

Fiscal Year 08-09 Fundraising Report

Kroger Card Fundraiser

The Kroger gift card fundraiser ended in April 2009 at Kroger's discretion. The fundraiser brought in a total of \$698.75. Most cards were sold with a minimal number of cards being given to consumers, or used for company purposes. The prize of a flat screen television was awarded for the person with the most "reloads" on the cards that were sold. This prize incentive did encourage a small number of people to compete and increased the number of reloads.

Fun Walk Fundraiser

Adult Learning Systems-LM held our 10th annual Fun Walk. The walk was again held at two locations simultaneously to encourage participation from family members in all geographic locations that ALS-LM provides services in. Attendance was greater than previous fiscal with increased attendance from Case Managers, Consumer's Guardians and family members.

Requests for donations were sent out to businesses by committee members and site Coordinators. No new business donors were acquired. Our base list of corporate donors remains the same as last year, with a continuous decrease in the dollar amount of corporate donations.

While last year showed an increase of donations from consumer's families (both current and past served), this year's mail-out resulted in an even better response in donations. This year we received approximately \$1,200 vs last years amount of \$800.00. The increase in donations seems to coincide with requests being signed by Site Coordinators personally. Guardians and family members seem to give more when the request is made by someone they are familiar with.

ALS-LM Cookbook Fundraiser

200 books were ordered in October 2008, the total cost to ALS-LM \$712.00. Some of the cookbooks were dispersed as promotional tools and some were given to Consumers at no cost. The rest were sold for \$15.00 each. This would be an excellent fundraiser to re-do in a few years. With with a more focused approach, this fundraiser has the potential to raise more funds than the initial attempt.

Wal-mart Grant

Grant was submitted but not received.

Millionaire Party

This fundraiser was considered to conflict with Adult Learning Systems-LM values, so was not held.

Overview

Revenue

Kroger Card Sales	\$	698.75
Cookbook Sale	\$	1,895.00
Participant Party Donations	\$	1,200.00
Fun Walk Donations	\$	6,937.53
DCW of the Year Donation	\$	250.00
Miscellaneous	\$	1,100.00
Total	\$	12,081.28

Expense

Winterfest party Expenses	\$	3,242.08
Cookbook Expenses	\$	862.65
Fun Walk Expenses	\$	1,570.13
Donation letter mailings	\$	292.63
Miscellaneous Donated funds	\$	558.49
Incentive Prizes	\$	429.00
Total	\$	6,954.98

Total Profit: \$5,126.30

2009-2010 Fundraising Goals

1. Begin Kroger plus card fundraiser
2. Hold 11th Annual Funwalk
3. Holiday Toy Sale
4. Mini fundraisers held every other month by committee members/site coordinators that do not require up front funds, or intense planning, i.e. receipt collection at restaurants, Hungry Howie's pizza coupons, ect
5. Establish on-line donation program.
6. Solicit intern assistance for fund raising through MI Intern program