

# SUNSHINE MONTHLY

CHARITY LEAGUE, INC

[WWW.CHARITYLEAGUEOFCHARLOTTE.ORG](http://WWW.CHARITYLEAGUEOFCHARLOTTE.ORG)



## PRESIDENT'S LETTER

STEPHANIE THERRELL

Welcome Back!! I'm looking forward to being together with you all, as we gather for our first in-person meeting in well over a year. The Board and committee members have been actively preparing for future fundraising events, recruiting new members, and serving in our partner schools. The summer is always busy for the new board, as we are all getting used to our new roles and organizing for the new year. Special thanks to Layne Sabert for her continued work as Secretary, and great attention to detail. Layne has been a tremendous support to several board and committee members. It's hard work keeping all of the ducks in a row!

Our next General Meeting will be September 9th, 10:45am at the Rea Woods Club House: 6040 Woodleigh Oaks Dr. We will shift to a permanent location once COVID restrictions ease and we can pursue other opportunities.

Warmly, Stephanie

## MEMBERSHIP COMMITTEE

CARLA SHOBER & LAYNE SABERT

**\*Come join us for our upcoming FALL OPEN HOUSE on Tuesday (9/21) from 5 - 8:30 pm at Village Tavern on their large outside patio!**

**Spotlight on new member:** Angela (Angie) Marshall

**From:** Nashville, TN

**Children:** One son, one daughter

**Hobbies:** Pottery, Art, Volunteering, Event/Party Planning

**Favorite things to do/places to go in**

**Charlotte:** Dinner with friends, trying new restaurants, football games, shopping, events and concerts that come to Charlotte

**Fun Fact:** I was the President of the PTA at Beverly Woods Elementary, President of PTA at Carmel Middle and President of the Athletic Booster Club when my kids were at South Meck High School. I was either crazy or knew that was the only crown I would get to wear.

Yearbook Contact Information Change:

Sara Forrest

401 Mallard Drive

Pineville, NC 28134

## DEVELOPMENT

TINA SPENCER

In August we have continued to focus and execute towards our strategic plan in identifying prospective corporate donors and sponsors while researching and registering for RFPs with grant makers that are aligned with our service mission. We have a meeting in September with a large corporate donor to introduce CLC and seek out partnership opportunities and synergies. Newly Developed Ticket Model for Fundraising Events We have developed a new “Bundled Ticket” Model for special fundraising events. This approach is fresh, simple and will enable CLC to strategically structure and customize our ticket pricing and realize an ROI on the front end before any additional revenue generators are made at, and/or after, an event. The ticket structure will bundle the cost of the event, markup and a donation into one ticket price. Below are examples of customized ticket structures for hypothetical event scenarios:

### Scenario 1

- Cost of Event: \$35
- Markup: \$15
- Donation for (1) Child Full Essential Items: \$25

**Total Ticket Cost: \$75**

In this scenario \$40 would be generated immediately as revenue towards our service mission minus minimal operational event costs. Other revenue generators at an event such as raffles, silent auction, and mystery boxes would be in addition revenue to what would be earned through event ticket sales.

### Scenario 2

- Cost of Event: \$35
- Markup: \$15
- Donation for (1) Child Full Essential Items: \$25
- Add +1 Donation Child Full Essential Needs: \$25
- Add +1 Donation Child Full Essential Needs: \$25
- Add +5 Raffle Tickets \$5/ticket

**Total Ticket Cost: \$125**

In Scenario 2, the ticket purchaser would be given the option to customize their donation in selecting add-ons to how many children they would like to sponsor as well as purchase a selected number of raffle tickets in advance. In this example \$90 would be immediately generated as revenue towards our service mission minus any minimal operational costs. Other revenue generators at an event such as; additional raffle tickets, silent auction and mystery boxes would be in addition revenue to what would be earned through event ticket sales.

### Fundraising Events

Marcy McKenney and I have secured 2 fabulous venues for an October 2021 Fall event and also for our 2022 Spring Fundraiser. We are finalizing the contracts on 8/27 with Protagonist Brewery - South End for an October 14, 2021 fundraiser and with The Hyatt Centric South Park on Apex Drive for our March 24, 2022 Spring Fundraiser. We have negotiated excellent pricing structures with them as well as wonderful menu and cocktail selections. I highly encourage you to visit these venues online to see how truly special they are. Hyatt Centric South Park is luxurious and stunning. Protagonist Brewery - South End is a 21,000 square foot brewery that is simply beautiful and elegant. Pasted to the bottom is a rough draft of the digital flyer outlining the details of our Fall Fundraiser at Protagonist Brewery. We would love to have you all attend, participate and invite your friends!! The space accommodates 100 people, and we are striving for a full house. It is going to be loads of fun with delicious gourmet pub food, raffles, beer, wine, specialty cocktails and an education session from the Protagonist Brewmaster. (continued on page 3).

What a great way to raise money for the economically challenged school age children in Charlotte. We will have full updates on all during our September meeting. Any questions regarding the specifics of the events, please contact Marcy McKenney, Chair Special Fundraising. See you soon!

**Draft of Flyer**



Brightening the Lives of Children since 1921

**EAT, DRINK, AND BE GIVING!**

Join us in coming together to support The Charity League of Charlotte, an ALL-VOLUNTEER non-profit, who has been serving and providing the most essential needs to economically challenged school-age children of Mecklenburg County for 100 years!

**Thursday, October 14, 2021  
6:30 – 9:30 p.m.**

**PROTAGONIST BREWERY SOUTH END  
227 Southside Drive  
(free parking)**

**\$50 per person (+ nominal processing fee)**

Sit back and relax in the beautifully appointed private Mezzanine space on the second floor offering private bar, soft seating, tables, fireplace and TVs.

Ticket includes a DONATION, your choice of one flight of craft beer or two glasses of house wine or one specialty cocktail as well as some delicious pub fare – Caesar salad, cheese dip made with house beer, delectable meatballs and gourmet pizza.

Raffle tickets will be sold throughout the evening for chances to win awesome prizes – Specialty Liquors, various gift cards including Protagonist Brewery, plus much more!

Football Fan? We have you covered. Tampa Buccaneers vs. Philadelphia Eagles Live at 8:20 p.m.

Click [HERE](#) to purchase ticket – print ticket and bring with you to event. Drink tickets will be given to you upon arrival.

Want to learn more at The Charity League of Charlotte?? Visit [www.charityleagueofcharlotte.org](http://www.charityleagueofcharlotte.org)  
Celebrating 100 Years!  
1921 - 2021

**COMMUNICATIONS COMMITTEE**

HOLLY LETOURNEAU

On behalf of Charity League, I would like to give a huge and heartfelt thank you to Nanine Hartzenbusch Fox, the outgoing editor, for her years of hard work publishing the Sunshine Monthly newsletter. Nanine has put in countless hours to produce the newsletter, even after moving away from Charlotte to South Carolina. The love and devotion Nanine has for Charity League is unmeasured. Nanine, we appreciate all of your hard

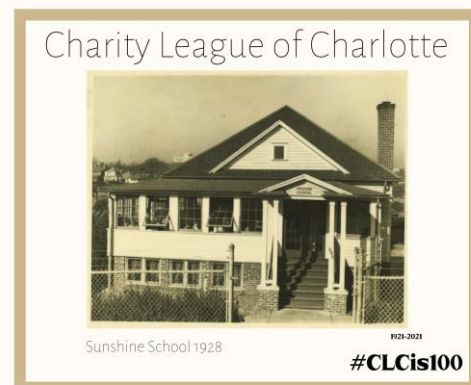
work over the years. "Thank you" are small words for the huge amount of time and effort you have given to compiling our newsletter, and overall dedication to the work of Charity League. We appreciate you so much.

The Communications Committee would like to give a warm welcome to Carlese Linker. She joined Charity League in the fall of 2020. Carlese has volunteered as our new Sunshine Monthly editor. We appreciate Carlese for taking on this huge responsibility and look forward to working with her.

The Communications Committee would also like give a thank you to Elizabeth Phillips and Sarah Forest. Elizabeth and Sara make sure each of our members that are not online get a physical copy of the newsletter each month by mail. Thanks to both of you ladies for all you do to help keep the news coming.

*Notes from the Archive:*

Centennial Research Committee



Charity League, Inc. opened the Sunshine School in 1928 for elementary aged children in poor health, who could not (continued on page 4)

attend their regular public schools. Why “Sunshine”? Here’s an excerpt from a newspaper article at that time:

“In the treatment of under-developed children there is nothing quite as efficacious as warm sunshine, according to modern medical thought. Sunshine affords powerful remedial properties that no artificial medicine provides, say the doctors. Sunshine, naturally, is good for anyone and sun baths are health-promoting; but for children in the early years, it is even more effective in developing strong young bodies.

It is upon this foundation..... that the Charlotte Charity League’s Sunshine School was established.

Sunshine, of course, is but a part of the curriculum. Other parts are fresh air, good wholesome food, rest, recreation, study. “

Enrollment at the Sunshine School went from 12 pupils to 42 and students stayed at the Sunshine School until they returned to good health and gained 3-5lbs a month. The students were weighed in each day by the school physician and their progress charted. The Sunshine School’s efforts were recognized with the presentation of a silver trophy in 1930, 1931, and won permanently in 1932. The trophy was “Presented by the Mecklenburg County Medical Society to the School with the Greatest Reduction in Underweight”



## CENTENNIAL RESEARCH COMMITTEE

ELIZABETH PHILLIPS

Our committee had a very productive meeting IN PERSON in August! We reviewed the research that has been done on our history and began making plans for our Centennial Celebration on December 9th. I am very excited to share that Gloria Vaughan will be hosting us at Quail Hollow Country Club in the Pavilion. Thank you, Gloria! The space is absolutely perfect, and we are looking forward to it!

Our committee invites you to join us in commemorating our rich history and this impressive milestone. We hope to have lots of familiar faces and as many members as possible, as we plan to document this special day with a **member group photo at 10:30am on December 9th.** A docent led exhibit showcasing the impact CLC has had on our community will begin at 11am, with the luncheon and remarks to follow at noon. Each guest will receive a commemorative booklet celebrating our history and thanking our members and supporters. We also have a few other surprises in store!

Please see our Save the Date card and an invitation will be available soon.



## SERVICE PROJECTS

### LISHA MORTON

Service Project committee has been busy this summer getting ready for the new school year. Committee members are meeting with their schools to identify needs for the 2021-22 school year. Charity League continues to supply inventory for the CLC Hub, provide supplies to enhance classroom learning, and organize opportunities to support/celebrate our teachers.

### Updates

#### New School Partner

We are excited to announce that Albemarle Elementary School (AES) has been chosen as our 4th CLC Hub site. Kimberly Young is our AES liaison and has a goal of a November opening of the new CLC Hub.

The remainder of our service projects team for 2021/22:

**Committee Head** – Lisha Morton

**Current HUB School Liaisons**

Devonshire Elementary - Angie Marshall

Hidden Valley Elementary - Lisha (until Jan 2022)

Elizabeth Phillips (starting Jan 2022)

Sterling Elementary - Holly LeTourneau

**Administration** - Ellen Underwood

#### Sterling Elementary

We recently provided 120 cot sheets and fleece blankets for the pre-kindergarten classes at Sterling Elementary. Another community partner purchased a new set of clothes for each pre-kindergarten child that will remain at school. Using the washer/dryer supplied by Charity League last year, teachers will be able to launder the new items as needed. The teachers are excited to receive these supplies for their students knowing that at no extra cost for the families, clean clothing and sheets/blankets will always be available for the children.

#### Devonshire Elementary

A group spent 2 days in late August cleaning out and  
Continued next column

re-stocking the teacher's lounge. Members cleaned out two refrigerators, a couple of coffee makers and a microwave as well as wiped down all counters and cabinets. We assembled and placed items donated by school and community partners, including a new rug, a table, and chairs for teachers to use during lunch, and donated snacks and drinks.



### Volunteer Opportunities

CMS is currently allowing volunteers inside school buildings. Look for emails throughout the year with opportunities to serve at one of our CLC Hub schools. If you wish to volunteer and have not been receiving notifications about opportunities (last email was sent on August 11 about Devonshire Teacher's Lounge), please email Service Project Chair Lisha at [lishamorton@gmail.com](mailto:lishamorton@gmail.com).

## CALENDAR OF EVENTS

### PLEASE SAVE THE DATE!

We will hold our first General Meeting since the start of the Covid-19 pandemic on Thursday, September 9, at 11 a.m. The location is Rea Woods Club House: 6040 Woodleigh Oaks Drive. Welcome Back and See You Soon!!

CLC Board Meeting:  
Thursday, September 2, 10:00 a.m.  
Rea Woods Clubhouse (6040 Woodleigh Oaks Drive)

2021 President's Luncheon:  
Thursday, Sept. 2, 12:00pm  
Cedarwood Country Club (4100 Pineville-Matthews Rd.)

Fall New Member Recruitment Event  
Tuesday September 21, 2021, 5-8:30pm  
Village Tavern (4201 Congress St.)

Sunshine Monthly Edited by:  
Carlese Linker  
Send articles by the 25<sup>th</sup> of the month to  
[charityleagueofcharlotte@gmail.com](mailto:charityleagueofcharlotte@gmail.com).

## FIND US ONLINE

Website: [www.charityleagueofcharlotte.org](http://www.charityleagueofcharlotte.org)

Email: [charityleagueofcharlotte@gmail.com](mailto:charityleagueofcharlotte@gmail.com)

Follow us on Facebook:

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Follow us on Instagram:

<https://www.instagram.com/clccharityleague/>

## CARE & CONCERN

HELEN HOWARD

Happy Birthday to our September Birthday Girls!

### SEPTEMBER BIRTHDAYS

11. Doris Pope
12. Becky Vandergriff
20. Linda Snider, Susan Norris
24. Linda Helms
26. Beverly Burgess
27. Suzanne Davis





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P.O. Box 471332  
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*Hand Canceling Requested*