

PEM Board Report – May 2017
Vicki Deady, Advent House Director of Development

The 2017 Advent House Dinner Dance & Auction was a huge success. Our final numbers are coming in at \$47,929. A history of our net profit for this event is as follows: 2010: \$22,984, 2012: \$28,390, 2013: \$32,350, 2014: \$33,199, 2015: \$35,106, 2016: \$41,489. Not only was it a record setting profit, but we had 247 guests (all time high!) The Wine Wall featured 70 bottles and they were all purchased by the time dinner was served. We had two brand new tables (a family and Rochester Cremation Services) and both said that they would make it an annual event. Two additional tables were friends and the family of Kate Leackfeldt (long time Gala Auction co-chair who passed away in November 2016). The Brunch Bunch Live Auction offering went for \$1,000 (and the winning bidder will simply donate the funds!) The Wishing Tree had the most donors ever, including Snow Plow and Window Washing cards taken!

The 2018 Advent House Dinner Dance & Auction date is Saturday, April 14th at Monroe Golf Club.

Advent House has been notified by the Greater Rochester Health Foundation that we will receive our grant request of \$6,200 for new hospital beds and mattresses in 2017. I have been finalizing the research for the equipment as the foundation has had questions regarding our estimates. This is the first time Advent House has been chosen as a recipient of a Greater Rochester Health Foundation grant.

On May 22nd, I attended the Fairport Rotary meeting to receive a Grant check for a new sliding glass door on the basement level. We have also been notified that we have secured our requested grant from the Masonic Service Bureau and will receive that check in June.

The final numbers for the 2016 Annual Appeal were \$35,640. We did incur additional costs during our 25th anniversary year as we sent out over 6,000 Annual Appeal letters (more than 2 times our usual number of Annual Appeal letters). There was a significant increase in cost of postage and stationary but we did receive some higher donations from our regular Annual Appeal donors as well as 10-20 donations from past donors that hadn't donated in a long while in celebration of our 25th anniversary.

I have prepared a Business Plan with input from Glenda and Laurie for the proposed Advent House Sweet Charity Resale Boutique. We are continuing to research the numbers as we work to solidify a space for the shop.

We will begin planning next Tuesday for the 2017 Advent House Golf Tournament. The event will be held on Friday, September 15, 2017 at Victor Hills Golf Course at noon.

Advent House wishes to recognize the efforts of Trish Dunn, who takes advantage of the Morgan Stanley Volunteer Incentive Program (VIP) whereby non-profits receive grants based on the number of volunteer hours of an employee. Trish will be featured in the Summer Advent House newsletter.

Respectfully submitted,
Vicki Deady
Advent House Director of Development