



# Incredible House Raffle

Presentation to UWHC Authority Board and Finance Committee  
By Jeff Poltawsky and Tom Young





# Comprehensive Philanthropy Plan for American Family Children's Hospital

- **Variety of giving opportunities**
  - Major gifts
  - Community events / programs
  - Direct mail and online solicitations
- **Goal to be premier charity of choice for our community**



# Introducing the Incredible House Raffle

- Partnership between AFCH, Veridian Homes and Clear Channel Radio
- Bringing back a great fundraiser that formerly benefited Big Brothers Big Sisters for 11 years until it ended in 2008
- Clear Channel Radio has been an extraordinary philanthropy partner of AFCH and recommended AFCH when Veridian wanted a new charity for this event

# Incredible House Raffle

- Sell raffle tickets with new \$215,000 Veridian home or \$120,000 cash grand prize
- Plan for tickets to be sold July 1 – August 17, drawing on August 24

# Marketing

- Clear Channel Radio will market extensively during the sales period
- Tickets available for sale at UW Credit Union branches and through a variety of other outlets
- No sales through the mail or internet

# Ticket sales

- AFCH responsible for managing ticket sales
- Tickets cost \$60 for one, \$50 each for two or more
- 9999 tickets available; goal to sell 9000

# Home Purchase

- UWHC/AFCH will enter into a contract to purchase the grand prize home from Veridian, which it will assign to the raffle winner if at least 6000 tickets are sold and the grand prize home is chosen
- The raffle winner will only be eligible for the grand prize home if we sell at least 6000 tickets and the winner chooses the house prize
- If we do not sell 6000 tickets, the grand prize changes to 50% of the net proceeds of the raffle (AFCH keeps the other 50%)

# Safeguards in Place

Tickets sold	9000	5999	1500
Grand Prize	Home or \$120,000 cash	50% of net proceeds	50% of net proceeds
Projected cost of prizes	\$152,700 (assuming home is chosen)	\$147,525	\$35,050
Projected Net Proceeds	\$277,300	\$132,425	\$19,950





# Exciting Strategic Fundraising Opportunity

- The Incredible House Raffle adds a new compelling opportunity for the community to give to AFCH
- The program and AFCH will be marketed extensively on Clear Channel Radio stations for six weeks
- Additional visibility with UW Credit Union's 120,000 Dane County members and employees of additional ticket sellers
- Veridian's customers and UW Credit Union members are very often parents with young children – AFCH's local patient base

# Great Reward!

- If we sell 9000 tickets, net proceeds to AFCH would be approximately \$275,000!

# Request

- Request that Finance Committee and Authority Board approve entering into a contract to purchase a Veridian Home in an amount not to exceed \$137,600 conditional upon selling 6000 tickets and the winner selecting the home prize.