

Kentucky Derby Party Annual Fundraiser 2022 FRIENDS of the Minnesota Orchestra



Presented by
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June 14th, 2023





FRIENDS OF THE MINNESOTA ORCHESTRA

Creating and bringing music learning opportunities to children and families since 1949.



FRIENDS of the Minnesota Orchestra serves as a community partner to create and bring music learning opportunities to children and families.

Goals of the Kentucky Derby Party



- Make it fun and exciting
- Re-engage members
- Raise funds
- Generate energy

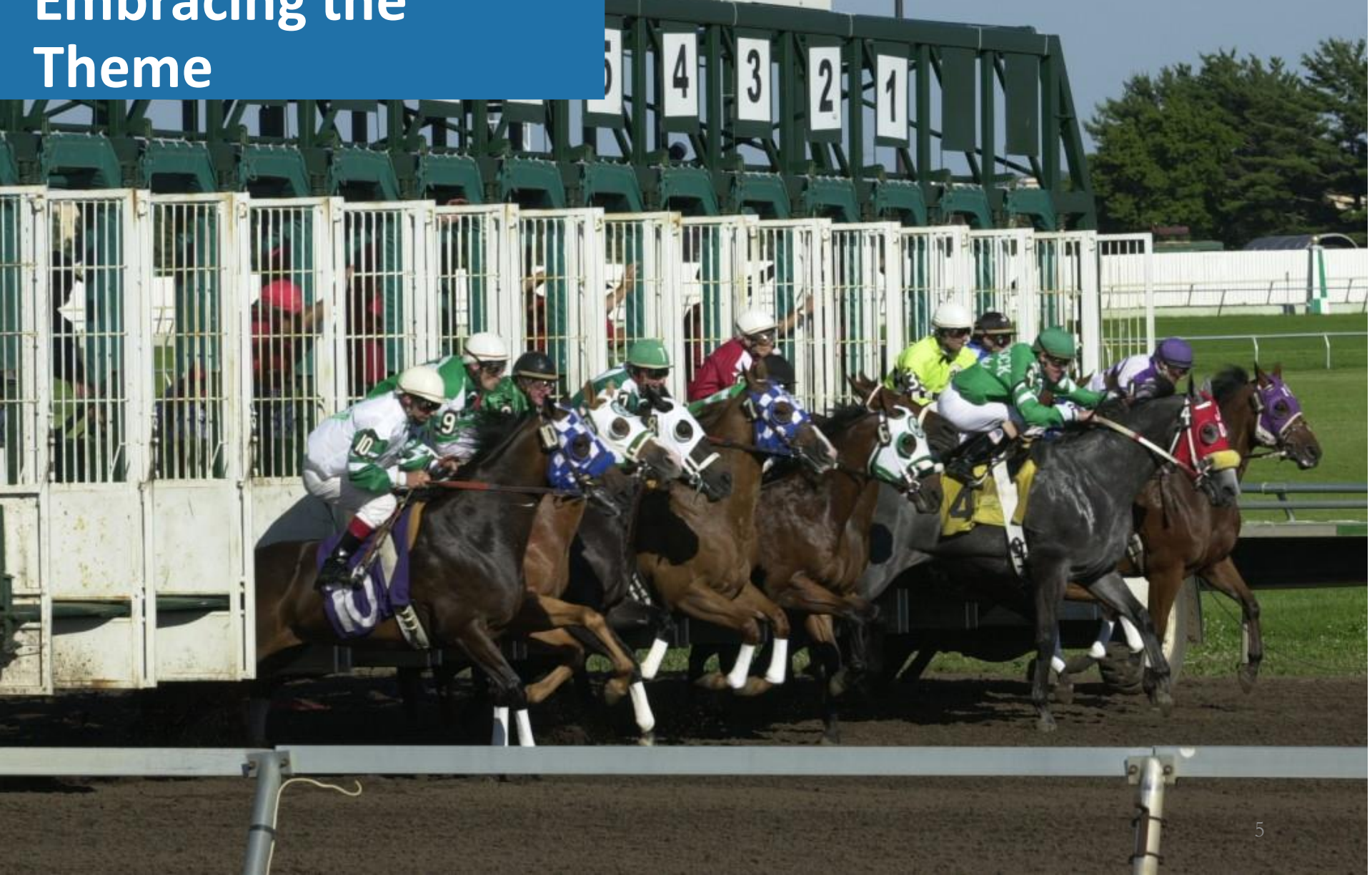
Targeted Audiences



- Save the date: 3 months before
- Paper invites: 2 months before
- Email invitations
- Ads on Facebook
- Online ticketing

CANTERBURY PARK

Embracing the Theme



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Wager Payouts
\$25 Wager Pays \$225
\$50 Wager Pays \$450
\$100 Wager Pays \$900
\$500 Wager Pays \$4,500



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Share your selfies
with us!
Text pics to
888-543-1000



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We far exceeded our financial and social goals

- Goal: \$20,000
- Actual income: \$49,510



Utilized creative cost-saving strategies to maximize bottom line

Financials



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Financials



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Expenses

- Room Rental - \$1,250
 - Food/Beverage (\$50.31 pp) - \$6,692
 - Entertainment - \$1,640
 - Decor & flowers - \$533
 - Photographer - \$150
 - Invitations/sponsor letters/postage – \$240
 - Advertising/Facebook Ads - \$50
 - Printing - \$425
 - Gift Bags - \$475
 - Auction Item (wine) - \$600
- Total Expenses - \$12,055**

Income sources

Ticket Sales: \$29,600

Fund-A-Need Donations = \$26,165

Silent Auction Proceeds = \$5,360

Centerpieces sold = \$440

Total Income: \$61,565

Program



Program



Program



Conclusion

- Made it fun and exciting
- Re-engaged members
- Raised funds
- Generated energy

