

Wesburn Manor Gala

Date:	July 13, 2010
To:	Advisory Committee on Long-Term Care Homes and Services
From:	General Manager, Long-Term Care Homes and Services
Ward:	Ward 3
Reference Number:	

SUMMARY

Planning work had already begun for a fundraising evening to be held at Stage West in September 2010 when Wesburn Manor received word from the venue that the production of “All Shook Up” was cancelled.

The planning committee then considered future offerings for suitability and appropriateness finding a match with a new musical based on the TV series, “Happy Days”. Performances begin in February; deposit from the cancelled production can be transferred to the new fundraising dinner and show in support of Wesburn Manor to be held on April 20, 2011.

Financial Impact

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

ISSUE BACKGROUND

Wesburn Manor expressed interest in holding a fund-raising event and the Family Committee conducted a survey seeking input on the best use of funds. For the majority, “dining room enhancements” was the preference and it was agreed that funds will be used to purchase new draperies and/or window treatments, special furnishings, room accents and wall enrichments for each of the units. There are six (6) resident dining rooms at Wesburn Manor.

On December 18, 2009, the Advisory Committee on Long-Term Care Homes and Services adopted report HA28.3 entitled “2010 Wesburn Manor Gala”, endorsing the event and budget.

COMMENTS

Following the delay of a cancelled production and waiting to confirm a suitable replacement performance, committee planning members are now working to secure sponsorships, sell tables and tickets, coordinate a silent auction and will begin awareness raising among Wesburn residents, family, staff and volunteers with “dress like a greaser” days.

The first corporate sponsor, Hunt’s Convalescent Care, is confirmed at the Gold Level. Sponsorship guidelines and benefit fulfillments have been established. Tickets will be \$100 each and to maximize charitable receipts, front row seats will be available at a \$40 premium.

Planning group members from Family Committee, Administration, Staff Education and Volunteers are devoted to the event’s success and have added an extra adjective calling the event “Happy, Happy Days”. The date of Wednesday, April 20, 2011 is being held at Stage West Theatre for presentation of this musical based on the hit TV series in support of the resident dining room enhancement project at Wesburn Manor.

The originally approved budget and fundraising projection remain:

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

Costs incurred for printing of flyers and posters (\$600) for the cancelled production are being covered by Stage West.

CONTACT

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SIGNATURE

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