WINE & CHEESE CHARITY FUNDRAISER

Case Study

Why?

Olivia Dick watched a television programme about young people with disabilities and was moved so much that she wanted to raise money for YoungCare. YoungCare is a charity that helps young people with disabilities stay in their homes to be looked after, rather than having to go into care homes which are often old people's homes. Having a love of wine and cheese she decided that was a great way to go.

The Recommendation

Olivia found us through a recommendation from Vintage Cellars. She checked out our 75 testimonials (Now over 120 testimonials) on our website and gave us a call.

The Phone Call

Olivia said that she had planned an evening to raise money however, it had fallen through as her original "wine man" had pulled out and wanted too many staff anyway; therefore, limiting the ability to raise money. I explained what we do... basically we do fun, social, educational wine, champagne and beer events. We understand why we are in the room. We work for a host of global companies who trust us with their clients but also raise money for charities through our Fundraising discounted events. I had a couple of spare seats for our Champagne Showdown Experience that weekend, I invited Olivia along to see what we do.

Olivia's Response

Date set, Sticky Tickets account set up, invitations sent out. 50 attendees confirmed.

What We Did

Olivia's employers, Zenith Interiors were kind enough to allow us to use their beautiful furniture showroom, We provided five European wine and four cheeses, all the glassware and crackers. We also provided wine for after the event. The event itself, as always, was a blend of presentation and networking, a mixture of fun, social education with no boring wine lectures. We gave way spot prizes and raffle prizes and raised more money by donating $s per bottle for every bottle of wine purchased on the night. The highlight was a speech from the amazing Emily (pictured with her mum). The event started at 6.30pm and we were all packed up by 9.30pm.

The Result

Over $3000 was raised, everybody had a fun, social, educational evening and plenty of attendees ordered wine to drink well and raise more money. We offered $4 per bottle for wines bought on the night. We ran it a second year and raised $2500 - $5500 in two years! Could your charity do with that boost?

What Olivia Said After

" Thank you for hosting last night! It was a fantastic evening!!! Everyone raved about how well you hosted & how much fun you made the evening! I cannot thank you enough for putting on an entertaining & educational night! My guests had a thoroughly enjoyable night, you allowed enough time for networking & chatting and really targeted the night towards those who attended. You were incredibly generous with your time and I would highly recommend you for any type of function, I certainly look forward to using your company again. "

The Discounted Cost, Your Sell Price & The Funds Raised

Costs you **$33** per head inc GST	You sell at **$65** inc GST	You make **$32** per head ex GST	**50 pax = $1600**
Costs you **$33** per head inc GST	You sell at **$75** inc GST	You make **$42** per head ex GST	**50 pax = $2100**

Then add on raffles, auctions and other fundraising activities and the dollars raised, goes up. Minimum 30 pax

If you want to raise money for your cause and have a fun, social, educational event contact **BEN HUGHES** – Head of Liquids

Phone: 1300 550 245 | **Email:** ben@awbs.com.au | **www.awbs.com.au**