

## **PRESS RELEASE**

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### **FOR IMMEDIATE RELEASE**

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### **Charity Partners of Austin Raises \$108,000!**

**(Austin, Texas) Charity Partners of Austin**, a local philanthropy group, raised \$108,000 in the grand finale of their successful 2005-2006 fundraising season with their **"Got Soul?"** event featuring the prolific hit-making band **Collective Soul** at The Glenn at the Backyard on April 22. Proceeds from the event were distributed to **Odyssey School**, a nonprofit school for kids with learning differences, and several community performers, organizations and businesses that supported the event production.

"By far, this is the biggest fundraising effort in the history of our school," said Nancy Wolf, Head of School at **Odyssey School**. "The Charity Partners put together an amazing event that we could never have done on our own." Odyssey School also raised additional funds through the raffle of a vintage, 1962 Thunderbird that was donated by Charity Partners of Austin co-founder **Jeff Savage**.

"We really took our fundraising model to the next level with this event," said **Kevin Kettler**, a Charity Partners co-founder as well as the Chief Technology Officer at Dell Inc. "We doubled the amount raised in our earlier season events, we drew a crowd of over 1700 people with an international talent like Collective Soul, and we were able to utilize our alliance with the **ME Television** network to tape the entire event for broadcasting on their Time Warner cable channel 15," Kettler said. "Our ability to deliver a charitable opportunity, a large venue filled with appreciative fans, and televised media coverage makes for a pretty attractive package." **Scott Welch**, the manager of Collective Soul, agreed, saying "The band wants to thank the Charity Partners and the Austin community for a great event. Our opportunity to support such a worthy cause in front of such an enthusiastic crowd made this one of our most memorable concerts ever, and the fact that it was captured on film made it even more special."

In their inaugural season, the Charity Partners raised over \$208,000 that was distributed to 11 local nonprofits and multiple community groups. "We're very pleased to see the community acceptance of our grassroots fundraising model," said **Alan Luecke**, also a co-founder. "There is clearly a demand for casual, Austin-style fundraising events that anyone in the community can afford to attend and enjoy for a worthy charitable cause."

The "Got Soul" event demonstrated all of the key elements of the Charity Partners fundraising model:

- **Charitable Bang for the Buck:** The event was fully self-supporting and required no underwriters or sponsors to cover expenses. All performers and businesses that supported the production were paid for their services, and all donations went directly to the nonprofits. Over \$2 in revenue was generated for every dollar spent.
- **Support for Austin artists:** In addition to the main event featuring Collective Soul, Charity Partners supported two up-and-coming local bands, **Kissinger** who opened the show, and **Wendy Colonna**, who performed in a special VIP pre-party. Their exposure included television and radio pre-event publicity as well as the actual show.
- **Community business partnerships:** The VIP pre-party was catered by **Cantina Laredo**, a new restaurant recently opened in downtown Austin. They were chosen in order to provide publicity and exposure for a new member of our downtown business community.
- **Community involvement:** Charity Partners distributed almost 10% of the available tickets free of charge via radio and television promotions and other complimentary giveaways. Our goal is to enable those who might not be able to afford the ticket cost to still participate.
- **Catering to the Performers:** We try to provide our performers with a unique taste of Austin that extends beyond the concert stage. Members of Collective Soul indulged in gourmet catering from a private chef, a round of golf, a Texas ranch barbeque, and a few even ventured out for our post-party at a 6<sup>th</sup> St blues club.
- **"Austin-style!"** Nobody showed up in a tuxedo, suit, or cocktail dress!

Charity Partners of Austin wishes to thank the community for their wonderful involvement and support, and we look forward to the upcoming 2006-2007 fundraising season!

**Charity Partners of Austin** wishes to thank all of the community partners who contributed in making “Got Soul?” a rousing success: Odyssey School and Charity Partners of Austin volunteer teams, Direct Events, Cantina Laredo, 2 Dine 4 Fine Catering, John Patterson Graphic Design, Craig Washburn Photography, Maxwell Dodge, Cynthia’s Manhattan Limousine, Rockin’ Ride, and Nuno’s. Our media partners included ME Television, MIX 94.7, and KOOP 91.7. Supporters of our auction included George Vaught Auctioneers, Guitar Center, Sicola’s Fine Dining, Cork and Co., Kenichi, Paramount Theatre, Four Hands Furniture, and several others. And, of course, thanks to our performing artists Wendy Colonna, Kissinger, and Collective Soul along with Scott Welch Management!

### **About Charity Partners of Austin**

Charity Partners of Austin is a local philanthropy group that produces music and artistic events, and donates all proceeds through grants to local nonprofits that provide support for kids, families, and appreciation of the arts. They are a 100% volunteer-based organization with no paid staff, operating under the nonprofit umbrella of the Austin Community Foundation. In their inaugural 2005-2006 fundraising season they have raised and distributed over \$208,000. Major events this season have included:

- **“Live 2005, For the Kids”** featuring Irma Thomas at Antones that raised \$50,000 for Any Baby Can and others.
- The **“Austin Cares”** hurricane relief benefit at Paramount Theatre that included an all-star Austin lineup of Jerry Jeff Walker, Jimmy LaFave, Ray Benson, and many others that raised \$45,000 going to Caritas, Health Alliance for Austin Musicians, Austin Children’s Shelter, Samaritan Center, Assistance League of Austin, Odyssey School, and Austin Revitalization Authority.
- The **“Send a Kid to the Theatre”** initiative that raised \$5,400 and sent hundreds of kids to see ‘A Christmas Carol’ at State Theatre and ‘Charlottes Web’ at Paramount Theatre free of charge.
- **“Got Soul?”** featuring Collective Soul, which raised \$108,000 for Odyssey School and others.

Charity Partners of Austin founders include:

- **Kevin Kettler**, current Chief Technology Officer at Dell Inc, and a lead investor in the ME Television network and other Austin ventures.
- **Alan Luecke**, former Dell Inc executive, a lead investor in the ME Television network and other Austin ventures, and Vice President of the Board of the Austin Theatre Alliance.
- **Jeff Savage**, former Dell Inc technologist, an investor in multiple ventures, and a Board member of Odyssey School.

For more information on Charity Partners of Austin, visit our website at [www.charitypartnersofaustin.org](http://www.charitypartnersofaustin.org)

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