



CLUB AWARD ENTRY FORM

Annual Reporting January 1-December 31, 2019

Prepared By: Sally Barron	Club: Yorba Linda Woman's Club
Number of Members in Club: 101	Area: C
Reporter's Address: [REDACTED]	Yorba Linda, CA 92886
Club Position: 3 rd VP/Fundraising Chair	
City: Yorba Linda, State: CA Zip: [REDACTED]	
Email: [REDACTED]	
Advancement Area: Fundraising	Phone: [REDACTED]

Yorba Linda Woman's Club was founded in 1912 by a group of progressive women seeking to better themselves and following in the footsteps of Jane Cunningham Croly, our founder, they focused upon furthering their education and being more involved in their community. Aided by these forward-thinking women, Yorba Linda became the beautiful, well-respected city it is today—*"The Land of Gracious Living."* Our club Mission Statement is: *We are a diverse organization working to promote civic, philanthropic, cultural and educational interests within our community through the spirit of volunteerism.* Today, Yorba Linda still has a small-town feel with over 100 miles of trails used by dog walkers, hikers, bikers and equestrians. Our club supports the City of Yorba Linda as it continues to improve and embrace the many recent changes in our city: low-income housing; infrastructure, including our new Cultural Arts and Public Library campus and Town Center; technology including our city's interactive website and government transparency.

Project Title: Craft Fair Fundraisers

Hours: 3,050

Raised: \$53,631

For 24 years as our ONLY fundraiser, the Yorba Linda Woman's Club has hosted our two annual Craft Fairs, one in March and one in November. A combined total of \$53,631.65 was raised this year through vendor booth fees, opportunity baskets, and Club Café food sales. This is a 15% increase from 2018! The funds will go far to support the club's philanthropic efforts, particularly our college scholarship program and student art contest! We are proud to host what have become signature events in our city. Use of the Yorba Linda Community Center and surrounding grounds provided ample room to rent booth space to 175 craft vendors at each show. We also devoted an area to promote and share the brand of our club by offering brochures, project displays, and a signup sheet for potential new members. All of our members who were there to volunteer in many areas wore their purple shirts to help advertise our brand. At our March fair we partnered with a local charity, Kids & Smiles, to host a family Easter Egg Hunt and in turn we had families bring unwrapped gifts for a local pediatric hospital. Even though we had some rain it was a great event.

Several months prior to each show, members are asked to sign-up for Craft Fair sub-committees, such as kitchen helpers, booth markers, banner hangers, parking control, room monitors, etc. Volunteering at our Craft Fairs is a commitment asked of all members; we typically have 90% participation equaling about 100 members.

For several months prior to each show, the vendor chairman spends hundreds of hours updating forms, communicating by email with interested vendors, maintaining a wait list, finalizing agreements, collecting fees and other related duties. During the shows, we provide a number of vendor perks and services which give our shows a great reputation among craft vendors: a "convenience cart" during early morning setup with complimentary coffee/water and fruit; early set-up is available on Friday night; student volunteers to deliver lunch orders directly to their booth; volunteers to watch booths for "potty breaks"; and overnight security for outdoor vendors. We send surveys to members and vendors and the applause for what we do and who we are is outstanding.

Project Title: Club Café

Hours: 350

Raised: \$8,430

During both Craft Fairs, we operated a Club Café offering breakfast and lunch items to vendors and shoppers. We served breakfast and lunch items. This year we offered loaded baked potatoes at lunchtime. There was a stampede! Those potatoes were a huge success, providing great profit at a low expense. We thought, maybe, it was because it was cold at the November show but then we sold even more in the spring. We showed a 47% increase in sales from 2018 to 2019! We were grateful for the continued support of the Yorba Linda Water District; they donated 15 cases of bottled water to each show, which we offered as a “perk” to our vendors. This was a win for both of us.

The café chairmen spent many hours prior to the events deciding on the menu and pricing, obtaining health permits, creating table centerpieces and handling café setup. During both 2-day events, we had 55-60 members working in the Café. Our Café was very successful this year and much appreciated by vendors, shoppers and a few husbands just wanting a place to rest!

Project Title: Opportunity Baskets

Hours: 50

Raised: \$3,987

A very successful part of our fundraising effort is selling tickets for themed opportunity baskets at the craft fairs. Donation requests to local businesses and restaurants in the surrounding area were made through letters, phone calls, internet and personal visits. The baskets were professional, appealing and generated great interest.

A basket committee decided on the themes and contents, creating 12-16 themed baskets presented for each show, valued from \$100 to \$750+, each filled with lots of unique and appealing items relating to the theme. Tied up with colorful ribbons and bows, the baskets were presented in an easy to see manner. For several months prior to each fair, committee members spent time visiting or contacting local businesses and restaurants seeking donations. After receiving the promised gift cards or merchandise, the team sent acknowledgement letters to each donor for tax purposes and to thank them for their generosity. In addition to baskets, the committee created a special “Opportunity Drawing” for Anaheim Ducks ticket package offering 4 tickets, preferred parking and meal vouchers.

The day before each fair, committee members spent time arranging items and wrapping baskets. During the two-day craft fair, 10 members helped sell tickets, including “ticket runners,” who targeted outdoor vendors and shoppers. The winning tickets were drawn and announced at the end of the fair.

Project Title: Business Sponsorships

Hours: 20

Raised: \$ 2,500

Through the hard work of our Community Relations Chairman, we were fortunate to secure \$2,500.00 in sponsorship funds this year from local businesses and two generous business-owner members. We acknowledged our sponsors by displaying large posters displaying their business name and logos at our Craft Fairs, on our website, and in the program for our Scholarships & Awards Ceremony. Networking with community businesses through the club's membership in the Yorba Linda Chamber of Commerce and our members' personal contacts proved very successful and we were able to add revenue for our philanthropic endeavors.

Project Title: “Is it a Joy or a Bee Sting?”

Hours: 3

Raised: \$137

At the end of our monthly meetings, we allow time for members to come to the podium and announce something wonderful or exciting in their life that's happened recently—could be a new grandbaby, an upcoming wedding, a new job, or something as simple as saying what a great group of women we are! We call these “JOYS”; if a member wishes to share, she puts \$1.00 in the “Joy Jar.” We've done this for many years; it's a simple, fun way to get to know each other better, while, adding a few extra dollars to the club's coffer! Our President's theme revolves around a “Beehive” and bee activity. So, we have now added “Bee Stings” in case a member wants to share something of a different nature.

Project Title: Raising Funds by Shopping

Hours: 4

Raised: \$156

We continued participating in Amazon.com's fundraising program for non-profits, Smile.Amazon. By registering through the Amazon website and after verification of 501(c)3 status, non-profit organizations can promote the program to friends, family and the general public, asking all shoppers to shop through smile.amazon.com and then choose Yorba Linda Woman's Club as the beneficiary.

On a quarterly basis, Amazon donates .05% of all purchases to the charity designee. Through the program, we earned \$156.54 in 2019. We are pleased with the results and because there is no cost to us or our members, it's a win-win all the way around! We plan to continue indefinitely with this very simple project.

Project Title: Yearbook Advertisements

Hours: 5

Raised: \$200

This year, we offered the opportunity to our members to advertise their business in our Yorba Linda Woman's Club yearbook. For a small cost, a handful of members provided their camera-ready artwork and their business cards were featured in the last few pages of our yearbook.