

2018 Festa Italiana Measurements

Historical Information

Festa Italiana provides an ideal environment to experience outstanding authentic live entertainment, delicious Italian food, outstanding desserts, beverages, vendor and historical informational booths. All proceeds of the event go to UNICO's scholarship fund. Currently, Festa Italiana has become KC UNICO's largest fundraiser. Through 2018, UNICO will award over \$500,000 in college scholarship money to deserving area high school students.

1. Specifically, UNICO Kansas City has awarded \$477,000 in scholarships for higher education over the past 14 years and UNICO has approved \$50,000 for 2018. Additionally, UNICO has awarded 110 scholarships valued at \$138,500 to Northland High School Students (2010 through 2017)
2. UNICO Kansas City has given over \$100,000 to local charities over the past 4 years
3. Festa Italiana attendance averages over 60,000 each year over the past 4 years
4. Of the 140 UNICO chapters nationwide, Kansas City is the only chapter to organize an Italian festival from start to finish - all volunteers

Historical Scholarships Metrics

<u>Total Scholarships</u>	<u>Total Sholarships</u>	<u>Northland Scholarships Only</u>
2018 - \$51,000	40	2018 - TBD
2017 - \$53,000	42	2017 - 18 - \$18,500
2016 - \$36,000	27	2016 - 12 - \$12,000
2015 - \$40,000	25	2015 - 10 - \$17,000
2014 - \$55,000	37	2014 - 16 - \$24,000
2013 - \$55,000	36	2013 - 12 - \$12,000
2012 - \$54,500	33	2012 - 15 - \$18,000
2011 - \$51,000	30	2011 - 10 - \$11,000
2010 - \$36,000	17	2010 - 17 - \$26,000
2009 - \$27,000	13	\$138,500
2008 - \$12,500	9	
2007 - \$17,500	7	
2006 - \$14,500	11	
2005 - \$11,500	9	
2004 - \$13,500	11	
Total \$528,000	347	

2018 Metrics

1. The goal for UNICO's Festa Italiana is to net \$60,000 and apply \$40,000 to UNICO's scholarship fund. The remaining proceeds will be allocated towards other charities and giving supported by UNICO.
2. UNICO will award its top scholarship for \$8,000 (\$2,000 per year after verifying enrollment annually). All other scholarships will range from \$1,000 -\$2,000 per individual.
3. UNICO will award a minimum of 25 scholarships to qualifying graduating high school seniors in May 2018.

