



Dear New Families of GCS,

First off, let me introduce myself just in case we haven't met in person yet. My name is Kim Lange and I am the development director here at Genesee Christian. One of my responsibilities is the planning of our annual Benefit Auction that takes place every March. The purpose of this letter is to explain to you the history and purpose of our auction and how we plan to reach our goals. Over the next few months, you will hear much regarding the auction (from your kids, emails, Facebook, notes home, etc.), so I wanted to better explain here to give you some background.

Since 2010, our benefit auction has raised a total of over \$850,000! These funds have helped with increased security, bathroom renovations, parking lot construction/repairs, playground equipment, chrome book lab, computer upgrades, smart boards, and gym and locker room renovations with bleachers as well as supplementing the general fund to meet operating expenses. Tuition dollars only meet about 85% of the annual 1.4 million dollar budget.

Here are some commonly asked questions:

1. Why do we have a benefit auction?
Tuition income only covers a fraction of all the operating expenses, payroll, and maintenance costs. Fundraising must be done in order to keep tuition costs low.
2. Why an auction over other fundraising methods?
Product based fundraisers are not profitable, put the burden on the parents to buy overpriced trinkets and trash, require students to sell, and offer prizes that are of poor quality with unattainable goal levels. People do not have disposable cash to spend on things they do not need.
3. How does the auction work?
The donation team and our school families ask businesses for tax deductible donations of items, services, or gift certificates for us to auction at our benefit. People attend the benefit and enjoy a catered meal, fellowship with friends and have an opportunity to bid on a large variety of items they actually want, things they can use and usually win that item at a price less than retail price. 100% of the income from winning bids go to GCS. It's a FUN night out for adults. Win. Win.
4. How can you get a donation?
You ask. People genuinely like and want to help others....especially people they know and do business with. Many businesses and restaurants (Buffalo Wild Wings, Bagger Dave's, Italia Gardens, etc) have a monthly allotment for charitable donations. Businesses have inventory, but not cash. This is why product fundraisers don't work. They require people to spend their cash on overpriced junk. Our auction asks for inventory that businesses can part with and write off. Any new item/service priced at \$10 or more makes a great donation. You can also purchase desired items to donate to the auction. This can benefit the school if you are finding great deals (black Friday, discounted items, etc.).

5. What makes a good donation?
As stated above, any new item, service, gift certificate, handmade craft, or antique priced at \$10 or over makes a great donation. Timeshare vacations, handmade corn hole toss games, tickets to sporting events, cottage rental, airplane sky tour, etc. are just a few of the great items that have been donated to previous auctions.
6. Who should you ask?
Businesses you frequent, friends and family that do crafts or own their own business or service.
7. What is this about sponsors and ads?
There are many businesses that sponsor or place ads in our auction catalog to support GCS and the Benefit Auction. There are many different levels of sponsorship and ad sizes to choose from. The entire event is underwritten by our sponsors. In other words, businesses help us to put on the event and ALL of the profits go directly to the school. If you own a business or know someone that does, this is another great way to support GCS. There are samples of our previous auction catalogs available if you are interested in looking at them.
8. What is the evening of the auction like?
Tickets to the auction will go on sale the end of January. We are expecting a sellout this year, so if you are interested in attending, you don't want to wait to buy your tickets. The auction event is an elegant evening that includes a catered sit-down dinner. There is a silent auction and a live auction with Chris Swanson as our live auctioneer. It is a fun evening that will be filled with games, pictures, food, and a lot of laughs!

“Under the Big Top”

2020 GCS Benefit Auction

When: March 21, 2020

Where: Genesys Banquet Center in Grand Blanc

Time: Doors open at 5:00 for the silent auction. Dinner served at 6:15. Live auction following.

Silent auction: Majority of items will be in our silent auction. We usually have everything from restaurant gift cards, handmade crafts, tickets to sporting events, jewelry, small appliances, sports memorabilia, clothing, handmade blankets & quilts, homemade or gourmet food items, gift certificates for beauty services, lawn services, car maintenance and more! Items are displayed on the table with a bid sheet.

Live Auction: In the past we have had trips to Florida, Disney Passes, weekend getaway packages, a boat, brand new grill with cooler & utensil kit, autographed jersey by a first round draft pick, diamond earrings, etc. Live auction bids are taken by raising your paddle.

If you have any questions regarding an auction idea or getting involved, please feel free to contact me at the middle/high school or via email. There will be more information coming out very soon as we are kicking off our donation drive and there are lots of competitions in both of our school buildings to bring in donations.

Kim Lange

Auction Director

auction@geneseechristianschool.com