



CALIFORNIA FEDERATION OF WOMEN'S CLUBS
CLUB AWARD ENTRY COVER SHEET
Annual Reporting January 1 - December 31, 2020

Prepared by: Barb Purdy	Club: Temecula Valley Woman's Club	
Number of Members: 105	District: De Anza	Area: D
Club Position: 3 rd V.P. Fundraising & Development		
Reporter's Address: 31422 Jedediah Smith Rd.		
City: Temecula	State: CA	Zip: 92592
Email: barbpurdy@verizon.net	Phone: (951) 526-5599	

40 years ago, a small group of energetic, community and service-oriented women met and founded the Temecula Valley Woman's Club. With a membership of ten, the Club was chartered as a CFWC/GFWC that same year and incorporated in 1981. The Temecula Valley is a community in Southwest Riverside County with a population of approximately 210,000. The Club's membership is currently at 105 women committed to their original and still viable intent to improve the education, ethical and cultural life of the community.

Project Title: **Gala; Planned, Postponed & Cancelled** Hours: **105** Donated \$0 In Kind \$0

Planning started early this year for our Gala fundraiser as one of the homeowners whose estate home was featured on our 2019 Home Tour, offered her home as our venue. I chose a 4th of July BBQ as the theme and advertised it in my January newsletter article. As this year would later show us, a plan needs to remain flexible. After discussing this at our January general membership meeting, I found that this was not what our membership wanted. I set my focus in a new direction and brought together a group of members for a brainstorming meeting. The meeting was very successful with members stepping up to co-chair and organize all aspects of the event that the brainstorming group came up with. The theme "Casino Night" was chosen and a July date was set. A timeline was set in motion, a budget was established and the Gala committee worked quickly in bringing this Gala to life. Bids were obtained and awarded for the gaming and catering. A donation letter was approved by our president for our auction items and plans were started for soliciting them. On March 4th we had a meeting at the venue to fine tune the event layout. Shortly after that, I knew that our event was in jeopardy due to the health crisis. I did not cancel it, but optimistically moved it forward as this is an event that can take place any time of year. I held on to the hope that we would be able to hold an in-person fundraiser this year as long as I could, but that realization didn't happen. Although we put a lot of time into a fundraiser that didn't happen, I feel it was worth the effort. Our 2020 Gala was so well planned, that it could easily be revised for 2021.

Project Title: **T.A.D. Our Only 2020 Social Fundraiser** Hours: **120** Donated: **\$301.00**
In-Kind: \$0

Our social fundraisers are held at individual member's homes and are an opportunity for our members to get to know each other in an informal setting. They also help us raise additional funds for our Federated Committees. Our acronym, T.A.D. stands for: **T**en Dollars (which is the fundraising part of the event), **A**ppetizer to share & **D**rink. Normally we would have 4 per year. This year we held our first and only T.A.D. in February with a Mardi Gras theme. Shortly after that all planned T.A.D.s were suspended & then cancelled due to the pandemic.

Project Title: **Home Tour; Our signature fundraiser for 35 years.** Hours: **121**
Donated: **\$0** In Kind: **\$5,037.63**

For the past 35 years, without interruption, the Temecula Valley Woman's Club has held our Annual Holiday Home Tour. This signature fundraiser along with our Gala have successfully funded our club each year, allowing us to accomplish our mission. The community and our members look forward to Home Tour every year, and it was sorely missed in 2020. Although Home Tour is held in November, plans for this large and multifaceted event need to start in January. This year was no exception. We had a good start to our year of planning. We were fortunate to find our first home in January. As finding homes is one of our biggest challenges, we felt we were on our way to having another successful year. As the year progressed it became apparent that finding homes was also our first and greatest obstacle in trying to proceed with our Home Tour due to the pandemic. We decided to postpone our search for homes as we didn't feel comfortable asking homeowners to have over 1,000 people walk through their home. I felt we still had time to resume our search if the situation with the virus improved. While we waited, I organized the Home Tour Committee. I went to work filling all positions. The Committee is 43 members strong and there are 18 sub-committees. With most positions filled, I scheduled a large community room for our first meeting in anticipation of being able to move forward. Most of the committees don't have early deadlines, but some work was started at the committee level. In March I continued to keep Home Tour on hold. In May, it was apparent that the pandemic would continue. With the approval of the board and the membership, **Home Tour was officially cancelled, ending our 35 years of holding our Holiday Home Tour.**

One of the signature items that we sell every year in our Gourmet at Home Tour is our homemade soups. There are usually 4 varieties of soups and they are assembled entirely by our membership. We considered trying to sell the soups despite Home Tour being cancelled but could not come up with a plan to assemble them, as meeting in person was not possible and contracting it out was costly. A member with the help of her sister, also a member, volunteered to assemble all of the soups in her home. The member had been the chair of the Home Tour Gourmet committee for many years and it was a contribution that she wanted to make to the club. I sent out an e-blast to our members and notified them of pick-up dates for the soups and the member did the rest. She also donated all the materials, so there was no cost to the club. This generous donation will help our committees, providing them with additional funds for 2021.

Project Title: **Moving Forward; A Virtual Fundraiser** Hours: **500** Donated: **\$35,100.00**
In Kind: **\$136.00**

Plan B

While in the process of getting the approvals needed to cancel Home Tour, I asked our membership to provide me with suggestions for a Plan B fundraiser. The parameters I set were: Safety, Membership Support, Cost & Profitability and Community Support. There were many suggestions that were submitted. I then assembled a Plan B Committee who discussed our options. Each suggestion had merit but without knowing when and if we could have an in-person fundraiser in 2020, many were options that could be planned and then have to be cancelled. Our 8-person committee decided that we could only guarantee the safety of our members and the community and be assured that we could hold the fundraiser, if we did something virtual. There were a few suggestions we discussed including a virtual Home Tour. As this also required some in-person contact, we decided against it. We ultimately decided to try a "Go Fun Me" Page. **The Plan B Committee became the "Go Fund Me" Committee** and we quickly moved forward. **Once we made the decision to have a virtual fundraiser, we had work to do in preparing for something we had never done before.**

“Go Fund Me” - Public Relations

Facebook & Instagram: We knew that we needed a plan to get the word out to the community. Members started working on a public relations campaign. This included not only getting the word out about our fundraiser, but also educating the online community about who the Temecula Valley Woman’s Club is and what we have contributed to our community in the past. They started immediately posting on Facebook and Instagram. The first posts highlighted a past president’s special project, which included their picture and how much was donated. They also interviewed some of our members and posted some “get to know our members” information. These posts continued for a few months prior to the start of our fundraiser. Once we got closer to the start of the fundraiser, pictures and stories of high school students (with their permission) who had benefited from our scholarships were posted.

Print Media: We had double sided cards printed with information on how to donate online to our “Go Fund Me” on one side and how to donate by check to our post office box on the other. These were distributed to our members. Members were encouraged to donate and/or promote our fundraiser by using these cards. We also got free advertising in The Neighbors magazine in the months of November and December.

Website: Our website needed updating, so Committee chairs were asked to update their website profiles. As our committees have been busy during the pandemic, we wanted anyone who looked at our website to know what we have accomplished this year. Kim, our webmaster, also added a “Go Fund Me” and a PayPal link so donations could be easily made from our website. Student profiles, president’s projects and a fundraising thermometer were also added.

“Go Fund Me” - Launch

Our webmaster went to work researching “how to set up a “Go Fund Me” page” as she had never done this before. We decided to launch our fundraiser to the membership at our September general meeting. The fundraiser would officially start on October 1st and stay up until the end of December. **Our goal was to raise \$35,000.00 to be used exclusively for student scholarships.** Providing scholarships for our local students has been a strong commitment of ours club for 40 years and we wanted to continue the tradition. Although our page was not officially launched until October 1st, Kim had it up and running early and we had our first donation on September 14th.

“Go Fund Me” - Results

There were 139 people who contributed to our Go Fund Me page for a total of **\$35,700.00** which is **102% of our goal**. The success of our fundraiser was due primarily to the support of our members who donated \$23,410.00 (65% of the total) with 56% of the membership contributing. Donations also came in from our members’ friends and family who were encouraged by them to donate & from former members. We also had 6 loyal Sponsors this year who contributed a total of \$6,500.00. Next year despite the challenge of raising funds during the pandemic, our local students will again receive scholarships from these funds raised by the Temecula Valley Woman’s Club.