

After-Event Report

Event Name: PCFCAC – Stepping into Summer Sneaker Ball

Date & Location: June 6, 2025 – Palm Coast Community Center, Palm Coast FL

Organizer/Committee: Fundraising

1. Event Overview

- Name - Spring Fundraising Event
 - Target audience - Adults
 - Theme/format - An elegant evening with stylish sneakers, music, hors d'oeuvres, dancing and photo booth.
 - Price - \$65
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2. Attendance

- Number of tickets purchased - 111
 - Breakdown – the majority of the attendees were PCFCAC Sorors and their guests. The event was well attended by the newly initiated Sorors.
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3. Program Highlights

- Welcome – Delivered by President Sandra Miles.
 - Scholarship Update – Presented by Pamela Brown, which inspired donations.
 - Recognition – Honored 37 F.L.A.M.E.S. of Fortitude.
 - Sponsor Acknowledgment – Recognized Ruth and Maude's Catering.
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4. Financial Summary

- Revenue - Ticket Sales, 50/50 Raffle, Fan Sales & Donation = \$8567.64
 - Expenses – Venue, Catering, DJ, Photographer, Fans = \$4627.01
 - Net proceeds / profit = \$3940.63
 - A portion of the funds will be used for scholarships
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5. Sponsorship & Partnerships

- Ruth & Maude's Catering – Cash-in-Kind Sponsorship Value: \$9,050; Delta Sponsorship Discount \$6,550; Total Paid: \$2,500
- Special thanks to James Albright & Stephanie Wellon

6. Marketing & Outreach

- Communication channels used – flyers, social media, email
 - Reach and engagement - # of shares = ?
 - Feedback on effectiveness – need to reach out to other organizations, churches etc.
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7. Volunteer Involvement

- Number of volunteers – Decorating & Breakdown (9), Registration (2), Raffle (1)
 - Special Recognition – Amanda Sands, Ebony Brown, Kimberly Lyn, Theresa Brown, Courtney Alston, LaToya Lockhart, Iris Smith, Mildra Walker, Michelle Davis, Shelley Gourdine, Janice Wright, Miriam Hughey-Guy
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8. Challenges & Lessons Learned

- Facility – The room was not set up according to the approved layout. Fortunately, arriving an hour earlier than planned allowed us to address the issue and avoid a potential catastrophe
- Catering – We need to allow more than one hour for caterer setup and budget for the additional time.
- Ticket Sales – Expand our outreach to a broader sphere of invitees.
- Fan Sales – capitalized on the “Boots on the Ground” trend and made a profit selling fans.

Financial Secretary

Date