



Founder's Club - Bridge Briefing

February 21, 2024

Stonewall National Museum Archives & Library



Played: SunServe Video

- SunServe video from FLoatarama Check Awards event (October 2023)
- https://youtu.be/LP_h9q8waxY



Thank You Founders and Sponsors!!!

2023 Grants - \$75,000
Lifetime Grants - \$142,134

A proud moment for FLoatarama and our Founder's Club!
We've come a long way in just 3 years!



Why Are We Here Tonight?

- Our continued growth and focus on mission depends on your support and involvement:
 - Our Mission
 - A Year in Review
 - Financial Transparency
 - A Call to Action
 - Board Expansion & Executive Leadership
 - Contacts and Participation
 - Help us **Imagine What We Can Do Together!**

Share Our Vision For Growth in 2024



Played: Our Fund Video

- Next Generation of Philanthropy award video from The Our Fund Foundation (January 2024)
- <https://youtu.be/1BJ45wwsMBQ>



Our Mission

Why We Do What We Do

1. Maximize fundraising to support LGBTQ+ Youth in South Florida.
2. Foster philanthropy & networking through **FLoatarama Founder's Club**.
3. Create captivating & fun events to increase community engagement and enhance Fort Lauderdale's appeal as a safe, welcoming and vibrant LGBTQ+ destination.
4. Build strategic partnerships with aligned local & national organizations, including businesses, non-profits, foundations, local government, etc.



Played: Grand Marshal Video

- Congresswoman Debbie Wasserman Schultz remarks for FLoatarama Check Awards event (October 2023)
- <https://youtu.be/XAl3rS6b11c>



What We Did in 2023...

- **2 Main Signature events**

- FLoatarama Flotilla + Garden Party, Captain's Party & Pirate Happy Hour (June)
- Sights & Lights (December)

- **6 Fundraiser events**

- Flotilla + Sight & Lights + Bona + Michael Murphy + Garden Party + Check Awards

- **2 Founder's Club events**

- Bruce & Wes Murder/Mystery (January) + Howard & Gary Reception (April)

- **3 Marketing events**

- Hollywood Pride + SmartRide + Wilton Manors Holiday Spectacular



Played: Flotilla Video

- Promo video from 4th Annual FLoatarama Flotilla (June 2023)
- <https://youtu.be/T5s4SXHie2s>
- “FLoatarama by Day”



Played: Sights & Lights Video

- Promo video from Sights & Lights cruise (December 2023)
- <https://youtu.be/B5CnFmkZShs>
- “FLoatarama by Night”



2023 Financial Review

	Founders	Others	Events	Total	
Donations:	\$ 86,116	\$ 15,412		\$ 101,528	
Event Ticket Sales:			\$ 80,812	\$ 80,812	
Event Sponsorship:			\$ 69,838	\$ 69,838	
Total:	\$ 86,116	\$ 15,275	\$ 150,650	\$ 252,178	
Event Direct Expenses:			\$ 101,774	\$ 101,774	40.4%
Organization Overhead:				\$ 11,760	4.6%
FLoatarama LGBTQ Youth Fund Grants:			2023	\$ 75,000	
			2022	\$ 50,000	
			2021	\$ 17,134	
Total Since Inception (2021-23)				\$ 142,134	
2024 GOAL				\$ 150,000	



Why We Need You...

- Founders are the core of FLoatarama!
- Founder's Club 2023 donations: \$86,166 (50% more than 2022)
- 120 Founder's Club Members + Mates so far...
- Introduced Admiral Level (\$10,000+)
 - Thomas Gehlbach & Warren Stauffer first at this level
- More exclusive Founder's Club events in 2024
- Need Founder's support:

Imagine if in 2024 Together We...

2024 Vision

- FLoatarama is the largest LGBTQ Pride-on-Water in America!
- But there is one bigger:

Amsterdam Pride





How Can You Help?

- Invite New Founders
- Share your Contacts, Be a Resource
- Lend your Skills
 - Executive Leadership Support & BOD
 - Event Chairs & Sponsors
- Continue to Give Generously
- Thank our Sponsors and Suggest New Partners
- Have Fun!



Next Up...

- **Founder's Club Party – Thursday 28th March, 6-9pm**
 - Hosted by:
 - Lazy Lake Mayor Kirby & Commissioner Nadeau
 - Kevin Jerome & Dr Jeff Brewer
 - Bring potential Future Founders!
- **FLoatarama Flotilla – Saturday 8th June**
 - How can you help?
 - More info to follow...



FLoatarama Flotilla: Saturday 8th June

Thank you!

FLoatarama.org
info@FLoatarama.org