

2010 Wesburn Manor Gala

Date:	December 2, 2009
To:	Advisory Committee on Long-Term Care Homes and Services
From:	General Manager, Long-Term Care Homes and Services
Ward:	3
Reference Number:	

SUMMARY

Staff, volunteers and family members at Wesburn Manor are embarking on a project to enhance the dining rooms thereby making the meal time experience more enjoyable for residents.

Preliminary planning work has begun for a fund-raising evening to be held at Stage West on Wednesday, September 15, 2010. The evening will include auctions, buffet dinner, and performance of "All Shook Up" inspired by and featuring the songs of Elvis Presley.

RECOMMENDATIONS

The General Manager recommends that the Advisory Committee on Long-Term Care Homes and Services endorse the event and budget for Wesburn Manor's gala.

Financial Impact

There are no financial implications to the Long-Term Care Homes and Services operating budget arising from this fundraising event.

ISSUE BACKGROUND

Each year, a fundraising event is held to raise funds for a specific project. Wesburn Manor has expressed interest in hosting the 2010 event and wants to direct funds toward dining enhancements in the home's six (6) resident dining rooms.

A survey was conducted by Family Council seeking input on use of the funds to be raised. For the majority "dining room enhancements" was the preference – funds will be used to purchase new draperies and/or window treatments, buffets with china, and wall murals for each of the units.

COMMENTS

A planning group with members from Family Committee, Administration, Staff Education and Volunteers are devoted to the event's success. Preliminary planning has secured Stage West, located at Dixie Road and Matheson Boulevard for the evening performance of "All Shook Up", a jukebox musical on September 15, 2010. The venue has a good reputation for entertainment and cuisine.

Sponsorships guidelines and benefit fulfillments have also been established. Presenting Sponsor \$5,000; Gold \$2,500; Silver \$1,500; and Bronze \$1,000. Basic tickets will be \$100 each and to maximize charitable receipts, front row seats will be available at a \$40 premium.

The proposed event budget and fundraising projection is:

Revenues:	
Sponsors/Donations	\$10,000
Tables/Ticket Sales	25,000
Art Auction/Silent Auction/Raffles	10,000
Total	\$45,000
Expenses:	
Dinner & Venue	\$16,000
Printing & Promotion	2,000
Miscellaneous	1,000
Total	\$19,000
Net Proceeds:	\$26,000

CONTACT

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SIGNATURE

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