

# SWINGSHIFT AND THE *Stars*

## 2021 Annual Report



community  
**impact**  
partners™

# A LETTER FROM OUR PRESIDENT

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Blessed every day to work  
with amazing people &  
beautiful nonprofits!  
Happy 14th SATS!  
Love,  
JUDY  
SATS Team

Community Impact Partners 501(c)(3), SwingShift and the Stars, is thrilled to have been back in 2021 with a full and wonderful season!

Here are some important things to know about us:

- **What problem are we solving?** In regard to crucial event fundraising, nonprofits are challenged with high costs, lack of impactful storytelling/marketing tools, adequate event-based staffing and access to community connection.
- **What is our belief statement?** We believe that community awareness, stellar storytelling, fundraising guidance, & meaningful, personal connection to potential donors & volunteers is critical for long-term nonprofit sustainability.
- **What is our opportunity/solution?** SATS offers nonprofit organizations the opportunity to reach a key philanthropic demographic in northern Michigan. We create a cost-effective, multi-faceted (live & virtual), impeccably-executed-storytelling and community engaging, event experience.
- **What is our impact/action?** SATS provides an innovative, expertly-executed, event series which includes a professionally produced Impact Video, fundraising training, and unparalleled networking opportunities, all brought together with broad community support & energy.

\*We pride ourselves in helping nonprofits by being true, caring partners, while sharing knowledge, fun and most of all, engaging the community!!!

We are honored to have partnered with 119 nonprofits in our 14 seasons and we are proud to boast that *these nonprofits have raised over 4.1 million dollars*. Our 14th season was a re-invent on many levels, while maintaining the integrity and impact of our mission of serving nonprofits in our region. We are thrilled that our three featured nonprofits, AC Paw, COGNiTION and Love Thy Neighbor, all reached or surpassed their fundraising goals!

Community Impact Partners success relies on generous community sponsorship support and my family's personal financial commitment. We are incredibly thankful to have AMAZING sponsor engagement to keep SwingShift and the Stars thriving in our region. Our caring and community-minded sponsors are in tune to the profound impact that can be made by joining forces with our team! Thank you for an incredible 2021! I'm confident 2022 will be a banner year!!!!

**Call me and get involved!!**  
**231.620.6246**

Judy Harrison

FOUNDER AND PRESIDENT



Long time friend, Season 1 performer and multi-season sponsor, Bill Marsh Jr. with Judy during 2021 season.

# OUR MISSION

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The past couple of years have proven how fragile life is. I suggest all of us need to prioritize making life more fun. Laughing more often and bringing more entertainment into your life every day. Taking in a Swingshift and the Stars performance will help in this effort.

-Mike Chires-

Co-owner, Black Diamond Broadcasting



## INNOVATIVE OPPORTUNITIES...IMPACTING LIVES

Catalyst: An agent that provokes or speeds significant change or action.

Swingshift and the Stars is a *catalyst* for community involvement!

# S A T S S T A T S

It was wonderful to be back in front of a live audience again.

My favorite memory was watching the looks on the faces of the nonprofit leaders when they realized just how much money they were able to raise!

-Rich Nadeau-  
Emcee

119 nonprofit participants.

2014  
SATS hits its first MILLION dollar milestone raised in combined seasons.

More than 400 local community partnerships and sponsors in combined seasons.

2017  
SATS hits TWO MILLION dollar milestone raised in combined seasons.

\$767K  
Most \$ raised in a season.  
In 2017, 23 nonprofits in the "MILLION DOLLAR CHALLENGE."

2018  
SATS hits THREE MILLION dollar milestone raised in combined seasons.

2019  
SATS hits FOUR MILLION dollar milestone raised in combined seasons.

2021  
SATS employs NEW on-line donation platform and NEW virtual broadcasts.

2021  
All participating nonprofits met their fundraising goals.

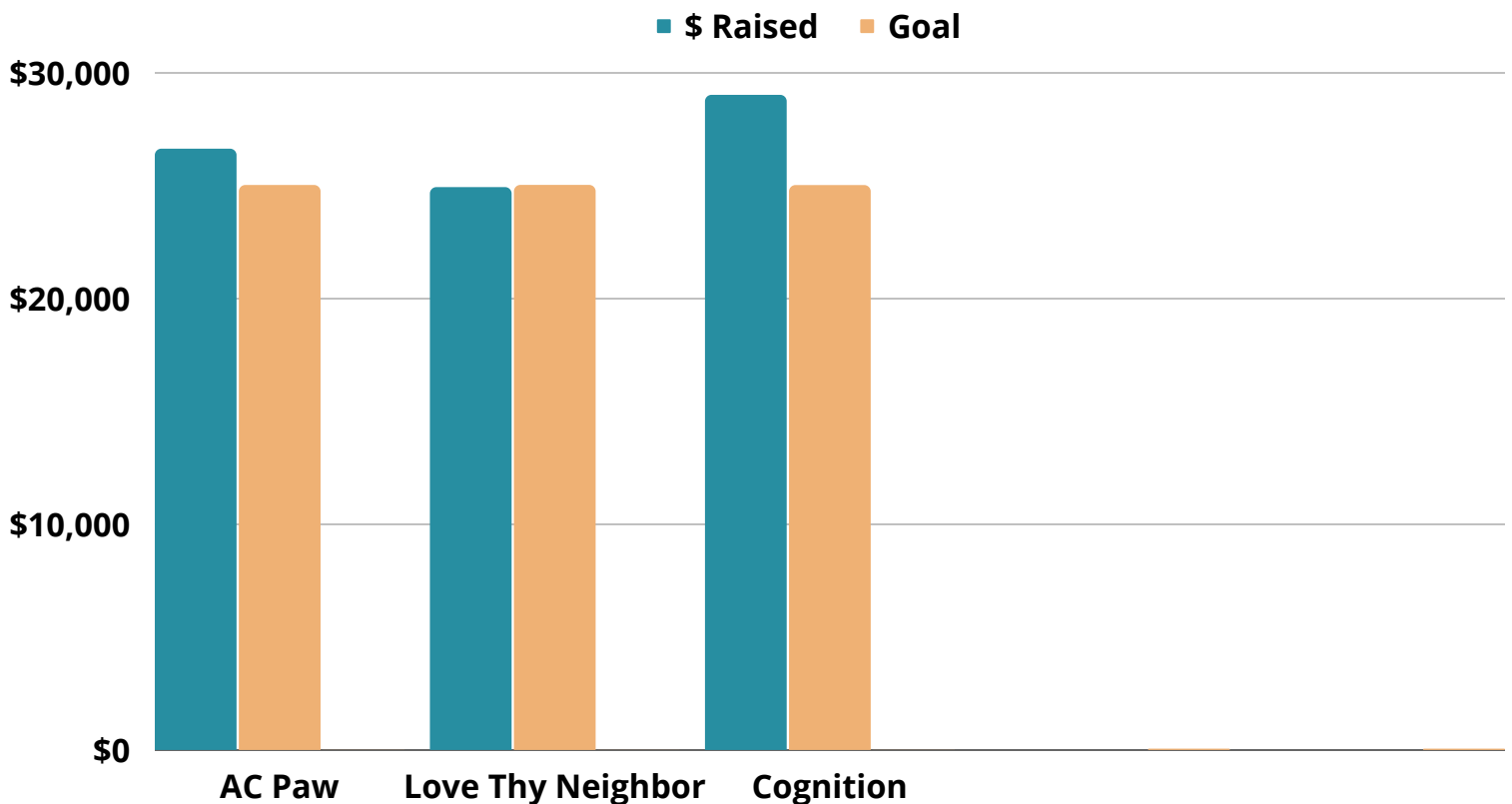
2021  
First broadcast season of BEYOND THE COMPETITION has over 300 watch parties!



# BY THE NUMBERS

Upon returning for a Swingshift and the Stars event, I was taken back when I realized how much I truly love this Swingshift family. Judy and her army have created such an amazing opportunity for our local charities to shine their light even brighter in our community.

-Dr. Ramona Pleva, Chiropractor-  
Northern Lights Chiropractic, PLLC



2021 was a comeback year for Swingshift and the Stars. With a reinvention of the 'how' without changing the 'who' or the 'why' of our mission, we decreased the number of participating nonprofits to three organizations and we made the audience size smaller as everyone was just learning to return to live events during the pandemic. Despite these changes, all participating nonprofits reached or surpassed their organizational goals. Northern Michigan has continued to step up, when so many have lost so much. This proves once again, that we are a community that supports one another in times of need by giving what we can, when we can.  
**So much heart!!!**

# 2021 PARTICIPANTS

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Being a part of Swingshift and the stars this year was such an amazing experience. I was so happy to have had the opportunity to raise money for an organization that helped my parents 25 years ago.  
-Tarren Thomas-Dancer



**\$28,992.00**

\*Clover Keyes Roy  
\*Larry Avery  
\*COGNiTion Lip Sync Team



Shelter from the Storm

**\$26,606.00**

\*Marti Johnson  
\*Kellen Blackburn  
\*Melissa & Philip Smith



**\$24,902.00**

\*Tarren Thomas  
\*Kendra Peterson  
\*Dawnette Wessell  
\*Marlee Harrison



**2021 Season Total: \$80,500.00**

# DID YOU KNOW?

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We love being part of SwingShift and the Stars because of the love and togetherness it brings to our community along with helping us to raise money for our neighbors in need.

-Tony Nelson-  
Chief Operating Officer/Director  
Love Thy Neighbor

## It's so much more than just our events...

Every season, we provide:

- Extensive training for participating nonprofits.
- Unmatched media exposure for nonprofits.
- Two to three-minute Impact Videos telling the story of the nonprofits, and also featuring our sponsors.
- Support, materials and community connections that last well beyond the SATS season.
- Access to an unlimited virtual audience through 'Beyond the Competition' (brand new this year) to expand the donor base and community knowledge of participant organizations and services.











# THANK YOU TO OUR SPONSORS

We love being  
included in  
Swingshift and the Stars  
for all the good  
it spreads  
that makes our  
world a better place.

-Ronald W. Beebe-  
Awrey's

Exclusive Presenting Sponsor of  
SwingShift and The Stars:  
Beyond the Competition



## VIP SPONSORS



# THANK YOU TO OUR SPONSORS

I hope you never  
stop  
stepping up  
to make  
a difference!  
-Sherry-  
SATS Team

## STAR SPONSORS



TRAVERSE  
ARCHITECTURE  
GROUP  
830 Cottageview Dr., Suite 201  
Traverse City, MI 49685  
231.218.2784



## SUPPORTING SPONSORS



NORTHERN MICHIGAN  
MAGAZINE • COMMUNITY • EVENTS  
*woman*





# MAKE AN IMPACT

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SwingShift and the Stars was a fabulous adventure!

We learned a lot about fundraising, got to share our story with hundreds of new people, and made some awesome friendships! I am so encouraged by the generosity of the community and the new connections we made through our SwingShift experience!

-Kimmee Wenkel-  
COGNiTION

## As a Business:

- \*Become a VIP, Star or Supporting Sponsor.**

- \*Consider partnering as the exclusive sponsor of Beyond the Competition virtual performances.**

- \*Book a table at the Christmas Round Up to support the participating nonprofits.**

- \*Contact us to find out other ways to help Community Impact Partners.**

## As an Individual:

- \*Buy tickets to attend a live performance.**

- \*Host a watch party for virtual performances to support the participating nonprofits.**

- \*Volunteer to help at a live show.**

- \*Like, Follow and Share on social media.**

- \*Contact us to find out other ways to help Community Impact Partners.**



# UPCOMING DATES

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Love the community connections  
we make along with  
the joy of making music,  
beautiful dancing and  
meeting wonderful people.

-Marshall-  
Bass Player

## 2022-Season 15

**Season Reveal - August 26th**

**Ballroom Dance Competition  
September 16th & 17th**

**Ballroom Dance Virtual 'Beyond the Competition'  
October 7th, 8th, 9th, 21st, 22nd, 23rd**

**Lip Sync Battle  
November 4th & 5th**

**Lip Sync Virtual 'Beyond the Competition'  
November 18th, 19th, 20th December, 2nd, 3rd, 4th**

**Christmas Round-Up  
December 9th**



This season of  
Swing Shift and the  
Stars  
felt like a reunion for  
me,  
reigniting fond  
memories, reconnecting  
with old friends  
and celebrating our  
amazing community.  
-Bill Marsh Jr.-  
Bill Marsh Buick GMC

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