

# BWS 2024

## Review Ticket Distribution and Redemption Results

Georgetown - Sun City  
**Rotary**  
District 5870



UNITE FOR GOOD

# We **Reward** and Recognize BWS Support

<b>Complimentary Tickets</b> 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

# We Reward and Recognize BWS Support

**Sun City Rotary Club**

**“Breakfast with Santa” 2024**

**THE SUN**

Sun City Rotary Club, Georgetown Fire Department and Georgetown Independent School District are pleased to recognize and “THANK” all the 2024 “Breakfast with Santa” (BWS) sponsors, donors and volunteers who continue to make this community-wide project possible (24<sup>th</sup> year for BWS). This year 950 people were able to enjoy the traditional 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 San Gabriel Community Center for hosting events like Breakfast with Santa!

What has remained unchanged for 24 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) 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 (10<sup>th</sup> time in 24 years that BWS has had a “Pacesetter” sponsor – first time we’ve ever had two)!

Sun City Rotary Club’s 24<sup>th</sup> “Breakfast with Santa” outreach has increased from 10 children (4 Georgetown families) up to this year’s direct and indirect food-related help for well over 400 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 (activity added this 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 24 Christmas seasons.

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

**Diamond Sponsor - \$1,000 - 4999**  
 H-E-B Community Investment Program  
 Rotary District 5870 – DAP Grant  
 Sun City Rotary Club  
 (Happy Bucks and Gift Card Drawings)  
 Harold & Sandra Bergh  
 John & Deanna Chencoweth  
 Mersiosky Sonics - Georgetown

**Gold Sponsor - \$500 - 999**  
 Nels Johnson – (Mulligan’s & Wiggley’s)  
 Tom & Lori Minor  
 Bill & Joan Miller  
 Dr. James & Duane Bolton  
 The Williamson County Sun  
 Faske Lay & Company, LLP  
 Allison Dickmann Insurance Agency  
 TCB Quality Landscaping, Inc.  
 Kay Harris  
 Carolyn Holloway  
 The Wright Trust  
 Adaire & David Wolf

**Silver Sponsor - \$250 - 499**  
 Daniel Azzarato & Linda McCalvin  
 Mickey McLaughlin  
 Rich & Gloria Strayer  
 John & Debbie Schwabke  
 The Stacy Group  
 Town Square Floors  
 Sam & Barbara Smith  
 GTX Health  
 Bowman Outdoor Living  
 Wildfire – The Restaurant LLC  
 The Townsend Agency  
 Bill & Sandra Thomson  
 First Texas Bank

**Bronze Sponsor - \$150 - 249**  
 Tol & Dawn Harris  
 Thomas & Michelle Magness  
 Gary & Donna Sandercock  
 State Farm – Don Homeyer  
 John Lewis, CPA  
 Dietlein Eye & Laser Center  
 Bob & Judy Scheuerell  
 U.S. Dermatology Partners Georgetown  
 Patty Sharp

**Other Sponsors**  
 < \$150 and/or in-kind items/services  
 This includes additional donations of time and/or money from other Rotarians, family members, friends, volunteers, and area businesses. THANK YOU to our photographer Glenn Rudd and certainly Santa who made a special, early visit to Georgetown for Sun City Rotary Club’s with Breakfast with Santa.

[www.sctrotary.com](http://www.sctrotary.com)  
[info@sctrotary.com](mailto:info@sctrotary.com)

## 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 2024 we used the \$\$\$ for pre-event advertising in December then paid for the “Thank You” ad in January.

We also use the ad to help solicit donations and sponsorships for the following year.

**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.
- 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 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 2024 is very **similar to previous years**

# Business Community

- **20** businesses contributed **\$9,917** to BWS ▼
- Sent **84** comp tickets to **13** qualifying businesses
- **Only 7 tickets redeemed** for BREAKFAST = **8.33%** ▲

Better than the 3.77% in 2023

# Individuals *(including former Rotarians)*

- **17** individuals contributed **\$4,587** to BWS ▼
- Sent **28** comp tickets to **7** qualifying individuals
- **NO tickets redeemed** for BREAKFAST = 😡 😡

\$\$ down quite a bit from the \$6,353 received in 2023

# Other “Thank You” for BWS support

- People or organizations supporting the mission of BWS
  - *Mersiosky Sonics – Georgetown (hundreds of coupons)*
  - *Boy Scouts (Christmas tree tent) for posting BWS flyer* 📺
  - *John Kidder at Walmart (Food Manager .....)* 😡 *Disappointed again with Walmart ----- (SAUSAGE continues to be the main issue)*
  - *Parks & Recreation Department*
  - *Chisholm Trail Communities Foundation*
- Gave **140** complimentary tickets to the above **5** contributors
- Only **20** tickets were redeemed for BREAKFAST = **14.3%**

# Schools and after-school Programs

- Gave 500 complimentary tickets to Georgetown ISD
  - *Only 34 tickets redeemed for BREAKFAST = 6.8%* ▼ *significantly*
- Gave 300 complimentary tickets to Jarrell ISD
  - *Only 34 tickets redeemed for BREAKFAST = 11.3%* ▲ *slightly*
- Gave 100 complimentary tickets to Boys & Girls Club
  - *Only 10 tickets redeemed for BREAKFAST = 10.0%* ► *same*
- 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
  - *41 tickets redeemed for BREAKFAST = 20.5%* ▲ 😊 much better
- Gave 100 complimentary tickets to NEST teenagers
  - *17 tickets redeemed for BREAKFAST = 17.0%* ▲ Best Ever **Way Up**
- Very likely that many FREE (12 and under) kids participated!
- ENCOURAGING (especially NEST) ——— need to continue improving
  - *Did we have better communication?*
  - *Did we do something different? (way better results than previous years)*

# Sun City Rotarians

- **36 Rotarians** contributed **\$21,376** 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 **880** BWS tickets to **Rotarians**  
(20 to each member - a few members requested extras)
- **205 “returned”** (many of those were then used for comps)
- **220** tickets redeemed for BREAKFAST = **18.5%**

# Other Minor Results and a Question .....

- only **3** tickets sold at the November Arts & Crafts Fair were redeemed for BREAKFAST (**11? actually sold**)
- **10** tickets sold by Georgetown Fire Department were redeemed for BREAKFAST (**best ever results**) 😊

With “disappointing” redemption percentages from sales and GIFTED tickets, **HOW DID WE STILL SERVE BREAKFAST TO 950 PEOPLE LAST DECEMBER?**

# Final Summary

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

**\$1,285** 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 third year serving BREAKFAST after 2 COVID years “without,” 950 SERVED is OUTSTANDING.**

# OTHER THOUGHTS

- Better advertising in 2024 probably helped walk-up participation (Thank You Melinda 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 20 this year, we’ve got to advertise and target Sun City and local holiday visitors 🧑🏻

# UNITE FOR GOOD



# 2025 BWS Tickets

*Ticket distribution is in progress*



2025's allocation is 25 tickets per Club Member

Rotary Club of Georgetown - Sun City  
1530 Sun City Blvd - Suite 120 - Box 441  
Georgetown, TX 78633

Breakfast with Santa



"Supporting" BWS is an individual decision that typically involves personal time and/or donated \$\$\$. The formula shown below is a **TOTALLY OPTIONAL** suggestion for dealing with the contents of this envelope. BWS experience shows that many Rotarians will do **MORE** and some will do **LESS**. That's fine. All BWS contributions help kids and families. Thank you for "supporting" BWS.



Rotary 

ROTARIANS - Sun City Rotary Club

25 BWS 2025 Tickets: XXXX - XXXX

If you don't want to sell (or buy) some (or all) of your tickets, please return them so other Club members (or the Club) can sell or gift them to our community.

25 tickets x \$6 (each) = \$150



The Joy of Giving  
**25th**  
Anniversary

Signature Club Project

**25 YEARS** Sun City Rotary Club 12 and under FREE (with adult)

**Breakfast with Santa \$6.00**

Free Picture with Santa Saturday, December 20, 2025 7:30 am to 11:00 am

**Georgetown Community Center**

445 E. Morrow Street, Georgetown, Texas

Pancakes  
Sausage  
Juice  
Coffee



Sun City Rotary Club, Georgetown Fire Department and Georgetown Independent School District are partners for this annual event. THANK YOU for your support!

**Rotary** 

Breakfast with Santa proceeds and contributions provide food-related help to children and families in our community.

Ticket Number: 2550