



**2022 Recap**



**once upon a  
playhouse**

**Presented by**





# Goals and Key Learnings

## 2022 Goals

- Identify and secure a new presenting sponsor.
- Increase overall revenue raised.
- Increase raffle ticket sales.
- Offer a variety of raffle item options (to appeal to multiple audiences).
- Increase visibility at Rochesterfest.

## Key Learnings

- Rochesterfest was a great venue to reach individuals and families. Overall attendance was down. We are looking for additional partners to extend our reach in 2023.
- The chicken coop option has been discussed for many years. Popularity and interest in the chicken coop was less than anticipated.



# Results

Over \$20,000 raised

After expenses \$20,669 was raised to support our work with mental health.

1,873 Tickets, 3 Playhouses, 1 Pergola

- 1,873 raffle tickets sold
- Minecraft built by Schmidt Carpentry
- Blue Playhouse built by Peak Remodel and Design
- Chicken Coop built by Oak Grove Farm Shelters
- Custom Pergola built by Heartwood Homes





# Impact

Funds raised through Once Upon a Playhouse support all mental health services at Family Service Rochester. Our mental health efforts are available for anyone in need, all ages and income levels.

- Outpatient Counseling
- School Based Counseling
- Family Based Counseling
- Early Childhood Mental Health
- Children's Therapeutic Services and Support
- Dialectical Behavioral Therapy
- Trauma Focused Therapy
- Older Adult Mental Health

Thank You  
Partners

## Presenting Sponsor



## Key Partners



## Playhouse Builders



Oak Grove  
Farm Shelters



## Sponsors



all for one.

## Media Partners





# Upcoming Partnership Opportunities



## Saturday, March 25, 2023

- Become a sponsor
- Donate to the live or silent auctions
- Sponsor a Table
- Attend - buy tickets and join us for the fun

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## June 19 - 24, 2023

- Become a sponsor
- Sell raffle tickets
- Purchase raffle tickets
- Build or furnish a playhouse



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