







Once Upon a Playhouse, now in its 18th year, continues to be a community fundraiser supporting Family Service Rochester—made possible through the generosity of our community partners. This year, we moved the event to a new venue, allowing families to view and play on the handcrafted playhouses all summer long. Builders, board members, staff, volunteers, and Sargent's worked together to sell tickets throughout the season. We were also proud to participate in Sargent's Smooth Summer Nights series four times, giving us the opportunity to connect with the community and raise awareness about both the playhouses and our Youth Mental Health Services.



 New partnership with Sargent's provided excellent visibility and exposure to thousands of people.

 Both Sargent's locations were successful in selling raffle tickets.





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



Key Partners













Playhouse Builders









Sponsors











Congratulations to our lucky playhouse winners!

- Jaguar Den Marla Hubbard
- Sprouthaus Playhouse Sam Sagdalen
- The Re-Leaf Retreat Darlene Fenner
- The Klub House Rebekah Kissoon (pictured above)



2025 Goals

- Balance amount of time at public venues with staff time available.
- Maximize raffle ticket sales opportunities.
- Increase community awareness of youth mental health services available to all regardless of ability to pay.
- Increase education to children about youth mental health and building trades through a partnership with Rochester Area Builders and the Rochester Public School System.

Key Learnings

- Partnering with Sargent's provided additional visibility and exposure to new audiences.
- Raffle ticket sales at both Sargent's locations all summer increased visibility and accessibility for both seeing playhouses and purchasing raffle tickets.
- Raffle ticket sales increased from prior year.
- Focus fundraising efforts to YOUTH Mental Health.





Saturday, March 21, 2026

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

Summer 2026

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



For more information contact:
Brenda Chilman, bchilman@familyservicerochester.org
507-421-0359