

THE IMPORTANCE OF MISSION: FUNDRAISING 101



70TH ANNIVERSARY GALA

PENINSULA COMMITTEE LOS ANGELES PHILHARMONIC



Presented by
Dr. Tricia Paulsen and
Debbie Uba

WHAT IS PENINSULA COMMITTEE?

- Founded in 1952 by Nina Trutanich, daughter of the founder of Starkist Foods, who was inspired by Dorothy Chandler's quest to save the HOLLYWOOD BOWL.
- One of 17 LA Phil Affiliate Committees.
- Our members are ambassadors for music from the Palos Verdes Peninsula and the South Bay.
- Raised millions of dollars for the LA Phil over the years and introduced 22,500 local students to instrumental music education.



WHAT IS OUR MISSION?

- to support the Los Angeles Philharmonic through **Fundraising and Audience Development**,
- to promote **Youth Music Education**
- and to foster the **Appreciation of Music** in the community.



WHY A MISSION FOCUSED EVENT?

- Two years of COVID-19 resulted in a cancellation of all fundraising and service activities.
- New members did not know how the Peninsula Committee served the Los Angeles Philharmonic or the community.
- Long term members were aging and burned out.
- Fundraising efforts had been lackluster for years.
- Event could reenergize group culture from apathy to pride.



OUR INSPIRATION

*“The **Music Center** never would’ve been built if men had to do it. No, never would’ve. The **Bowl** wouldn’t have been saved, either.*

*No, **WOMEN** in the best sense of community service or volunteer service, I have found, if they accept a job, and if they are qualified, capable people, they will stay with that job and finish it.”*

— **Dorothy Chandler**



70TH ANNIVERSARY GALA OVERVIEW

- **Goal: Raise \$60,000**
- **Event:** Cocktail hour and silent auction followed by sit down dinner
- **Individual Tickets** \$200. (Much higher than previous years)
- **Multiple Sponsorship Levels:** \$5000, \$1500, \$1000 acknowledged in event program and signage/marketing



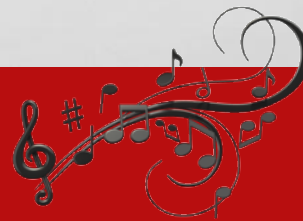
PROJECT TIMELINE

- **JULY 2021** – Former Gala Chairs brainstorming session
- **AUGUST** – Budget approved. Venue contracts signed
- **OCTOBER** – Solicitation for Corporate Sponsorships and Underwriting initiated. Entertainment obtained
- **JANUARY 2022** – Members and Individuals solicited for Table Sponsorship/ Donations/ Silent auction
- **FEBRUARY** - Phone Bid Auction company contracted
- **APRIL/May** – Program and 70 years history video produced.
Event held MAY 15, 2022 at Museum of Latin American Art



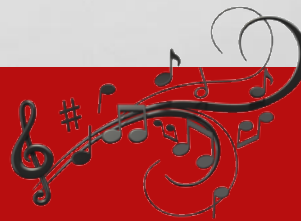
COMMITTEE ENGAGEMENT

- Gala Committee - 20 members with varying levels of fundraising experience.
- New member class served as silent auction committee.
- Celebration and promotion of sponsorships.
- Workshops to create centerpieces.



MISSION MOMENTS

- High school string quartet.
- Student musicians assist silent auction.
- Scrapbooks from the past.
- Photo booth
- Video presentation
- Entertainment by Dr. Molly Miller



FINANCIAL RESULTS

- Total Revenues **\$150,000**
 - Sponsorships and Underwriting
 - Donors and Benefactors
 - Silent Auction
 - Direct Giving: Gift of Heartstrings
- Expenses: **\$ 34,373**
 - Venue and Catering
 - Entertainment
 - Printing, other misc
- Net Income: **\$115,627**



IN SUMMARY...

- Create an inspiring story
- Celebrate victories
- Believe in your vision
- Don't be afraid to ask for donations
- Leave your guests feeling good about supporting your event so they will spread the word and come back next year



Peninsula Committee
Los Angeles Philharmonic

70th Anniversary Gala

May 15, 2022



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