



2024

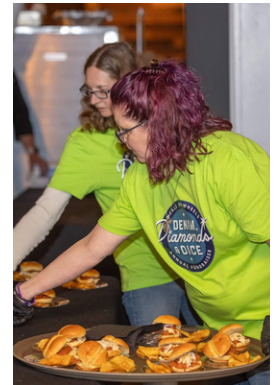


IMPACT REPORT



2024 UPDATES

- Changed dining to seated format. Small plates served.
- Purchased casino equipment instead of renting each year.
- Focused silent auction to easy to navigate key categories.
- Increased marketing and event visibility with key partners Townsquare Media at KAAL TV.



KEY LEARNINGS

- Celebrity Dealer competition should be expanded to prior to event.
- Seated dining was positive change.
- Consider after party for next year.
- Simplified casino games more popular and fun!

RESULTS

Denim & Diamonds and Dice was a fun and successful way of supporting our local Meals on Wheels



Raised over \$42,000 for Meals on Wheels



Record Setting Silent Auction



Near seating capacity for venue.



IMPACT



Funds raised at Denim, Diamonds and Dice directly support our local Meals on Wheels program.

Each year over 36,000 meals are personally delivered to the home of an older adult or person with a disability.

Over 95% of Meals on Wheels recipients need help paying for their meal. Funds raised supplement the portion of the cost they cannot afford.













Learn more:

www.familyservicerochester.org/mealsonwheels

***“Meals on
Wheels helps me
stay in my
home. I don't
know what I'd
do without your
help.”***

***Meals on Wheels
Recipient***

THANK YOU KEY PARTNERS

Sponsors	Chefs	Celebrity Dealers
   	<p>Chef Spiccoli</p>  <p>Cullen Houser</p> 	<ul style="list-style-type: none"> • John Eischen • Megan Kennedy • Ashley Moberg • Andrew Moberg • Sarah Bandy • Laura Elwood • Alaine Westra
<p>Media Sponsors</p>  	<p>Chef Seth Essar</p> 	<ul style="list-style-type: none"> • Brooke Carlson • Troy Dunken • Carly Ross • Danielle Teal • Kanika Couchene
<p>Table and Shared Table Sponsors</p>     <p>Rochester Police Benevolent Association</p> <p>Megan Hobson</p> 	<p>Chef Aaron Skoglund</p>  <p>Tiffany Simmons</p>  <p>Coffee and Dessert</p> 	<ul style="list-style-type: none"> • Anthony McClellan • Catherine Davis • Adam Dickinson • Jessica Eidem • Melissa Hindermann • Emily Watkins • Renae Sanders

If you would like to be a part of this exclusive, fun event in 2025 as a sponsor or chef, please contact Brenda Chilman at bchilman@familyserviceochester.org

UPCOMING EVENTS



<https://familyservicerochester.org/Once-Upon-a-Playhouse>

Join us summer 2024 for Once Upon a Playhouse. Find us at:

Rochesterfest
June 26th and 27th

Thursdays Downtown:
June 13th
July 25th
August 15th

Contact Brenda Chilman at
bchilman@familyservicerochester.org
to learn more about sponsorship opportunities.

Once Upon a Playhouse supports Family Service Rochester's youth mental health work.

Save the Date! Denim, Diamonds and Dice. Saturday, March 29, 2025 at Floral Hall. Join us for a fun, casual gala supporting our local Meals on Wheels.

For more information about this event, contact Brenda Chilman,
bchilman@familyservicerochester.org

