

After Event Memo:

To: Tracey

From: *Nanette Sowa*

Event Name: Celebrate Ability Gala

Event Date: November 11, 2016

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 from a participant or their family 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 8 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-\$2500. No tickets for this raffle are sold at the Gala.

**Event Preparation:** The Gala committee begins meeting in March to plan that November's 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 and 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 2016, the monies from the Impact Auction went to furnishing the new PURSUIT 2 room.

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 evenings as well as include advertisements from the sponsors.

In 2016, the committee decided to use a mobile bidding platform. Nanette called seven agencies in the area that use this service and all recommended using 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. The one downfall of using this system was the lack of excitement during the Impact Auction. The committee will discuss ways to add excitement back into that part of the evening. Using the service also added an additional

expense of close to \$4000 to the event. It is hoped that in future years, when guests are more comfortable with this method of bidding, the service will pay for itself in increased bids.

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 on the tables.

**Committee Names:** The 2016 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		
	<b>DUTY</b>	<b>WHO</b>
1	Arrive at Chevy 9:00 a.m	all
2	Do table count and check seats. Place Wheelchair cards at appr. Seats	CS
3	Take things out of Hunt Room and place on Tables	NS, Comm
4	Decorate Tables as needed	Comm
5	Put out bid sheets and tape down pink sheet on the bottom	NS, Comm
6	Put pens at each bid sheet	NS, Comm
7	Assemble programs: Bid card, CC form, pen	NS, Comm
8	Plaques on appropriate tables	CS
9	Set up registration	NS
10	Set cashier information under registration tables	CS
11	Set up bucket o'cheer	Comm
12	Set up and check AV	BS
13	Arrive back to the venue no later than 4:30	NS/CS
14	Greet Volunteers and familiarize them with their duties	SG/CS
15	Event runs	
16	Clean up after event, load bus/vans	ALL
17	Unload on Saturday morning	NS
18	Count money, do all follow-up from Monday after event until week of Thanksgiving when all should be finished	NS/CS/SG
19	Hold evaluation meeting with the committee no later than the second week of December	NS

**Evaluation responses: Meeting to be held on Dec. 5, 2016.**

**Target Numbers:** Because of the way the budget was planned in 2014, only what was raised is shown, not projected numbers. Budget is on left/actual on right.

Target #	2014	2015	2016
Gross Revenue	\$65,000/\$91,065	\$114,050/\$88,975	\$87,200/\$87,216
Expenses	\$20,000/\$25,711	\$26,050/\$24,928.95	\$25,534/\$28,662.33
Net Revenue	\$45,000/\$65,354	\$88,000/\$64,046.05	\$61,666/\$58,453.67
Registrations	\$27,100	\$35,000/\$25,900	\$25,000/\$25,477.50
Sponsorships	\$11,500	\$15,000/\$10,700	\$12,000/\$15,500
Silent Auction	\$7,780	\$10,000/\$11,210	\$10,000/\$13,631
Bucket O'Cheer	\$2860	\$2600/\$2545	\$2000/\$2020
Impact Auction	\$27,825	\$35,050/\$23,110	\$20,000/\$20,812.50
Cel. Abil. Raffle	\$14,000	\$16,400/\$11,100	\$18,000/\$9400

The 2016 Gala was truly a Gala. The décor was exciting, more guests than ever stayed to dance and the new mobile bidding eliminated the lines at check-out. The committee will discuss a modest raise in the ticket price in 2017 to cover the additional cost of the event. The SLSF team will also continue soliciting additional sponsors.