



MTEF's Tartan Bash GOES VIRTUAL

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MEQUON - THIENSVILLE EDUCATION FOUNDATION



MTEF Tartan Bash Co-Chairs Cindy Anderson and Maya Djurasovic

If there is one thing everyone can agree on, it is that Covid-19 has completely derailed our way of life. This applies particularly to in-person fundraising events. As Forbes contributor David Hessekiel stated in an April 2020 article, "For nonprofits that are working on issues not related to the pandemic, Covid-19 has created a number of fundraising challenges. This is especially true for organizations that rely on peer-to-peer fundraising events..."

And while the coronavirus pandemic limits our opportunities for socialization and connection, many organizations are determined to make the necessary adjustments to provide people with

the best possible version of normalcy. The annual Tartan Bash thrown by the Mequon-Thiensville Education Foundation (MTEF) is no exception.

"Tartan is a crucial fundraiser for MTEF!" expressed Katy Stern, a frequent attendee. "It provides an opportunity for a large amount of money to be raised in one evening while giving parents a fun night out." Julie Lutz, who has also attended many of the Tartan galas, agreed. "The Tartan Bash is an event I look forward to for so many reasons. It's always fun to gather the community in support of our fabulous schools, but the financial impact that the Tartan Bash has on our district's ongoing success is critical," said Lutz.

A few of the MTEF grants recently awarded to the Mequon-Thiensville School District (MTSD) with funds raised include:

- Chromebooks for students at all six schools
- Teacher audiovisual recording devices used to create dynamic video lessons
- Canvas learning management system allowing students to access resources and collaborate via one central and protected location
- Professional development for teaching staff at all school levels

Because the event holds such importance to the school district and members of the MTSD community, it is no surprise

that many people have wondered how such a spectacular event will fare during the era of Covid.

Events like these are important, and the resiliency of the organizers to conceptualize an exciting online alternative to the traditionally in-person event is a message that is both resounding and hopeful. "The MTEF Board of Directors entered this school year knowing that the pandemic posed several challenges for traditional fundraising events like the Tartan Bash. Given that the Bash is MTEF's premier fundraising event, we began talking about a virtual alternative in September. A committee of over 25 enthusiastic volunteers quickly formed to begin planning and the 2021 Tartan Bash - Home Edition started taking shape," said Cindy Anderson, co-chair of the event.

"There will be many aspects of the evening that are similar to previous Tartan Bash experiences. A huge online silent auction will run from February 24 through March 3. As in past years, Tartan Bash attendees will have the opportunity to bid on additional exclusive silent auction items during the actual event on March 6," reported event co-chair Maya Djurasovic. "We plan to highlight some of the wonderful things that the Mequon-Thiensville Education Foundation does for our schools, while still providing our guests with a fun and engaging virtual experience," Djurasovic continued.

The theme of the 2021 Tartan will be "Sweats and Sparkles," encouraging guests to dress in comfort as they join the fun from home. Setting the stage for the night, a surprise box of themed items and event details will be given to each participating couple or family. Delicious appetizer, entree, dessert and drink options for adults and families will be offered by Ozaukee Country Club. And a short online program will provide heartwarming video montages celebrating student 2020 perseverance, MTEF grant success stories and mini masterclasses from a highly revered chef and creative drink mixologist.

"This year we have realized how important our schools are for our children and what a great education MTSD provides. Our support is more vital now than ever," said Stern.

Djurasovic summed it up well: "we know that there is life beyond 2020 and that with the strong support of the Mequon-Thiensville community our schools will continue to improve." And most importantly, the students who attend them will continue to thrive as well.

March 6, 2021

TARTAN BASH - HOME EDITION

Online Auction
February 24 – March 3

\$100 per family

Details and registration
at mtef.org

Since its inception the Mequon-Thiensville Education Foundation has donated more than \$4.6 million in grants to the MTSD. "Over half, 2.7 million, has been raised via the Tartan Bash. The success can be attributed to the hard-working volunteers, especially the talented people who have co-chaired the event over the years," said Sue Birmingham, MTEF Executive Director. Many of the former Tartan leaders are still very active in Mequon-Thiensville charitable endeavors.

Heading up the event from 2000 to 2021: Cindy Anderson (current co-chair), Liz Braatz, Katie Beiser, Kathy Cohen, Shannon DeToro, Maya Djurasovic (current co-chair), Lynn Falender, Tanja Felton, Liz Graumann, Carol Hawke, Cathy Jaeger, Heidi Joynt, Jane Kammerait, Kathy Konik, Anne Krueger, Tracy Lappin, Lesley Luehrs, Susan Malmquist, Jackie Mortenson, Anna Potter, Katie Read, Patti Rooney, Kris Rozran, Susan Ryan, Alicia Sadoff, Sue Schouten, Marcia Schwager, Diane Stegeman, Tina Timm, Nancy Wittchow, Kris Worthington, Andi Zimmerman and Jennifer Zoeller.