



Greenwich United Way Fund Development September 2017 Report

Brew Ha Ha: Kristen Forilini

With approximately 1.5 months left before the Brew Ha Ha, the planning is in great shape. All of the food trucks are booked (Knot Norms, Cowabunga, Big Green Pizza Truck, and Valencia), and On the Marc will be providing snacks at the end of the night (bagged chips, doughnuts, coffee) for guests to take as they are leaving.

All talent is booked as well, with April Larken as DJ (positioned outside), Jane Condon as emcee, Andy Pitz as middle act, and Michele Balan as headliner. With regard to alcohol, we will have a new addition of spiked seltzer donated for the outside bar, and we have all 14 cases of wine being donated for the event. As far as beer, we have a commitment for a donation, but we are waiting to hear how much they will be providing.

We will have the cork game downstairs (entry level) this year, so we will have the general seating in the back of the stage level (where the cork game was last year). There will be 22 balcony level priority seats (top floor), and there will be a whiskey tasting, bar and super silent auction located on that level as well. The rest of the priority/patron seating will be on the main (stage) level, and all will be color coded based on prices paid for tickets.

We have 3 amazing live auction items:

1. Stowe Package: 2 seats on a private jet, 3 days/2 nights at Stowe Mountain Lodge. Transportation will be provided to and from the airport to Stowe Mountain Lodge. Also included are 2-one day lift tickets and a \$200 credit to the Spa at Stowe Mountain Lodge (value of \$4500+)
2. Golf Package: We currently have rounds donated for all Greenwich Golf courses, with the exception of Round Hill and Tamarack. Also included in this package are 2-3 golf focused training sessions, and golf focused yoga sessions.
3. Yankee Package: Includes 4 tickets to a home Yankee game (with some exceptions), meeting Michael Kay and touring the broadcast booth, as well as Yankee swag.

We also have a new 'super silent auction' this year, with items to include Giants tickets (Giants side of the stadium on the 50 yard line, own private entrance with private club with bar/food for sale, and paid parking pass. Face value \$2000), Pearl earrings, 1 year free concierge pediatrician, art work by Rebecca Stern. We are working on creating a health/wellness package, and/or a Perfect Provenance donation as well- but these are not yet confirmed.

Ticket sales are currently at around 100 sold out of a potential 250, and we have had an ongoing PR push through social media, the Best of Greenwich event, and upcoming advertising/feature in Greenwich Magazine.

Needs:

1. If anyone has any connections to donate a round of golf at Tamarack or Round Hill, any golf accessories such as bag, club, etc
2. Wine for the Cork Game, \$25+ per bottle.
3. Potentially beer donation depending on what amount we end up getting from our current donor

Annual Campaign Board Report: Marie Woodburn

Annual Campaign Cabinet

I am thrilled to welcome:

Alexis de Tocqueville division chair: Cricket Lockhart
Leadership Division chair: Allison Wolowitz
Residential Division chair: Kath Burgweger.
GUW Board Division chair: Liz Angelone.
We need to fill the Professional division chair

The Annual Campaign Cabinet will meet on Sept 14, at 1 pm.

Annual Campaign solicitations and events:

We're launched!

The early August Pacesetter letters have been sent! We are very pleased with the response.

Thank you letters are being sent as the donations arrive.

Thank you to Cindi Rupp and Jeremy Nappi for their help!

GUW Board support:

Liz Angelone sent solicitation letters in August. As a GUW Board member, we request meaningful support of the Annual Campaign. It's so important there's 100% support by the Board. Thank you!

The GUW Annual Campaign kickoff is set for September 13!, Greenwich Hospital, 5:30 pm
Please plan to attend!

Past donors:

David Rabin has helped to reach out to past Tocqueville donors. A letter was sent to past Tocqueville donors, signed by former Tocqueville chair, Craig Stapleton encouraging support once again. Thus far, one donor has returned! Thank you David for reaching out to Craig Stapleton for his help and moving this initiative along.

New donors:

We need your help! Please consider sharing potential donors.

I'm happy to call or meet anyone that may be interested and share the work of the GUW!

Direct Impact: Ken Mifflin:

The Direct Impact Programs initiative is making excellent progress towards achievement of our fundraising goals. To date, we have raised just over 50% of the funds required to cover the first three years of program operations, and active discussions with several other potential donors are ongoing. Now, thanks to the enthusiastic participation of all board members in the process of helping to identify and prioritize additional prospects, we are preparing to launch what we hope will be the final stage of our fundraising process. Jeremy Nappi has utilized board input to develop a draft list of additional potential donors, and has been reaching out to individual board members to plan out exactly how each person can help. The full DIP team will lead the solicitation effort (the team met on September 7th), and Sarah Bamford will help provide PR/marketing support as we move rapidly to approach new prospects. We hope to secure sufficient support for all three programs (with a special emphasis on Early Childhood) to begin rolling out these new programs early in the new year.

Sole Sisters: Jamie Eisenberg

Over the summer months, I've worked closely with Karen and Jeremy regarding our timeline for preparation on the 2018 luncheon. Based on past years experiences, we decided to start the brainstorming process on a keynote speaker, asks for 2018 speaker, connections from inside the United Way family, looking for a co-chair for Jaime and committee members and/roles during the summer months. We believed that this would position us in a stronger place to be more proactive and ahead of the planning with reaching out and finding/making connections to direct speakers. Through our aggressive approach to reach out to some incredible opportunities of speakers, we've understood that we were actually a bit too early in the process and needed to wait and re-ask in the later fall months. The positive was that both these incredible potential keynotes left the door open for us to come back in a few months! We were told to round back at a later time and reconnect.

Jeremy and Karen have been actively thinking and creating a list of individuals who would be a wonderful asset to our Sole Sisters luncheon committee as my co-chair. We have confirmed past committee members who are maintaining their commitments to our luncheon and maintaining their active roles for the upcoming luncheon. In addition, we may have a few new members on board to support our committee based on their experience of participating as a guest from last spring's luncheon.

Jeremy, Karen and I will be meeting at the United Way office on Thursday morning to review new potentials for the co-chair position, discuss the speaker asks, make agenda for upcoming October meeting and welcoming committee members back.

85th Gala: Diane Viton

The beginnings of the Greenwich United Way 85th anniversary Gala committee met in the new offices on July 20. The gala will be held in October 2018 at Greenwich Country Club. Sabrina Raquet has graciously agreed to chair the event and lend us her enthusiasm and management skills.

85 years ago in 1933, Prohibition ended! What a perfect theme for the 85th anniversary gala! It should make for wonderful dress and a fun time for all.

Lots of inspiring ideas for staging the evening were discussed, as well as ways to maximize attendees, publicity and revenues. Encouraging hostesses and committee volunteers was also a topic.

A larger scale committee **kick off breakfast is scheduled for October 25th at 9am at Greenwich Country Club.** Board members are encouraged to join in on the planning of what will surely be a fun event!

Brook Urban, Vice Chair, Fund Development

