



# 2017 GO GALA REPORT

On September 21, 2017, over 300 business and community leaders gathered together for the *Growth & Opportunity Gala* at Venue One Loft to celebrate 36 years of Concordia Place serving Chicago's children and families and our plans for further growth.

This year's GO Gala included a wide variety of options for guests to relax and have fun – all while supporting a great cause. The evening opened with a **VIP Reception** presented by *Lakeside Bank* and *Mission Investment Fund* for the elite-level sponsors and donors. After a welcome by Concordia Place Founder and Board Chair Rev. Nicholas Zook, guests enjoyed champagne donated by *Moët Hennessy* and heard from Concordia Place parent Karen Semone about the organization's impact on her family's life.

Following the VIP Reception, the entire venue came alive with the interactive game activity provided through *IMPACT 365*. With a **Charity Casino** and **fantastic game options** like The Money Machine, Prize Wheel, classic arcade games, Plinko and more, guests won raffle tickets and Concordia Place prizes. The **Choice Raffle** and **Silent Auction** offered guests once-in-a-lifetime experiences and items.

The remainder of the event was emceed by WGN-TV Political Analyst Paul Lisnek, who introduced Bishop Wayne Miller of the Metropolitan Chicago Synod to offer the invocation. Guests indulged in food prepared by J&L Catering including chicken and beef sliders, turkey carving stations and vegetarian options, plus beverages sponsored by *Heaven Hill Distilleries*, *Deep Eddy Vodka*, *MillerCoors*, and *The Wine Group*. Once the games came to a close, guests turned their winnings into raffle tickets for the chance to win one of six prizes.

During dessert, the Live Auction got underway as Paul Lisnek enticed bidders with a 4-hour private cruise on Lake Michigan for 10 people, a 8-day/7-night vacation in the exclusive Palms Resort in Costa Rica, and a Chicago Staycation featuring 10th row tickets to a Chicago Blackhawks game and accommodations at the new Ace Hotel in the West Loop.

Three individuals who have impacted many through their philanthropic and advocacy efforts were then honored with the Growth and Opportunity (GO) Awards. I was honored to introduce Jasin Alfaro (Litowitz Family Office) and Nicole Dalesandro (Logan Square Community) as the GO Getters. Rev. Wm Chris Boerger (ELCA Secretary) and Bishop Wayne Miller introduced Rev. Arnold O. Pierson as the GO Champion (ELCA Federal Credit Union).

Following the début of a new video outlining Concordia Place's GO Fund Campaign, Concordia Place President/CEO Brenda Swartz announced the location of the second Concordia Day social enterprise childcare center in Portage Park set to open in Fall 2018. Guests made a 100% tax-deductible contribution to the Fund-A-Need to support this expansion. That night the Fund-A-Need raised over **\$78,000**, surpassing the \$50,000 goal, thanks to the individual supporters and a matching gift made by the *Gerald A. and Karen A. Kolschowsky Foundation!*

All proceeds from the 2017 GO Gala support the GO Fund Campaign. The GO Fund Campaign supports Concordia's mission today and in the future. In total, over **\$210,000** was raised. The event was record-setting! It goes without saying that we could not have accomplished this without your support. The following report highlights key successes of the event. Enjoy!

Sincerely,

Cameron Nelson,  
Director of Advancement



# DIAMOND



**Mission Investment Fund**  
Evangelical Lutheran Church in America  
God's work. Our hands.



**Lakeside Bank**  
It's about time.™

# GOLD

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# SILVER



DISTRICT HOUSE



## BY THE NUMBERS

# ANOTHER RECORD-SETTING YEAR!

Event Revenue by Source	Revenue
Corporate Sponsorships	\$75,000
Individual Guest Tickets	\$10,785
Raffle, Games and Casino	\$6,365
Live Auction	\$11,100
Silent Auction	\$9,745
Fund-a-Need	\$78,600
Donations In-lieu	\$19,025
<b>Total Revenue</b>	<b>\$210,620</b>

## 2016 vs. 2017

★ Total Event Revenue **increased by 33%** over 2016.

Generosity flowed as **more than 75 people** ★  
raised their paddle to support the Fund-A-Need,  
more than doubling the amount raised in 2016.

## WHAT THEY'RE SAYING

★ "Wonderful evening of fun, games, networking and celebrating this ministry!"

"This event was so well-organized. Great comradery and entertainment." ★

★ 100% of post-event  
survey respondents  
said they would attend the  
GO Gala in the future.

★ 2017 Sponsors received record exposure  
through GO Gala promotion in the *Chicago  
Tribune*, *Living Lutheran* magazine,  
Facebook, Twitter, LinkedIn, and the  
33rd Ward Aldermanic e-newsletter. ★

# MORE HIGHLIGHTS



More than **300 guests** put the **FUN** in **fundraising** at the 2017 GO Gala held at Venue One Loft. Guests enjoyed food, fun, games and an open bar!

The **2017 GO Getters** **Jasin Alfaro** and **Nicole Dalesandro** were recognized for their generosity and commitment to Concordia Place's mission.



**GO Champion, Rev. Arnold Pierson** gave a motivating acceptance speech ending with a favorite quote from Dag Hammarsjold, **"For all that has been, thanks. For all that shall be, yes."**



**Emcee Extraordinaire and WGN Political Analyst Paul Lisnek** helped raise over \$11,000 during the Live Auction, which included a trip to Costa Rica!



**Over 40 volunteers** gave of their time to make sure the Charity Casino, Interactive Games, and the GO Gala overall were a success including:

### **2017 GO Gala Planning Committee**

Ryan Isaac, Grubhub

Richie Marrero, MassMutual Chicago

Carlie Palmer, Eat Purely and Concordia Day parent

Jeanne Peck, Berkadia

Debra Pickett, Page 2 Communications

Sue Rothmeyer, ELCA

Kat Rothstein, Digital Pollen

Chris Sustr, MyCharmedLife

Theresa Uytuico, Havas Chicago and Concordia Day parent

Deena Zimmerman, SVN Chicago Commercial

Until next year,

# THANK YOU

from



**concordia  
place**

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Concordia Place is a community ministry of  
Concordia Lutheran Church, ELCA.