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CHARITY PARTNERS OF AUSTIN FUNDRAISER RESULTS

Charity Partners of Austin, a new local philanthropy group, successfully kicked off their 2005-2006 fundraising season with "Live 2005, For the Kids," a weekend of music and fun held on August 27th and 28th. "The event met all of our goals," said Kevin Kettler, co-founder of CPA. "We generated over \$40,000 for the community, we had attendance of about 1,000 adults, kids, and families at the three events, and everyone had a great time."

The weekend included something for everyone. The weekend began on Saturday evening with a reception including complimentary dinner, libations and music by the legendary 92-year old blues pianist, Pinetop Perkins, at the Thistle Café located downtown.

Later that evening, the guests moved to Antones where the general public heard a rousing set from The Warrior Gospel Band from Greater Calvary Church in East Austin, featuring Dr. Sterling Lands, followed by the amazing Irma Thomas from New Orleans, who kept things shaking until the wee hours.

On Sunday afternoon, a Family Matinee was held at La Zona Rosa, where hundreds of kids and their families enjoyed a multi-cultural afternoon of music. They danced to the music of Sara Hickman, Inside Out Steel Band, and Grupo Fantasma, and were also entertained by opera singers Tamsen Cohagen and Erin Bobruk, a mariachi band from Bedichek Middle School from South Austin, and a spirited performance by the kid's gospel choir from Greater Calvary Church.

In addition to the music, the kids indulged in artistic creation areas and a "musical petting zoo" where they were able to meet and interact with musicians and their instruments. A visit from the Austin Fire Department topped things off, although the trucks had to leave and return several times in response to calls!

"This type of fundraiser is very important to us," said Jonathan Friedman, Development Director at Any Baby Can. "The money is great, of course, but it's just as valuable to have an opportunity to gain exposure to different parts of the community. And the opportunity to see the kids enjoying themselves at the matinee was completely priceless." "Charity Partners of Austin really impressed us with their organization and business skills," said Nancy Wolf, Head of School at Odyssey School. "We would have spent countless hours trying to put on something of this scale, and it was really great for a smaller organization like us to be able to leverage their resources."

CPA would like to thank everyone who was involved in "Live 2005, For the Kids," including attendees, volunteers, and the community partners who helped in the production! Special thanks to our major event sponsors: Waterstreet Consultants, Avocent, Mansion at Judges Hill, and Central Market!

Mark your calendar for our next event, "Hot Mommies & Cool Daddies," a family music happy hour that will be held every Wednesday in September from 6:30-9:00pm at Big Red Sun, and get on our mailing list for the latest details on upcoming Fall and Spring events. For more information, see www.charitypartnersofaustin.org/events.html

**** A SPECIAL NOTE** The devastation of Hurricane Katrina hit close to home for us as our top headliner, Irma Thomas and her band from New Orleans, were stranded in Austin. They were finally able to fly out on Wednesday to a small airport near Baton Rouge, where they were able to reunite with their families. CPA did their best to make their stay as comfortable as possible during the unexpected stay, arranging hotels and a second show at Antonex on Sunday evening which was enjoyed by an intimate and very appreciative crowd. We sincerely hope that Irma, her band, and everyone who has been affected by this tragedy are able to recover as quickly as possible.

BACKGROUND:

Charity Partners of Austin is very excited by the successful launch of our unique fundraising model:

CPA strives to involve everyone. We see Austin as a culturally and financially diverse community, and we hope to reach as many people as possible in our events. For "Live 2005," tickets ranged from \$75 for a "VIP" track to just \$2 for our Family Matinee. In addition, over 200 free tickets were provided to area nonprofits for underprivileged kids. There are no "black tie" ticket prices or expensive tables at our events, and we provide a casual entertainment experience using Austin-style venues.

CPA's fundraising model is one of "share the wealth." While most fundraisers measure success solely by the amount donated to a specific charity, CPA measures success by the amount reinvested in the local community. For "Live 2005," over \$40,000 was distributed back to the community. The list of organizations that benefited financially included:

- Our charity partners for the event, Any Baby Can and Odyssey School.
- Nonprofits that were invited to participate as performers, including Greater Calvary Church, Bedichek Middle School, Paramount Theatre, and Inside Out Steel Band's arts-in-education program.
- Local professional performers including Pinetop Perkins, Sara Hickman, and Grupo Fantasma.
- Small, home-grown businesses including 2 Dine 4 Fine Catering, Russell's Bakery, Teo's Gelato, Tamaleo Tamales, Jim Jim's Water Ice, Hot Rock'n Popcorn, Cocoa Puro chocolates, and our venue hosts Thistle Café, Antonex, and La Zona Rosa.

CPA does not ask local small businesses or performers to donate products and services, since this can be a big strain on their resources or can even exclude their participation. Instead, CPA actively seeks out smaller, local participants for our events, and pays them a fair market price or whatever discounted levels they can comfortably offer. We believe this builds a stronger community by enabling everyone to be involved, and is a better way to support both local businesses and artists, and local nonprofits.

CPA's business model is very efficient. Events are largely self-funding through ticket sales. No outside underwriting dollars are required to produce an event, and our 100% volunteer network results in no administration overhead. We avoid expenses such as paid event planners or costly venues and amenities. This results in a very efficient fundraising model that maximizes donations back to the community. Our model generates more than \$2 in revenue for every dollar of expense, and most of the expenses benefit small, local businesses and organizations. And, most importantly, we offer a high-quality, Austin-style entertainment experience for our audience and performers!

Charity Partners of Austin is a new philanthropy group founded by three Dell employees: Kevin Kettler, Dell Inc.'s Chief Technology Officer, and Alan Luecke and Jeff Savage, retired Dell employees. The group produces musical and artistic events and donates all net proceeds to

local nonprofits, focusing on those who support kids, families, and the arts. For more information on the organization and their mission, see www.charitypartnersofaustin.org.