

PEM Board Report – December 2021
Vicki Deady, Advent House Director of Development

The 2021 Advent House Golf Tournament was successfully conducted on Friday, September 17th at Victor Hills Golf Club. There were 136 golfers in attendance, the credit card readers worked well, the golfers seemed especially pleased with the cooling towels that we gave out this year. Right now, we are looking at a net profit of nearly \$13,000 as we await the final bill for the Golfers Gifts. I have emailed Jamie Dianetti to schedule our 2022 tournament on Friday, September 16th. Thank you to an amazing committee: Beth Feldman, Gian Paul Piane, Diana Morey and Glenda Hastings as well as the Finance Committee golfers: Ray Wager, Kevin Cooman, Eric Lunger, and the husbands/friends of Amy Hiller and Vicki Deady. We had an increased number of Hole Sponsors this year and additional raffle items including golf foursomes at Locust Hill, Irondequoit, Lima CC, and Victor Hills. The thank you notes have been completed and sent out.

Sadly, the November 2021 Advent House Dinner Dance has been postponed until Saturday, April 2, 2022. Since the invitations needed to go out in September and certainly at that time the Delta variant was raging, the decision was made that we would not be able to conduct the highly successful fundraiser needed and we also knew of several “tables” that were planning not to attend the November event due to the covid uptick. I will spend a good deal of time in the next couple of months, confirming items for tables, retaking photos, packing & securing bins of items to prepare for next year’s event. Websites have been updated and the volunteers as well as PEM Board have been informed. I am appreciative of the Volunteer committee members for their patience and encouragement. I would like to recognize long time committee members Becky Nickel and Julie Schwartz who have stepped down in 2021. Happily, Karen Zachman, Mary Jo Coniglio and Pam Gambrill will continue the work to prepare this beautiful event in 2022!

For Sweet Charity, I continue to work a full day at the store on Wednesdays and a half day on Thursdays. Due to a recent unexpected passing of a dear volunteer, Carol Haase, who headed up the jewelry department with another volunteer & friend, Anne Evans, I have been supporting Anne in figuring out new volunteers as well as how to proceed in the valuation of higher end jewelry. We meet once a week for a couple of hours (on my time) to work on this. We have met with a couple of jewelers for assistance in determining the worth of gemstones as well as how to test gold (10k, 14k, 18k, etc). Additionally, a great deal of time has been spent throughout the year (and especially in the last couple of months) completing the pricing for Christmas items donated to Sweet Charity (close to 100 bins once again this year!) During the year, bins of Christmas items are moved to Advent House as we do not have the space at the store to be priced and processed. I also coordinated the movement of most of the Christmas bins/boxes the first weekend of November as well as worked very hard on Monday & Tuesday to ensure that the Holidays came to Sweet Charity! Thank you to Jim Flanagan, Mike Driscoll and Mike Deady for their assistance in the Saturday “move”. I set up the quarterly PCI compliance test for month’s end as well as completed the Yearly Compliance documentation.

For our Annual Appeal letter, I often search out a quote that summarizes our theme. I had been led to think about the role of HOPE in our lives and certainly, our Advent

House life during the covid pandemic. I prepared a draft for Glenda, made the revisions as well as the copies and I happy to report that the Annual Appeal letters were sent out on November 17th. Thank you to the many volunteers who came to the house, folded & prepared nearly 1,500 letters as well as the wonderful volunteers who cut out our Heart “ornament” in their homes. As of November 30th, we have received over \$10,000 from the Annual Appeal responses.

Our new business manager, Amy Hiller, has created a Donate button for our website using PayPal and I am working with her so that we are able to delineate Donations, Memorials and Annual Appeal monies as well as how to obtain all the names & addresses we need, especially for the Memorial notifications. On an even more exciting note, I sent over the Annual Appeal letter to Sweet Charity volunteer Nancy Loughran (who manages our website, our email distribution list, Facebook and other PR). Nancy posted the Annual Appeal letter on the website and Facebook along with the DONATE button linked to our Advent House account, and by the next day, there were already 14 donations. The benefit to Advent House is that we are able to reach new donors who probably do not appear in our Filemaker database that is used to generate the Annual Appeal letter each year. Many thanks to Nancy and Amy for their expertise and efforts!

Due to the transition of business managers, I performed the United Way processing for the fall (so that I could eventually train Amy Hiller, our new business manager, for 2022). I wrote Thank you letters for the Spring Campaign donors and Solicitation letters were written for the Fall Campaign as well as updated our database to reflect those donations.

I also supported our Volunteer Coordinator, Laurie Eisele, during the September Advent House Open Houses by conducting tours and answering questions. I spoke at the Fairport United Methodist Church in September and was happy to see several of those folks at the Open Houses.

I registered Advent House for Roc The Day, which was held on Tuesday, November 30th this year and emailed Advent House volunteers and staff as to the date. I will not have the final report as of this writing. Although it is not a huge money maker for us, it does provide another donation opportunity for Advent House.

Lastly, I have recently informed Advent House Director, Glenda Hastings, that I will be retiring shortly after the 2022 Advent House Gala (scheduled for 4/2/2022). It has been my great privilege to serve the mission of Advent House for 15 years. I continue to be in awe of the amazing volunteers who provide loving, personalized care to the terminally ill. They are truly the Heart of our Home.

Respectfully submitted,

Vicki Deady
Advent House Director of Development