



Fundraising Gala Summary Report



Incorporated Jan. 12, 2023

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## **Executive Summary**

### **Event Overview:**

The Alula Dream Foundation successfully hosted its inaugural fundraiser for the Trauma Healing Community Center in Nebelet, Tigray. The event brought together 140 guests for an unforgettable evening dedicated to raising awareness and funds for the crucial project.

### **Program Highlights:**

1. Cultural Experience:
  - a. The evening commenced with a traditional Tigrayan dinner and a captivating coffee ceremony, immersing attendees in the rich cultural heritage of the region.
2. Entertainment:
  - a. Live performances added vibrancy to the event, offering a blend of cultural expressions and artistic talent. These performances captivated the audience and set the tone for an inspiring and memorable evening.
3. Inspirational Speakers:
  - a. The event featured speakers who shared compelling stories, shedding light on the importance of trauma healing and the positive impact the Community Center will have on the lives of those in Nebelet, Tigray.
4. Project Overview:
  - a. Guests were given an informative walk-through of the Trauma Healing Community Center, gaining insights into the purpose, design, and expected outcomes of the project. The cost breakdown of the initiative was presented to provide transparency and clarity.
5. Fundraising Activities:
  - a. To generate financial support, a silent and live auction showcased pieces generously donated by community members. Additionally, a raffle for an Apple iPad was organized, creating an additional revenue stream for the cause.

### **Achievements:**

1. Community Engagement:
  - The event successfully brought together a diverse group of 140 individuals who expressed their solidarity with the Nebelet Tigray Project #1.
2. Financial Success:
  - Through the silent and live auctions, raffle, and generous contributions from attendees, the fundraiser exceeded its financial goals, providing a strong foundation for the Trauma Healing Community Center.



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### 3. Awareness and Advocacy:

- The evening effectively raised awareness about the Alula Dream Foundation's mission and the critical need for trauma healing services in Nebelet, Tigray. Attendees left the event with a deeper understanding of the project's significance.

Next Steps: As we celebrate the success of our inaugural fundraiser, the Alula Dream Foundation remains committed to advancing the Nebelet Tigray Project #1. We will continue engaging the community, seeking partnerships, and exploring avenues for sustained support to ensure the successful implementation of the Trauma Healing Community Center.

This event not only marked a significant milestone for the Alula Dream Foundation but also reinforced our dedication to creating positive change and fostering healing in Nebelet, Tigray.

## **I. Fundraiser Overview:**

### 1.1 Background:

The Alula Dream Foundation recently hosted its inaugural fundraiser for the Trauma Healing Community Center in Nebelet, Tigray. The purpose of the event was to raise awareness and funds for this crucial project, emphasizing the importance of trauma healing services in the region. The fundraiser aimed to engage the community, garner support, and ensure the successful implementation of the Trauma Healing Community Center.

### 1.2 Goals and Objectives:

- Financial Target:
  - Goal: Raise a minimum of \$30,000 for the Trauma Healing Community Center in Nebelet, Tigray.
  - Objective: Secure diverse revenue streams, including ticket sales, auctions, and donations, to meet or exceed the set financial goal.
- Community Engagement:
  - Goal: Bring together a diverse group of 140 individuals.
  - Objective: Implement outreach programs to attract a broad audience, fostering community engagement and support for the Nebelet Tigray Project #1.
- Transparency and Clarity:
  - Goal: Provide a transparent breakdown of the initiative's cost during the event.
  - Objective: Clearly present the cost breakdown of the Trauma Healing Community Center to attendees, ensuring transparency and understanding of how their contributions will be utilized.



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- Awareness and Advocacy:

Goal: Raise awareness about the Alula Dream Foundation's mission and the need for trauma healing services in Nebelet, Tigray.

Objective: Through inspirational speakers and a comprehensive project overview, increase awareness among attendees about the critical nature of the project and its significance.

### 1.3 Event Details:

Date: 12/16/23 at 6pm-9pm

Venue: Gospel Life Church- Wheaton/Carol Stream Campus

#### Key Notable Aspects:

##### 1. Cultural Experience:

The evening commenced with a traditional Tigrayan dinner, creating a cultural immersion for attendees. A captivating coffee ceremony added to the rich cultural experience, setting a unique and memorable tone for the event.

##### 2. Entertainment:

Live performances, showcasing a blend of cultural expressions and artistic talent, added vibrancy to the fundraiser. These performances not only captivated the audience but also contributed to the overall inspiring atmosphere.

##### 3. Inspirational Speakers:

Renowned speakers shared compelling stories, shedding light on the importance of trauma healing. Their insights and personal narratives emphasized the positive impact the Trauma Healing Community Center would have on the lives of those in Nebelet, Tigray.

##### 4. Project Overview:

Guests were given an insightful walk-through of the Trauma Healing Community Center, providing them with detailed information about the purpose, design, and expected outcomes of the project. The cost breakdown was presented, ensuring transparency and clarity.

##### 5. Fundraising Activities:

The event featured both silent and live auctions, showcasing pieces generously donated by community members. Additionally, a raffle for an Apple iPad added excitement and created an additional revenue stream for the cause.

##### 6. Community Engagement:

A diverse group of 140 individuals attended the event, expressing their solidarity with the Nebelet Tigray Project #1. This community engagement was a key aspect of the fundraiser's success.



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#### 7. Financial Success:

Through the combined efforts of ticket sales, auctions, the raffle, and generous contributions from attendees, the fundraiser exceeded its financial goals, providing a strong foundation for the Trauma Healing Community Center.

#### 8. Awareness and Advocacy:

The evening effectively raised awareness about the Alula Dream Foundation's mission and the critical need for trauma healing services in Nebelet, Tigray. Attendees left the event with a deeper understanding of the project's significance.

As the Alula Dream Foundation celebrates the success of the inaugural fundraiser, the commitment to advancing the Nebelet Tigray Project #1 remains strong, with continued community engagement, seeking partnerships, and exploring sustained support avenues.

## II. Financial Summary:

### 2.1 Pledges and Donations: (pledge not paid + family pledge)

During the event, multiple avenues were provided for attendees to pledge and contribute donations towards our inaugural project. The diverse range of options facilitated a collective and supportive atmosphere, **resulting in a noteworthy total of \$47,327.00 raised through pledges and donations at the event.**

### 2.2 Ticket Sales:

The fundraiser offered three ticketing options: online via Eventbrite, at the door, and through community members. This flexible approach **resulted in a total revenue of \$9,750.00 from ticket sales.**

### 2.3 Auction Offers:

The event featured a live auction segment, showcasing two vouchers for two-night stays at the DoubleTree Hotel by Hilton and a holiday dinner cruise. Additionally, a Tigray map laser-etched on wood with a clock, generously donated by Paul Newman, Matt T., and Abener M., was auctioned. The silent auction included three distinct baskets: one from Illinois Floor, offering 4 Bears tickets for the December 31st game; a second basket donated by Inlighten Window Cleaning for window cleaning services, and the final basket donated by Cinemark Movie Theater containing four admission tickets to any movie. The auction activities garnered significant support, **resulting in a total revenue of \$4,125 from enthusiastic bidders.**



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#### 2.4 Fundraised Amount:

**Our total fundraised amount: \$61,2002.00**

#### 2.5 Expenses:

The execution of this successful event incurred a **total expenditure of approximately \$2,917.20**. This encompassed various aspects such as catering, decor, the raffle item (Apple iPad), prints, banners, and other essential event-related expenses. The meticulous allocation of resources contributed to the overall effectiveness and impact of the occasion.

#### 2.6 Net Income:

The net income for the entire event, calculated by deducting expenses from the total revenue, **stands at a positive \$58,200.80**. This remarkable outcome underscores the financial success and effectiveness of the fundraiser in achieving its goals.

### **III. Allocation of Funds:**

#### 3.1 Immediate Humanitarian Aid:

A strategic **allocation of 20%** of the fundraised income has been earmarked for immediate humanitarian aid. An imminent announcement will detail the intended beneficiaries and the nature of the aid, underscoring our commitment to leveraging a portion of the funds for impactful and timely assistance to those in need.

#### 3.2 Community Center:

Our on-ground team is set to initiate a comprehensive survey among community members in Nebelet, Tigray. This survey aims to gauge preferences and priorities, informing the phased construction of the community center. Following the survey's completion, we plan to announce a detailed outline of fund allocation, encompassing specific areas such as facility construction, program development, and ongoing maintenance. This transparent approach ensures community input shapes the trajectory of the project, aligning with our commitment to meeting the community's unique needs and aspirations.

### **IV. Acknowledgments:**

#### 4.1 Donors and Sponsors:

We extend our heartfelt gratitude to our cherished individual donors, sponsors, and partners whose unwavering support played an instrumental role in the



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resounding success of our recent fundraiser. Your generosity has not only fueled the realization of our mission but has also underscored the strength of our shared commitment to making a positive impact. It is through your dedication and collaboration that we are empowered to bring about meaningful change. Thank you for being pivotal contributors to our cause; your belief in our vision is truly inspiring.

#### 4.2 Volunteers:

In expressing our gratitude, we cannot overlook the exceptional contributions of our dedicated volunteers, encompassing not only those who played crucial roles during the event but also those who tirelessly worked behind the scenes:

##### Setup Team:

The setup team, composed of committed individuals, worked tirelessly to transform the venue into an inviting and culturally rich space, ensuring a seamless and vibrant atmosphere for our guests.

##### Culinary Team:

Our culinary team, comprised of skilled individuals, crafted an authentic Tigrayan dinner and orchestrated a captivating coffee ceremony, providing guests with a taste of the region's rich cultural heritage. Their culinary expertise added a delightful and meaningful touch to the event.

##### Contributors:

Numerous contributors, including all family and friends, generously donated items for our auctions, such as two vouchers for stays at the DoubleTree Hotel by Hilton, a holiday dinner cruise, and a beautifully crafted Tigray map on wood with a clock. Their contributions significantly enhanced the fundraising efforts, creating valuable opportunities for attendees to support our cause.

##### Take-Down Team:

The take-down team, consisting of dedicated volunteers, efficiently dismantled the event setup, ensuring a smooth conclusion to the evening and leaving a lasting positive impression on our guests.

##### Committee Members:

Special recognition goes to our committee members, whose strategic planning and coordination were instrumental in orchestrating every aspect of the event. Their collective efforts and organizational prowess played a pivotal role in the overall success of the fundraiser.





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To each volunteer, from family and friends to the committee members and the take-down team, we extend our deepest gratitude. Your commitment, hard work, and collaborative spirit were fundamental in making our fundraiser a resounding success. Thank you for being the backbone of our event and for contributing to the realization of our shared mission.

## **V. Lessons Learned:**

### 5.1 Successes:

The fundraiser's success can be attributed to key elements:

- **Diverse Ticketing Options:**  
Offering varied ticketing options maximized accessibility and ensured a diverse attendee base.
- **Engaging Auction Items:**  
Unique live auction items, including hotel stays and cultural pieces, boosted engagement and fundraising.
- **Strategic Fundraising Activities:**  
Hosting live and silent auctions, along with a raffle, resulted in a successful fundraising outcome of \$47,127.00.
- **Cultural Experiences:**  
Incorporating Tigrayan traditions added authenticity, aligning with the purpose of the Trauma Healing Community Center.
- **Transparent Fund Allocation:**  
Announcing plans to use 20% for immediate aid and surveying community preferences showcased transparency and community involvement.
- **Volunteer and Committee Engagement:**  
Dedicated volunteer teams, including setup, culinary, contributors, and take-down, played a pivotal role in event execution.
- **Financial Transparency:**  
Clear communication about expenses (\$2,917.20) and net income (\$58,084.80) instilled confidence in donors and sponsors.
- **Strategic Planning:**  
Effective planning and coordination by committee members were crucial, highlighting the importance of preparation and adaptability.

These elements and lessons learned provide valuable insights for future endeavors, emphasizing inclusive engagement, transparency, and thoughtful planning in achieving philanthropic goals.

### 5.2 Areas for Improvement:

#### Areas for Improvement for Future Fundraising Events:

- Preparation Timing:  
Ensuring timely preparation will be critical for future events, allowing for a more organized and seamless execution.
- Avoiding Fasting Times:  
Scheduling events outside of fasting times will enhance the overall experience for attendees and respect cultural considerations.
- Implementing Sign-In Sheets:  
Introducing sign-in sheets for ticket holders can streamline the check-in process, improving efficiency and providing a clearer record of attendees.
- Evaluation of Coffee Ceremony:  
Considering the feedback on the coffee ceremony, evaluating its inclusion in future events or exploring alternatives that align better with attendee preferences may be beneficial.
- Planning for Future Events:  
Clarifying the availability of tickets for future events during the current fundraiser could create anticipation and sustained engagement among attendees.

These identified areas for improvement serve as constructive feedback to enhance the planning, execution, and overall success of future fundraising events. Addressing these aspects will contribute to a more refined and impactful experience for both organizers and attendees.

## **VI. Future Plans:**

### 6.1 Next Steps:

#### Three Next Steps for Alula's Dream Foundation:

1. Community Needs Assessment in Nebelet:  
Begin a comprehensive survey on the ground in Nebelet to understand the specific needs and priorities of the community. This will guide the phased construction of the Trauma Healing Community Center based on the preferences and requirements of the citizens.
2. Humanitarian Aid Announcement:  
Make a public announcement regarding the beneficiaries of the immediate humanitarian aid and provide details on the nature of assistance. This



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transparency will reinforce trust among supporters and showcase the foundation's commitment to addressing urgent needs.

3. Upcoming Fundraiser in Washington D.C.:

Plan and execute a fundraiser in Washington D.C. at the end of January. This event will serve as a platform to garner support, engage with a broader audience, and generate additional resources for the ongoing initiatives, including the Trauma Healing Community Center in Nebelet, Tigray.

6.2 Long-Term Goals:

1. Completion and Growth of the Trauma Healing Community Center:

Focus on completing and expanding the Trauma Healing Community Center in Nebelet, Tigray, to provide a comprehensive range of trauma healing services.

2. Program and Service Expansion:

Continuously broaden programs and services offered by the center, including mental health counseling, skill-building workshops, and educational initiatives.

3. Community Empowerment and Sustainable Development:

Empower communities through sustainable development projects, fostering education, economic opportunities, and overall well-being.

4. Model Replication:

Replicate successful models in other regions facing similar challenges to extend our impact.

5. Global Advocacy:

Advocate for trauma healing on a global scale, sharing experiences and best practices to contribute to a broader conversation about community resilience.

6. Contribution of Raised Funds:

The funds raised will directly support the completion of the Trauma Healing Community Center, program expansion, initiation of sustainable development projects, and global advocacy efforts. These contributions mark a significant stride toward realizing our vision of resilient and thriving communities.



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## VII. Closing:

In closing, we extend our deepest gratitude to everyone who contributed to the success of our recent fundraiser. Your support, whether through attendance, donations, or volunteer efforts, has propelled us closer to our long-term goals. As we embark on the next steps, including the community survey in Nebelet, the announcement of humanitarian aid beneficiaries, and the upcoming fundraiser in Washington D.C., we carry with us the collective spirit of generosity and commitment.

Thank you for being an integral part of Alula's Dream Foundation's journey. Together, we are making a meaningful impact on the lives of those we serve, fostering healing, empowerment, and lasting positive change. Your continued support fuels our mission, and we look forward to achieving even greater milestones in the future.

With heartfelt appreciation,  
The Alula's Dream Foundation Team

Chairman,  
Selam Kahsay

*Selam Kahsay*

Vice Chair,  
Tesfai Abay

*Tesfai Abay*

Secretary,  
Abel Abay

*Abel Abay*

Treasurer,  
Daniel Abay

*Daniel Abay*

Co-Community Chair  
Ziggy Abay

*Ziggy Abay*

Co-Community Chair  
Brhan Woldu

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