



## TLC Advisory Board Crown Council Report 2016



### Members

Mike Senescall - Chair  
Neal Hagberg – Campus  
Facilitator  
Marcia Bach  
Becky Cantellano  
Stephanie Carlson

Lea Favor  
Mike Goldammer  
Dennis Hykes  
David Lachman  
Nicole LaVoi  
Tom Mingo

Kula Shives  
Michael Sigel  
Bill Sternard  
Deb Sundal  
Cindy Walz  
Stephanie Wilkinson

The group met in the fall and winter and discussed an event and a fundraising campaign in honor of the 40<sup>th</sup> anniversary of Tennis and Life Camp. The initial ideas from the first meeting were further refined at the second meeting resulting in a solid plan for an event and campaign.

### 40-Love: Celebrating 40 Years of TLC

Sunday, October 9, 2016

American Swedish Institute

Target audiences: All former TLC staff, all former TLC campers, particularly adult campers, family campers, and current donors

A sub-committee of the NAB is working on details for the event

### Fundraising Campaign

Overall fundraising goals: Raise \$4 million between 2016 and 2020.

40 years – 40 months - \$4 million

\$2.5 million to endow 200 scholarships

\$500,000 to replace and remodel the Swanson Tennis Center

\$1 million to endow the director position

An initial plan has been created. A few members of the NAB have volunteered to work with TLC staff members, Neal and David Lachman, to further develop the campaign materials needed. Neal is working with the Advancement staff to coordinate the fundraising efforts.

### TLC Camps

- 1,545 campers in a summer and over 15 camp sessions
- 90% of the camp openings were filled by February (a new record)
- 90% of campers are either former campers or heard about TLC from a former camper
- Currently providing 65-70 summer scholarships and 90 winter retreat scholarships for a total of approximately 150 with a goal of 200
- The marketing plan created and continued to be guided by a NAB member over the last two years has been critical in having the camps sold out before the end of May