

## PEM Board Report- June 2023

Nicole McClurg, Advent House Fundraising Coordinator

The 2023 **Benefit Gala** was a success, bringing in just under \$40,000 to Advent House. My gala committee members- Karen Zachman, Pam Gambrell and Mary Jo Coniglio, were vital to its success. A special thank you to Kevin Cooman, who donated his timeshare on Nantucket, to our live auction. Other live auction items included:

- Golf at Oak Hill Country Club
- Dinner and wine pairing for 8 at Monroe Golf Club
- Dinner for 10 prepared by chef Pauly Guglielmo
- Montreal vacation package for two
- Mirbeau Spa gift certificate
- Vintage MacKenzie-Childs Table Setting
- YETI brand cooler filled with top-tier craft beers

I am currently analyzing our auction offers and working with the committee members to develop a strategy for procuring future donations, giving preference to items that generate the most interest and revenue. I am also researching a new auction platform that will make the bidding and check out process smoother at next year's gala.

I applied and received a **grant** for \$1000 from Fairport Rotary. I also applied for a Masonic Service Bureau grant.

Amy Hiller (Business Manager) and I are working to transition our **donor management software** from Filemaker to Donor Snap. This new system is cloud based and features mass email and text messaging, Constant Contact and Quickbooks integration, and mail merge/donor acknowledgement capabilities, among other features that will benefit the house.

Amy and I have also begun work on our annual **golf tournament**, to be held on Friday, September 15th at Victor Hills Golf Club. We are currently revising our sponsorship levels, gathering donations, and meeting with the golf committee to discuss tournament details.

On Thursday, June 29th from 2pm-9pm **What's Your Scoop Ice Cream**, located in Panorama Plaza, is donating 20% of its sales to the Advent House when the customer mentions us to the cashier. A Save the Date is being sent out via email and flyers will be passed out at Sweet Charity. Please include the flier, or a small blurb, in your church bulletins. Thank you.

I am working on an **end-of-fiscal year campaign** that acknowledges Glenda's retirement from Advent House. This will be sent via regular mail and emailed to our supporters during the month of June and will hopefully help increase our overall fundraising revenue for the year.

Lastly, I am updating our **website and Facebook** to make donation via PayPal easier, and to include information on upcoming events.