



Kentucky Derby Party Annual Fundraiser 2022

FRIENDS of the Minnesota Orchestra

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1111 Nicollet Mall
Minneapolis, MN 55403
friendsofminnesotaorchestra.org

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Orchestra Size: Group 1
MSP Population: 3.65 million

Presenters:

Linda Bartling, 612-710-5632, bartlinglinda@yahoo.com

Cindy Olmanson, Cell: 612-759-5604, cindyolmanson@gmail.com

Project Description

On April 25, 2022, FRIENDS hosted our annual fundraiser: Kentucky Derby Party. This year's fundraiser was held in the club house at Minnesota's premier horseracing facility. The Derby-themed event at the racetrack fit our needs splendidly. FRIENDS members and their guests embraced our theme by wearing Derby attire and participating and betting on virtual racing games. A silent auction featured only 13 higher-end items. A bugler playing The Call to the Post announced the time lunch was being served. The Derby theme was evident everywhere--racing trophies, photo booth backgrounds, red rose centerpieces, and party gift bags and favors. Awards were given for the "best hat" and "best bow tie". One hundred twelve people (men, women, professionals, volunteers, and a wide range of ages) were in attendance. Entertainment included a rousing Dixie Land Band. The current president and CEO of the MN Orchestra spoke and thanked FRIENDS for all its support. Our passionate featured speakers did an amazing job describing in detail the impact FRIENDS' "Out & About" program has had on their students.

Project Timeline

- 6 months before: Secured venue and gathered committee.
- 4 months before: Finalized menu and set ticket prices.
- 3 months: Finalized all collateral and silent auction items and sent save the date. Also solicited all previous sponsors and A list donors by mail and telephone.
- 2 months before: Sent invite and posted ad on Facebook
- 1 month before: Get ready for action.



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Project Goals and How We Achieved Them

During this time of COVID variants, our goals were (1) to host a fun, exciting and energizing event, (2) to bring people together who had not seen each other in some time, (3) "racing" to raise the funds to support our program "Out and About," and (4) to generate excitement for our organization.

The Kentucky Derby Party met and far exceed our financial and social goals (net \$49,510 vs goal of \$20,000). The average gift of \$442 was a record for all FRIENDS' fundraisers in the past 10 years. We were extremely focused on creative ways to minimize our costs including selling out our centerpieces to guests for a slight profit. We learned that it is more productive and takes way less man power to have a smaller silent auction of higher priced items. Impressive funds were generated with fewer items and the check out process was much more streamlined. We put on a super fun event and our guests demonstrated their belief in our mission and their willingness to financially support our programs.

Budget and Revenue from all sources:

Total Revenue: \$61,565 Total Expenses: \$12,055 Net Profit: \$49,510

Budget: \$12,055

In-kind: Our major in-kind contributions consisted of 13 auction items total raised \$5,360. A contribution of \$750 for music entertainment was also made.

Collaborations: No other organizations (nor the MOA) were involved in orchestrating this benefit. This was definitely a new twist to a former annual fundraising luncheon with its creative Kentucky Derby theme.

Number of volunteers: Five volunteers (President, both Development Directors, one Marketing Director and one event planner/florist) who efficiently planned and carried out the many needed tasks during the planning for and implementation of the event. Our two staff members and four additional volunteers assisted during the event.

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