

SPOTLIGHT ON FUNDRAISING THAT DELIVERS

WOMEN'S ASSOCIATION
OF THE
NORTHWEST INDIANA



47th ANNUAL MAY WINE BRUNCH “FOLLOW THE MUSIC TO PARIS” Women’s Association of the Northwest Indiana Symphony Society (WANISS)

WHO WE ARE:

The Women’s Association of Northwest Indiana Symphony Society was formed in 1964 by a group of women who enjoyed going to the Symphony. The organization is comprised of 155 members with 25 members serving on the Board. The Mission is to raise funds to support the Northwest Indiana Symphony Orchestra and fulfill our annual pledge amount. Our full time Orchestra has musicians who are highly trained Artists and are led by Maestro Kirk Muspratt.

WHAT WE DID:

Our May Wine Brunch was instituted in 1972 with approximately 100 in attendance and realized a profit of \$1,000. The first Brunch served German White Wine with Strawberries, a Fruit Plate with Cottage Cheese and Strawberry Shortcake for dessert. The entertainment was an Opera Singer. This Brunch has gained popularity through the years and has grown in attendance. Every year we select a theme and follow through with corresponding entertainment. We also are focused on earning as much or more than the previous year to fulfill our annual pledge to the Symphony. We recently had our 47th May Wine Brunch and continue with the Founder’s wishes of serving White Wine with Strawberries, but now a Luncheon is served. We still have musical entertainment and have added our Boulevard of Shoppes which consist of 15 vendors. Additionally, we have Sponsors to help finance the event as well as a raffle and Hat Contest.

HOW IT WORKED:

Co-Chairs were selected and Committees were formed.

- Sponsorship - responsibility of getting donations from business or individuals.
- Vendors - procure at least 15 booths to sell their wares.
- Invitations - once a theme has been decided upon a search for a logo or graphics to complement the theme and design the invitation printer ready. When printing completed, mailings are done.
- Reservations - collect monies and/or credit card information, make a seating chart and a large white board for attendees to locate their name and the corresponding table number.
- Decorations - potted Geraniums, which has become our mantra, are ordered for table centerpieces. These are sold to guests at the conclusion of the event.
- Favors - a small token of appreciation for those in attendance. This year we gave Fannie May Candy bars enhanced with a ribbon. The purchase of these support our Youth Orchestra.

- Entertainment - check with the Symphony or the Theatre to have our entertainment complement the theme.
- Raffle - to get donations from businesses or individuals to fulfill our allowable amount for our Gaming License. These tickets are sent with the invitation and are also sold at the event.
- Hat Contest - guests register for a badge which enables the judge to approach them to comment or ask questions for judging either most original, vintage/ best design or fashion flair/presentation.

All in all, everyone works together to make for a successful fundraiser.

WHAT IT TOOK:

Our volunteers started in February and got their “boots on the ground” to have a report for the next meeting. We have a budget, so everyone is aware of what they can do with the monies available.

OUR BUDGET:

- catering \$6,000
- mailing \$150
- entertainment \$600
- favors \$400
- printing \$1,500
- centerpieces \$500.

OUR RESULTS:

- catering \$5,895.44
- mailing \$149.08
- entertainment \$600
- favors \$400
- printing \$1,424
- centerpieces \$400.

We were able to realize a total revenue of \$23,928.09 and our expenses were \$8,868.52 for a net profit of \$15,059.57. This enabled us to fulfill our pledge to the Symphony.

KEYS TO SUCCESS:

- Have a doable plan.
- Offer a fun filled event.
- Secure financial donations
- Provide exposure and money for the Symphony.

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