluation meeting was held on March 14.

**Target Numbers:**

	2020		2021		2022	
	Budget	Actual	Budget	Actual	Budget	Actual
Gross Revenue	\$59,350.00	\$50,577.00	\$24,500	\$34,311.02	\$57,450	\$48,519.00
Expenses	\$24,650.00	\$24,150.77	\$1,500	\$3,374.09	\$26,850	\$21,411.56
Net Revenue	\$34,700.00	\$26,426.23	\$23,000	\$30,936.93	\$30,600	\$27,107.44
Registrations	460	453	479	223	500	333
Sponsorships	\$5,000	\$3,900	\$3,000	\$4,950	\$7,000	\$7,200
Event Donations	\$2,650	\$771	\$500	\$5,640	\$500	\$3,550
VIP Favor Boxes	\$0	\$0	\$0	\$1,320	\$2,500	\$790

Grand Raffle	\$9,200	\$7,889	\$3,000	\$6,825	\$6,600	\$6,615
Raffle Baskets	\$11,000	\$7,982	\$4,000	\$6,250	\$7,000	\$8,329
Wish List	\$0	\$0	\$0	\$2,518	\$2,800	\$1,350
Average spent on raffles/person (total \$ collected/attendance)	\$43.91	\$35.04	\$14.61	\$69.92	\$32.80	\$48.93
SLSF average cost/person (total expenses/attendance)	\$53.59	\$53.31	\$3.13	\$15.13	\$53.70	\$64.30

**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.

Because of many state mandates, a virtual and in – person option was available for guests. With SLSF and the committee adapting in – person segments of the show to fit a virtual format the show was a success! The 2022 show raised \$3,492.96 below budget. With changing the format to a hybrid platform and an additional mask and vaccine mandate, there was a decrease in both in – person and virtual attendance. SLSF saw an increase in event donations, \$10 raffle purchases and the silent auction from the budgeted amounts.

The SLSF team reached out to over 450 potential sponsors and were very appreciative for the new and returning sponsors for this year. While incorporating the purchase of ad space for sponsorship, SLSF saw an increase in sponsorship dollars and the addition of a Violet Sponsor greatly impacted this year’s sponsorship amount.

While the production of the event was very different from years past, the event was very successful! Donors had the ability to bid on silent auction items from the comfort of their homes or seats at the Belvedere, as well as purchase items from the Wish List and additional raffle tickets for the \$10 raffle. Prior to the event registered guests received an email with the Zoom link, virtual program, the GiveSmart link for the silent auction and logistics for the day of. This year all raffle baskets were purchased by guests!

The biggest draw for the \$10 Raffle was the \$500 Visa gift card and COACH purse. Guests were able to purchase \$10 grand prize raffle tickets ahead of the show and during the show. Guests were sent the silent auction basket list three days prior to the show and the silent auction opened at 10:30 a.m. the day of the show. With the addition of the Wish List, guests were able to assist in the purchase of items for the different NWSRA programming spaces. Of the 150 items posted on the Wish List 53 items were purchased. It also gave guests who may not have won items in the silent auction or \$10 Raffle the opportunity to support the show in a different way.

Date: May 2022  
 To: Tracey Crawford  
 From: Liz Thomas, Foundation Manager  
 RE: Sponsorship Update for the May SLSF Board Meeting

**Sponsorships:** Sponsorship dollars are part of the SLSF event budgets. In 2022 SLSF budgeted \$115,700.00 and has currently received around \$33,552.00 in event sponsorship with many more events still to come. The Gold Medal Fashion Show was budgeted to bring in \$7,000.00 for Sponsorship and brought in \$7,200.00.

Event	Sponsorship in 2022	Budgeted in 2022	Notes
Gold Medal Fashion Show	\$7,200.00	\$7,000.00	Completed
Buffalo Grove Golf Outing	\$7,752.00	\$20,700.00	August 10
Palatine Hills Golf Outing	\$6,200.00	\$9,900.00	June 2
Moretti's Golf Outing	\$150.00	\$8,050.00	August 17
Women's Golf Outing	\$500.00	\$7,050.00	August 31
Arlington Golf Outing	\$200.00	\$11,400.00	September 15
T&M Outing		\$15,200.00	TBD
Celebrate Ability		\$20,000.00	November 4
Hole Sponsor Deal	\$5,050.00	\$4,800.00	Completed
Business Hole Sponsor Deal	\$2,000.00	\$800.00	Completed
Sunday Funday		\$850.00	October 9
Top Golf	\$1,650.00	\$5,700.00	July 17
Bridges of Poplar Creek	\$2,850.00	\$4,250.00	Completed

\$33,552.00	\$115,700.00
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**Additional Campaigns:** Brackets for Abilities, a first time March Madness event was held this year. The event brought in a Net of \$330, selling a total of 33 brackets. For a second year the Flower Power Fundraiser was held bringing in \$574.00, which is lower than 2021, when the campaign brought in \$1,574.00. There are no expenses for any of the additional campaigns.

Campaign	Net Revenue in 2022	Budgeted in 2022	Notes
Brackets for Abilities	\$330.00	\$0	Completed
Flower Power Fundraiser	\$574.00	\$0	Completed
Sockathon		\$0	May 1 – May 31
Fun Pasta Fundraiser		\$0	July 10 – July 31
Steps to Success		\$0	September 1 – September 30
Double Good Popcorn		\$0	December 1 – December 5