

# SPARKLE NETWORK INC. 2016 ANNUAL REPORT

## MISSION STATEMENT:

A Non-profit community of charity, business, comedy and more. Creating awareness and a louder voice to those who deserve it by uniting charity, comedy, communities and local businesses.

## 2016 ACCOMPLISHMENTS

In 2016, Sparkle Network created a new event: Girls Night Out Valentine Style in New Baltimore, special guest best selling Romance Author Cindy Spencer Pape was a part of this now annual event. Proceeds went to Turning Point Inc. Sparkle Line debuted in 2016 as well. It's a line of wearable items for people to have a very personal way to show their support for loved ones or even themselves. Included in the line is a special charm bracelet specifically created for the Prom Closet Project. Thanks to partnerships with local businesses these items can be found at Celtic Sisters in New Baltimore and Kitty Deluxe in St. Clair Shores.



We continued our established programs: Prom Closet Project Tour, which gives special occasion attire to those unable to afford items to wear to Prom. We traveled to 4 locations throughout Metro Detroit and were able to dress over 4 dozen young ladies. Gold Ribbon Expo for Childhood Cancer Awareness brought more local charities and businesses, who help/support families dealing with the cancer fight, a chance to reach a bigger audience. We continued the tradition of collecting items to donate to Children's Hospital of Michigan and making Halloween a little more magical for those children in the hospital around the end of October. The business appropriate apparel closet, established for Turning Point Inc's Shelter, received dozens more items to restock suits/outfits for both men and women from our annual drive in November.

Our Sparkle Wrapped Tour Comedy Events gained momentum. These are fundraising events which have a local charity or program which has hit our organization at a very personal level.

Our Naughty Princess Bachelorette Party was able to bring a Halloween Party, which included treats and decorating pumpkins to the kids at Children's Hospital of Michigan. We saw a big increase in attendance and brought more publicity to Great Lakes Burn Camp with our The Naughty List Comedy Show.

Sparkle Network increased our public awareness with a "Good Will" campaign focused on doing Random Acts of Kindness on April 2, called Teal Heart Take Over Day. This campaign along with the other programs listed above have directly affected an increase in individual monetary donations, item donations and general support. Sparkle Network's social media pages have also increased in followers: Facebook 579; Instagram: 725; Twitter: 585.

## FINANCIAL OVERVIEW



BOARD MEMBERS

PRESIDENT: MAUREEN LIETZ

TREASURER: LESLIE DEDONA

SECRETARY: BAILEY DEMBINSKI