

# IMPORTANCE OF MISSION: Fundraising 101

**THE 70TH ANNIVERSARY GALA FUNDRAISER for the Peninsula Committee Los Angeles Philharmonic** celebrated the history and achievements of the Peninsula Committee and was a successful fundraiser for the LA Phil, which had been severely impacted by the COVID-19 pandemic with all performances cancelled for 18 months.

The 2022 event was held on May 15, 2022 as an opportunity for music loving friends to reunite under the stars and enjoy fellowship, fine dining and live entertainment while raising funds for a great cause.



## OVERVIEW:

- **Increase awareness** of Peninsula Committee's **mission** by celebrating its history
- **Address COVID-19 anxiety:**
- Highlight success of **Youth music programs**
- Increase revenue through **Silent auction** and Sponsorships
- **Gala Committee** (20 persons): Gala Chairs, Treasurer, Publicity, Silent Auction, Decor, Registration and Ticket sales, Corporate Sponsor solicitation, Benefactor solicitation

## TIMELINE:

- **July 2021** - Gala Chairs brainstorming session
- **August** - Venue selected and contracted
- **October** - Corporate Sponsorships and Underwriting solicited. Entertainment obtained.
- **January 2022** - Members and individuals solicited for Table Sponsorship or Donor status and silent auction
- **April/May** - Program and 70 yrs of history video produced.

## RESULTS:

- Revenue goal of \$60,000 was exceeded. 220 guests attended sold out event
- Ticket price \$200 - VIP tables at \$5,000 (8 seats) or \$1,500 (4 seats)
- **\$150,000 gross revenue**, with over \$80,000 from Sponsors
- Expenses minimized thanks to talented volunteers, donations of wine and silent auction items. **Total event cost \$35,000, net \$115,000.**
- Table centerpieces paper rose bouquets handmade from donated sheet music by volunteers

**THE 70<sup>TH</sup> ANNIVERSARY GALA FUNDRAISER**  
**Peninsula Committee Los Angeles Philharmonic**

**LA Phil Affiliates**

Challenge	Solution
COVID -19 Anxiety	Vaccination required, Outdoor venue selected, tables of 8 to reduce crowding
Lack of mission awareness	Create historical video, display scrapbooks, have music students volunteer and perform at event, main entertainer was a graduate of our early music education - encouraged pride in history and accomplishments of PCLAP
Price sensitivity: previous events only served appetizers with performance	Higher ticket price offered champagne greeting, cocktail hour with hors d'ouerves, three course sit down dinner with wine, live entertainment
Silent Auction close out too slow	Move to phone bid software which simplified process
Donations from members only	Reached out to Corporations and non-members for Sponsorship



**Peninsula Committee Los Angeles Philharmonic** was started in 1952 by Rolling Hills resident, Nina Trutanich, daughter of the founder of Starkist Foods. She was inspired by Dorothy Chandler's quest to save the Hollywood Bowl which was near financial ruin. Trutanich invited fifteen friends to join her mission to support the Los Angeles Philharmonic and to foster an appreciation of music within the South Bay community. Within three years, the group had grown to 150 members.

Since the Peninsula Committee was first founded as an Affiliate of the LA Phil, it has raised millions of dollars for the LA Phil through its Music Fair, Grand Salons and Fall fundraisers, expanded its audience by selling concert series' and organizing buses to the Hollywood Bowl and now to Walt Disney Concert Hall and introduced 22,500 local students to instrumental music education.

Currently the Peninsula Committee has 120 members from primarily the coastal Palos Verdes Peninsula area of Los Angeles. We remain committed to supporting the internationally renowned Los Angeles Philharmonic (LA Phil) through fundraising and audience development, promoting youth music education and fostering the appreciation of music in the community.

Nina Trutanich is on right) Pre-COVID-19 we visited local schools with our MUSIC MOBILE® Traveling Instrument Zoo to expose children to orchestras and instruments. We also held "**Music in the Garden**", featuring middle and high school student performances at the South Coast Botanic Garden. In addition, Peninsula Committee members volunteer at LA Phil youth programming events, including **Symphonies for Youth** and **Symphonies for Schools**.

**LOS ANGELES PHILHARMONIC**

The Grammy winning and internationally renowned LA Phil, led by maestro Gustavo Dudamel, performs at Frank Gehry designed Walt Disney Concert Hall in Downtown Los Angeles as well as the iconic Hollywood Bowl during the summer months. In 2022 it celebrated 100 years of inspirational and creative live musical performances. When the COVID-19 pandemic struck, the LA Phil was unable to perform for audiences for 18 months resulting in over six million dollars in financial losses. The LA Phil not only serves the 10 million residents of Los Angeles County, but travels extensively internationally and domestically.



In addition, the LA Phil has created **YOLA (Youth Orchestra Los Angeles)** to provide 1,500 young people with free instruments, intensive music instruction, academic support, and leadership training. **Symphonies for Youth** concerts invite young people 5-11 years old to experience a live performance by the world class orchestra. **Symphonies for Schools** bring thousands of students to the Walt Disney Concert Hall from schools throughout Southern California for a week of performances.

**FOR MORE INFORMATION, PLEASE CONTACT:**

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