

Alchemy Art Fundraiser 2013 Post-Event Report

Alchemy Art Fundraiser Event Leads were decided on during the January Board of Directors Meeting (01/13/2013). Through the course of the planning process, the final Event Lead Team was:

Dani Bovee
Clove Tolbert
Lucas Sims
Trevor Register - Official BoD Liaison

Forming the F.A.Q.:

Thanks a lot to Chelsea's hard work last year, we only had to make some minor adjustments to the proposal form she created. These adjustments included a provision for fire safety plans, a disclaimer about taxes, and more clearly written guidelines.

The F.A.Q. was introduced and can be found here: [Alchemy Art Fundraiser FAQ](#)
It included a mock budget called Project Burn the Bunny. Lucas drafted the mock budget in hopes that it would help give artists a helping hand. The overall purpose of the F.A.Q. is to encourage those to participate who wouldn't normally try to make an art project due to the task being too daunting.

We decided to release the F.A.Q. with the Proposal Form. This was released early afternoon on March 9th, 2013 and the deadline for proposals was tabled for July 1st. Proposals were accepted no later than July 5th.

Online Fundraising:

The team decided that the Online Fundraiser would be three weeks long, and be prior to the physical event instead of after it. The dates for the online fundraiser were July 7th to July 29th. The total raised during the online fundraiser was \$2209.00. Each project was listed on the alchemyburn.com website in a table with a display picture and a title. People looking to donate could click the picture and would be taken to a page created for each individual project. Each artist was required to submit detailed information and budgets for their proposals. This was the first year where budgets were viewable online during the fundraiser.

Physical Event:

Budget:

Venue	350
Porta-A-Potty Rental	467

Refreshments	20
Souvenir Cups	298

The date for the physical fundraiser was Sunday July 28th from 1pm to 7pm at South Bend Park in Atlanta, GA. This was the first year that the fundraiser was in a open park during the day. (More information about switching up event locations can be found in the Thoughts section.) The total amount raised at the physical event was \$1715.00. Here is a breakdown for each project and what they received from the community (fund matching totals can be found further down). The total attendance of the physical event was approximately 175 people.

The Infinity Portal- \$167
Circus Combustus Fire Art- \$144
Conglomerate's Time Traveling Speak Easy- \$133
Rocking TARDIS Space & Time Photobooth- \$122
The Edjumakation Stage- \$121
Thunderfuck Yer Lake- \$113
Giant Origami Balls- \$97
The Bottle Rocket- \$86
The Murder Train- \$76
Foodigy: a Forkful of Bacon- \$73
Einstein Rosen-Van- \$72
Loungemaster5000/Relaxation Station- \$70
3.14: Pizza Theme Camp- \$65
The Maze of Adventures- \$54
Kaleidoscope Slide- \$53
Burner Beach Tiki Bar- \$52
The Lava Lounge- \$51
Thundercoils- \$41
Glow in the Dark Jenga- \$34
The Tie Dye Tower- \$24
Flaming Bagpipes- \$20
Solar Farm- \$16
Spirographic Owl- \$13
Tugley Wood- \$7
Laser Crowd Control Device- \$4
The Semi-Automatic Flame Effect Tripod- \$4
Living Alchemy- \$3

In total the community only raised \$3924.00 (as compared to \$6068.61 for 2012.) However! This year the Board of Directors and the Alchemy Event Lead Team set aside \$15,000.00 for fund matching artists (as compared to \$10,000.00 last year).

A total of \$18,924.00 was made available to give to artists. (As compared to \$16,068.61 for

2012! This officially makes it better than last year!)

Fund Matching Allocation:

We decided that our ultimate goal was to fund as many artists as possible, as much as possible, while still accounting for the choices made by the community. We considered each dollar donated to an art project through online or event fundraising to be a "community vote." Thus, we allocated Organization funds based on each project's percentage of the community votes. For example, The Infinity Portal received a total of \$214 in online and event fundraising. That's 5.45% of \$3924 (total community funding). Before splitting the \$15,000 between artists, first we applied funds earned from cup sales. We then did a matching process to make sure we could get in as many projects as we could. If a project had at least 40% of their total goal after the physical event, we fund-matched up to their minimums. Below are the final tallies from community donation and organization donation combined:

Circus Combustus- \$1000.00
Infinity Portal- \$1201.40
Foodigy- \$695.00
Einstein RosenVan- \$384.00
Burner Beach Tiki Bar- \$297.00
Burner Beach Rubens Tube- \$95.44
Conglomerate's Time Travel Speakeasy- \$833.00
Flaming Bagpipes- \$900.00
Giant Origami Balls- \$555.00
Glow In The Dark Jenga- \$167.00
LoungeMaster 5000- \$454.73
3.14: Pizza Theme Camp- \$550.17
TARDIS Photobooth- \$2079.00
Bottle Rocket- \$1299.00
Edjumakation Stage- \$1430.00
Lava Lounge- \$515.00
Maze of Adventures- \$578.24
Murder Train- \$1313.68
Flame Effect Tripod- \$202.10
Tie Dye Tower- \$769.12
Thundercoils- \$875.78
Thunderfuck Yer Lake- \$711.00
Tugley Wood- \$627.00
Kaleidoscope Slide- \$993.00

Refreshments:

Unlimited refreshments were available to everyone who donated for a souvenir cup. The park we hosted the event in offered grills, many people brought food to share.

Voting Table:

The voting table was staffed by volunteers. We accepted both cash and credit card donations. Electrical resources were limited. We only had one laptop available for use, and that was reserved for taking donations by credit card. All paper ballots were filed and tallied the same night by Clove and Dani.

Artists and Taxes:

Each artist receiving any amount of org funds will receive a 1099-MISC this year. We communicated this to all artists, asking them to complete a W-9 form, and letting them know it is their responsibility to declare on their personal income taxes as appropriate.

Thoughts for Future Fundraisers and other details:

From Lucas: I think a Art Fundraiser ELT F.A.Q. should be put together and I am working on spearheading that task for the next AFELT. Having a guide will help future first time ELTs, and will make “winging it” a lot easier. There were a lot of times I’d have to grab Trevor or one of the other AFELT’s for assistance because I just didn’t know what to do.

The Alchemy Art Fundraiser should turn into the Georgia Regional Burn Art Fundraiser (name doesn’t have to be exactly that.) I feel like Alchemy as an organization has moved to a level where we need to be able to support art at both of our regional burns. Euphoria had art in 2013, but not as much as could have been, had we been able to accommodate artists to come to Euphoria. How exactly we may setup that process is up in the air (two fundraisers? one fundraiser? 30% to Euphoria, 70% to Alchemy etc etc.) but I think it should happen! If the organization approves this, then the next years AFELT needs to be picked now/in the very near future.

From Dani: I really enjoyed having the Fundraiser in a public park this year. I think it made a big difference, in several ways. For one, we were limited to daytime hours. This made the Fundraiser more of a “fundraiser” and less of a “party.” (I also think this is why we had fewer donations.) That is not a bad thing to me, it kept the focus on the artists, where it belonged. We even had people walk up from the street to ask what was going on, and make donations! I feel like having the Fundraiser in the park gave a better vibe of a community event. It was also nice that there was a playground in the complex where kids could have fun.

Another very cool thing we did was to live broadcast the Fundraiser- huge thanks to Shawman for coordinating and running that. Each artist was given the opportunity to talk about their project on the webcast.

I wish we’d had another laptop, and electrical outlets, to keep a running tally of votes submitted. However, it was worth staying up until 2am to get all votes counted the same day. I was still impressed by all the people who stepped up to take donations on-the-spot.

Also impressive were those who volunteered to do LNT sweeps. When we first arrived onsite, there was broken glass everywhere, as well as all sorts of other trash. Many people offered to help clean up, donning gloves and running around with trash bags so we could say we left the space in better condition than we found it.

From Clove: This is the first year I have enjoyed with the fundraiser so much since its original first two years. I very much enjoyed teaming up with Dani and Lucas to put this on, and am still amazed at how people stepped up to help out, even on the spot!!

I agree with Lucas about combining the fundraiser to bring in money for Euphoria artists as well, however I do think the name should not be "Georgia Burn fundraiser" or similar, as there may come a point when what we do is not the only show in Georgia, and I feel that coming quickly. Maybe just Euphoria-Alchemy Fundraiser or some such.

I am so grateful for Shawman for making the event available to those who could not attend.

I am also proud and grateful to our community, especially those new, who really put themselves out there for this event and volunteered for LNT, helping the voting table, and also to the artists; who really have super stellar ideas for this year!!

I am sad we missed not having the ability project results IRL, but I agree with Dani that staying up for the count to get the info out there as quickly as possible was worth it. I look forward to seeing what comes of next year.

Downside to the day, from my perspective, was the porto john service. The porto-john service we used (name left out of public report) charged an exuberant amount of money for Sunday delivery, only to find they delivered different hours than arranged and did so without leaving us toilet paper, which had us scrambling to go purchase it at the last minute. There were well notified of our dissatisfaction