

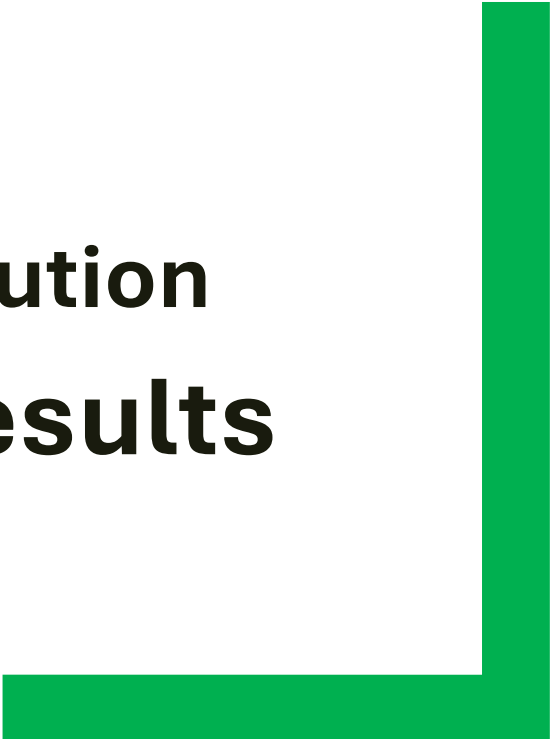


BWS 2025

**Review Ticket Distribution
and Redemption Results**



CREATE LASTING IMPACT



We **Reward** and Recognize BWS Support

Complimentary Tickets for Key Sponsors 🎅			
Diamond Level	\$1000 +	10 - 50 Tickets *	
Gold Level	\$500 - 999	6 - 8 Tickets	
Silver Level	\$250 - 499	4 - 6 Tickets	
Bronze Level	\$150 - 249	2 - 4 Tickets	
Other (in kind, etc.)	as appropriate	? Tickets	

* Excludes Club members (H-E-B Corporate Sponsorship tickets distributed locally)

We Reward and Recognize BWS Support

Williamson County Sun

Ad runs in January, a couple of weeks following BWS.

The Sun donates “some of” and sometimes “all of” the ad cost (\$500 to \$650). In 2025 we used their \$\$\$ for pre-event advertising in December then paid for the “Thank You” ad in January.

We include a copy of the most recent ad in the letters mailed to previous and potential contributors to solicit BWS sponsorships and donations for the next year.

Sun City Rotary Club
UNITE FOR GOOD

“Breakfast with Santa”
2025
THE SUN

Sun City Rotary Club, Georgetown Fire Department and Georgetown Independent School District are pleased to recognize and “THANK” all the 2025 “Breakfast with Santa” (BWS) sponsors, donors and volunteers who continue to make this community-wide project possible (25th year for BWS). This year 1025 guests were able to enjoy a great pancake and sausage breakfast prepared by Georgetown Firemen as well as the complimentary Santa photos of kids and families. The City of Georgetown is fortunate to have a wonderful facility like the Georgetown Community Center for hosting events like Breakfast with Santa!

What has remained unchanged for 25 years is the primary objective of our annual “Breakfast with Santa” project which is helping kids and families in our community and area during the Christmas season. The focus again this year was to provide food-related assistance. Your financial contributions this year made Christmas a lot brighter for more than 60 families in Georgetown (primarily from Frost Elementary School plus a few other families at other GISD campuses) who accepted the invitation to participate and received H-E-B grocery gift cards. Teenagers served by “The NEST” (program coordinated by The Georgetown Project) received gift cards for restaurants and movies. BWS contributions also helped many more additional kids and families assisted by the Jarrell Community Food Pantry as well as members of our community served by The Caring Place in Georgetown, kids that receive weekly food from Backpack Buddies and seniors that receive Meals-on-Wheels (Opportunities for Williamson and Burnet Counties). The LOCKER Foundation (Georgetown Schools) also received BWS funds to help support their food-related programs.

Rotary’s motto of “Service Above Self” was clearly demonstrated by two generous “Pacesetter” sponsors this year (11th time in 25 years that BWS has had a “Pacesetter” sponsor – second year in a row for two)! Sun City Rotary Club’s 25th “Breakfast with Santa” outreach has increased from 10 children (4 Georgetown families) up to this year’s direct and indirect food-related help for 100s of kids. It was wonderful to see the Community Center filled with happy families enjoying a hot breakfast, lots of kids and families getting their picture taken with Santa and many kids carefully preparing a letter to Santa (new activity added last year).

“THANKS,” again, to everyone who supported and participated in our traditional “Breakfast with Santa” this year. The individuals and businesses listed to the right as well as many more un-named sponsors, donors and volunteers are the generous people who have made “BWS” possible for the past 25 Christmas seasons.

Pacesetter Sponsor - \$5000+
Bill & Marcia Blodgett
Bill & Joanne Harrah

Diamond Sponsor - \$1,000 - 499
H-E-B Community Investment Program
Rotary District 5870 – DAP Grant
Sun City Rotary Club Members
(Weekly Happy Bucks and Gift Card Drawings)
Merslosky Sonics – Georgetown
Culvers
Harold & Sandra Bergh
Rich & Gloria Strayer
Mike & Louise Burke
John & Deanna Chenoweth
Carolyn Holloway
Adaire & David Wolf

Gold Sponsor - \$500 - 999
Tom & Lori Minor
John & Debbie Schwebke
Bill & Joan Miller
Patty Sharp
Allison Dickmann State Farm Insurance
Faske Lay & Company, LLP
TCB Quality Landscaping, Inc.
Wildfire – The Restaurant LLC
Dr. James & Duane Bolton
Kay Harris

Silver Sponsor - \$250 - 499
Mickey McLaughlin
Daniel Azcarate & Linda McCalvin
Nels Johnson – (Mulligan’s & Wriggley’s)
The Stacy Group
First Texas Bank
Starbucks Coffee
Strayer Properties
Town Square Floors
Thomas & Michelle Magness
Billy Murray

Other Sponsors
Dietlein Eye & Laser Center
State Farm – Don Homeyer
Jamie & Steve Mattison
Bob & Judy Scheurell
Jerry & Alice Stephens

Thank You!
Thank You to the many generous members of the Sun City Rotary Club who purchased 25 tickets (for \$150) and subsequently shared a significant number of those purchased BREAKFAST tickets with kids, friends, family, neighbors, organizations and members of our community.

< \$150 and/or in-kind items/services
This group includes additional donations of time and/or money from Rotarians, family members, friends, volunteers, and other area businesses. THANK YOU to our photographer Glenn Rudt, Scople (Culvers mascot) and certainly Santa who made a special, early visit to Georgetown for Breakfast with Santa.

www.sctrotary.com
info@sctrotary.com

BREAKFAST is the most visible component of BWS, but it's **not the primary purpose** of our Annual **Breakfast with Santa** project.

- Breakfast with Santa **out-reach** provides Christmas gifts and food to selected children and families in our community (*mainly “food” for the past few years*).
- Funds for BWS (primarily from business sponsorships, Rotarians and individual donations along with the **net** proceeds from BREAKFAST) go to BWS out-reach.
- We need to continually stress that BWS is **much, much more** than just BREAKFAST.
- BREAKFAST is a fun, holiday event open to EVERYONE in our community (*but not really a significant money-maker*).
- Although we identify organizations that BWS proceeds support, names of individual children and specific families receiving BWS benefits are managed by GISD and distribution is independent from BREAKFAST (although families do get free tickets).

Assumptions, Observations and Comments regarding BWS “BREAKFAST” Tickets



- Tickets sales are a relatively small source of BWS income
- BWS ticket price has remained at \$6 for many, many years
- BWS ticket sales do COVER the overall the expenses for conducting BREAKFAST 🍽️
- Beginning in 2016 we implemented ***“12 years old and under FREE (with adult)”***
- Ticket count does NOT determine BREAKFAST attendance or # of people served
- Members and the Club generally give away more tickets than are sold in advance 🧑🏻‍🎄
- The following BWS ticket analysis for 2025 is very **similar to previous years**

Business Community

- **12** businesses ▼ contributed **\$9,683** ▼ to BWS
(significantly) (very slightly)
- Sent **62** comp tickets to **the** qualifying businesses
- Only **6** tickets redeemed for BREAKFAST = **9.68%** ▲



Slightly better than the 8.33% in 2024

Individuals *(including former Rotarians)*

- **17** individuals contributed **\$6,514** to BWS ▲

\$\$ up quite a bit from the \$4,587 received in 2024

- Sent **32** comp tickets to **6** qualifying individuals

- **ONLY 2 tickets redeemed** for BREAKFAST

Sad, but, better than last year



Other “Thank You” for BWS support

- Many people or organizations “supported” the mission of BWS
 - Mersiosky Sonics – Georgetown (hundreds of coupons)
 - Boy Scouts (Christmas tree tent) for posting BWS flyer 
 - Thomas Fry at **Walmart** (Food Manager)  **Disappointed AGAIN with Walmart ---- - (SAUSAGE continues to be the main issue)**
 - Parks & Recreation Department
 - District 5870 Governor & Assistant Governor
- Gave **83** complimentary tickets to the 5 listed above
- Only **18** tickets were redeemed for BREAKFAST (*all from Boy Scouts*)

Schools and after-school Programs

- Gave **450** complimentary tickets to **Georgetown ISD**
 - *Only 44 tickets redeemed* for *BREAKFAST* = **9.8%** ▲ *slightly*
- Gave **250** complimentary tickets to **Jarrell ISD**
 - *Only 21 tickets redeemed* for *BREAKFAST* = **8.4%** ▼ *somewhat*
- Gave **50** complimentary tickets to **Boys & Girls Club**
 - *Only 2 tickets redeemed* for *BREAKFAST* = **4.0%** ▼ *significantly*
- **But**, comps very likely brought in many **FREE** (under 12) kids 😊

Would really be great if we could increase redemption of the complimentary tickets we give away every year

BWS Tickets for out-reach Recipients

- Gave **200** comp tickets to **Georgetown ISD-selected families**
 - *36 tickets redeemed for BREAKFAST = 18% ▼ somewhat*
- Gave **50** complimentary tickets to **NEST teenagers**
 - *4 tickets redeemed for BREAKFAST = 8.0% ▼ significantly*
- **Still very likely that many FREE (12 and under) kids participated!**
- **DISAPPOINTING** (*especially NEST, after 17 in '24*) ---*need improvement*
 - *Did our communication fail this year (was something different)?*
 - *After achieving generally better redemption last year ----- what happened?*



Sun City Rotarians

- **38 Rotarians** contributed **\$24,179** to BWS 😊
 - *Thanks* to *Rotarian Blodgett* for his “challenge” match 👍
 - *A Special Thanks to Rotarians Bill Harrah and Bill Blodgett* (both Pacesetter sponsors) plus many other generous *Rotarians* 👍 🎅
- Initially issued **1325** BWS tickets to **Rotarians**
(25 to each member - a few members even requested extras)
- **242 “returned”** *(many of those were then used for comps)*
- **256** tickets redeemed for BREAKFAST = **19.3%** ▲ *slightly*

Other Minor Results and a Question

- Specific tickets to be offered for sale at the November Arts & Crafts Fair were not assigned (?? actually sold) but it's possible some members sold their tickets
- 2 tickets sold by Georgetown Fire Department were redeemed for BREAKFAST (typical results ---- 10 last year)

With “disappointing” redemption percentages from sales and GIFTED tickets, **HOW DID WE STILL SERVE BREAKFAST TO 1025 PEOPLE LAST DECEMBER?**

Final Summary

We need to continue to grow BREAKFAST ticket redemption (pre-sales/comps/gifts)

\$1,674 from tickets sold at BREAKFAST (walk-ups)

THE NUMBER OF PLATES USED AT BREAKFAST ACTUALLY DETERMINES THE NUMBER OF PEOPLE SERVED.

“KIDS UNDER 12” (FREE) are the other participants (no ticket). BUT, for just the fourth year serving BREAKFAST after the 2 COVID years “without,” 1025 SERVED is OUTSTANDING.

OTHER THOUGHTS

- Better advertising in 2025 probably helped walk-up participation (Thank You GISD, JISD and GFD and The Sun)
- We still need advance ticket sales improvement
- How do we improve redemption percentages for the tickets we “gift” (timing / communication / explanation) ?
- With BREAKFAST on December 19 this year, we’ve got to advertise and target Sun City and local holiday visitors 🎅

Final Thoughts:

The Great BWS Ticket Question



2550 Tickets

525 “Redeemed”

80 Never Used

1945 Tickets !?

**CREATE
LASTING
IMPACT**

2026 BWS Tickets



2025's allocation was 25 tickets per Club Member (to match the 25th Anniversary of BWS)

**How many BWS tickets
should we allocate
per member in 2026 ?**