

Fundraising Ad Hoc Evaluation Form

Proposed Idea: Derby Days: Racing Against Hunger and Homelessness

Idea's Origin: Beth Meredith JLC and Charleston Metro Sports Council – Kathleen Cartland
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I. Projects Relevance to JLC / Charleston Community:

1) **How does it tie in with our Mission / Strategic Plan:**

MISSION

The Junior League of Charleston, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

VISION

The Junior League of Charleston, Inc. aspires to be a leading catalyst for positive change in our community through the collective power of women as leaders.

This fundraiser would keep within the goals of being change agents for the Charleston Area by providing a unique fundraiser and event for the community. This fundraiser would be based on the 2:1 Return on Investment equation, that is, for every dollar spent, two dollars will be raised.

the for every one dollar spent two dollars would be raised principle.

- 2) **Does it tie to our Community Focus area (Huger & Homelessness)?** Yes. Racing against hunger and homelessness is the tag line. Horse racing is also one of the oldest pastimes in Charleston History as it was the oldest sport (250 years ago) and will serve to engage our community partners in something that is truly unique to Charleston.
- 3) **What is the Target Audience?** This fundraiser would engage people outside of JLC and tie into the sports arena by partnering with the Charleston Metro Sports council Marketing list and the Citadel Graduate College list. This fundraiser would be a timely connection with national sports industry by having the event in coordination with a regional horse racing event. We would utilize the Jumbotron at the Citadel Altman center for the race and have polo horses on the football field. (Venue will be secured upon approval of proposal.)
- 4) **Which JLC Councils / Committees would it involve?** This fundraiser would need its own committee but would also be tied into Fundraising Council and would need a seat on that committee.

5) Any concerns on community perception/ JLC Image in the community?

There are 3 requirements of an event to be considered gambling: consideration (money to get in), prize, and chance. An attorney we consulted with the Lottery Commission said if you take one of those things away it will no longer be gambling. We propose removing chance from the equation by not giving prizes to winners and instead have a wall with each sponsors name on a horse. Ribbons will be placed on the framed photographs and then given to the winners.

There is also proposed legislation that will exempt 501(c)3 from dealing with gambling or raffles removing the issues above.

S 0535 General Bill, By McConnell, Mulvaney, Ford, Land, Knotts and Davis
A BILL TO AMEND SECTION 16-19-40, CODE OF LAWS OF SOUTH CAROLINA, 1976, RELATING TO UNLAWFUL GAMES AND BETTING, SO AS TO CLARIFY THE ACTIVITIES THAT ARE UNLAWFUL GAMBLING, TO AMEND THE PENALTIES TO BE THE SAME OR SIMILAR, AND TO CREATE AN EXCEPTION FOR SOCIAL GAMING AND FOR CASINO NIGHT EVENTS CONDUCTED AS A FUNDRAISING ACTIVITY OF LIMITED DURATION BY A NONPROFIT ORGANIZATION

S 0628 General Bill, By McConnell and Davis
A BILL TO AMEND CHAPTER 19, TITLE 16 OF THE SOUTH CAROLINA CODE OF LAWS, 1976, RELATING TO GAMBLING AND LOTTERIES, SO AS TO AMEND EXISTING LAWS ON UNLAWFUL LOTTERIES AND GAMBLING BY ORGANIZING EXISTING LAWS INTO ARTICLE 1, AND IN ARTICLE 1 TO ADD DEFINITIONS; TO INCREASE AND MAKE UNIFORM PENALTIES FOR UNLAWFUL LOTTERIES AND GAMBLING; TO ALLOW SOCIAL GAMBLING AS A DEFENSE TO UNLAWFUL GAMBLING, AND TO CLARIFY THAT GAMES OF SKILL OR CHANCE IN WHICH NO BETTING OCCURS ARE NOT UNLAWFUL; BY ADDING ARTICLE 3, AND IN ARTICLE 3 TO ALLOW CHARITABLE AND NONPROFIT ORGANIZATIONS TO CONDUCT RAFFLES AND SPECIAL LIMITED CHARITY FUNDRAISING EVENTS; TO DEFINE THESE EVENTS; TO DEFINE THE TYPE OF ORGANIZATION ALLOWED TO CONDUCT THESE EVENTS; TO PROVIDE STANDARDS FOR THE MANAGEMENT AND CONDUCT OF THESE EVENTS; TO PROVIDE PENALTIES FOR VIOLATIONS; AND TO PROVIDE FOR THE MANNER IN WHICH THESE PROVISIONS SHALL TAKE EFFECT

6) What Time of Year / Approximate Dates:

The Friday evening before nationally renowned horse races or the weekend prior:

Proposed dates are: April 15 or 22, 2011 or April 20 or 27, 2012

April 30th - May 1st, 2010 - Kentucky Derby

May 14th - May 15th, 2010 – Preakness

June 4th - June 5th, 2010 - Belmont stakes

2011 dates are not yet released.

- 7) **Any competing events in the league calendar?** No
- 8) **Any similar events in the low country already?** College Sorority Fundraiser – not wide spread nor big enough to be an issue
- 9) **Any competing events over the proposed dates / time frame?**

Charleston Wine & Food – March 3 – 5 (BBQ themed closing party)
Cooper River Bridge Run - March 27th
Charleston In-Water Boat Show Apr 23-25
International Film Festival Apr 8-10
Charleston Race Week Apr 8-10 (Sailing)
East Coast Canoe and Kayak Festival Apr 16-18
Festival of Houses and Gardens - March 18 - April 17, 2010
Family Circle Cup - April 10-18, 2010
Spoleto, Piccolo Spoleto – May 28 - June 15

10) Which Bylaws / Policies Support this?

Policy Number 4.13 Crisis and Risk Management

(a) All fundraisers are marketing opportunities for the League and emphasis should be placed on communicating a professional and positive image of the organization as well as the League's mission to the community.

- 11) **How does this impact our community service as a league?** Racing against hunger and homelessness will be an interesting way to shed light on a very serious problem in our community.
- 12) **How does it impact our membership?** It will allow them to engage spouses, family and friends in an event that would be fun to attend and provide funds to our community partners.

II. Projects Profit Potential vs. Man Hours

13) Potential Profit (include supporting documentation, ideally our target is \$50,000+ but we will likely need to develop a three year strategy to get there.

- \$100 per couple; \$60 individual ticket (325 people) = \$32,360
 - Food, Beer, Wine, Mint Juleps, Firefly Vodka drinks
 - Pay \$25 more per person for access to the full bar
- Own a Horse: \$100 per horse (84 horses) = \$8,400

- custom designed race programs with their horses name listed
- Finicky Filly Pass: \$1,000
 - Four tickets with full bar access, reserved small cocktail table
 - Picture with the live horse, marketing
 - Junior League Patron Benefits
- VIP Owners Lounge Tables: \$2,000 per table (14 tables) = \$28,000
 - comes with table that seats 10, marketing exposure, promotional gifts, one horse and special viewing area, picture with the Polo Club horse, Full bar
 - \$250 upgrade gets you two race concierges for the table (on from JLC and one from CGS)
 - Junior League Community Partner Benefits
- Eight silent auction items: \$2,000
 - All items are horse related: Golf at Stono Ferry, Carriage ride for 10 people, Dinner at Charleston Place with reception at Thoroughbreds', Horse riding lessons, Artwork depicting horses, packages to stay and attend Carolina Cup and Aiken Triple Crown (Willcox Inn)

Winners get prizes – a rose blanket and ribbons for placing in the race.

To enter the owners lounge you must have a racing pin, the upgrade for full bar comes with a ribbon.

14) Potential Costs & Explanation (to include start up cost & on-going expenses):

Direct Cost	Amount	Notes
Venue Expense	\$1,500	Hope for some \$ as trade
F&B Expense	\$11,375	Based on \$35 pp
Security	\$200	Based on \$25/per hour
Decorations	\$500	Will secure trade sponsors
VIP and Sponsor Gifts	\$2,000	Based on 20
Printing, Marketing	?	Will secure trade sponsors
Horses for pictures	?	Rabbit Lockwood via Dolly Lipman
On-site photographer	?	
Total:	\$15,575	

15) Approximate Number of volunteer hours Involved (include formulas used to determine this):

16) Time frame / scope of when volunteers are needed (every Wed for 2 months- all day on event day, ect...)

17) Proposed Number of Committee Members:

25 committee members

Day of Event

- 1 Master of Ceremonies – Richard Todd (To be secured upon approval of proposal)
- 4 ticket sellers
- 2 AV staff for video equipment
- 10 volunteers will be provided from Citadel Graduate College – likely cadets
- 15 for set-up of event, auction, horses on Citadel grounds etc

18) Any economic restrictions / concerns:

19) Opportunities for Partnership (with another community organization- preferable an existing community partner)

Charleston Metro Sports Council will create the artwork for the marketing piece and tie it to the history of horseracing and distribute to their mailing list of 1800. They will also provide the master of ceremonies. The Charleston CVB can also send marketing to their list of 400 people. The Citadel Graduate College will market to their list of current and past graduates of 2,000 people.

Citadel Graduate College will provide: Volunteers day of event, Access to the Altman Center at the Citadel (need a Citadel connection and this facility normally rents for \$3,000), Marketing to their list of current and past graduates of 2,000 people. In return we will allow the CGS to sell two VIP tables and keep the funds for the CGS scholarship.

20) Opportunities for Corporate Sponsorship?

Premier Partner: Charleston Metro Sports Council

Sponsor: Citadel Graduate College, All of these entities will be new partners with the Junior League

21) Grant Potential?

22) Marketing opportunities? Proposed ideas: As a JL member if you sell 8 tickets you get two free?

This event has the opportunity to grow outside of SC and perhaps revive the horse racing tradition in the Charleston region and attract out of town horse enthusiasts. If we develop a template perhaps we could sell it to other Junior Leagues across the country.