



once upon a playhouse

2026 Impact Report



**Rochester Area
Builders Inc.**



Results

Nearly \$16,000 raised

- \$15,893 was raised to support our work with youth mental health.
- 19th year partnering with the Rochester Area Builders.
- Pulvers Towing partnered and moved playhouses.
- Rochester Area Builders continued middle school focus, students from John Adams Middle School built, *Bob the Building*.
- This year only 2 playhouses were raffled, which may have impacted sales.
- Family Service Rochester employees and board members and both Sargent's locations were successful in selling raffle tickets.
- 8 people set up Facebook fundraisers, raising over \$600.





once upon a playhouse



Once Upon a Playhouse, now in its 19th year, continues to be a community fundraiser supporting Family Service Rochester—made possible through the generosity of our community partners. Sargent’s Nursery again hosted our playhouses, one at each location. 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, giving us the opportunity to connect with the community and raise awareness about both the playhouses and our Youth Mental Health Services.





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

*Thank You
Partners*

Key Partners



**Rochester Area
Builders Inc.**



SARGENT'S



Playhouse Builders



KRAUS-ANDERSON®



**Rochester Area
Builders Inc.**

Sponsors



ASSET



**Eagle
Rock
BANK**

SMOOTH SUMMER NIGHTS

Local Food, Drinks, & Live Music



Winners

Congratulations to our lucky playhouse winners!

Bob the Building – Rochel Schettl



Kraus Haus – Janelle Rosin





Goals and Key Learnings

Summer 2027 will mark the 20th Once Upon a Playhouse Event!

We are planning a special year to recognize 20 years of partnership and strengthening families. Be sure to tune in for a walk down memory lane with old places and venues as well as all NEW playhouses!



Upcoming Partnership Opportunities



Saturday, April 10, 2027

- 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

www.familyservicerochester.org/Denim-Diamonds-and-Dice

Summer 2027

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



For more information contact:

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