



2020 & 2021

Festival Foundation COMMUNITY REPORT



Our United Mission

Founded by growers in 1926, our mission is to celebrate and promote cherries, community involvement, and the Grand Traverse Region. Preserving your traditions with that cherry on top is the one thing our events have in common.

Whether they are the main attraction, the sweet taste of victory at the finish line or the glowing light beginning each new year, supporting our local cherry economy is the heart of what we do.



While 2020 and 2021 were some of the most challenging times, they taught us to slow down and remember our roots. We were founded by cherry growers in 1926 to celebrate the cherry harvest, while this is always in our minds, we embraced it even more and learned from our founders, the growers. We took time to watch the climate, move to a new location on the property and plant again when its time. Thank you for sitting with us as we watch our future grow on new soil.

Cherry on to 2022!

***Kat Paye,**
CEO of The Festival Foundation*



Donations

TOTALS 2021

Scholarships – \$15,550

Donations – \$26,667

Share Groups – \$31,725

FOR Boosters – \$7,900

TOTALS 2020

Community Share – \$2,000

Donations – \$8,875

Scholarships – \$1,1625

2021 EVENT & GIVING:



- Donations – \$5,467
- Festival of Races Boosters – \$7,900
- Scholarships – \$15,500
- Community Share – \$3,475



- Community Share – \$28,250
- Iceman Donations – \$16,200



- In-person event
- Raised over \$7,500 for Food Rescue a program of Goodwill Northern MI



- Virtual event – proceeds to Festival Foundation to continue traditions.
- \$5.00 off to first responders, healthcare workers & grocery store staff.

2020 EVENT & GIVING:

- Donations – \$8,875
- Scholarships – \$1,1625
- Community Share – \$2,000

- 1,618 Riders donated \$16,297 to keep Iceman going!

- Virtual Fundraiser
- Raised over \$5k to Food Rescue for CherryT (partnered with Great Lakes Children's Museum)

- Pivoted to a virtual event
- \$5k to Munson Foundation



Special Pandemic Programming



RECIPES: Highlighted new ways to use cherries in fall and winter recipes to encourage spending time cooking with family.

JESSICA ALPERS AT THE FARM EDUCATION: We were given the opportunity to learn more about cherries and their harvest straight from a working orchard.



POWER HOUR ACTIVITIES: The Junior Royalty had one on one zoom time learning recipes, crafts, and cherry stories with Queen Sierra.

PORCH PARADE: The community came together to decorate their porches and celebrate the NCF.



VIRTUAL RUNNING EVENTS: Harvest Challenge (\$2k donation to regional land conservancy) - Starting with the cherry harvest, the HC highlighted ways to get out and exercise while learning about 4 of Michigan's major crops.

PRINCE AND PRINCESS DROP OFFS: We surprised the Prince and Princesses at their homes with goodie bags and a sign to let the world know they were royalty.



FESTIVAL IN A BAG: We pulled together favorite cherry products and activities, so you could put on a mini festival with your family and celebrate your favorite parts.

CEREAL BOX FLOATS: Prince and Princesses had a chance to create a parade all their own.



Volunteering

Our team gives countless hours of staff time to benefit our community, friends and neighbors in the Grand Traverse area.

2021 VOLUNTEERING & GIFTS:

- Donated to many local school and non-profit silent auctions
- Loaned out fencing to the Zombie Run
- Loaned fencing out to the Downtown Light Parade

2020 VOLUNTEERING & GIFTS:

- Sanitizer (City of Traverse City)
- Gloves (NMSH)
- Mt. Holiday silent auction support
- Craft kits for kids
- Happy Birthday Bingo for TC's 125th birthday w/free pie cards
- Fencing to Zombie Run
- Volunteered for Turkey Trot Virtual Run
- Fencing to the Downtown Light Parade

Our Digital Reach

2020/2021 WEB VISITORS & SOCIAL FOLLOWERS

NATIONAL CHERRY FESTIVAL

- Website visits: 1,230,998
- Facebook: 79,429
- Instagram: 11,000
- Twitter: 8,048

ICEMAN

- Website visits: 387,689
- Facebook: 11,628
- Instagram: 4,844
- Twitter: 1,756

CHERRY BALL DROP

- Website visits: 23,658
- Facebook: 5,845

LL5K

- Website visits: 4,211
- Facebook: 655



NATIONAL NEWS

Ginger Zee went live from open space park in her cherry scarf with cherry pie for the Good Morning America.



IN JUNE OF 2020, WE LAUNCHED THE GROWER'S PROGRAM.

We take pride in preserving your traditions. That is why we created The Festival Foundation Grower's Program, to weave the fabric of giving back into another tradition. "Whether you can donate \$5 a month or \$500 a month, this program is meant for you. It allows you to give at whatever level you feel comfortable at," said Kat Paye, CEO. The Festival Foundation wants to remind you that we appreciate and recognize all giving so, donations accumulate towards donor levels in the Grower's Program.

In addition to being able to donate monthly, donors can also choose where their money is allocated; the General fund, the President's fund and the Scholarship fund. "This program really aims at being inclusive of all of our volunteers and stakeholders. We are so thankful for their generosity," Bekah Lynch, Festival Foundation Past President.



Be A Grower!

WWW.THEFESTIVALFOUNDATION.ORG

