

2020 Snow Ball

Beneficiary Application

Since 1989, on the Saturday before Valentine's Day, (this year on February 8, 2020), the Small Business Council of the Greater Lehigh Valley Chamber of Commerce has presented the annual SNOW BALL—a fun and festive black-tie gala that has become one of the renowned Lehigh Valley events. During that time, proceeds from a silent auction at SNOW BALL were designated for local organizations that directly supported the education of our future employees. In the new millennium, the Chamber opened the invitation to become a SNOW BALL beneficiary to all non-profit Chamber members every other year. In the alternating years, the Chamber's Foundation - Main Street Lehigh Valley is the recipient of the auction funds. To apply, simply complete the application form and return it to the Chamber by **September 1, 2019**.

The silent auction has raised more than **\$525,000** during the past 30 years, 100% of the net proceeds have been donated to the beneficiaries.

The Chamber encourages local non-profit organizations to consider applying for the proceeds from this event.

The Chamber's Mission

The mission of The Greater Lehigh Valley Chamber of Commerce is to improve the economy and quality of life in the Lehigh Valley.

We accomplish this through the following volunteer and staff driven deliverables:

- Business-to-Business Networking and Marketing: Bringing our members together to help them recognize, create, and act on business opportunities
- Affinity Programs - Exclusive, Money Saving Member Benefits: An extensive portfolio of valuable benefit options and services to save you money
- Government Affairs: The process of advocating pro-business public and government policy at all levels: federal, state, and local
- Training and Programs: Resources designed to help make our members' jobs more effective, profitable, rewarding and efficient.
- Community Development: Through Main Street Lehigh Valley (The Chamber Foundation) and the Borough Business Revitalization Program (BBRP)

Small Business Council's Mission

The Small Business Council is a forum for the exchange of ideas and information to grow and recognize business through:

- education
- experience exchange
- networking and connections
- recognition

The Small Business Council is a forum for the exchange of ideas and information to grow business through education, sharing of experience and solutions, networking and connections, and recognition.

SNOW BALL 2020 - BENEFICIARY APPLICATION

Organization's Name: _____

Number of paid staff: _____

Average annual volunteer base: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Title: _____

Phone: () _____ Fax: () _____

E-mail: _____

Please complete the following questions. Answers must be typed.

1. Being the SNOW BALL beneficiary requires active involvement in the planning and execution of the event. The beneficiary must provide staff/ board / volunteers who will complete the following tasks. Please check each responsibility below acknowledging your commitment in order to be considered. (15 pts.)

____ Represent the organization and participate in monthly planning meetings

____ Solicit auction items. **(Minimum \$35,000 retail value)**

____ Attend SNOW BALL-related Small Business Council meetings.

***** (December, March to receive Check) *****

____ Help with set-up and takedown the day of the event

____ Attend SNOW BALL.

____ **Provide at a minimum 15 volunteers in the auction redemption area the evening of SNOW BALL**

____ Provide a follow-up report describing use of SNOW BALL funds

2. Briefly describe the purpose of your organization. (10 pts)

3. Who are your clients and how many do you serve each year? (10 pts.)

4. What evidence do you have of the impact your organization has had in the last three years? (10 pts.)

5. Our mission is to deliver value to our members through superior programs and services; advocate advancing business interests; unifying the business community to leverage regional resources and strengthen our collective voice; and create opportunities for businesses to grow.

a) What services do you provide to the Lehigh Valley community that supports this mission? (25 pts.)

b) How will you use SNOW BALL proceeds to help further the Chamber's goals to support the business community? (25 pts.)

6. Snow Ball Success Plan! Proven Snow Ball success formula = Active Volunteers/Board + minimum \$35,000 in retail items solicited. Provide your method to ensure that you will have 15-20 volunteers that help during the event (auction support, clean up, etc.) until 12:30 a.m. AND your method to solicit the retail value minimum of \$35,000. (10 points)

7. Use this space to provide any other information you would like the selection committee to consider when evaluating your application. (5 pts.)

8. Please attach the following. NOTE: These are the only attachments that will be considered:

- *IRS determination letter*
- *Two (2) recent testimonial letters*
- *Current Board of Directors list*
- *List of major funding sources*
- *One (1) promotional brochure about your program/organization (optional)*

DEADLINE for applications is September 1, 2019

Please Mail, Deliver or E-mail completed application to:

The Greater Lehigh Valley Chamber of Commerce

Attention – Brittany Wiltshire

840 Hamilton Street, Suite 205

Allentown, PA 18101

Fax: 610-437-4907 Phone: 610-295-9824

E-mail to: brittanyw@lehighvalleychamber.org

