

AZ Insider: How Phoenix Gala Raises \$2.35 Million - NET!

Written by Written by Kathy Shayna Shocket

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Kathy Shayna Shocket has the inside scoop on people who make a difference.



Kathy's view on why this gala is a night of STARS and several auction items went for \$100,000 each!

How does the Boys & Girls Clubs of Metro Phoenix's annual black tie gala consistently raise the biggest dollars in the Phoenix area (and I'm talking net proceeds) and consistently attract an impressive guest list averaging about 1,200 for the last 14 years? Just the "sweep" as it's called, asking this year's turnout of 1,300 guests to spontaneously raise their hands and donate money simply to support the charity's programs, fetched \$700,000! (The sweep is separate from the donor receiving any auction items or raffle prizes.)

The electrifying spirit of the evening is reflected in many of the event's Kodak moments, such as the one above of realtor **Karen Lafferty**, car dealership king **Buzz Sands**, construction entrepreneur **John Ames** and **Fred Coury**. They're celebrating John's highest \$85,000 bid for the 2014 Chevy Tahoe, donated by Sands Chevrolet in the live auction.

So, how does an outpour of support like this happen, year after year? Well, its a combination of the beneficiary being a results oriented organization and because the stars of "Today's Kids, Tomorrow's Stars" are the youth. They are the focus of this event, sharing their stories of success.



The evening recognized 12 extraordinary youth from the clubs and honored a true champion for children in need, Shamrock Foods Company's, **Norman McClelland**. The executive with a giving spirit is pictured above with the 12 club members and **Jeffrey Levinson**, chair of BGCMF's board.

This is the event at which the live auction dazzles and a \$15,000 diamond necklace designed by jeweler **Scott Gauthier** for example, sold for \$25,000. It was modeled by BGCMF volunteer **Natalie Prieb** pictured below with auctioneer **Jim Jungers**.



A trip to Paris and Normandy with VIP tickets to see **Elton John**, sold for \$100,000. A get-away to Meadowood, CA in Napa Valley sold twice for \$50,000 each.

In fact, this year the 15 packages on the live auction block brought in a total of \$802,000.



Among the impressive list of community leaders were partygoers **Clarissa Cerda** of LifeLock and husband **Les Klein** of Greenberg Traurig who are pictured above. Clarissa co-chaired the live auction committee with BGCMF board member **Jim Bazlen**. Pictured in the upper left corner are **Kim McWaters** of Universal Technical Institute and BGCMF volunteers **Justin Low** and **Nick Teschler**. In the upper right corner are the

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event's dinner chair **Joanne Solomon** of Amkor and her father **John Solomon**.

Yes, this is a special evening for the clubs members, seated among the 1,300 partygoers. Culminating with **Camrae McManaman** being named The Youth of the Year Award, the annual fete has been sponsored by Universal Technical Institute for the last ten years.

Congrat's on another impressive gala!



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