



## TLC Advisory Board Crown Council Report 2018



### Members

Neal Hagberg – Campus Facilitator	David Lachman Nicole LaVoi	Deb Sundal Esther Tsai
Marcia Bach Becky Cantellano	Tom Mingo - Chair Mike Senescall	Song Thao Cindy Walz
Laurie Erlandson Mike Goldammer	Kula Shives Michael Sigel	Stephanie Wilkinson
Dennis Hykes	Bill Sternard	

The group met three times during the year.

### 40-Love Fundraising Campaign

- Overall fundraising goals: 40 years – 40 months - \$4 million
  - \$2.5 million to endow 200 camp scholarships
  - \$500,000 to replace and remodel the Swanson Tennis Center
  - \$1 million to endow operations
- All total have raised just under \$3 million towards the \$4 million goal.
  - In December 2017 raised \$700,000 due gifts generated by matching challenges.
  - Neal also shared the amazing story of Boi and Betty Toy and their belief in TLC that led to them giving \$1 million!
- The group discussed strategies on how to complete the fundraising efforts.

### TLC Camps

- Approximately 1,500 campers attend in the summer over 15 camp sessions
- All camps were filled by beginning of March a new record. NAB members continue to provide input on camp marketing and camper recruitment.

### Cultural dexterity and diversity training

- Bill Leong, from the national office of USTA led a session to help the group think about how to make TLC be inclusive.
- Kinzee Salo presented a session she shared during retreat camps on the topic of gender equality.

### GVS-a-Thon

- In the fall held a new event in the Twin Cities, the GVS-a-Thon.
- The idea came from discussions at NAB meetings.
- The intent was to increase energy among the TLC base just before registration opens and to build awareness for the fundraising campaign.
- 200 people attended.