

4/20 E



JNF, for
ISRAEL
forever.

FUNDRAISING EVENT APPLICATION FORM

CAO__

DATE: 9/16/2015

TO: **DIRECTOR OF ADMINISTRATION**

FROM: Amy Penchansky REGION: GNY/New York/Manhattan

1. Proposed type of event: Shabbat in the Park
2. Date of event: 3-Jun-16 *OK'd by 2016 Amy*
3. Name & address of location: Central Park Zoo
64th Street and Fifth Avenue, New York, NY 10021
4. Honoree (name and profile): _____

5. Projected financial commitment by honoree: \$ _____
6. Chairman (name & profile): _____

7. Projected financial commitment by chairman: \$ _____
8. Projected number of guests: _____
9. Program: Video JNF Lay Leader Paid Speakers Entertainment
10. Regional staff responsible: Jason Freeman and Amy Penchansky
11. National staff resources: Marketing
12. Background, history and experience of this event: _____
JNFuture annual event to increase awareness and involvement of young leadership.

13. Project requested by (if any): _____
Annual Campaign

420E



FUNDRAISING EVENT

INCOME AND EXPENSE STATEMENT

CAO _____

REGION: _____ REGION: GNY/New York/Manhattan

EVENT/HONOREE: _____ Shabbat In The Park

DATE OF EVENT: _____ 3-Jun-16

PROJECTED # OF ATTENI _____ 474

<u>INCOME</u>	<u>PROJECTED</u>	<u>ACTUAL</u>
84 TICKETS@ 225	\$ 18,900	
30 TICKETS@ 175	\$ 5,250	
20 TICKETS@ 275	\$ 5,500	
TICKETS@	\$ -	
120 TICKETS@ 200	\$ 24,000	
150 TICKETS@ 250	\$ 37,500	
SPONSORSHIP	\$ 23,000	
CONTRIBUTIONS		
HONOREE CONTRIBUTION		
OTHER: _____		
TOTAL INCOME	\$ 114,150	

<u>EXPENSES</u>		
ADVERTISING/PUBLICITY		
*CATERER/HOTELS/FACILITY	\$ 56,000	
*ENTERTAINMENT	\$ -	
*SPEAKER	\$ -	
*FLOWERS/DECORATIONS	\$ 100	
*AUDIO/VISUAL EQUIPMENT	\$ 7,000	
*PHOTO/VIDEO	\$ 500	
*SECURITY	\$ -	
*EQUIPMENT RENTAL	\$ 5,000	
*GIVEAWAYS/PRIZES	\$ -	
OUTSIDE LABOR	\$ -	
INSCRIPTIONS	\$ -	
POSTAGE	\$ -	
PRE-EVENT ACTIVITY	\$ -	
PRINTING/INVITATIONS	\$ -	
PROFESSIONAL	\$ -	
TELEPHONE	\$ -	
TRAVEL/LODGING	\$ 500	
OTHER Misc	\$ 1,000	
TOTAL EXPENSES:	\$ 70,100	

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Jewish National Fund Dinner & Event Calculation Form



Line #	Enter the total estimated cost of the following:	Sample	Projected
1	Facilities/Caterer/Hotel	\$ 10,000.00	\$ 56,000
2	Security	\$ 500.00	\$
3	Decorations & Flowers	\$ 1,000.00	\$ 100
4	Giveaways / Prizes	\$ 1,000.00	
5	Entertainment (speaker, audio/video, equipment)	\$ 2,500.00	\$ 12,500
6	Total Direct Cost of Dinner/Event (add lines 1 through 4)	\$ 15,000.00	\$ 68,600
7	Estimated number of people attending	\$ 250	\$ 474
8	Non-Deductible portion per ticket (divide line 5 by line 6)	\$ 60.00	\$ 144.7257

Please note: The amount listed in line 7, is to be included on each invitation. In addition, when you receive the receipt letters from National for this dinner/event, this is the amount that needs to be filled in the blank, located in the last paragraph of the receipt.

\$144