



**CALIFORNIA FEDERATION OF WOMEN'S CLUBS
CLUB AWARD ENTRY COVER SHEET**

Annual Reporting January 1-December 31, 2022

Chairman: Sue Owen and Sue Goldberg		Club: Rossmoor Woman's Club	
Number of Members (from CFWC Yearbk): 96		District: Orange	Area: C
Club Position: Fundraiser Chairperson			
Reporter's Address: [REDACTED]			
City: [REDACTED]		State: [REDACTED]	Zip: [REDACTED]
Email: [REDACTED]		Phone: [REDACTED]	
FUNDRAISING PROJECTS			

Rossmoor/Los Alamitos and Seal Beach and communities have a combined population of 45,860 and make up about 18 miles near the Pacific Ocean coast and just inside the North Orange County border. The Rossmoor Woman's Club has been serving the Rossmoor, Seal Beach, Los Alamitos, Long Beach and surrounding areas since March 1958. We are a very active philanthropic organization contributing to the educational, social, business and cultural life of the community

HOLIDAY HOME TOUR FUNDRAISER Hours: 1,350 Donated \$: \$25,000 In Kind \$: \$250

The Rossmoor Woman's Club Holiday Home Tour takes place on the first Sunday in December and has been our largest fundraiser for the past 30 years. The proceeds from this event enables the Rossmoor Woman's Club to give generously back to the community, raising approximately \$25,000 each year.

The Holiday Home Tour is a large undertaking requiring a minimum of 6 months in advance planning. Subcommittees are formed in late April which include the following.

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|------------------------------|--------------------------|
| Home Selection | Tea Room Selection/Setup |
| Sponsors | Raffle Baskets |
| Ticket Design and Production | Banners/Signs |
| Ticket Distribution | Correspondence |
| Publicity | Ticket Sales |
| Home Docents/Hostesses | Student Docent |
| Directional Signs | Setup/Tear Down |

Beginning in late April, the home selection committee begins the process of selecting 4 to 5 homes. They visit newly remodeled, unique and interesting homes in the Rossmoor and Los Alamitos area. If a homeowner shows an interest in having their home featured on the Tour, a timeline of action items for them to consider leading up to the day of the tour is given to them. Featured homes must be secured by September enabling time for printing the tickets.

The Tea Room is secured during these early planning months. This year we teamed up with the local merchant Flags with a Flair and A Place of our Own. She allowed us to use her back garden, boutique room and the salon areas on the day of the event. In these areas we offered complementary tea, coffee, cookies, 8 raffle baskets and a new event for 2022...a Wine Pull.

During the summer months our Tour committees are in full swing. The ticket sponsor committee begins selling ads for our program book, which also serves as the ticket to the featured homes. Ads in the ticket book may be bought ranging in price from \$150 to \$1,000. Our revenue from the ads totaled \$9,700.00

The ticket/design/production committee works alongside the ticket sponsor committee making sure ads/sponsors are correctly placed in the ticket book and printed by our local printing company. Again,

this year, a small group of committee members correlated and stapled 1000 tickets. Tickets were distributed to the membership at our October general meeting and to local merchants who help to sell our tickets.

Publicizing the event is a huge job. The publicity committee runs articles in the community papers, Rossmoor Living magazine, plus articles in the Orange County/Los Angeles Times. We post Tour articles on Facebook and Next Door. Two of our local schools ran information on their school marquees. The banner committee hung banners in highly visible locations throughout the community one month prior to the event.

In September, the hostess coordinator reaches out to local high school leadership clubs and athletic teams for student volunteers. Each of the homes are staffed with members and/or student docents in key locations to ensure the safety and security of the guests and featured homes. Members are required to work a 2 hour shift at one home during this event

The raffle basket committee work a minimum of 3 months in advance collecting items to be raffled off at the Tea Room. New this year was our Wine Pull. Guests could purchase a cork for \$20 and take home a mystery bottle of wine. They had the opportunity to choose from a red or white wine. All wines range from \$20 and up per bottle, with a few bottles that were valued over \$50. The club brought in \$1408.00 from the raffle baskets and \$690 from the wine pull.

Saturday afternoon, the day before the tour, tables, chairs, coffee/tea pots were set up and made ready for the next day. Members also dropped off homemade cookies at that time. Sunday morning, the Holiday Home Tour tea room committee finalized their setup.

At 11:00 am on Sunday December 4, 2022 the Holiday Home Tour doors opened to greet our guests at both the featured homes and the tea room. As the evening fell upon us, we raffled off our 8 baskets, cleaned up and toasted to another successful Holiday Home Tour.

Not only does this event make money for our club (to allow us to support our charities) but the members are so involved with each other, and we have a supportive relationship with many of our local merchants and the relationship we have as a club with our local community is enhanced.

GARDEN TOUR FUNDRAISER Hours:: 1,000 Donated \$: \$23,000 In Kind %: 0

The 17th annual outdoor Living and Garden Tour, hosted by the Rossmoor Woman's Club, was a great success. Our total gross of \$25,00 exceeded our expectations

We showcased 6 beautiful gardens. Over 800 visitors participated in a tour of the front and back yards of the homes. Each garden was unique and colorful with many flowers and vegetables on display and a great selection of outdoor living ideas.

We also offered the Outdoor Marketplace at the Farmer's and Merchant's Bank in Seal Beach. The bank gave us the space for free. There were over 30 vendors. Our club had a raffle, a food truck, craft items made by members of our club and a "Friendship Garden" where plants donated by our members were on sale.

This was very successful bringing the community together. We had many local business owners selling tickets. 23 local merchants advertised in our program. Many of our visitors were from outside the Rossmoor area. This has proved to be a great way to get the word out about Rossmoor Woman's Club. We always have membership information available.

Our local newspapers gave us free advertising. The proceeds allow the Rossmoor Woman's Club to continue providing assistance to the less fortunate in the Los Alamitos/Rossmoor/Long Beach area. The money raised helps to fill needs for groups like Fisher House at the VA Hospital, Precious Life Shelter for unwed mothers, Ronald McDonald House, AAUW Tech Trek Camp, Long Beach Bethune Transitional Center for homeless students, Bikers Against Child Abuse (BACA), FIX Long Beach, HOBY Leadership Seminars, Joint Forces Training Base, Los Alamitos High School Scholarships, Pathways to Independence, St. Isidore Historical Plaza, Los Alamitos Youth Center and We Care Family Support Center. All of the money raised goes right back into our local community.

The entire club works to support the Garden Tour. Members work in the community to locate the beautiful gardens presented, They act as hostess' in the gardens. Members sell tickets. Members sell ads included in the ticket book. They create beautiful raffle baskets. It is such a loving and supportive "family" affair for our Rossmoor Woman's Club.

