

## **LEAD DONOR CLASS FOR MUSEUM PROJECT Q&A**

What does it mean to be a 'Lead Donor' ? To be the Class that challenges other Classes to support the project – we have a Lead Donor for individuals whose donation will be used as an example of what we need when we go to major donors. We do not have a Lead Donor for Classes. We have, however, used a Lead Donor Class before – for example, the Class of 1959 became a Lead Donor for the upcoming refurbishment of Currie Hall, pledging half of the cost of the \$300K project, which has encouraged others to fund the balance as their gift on entering the Old Brigade.

Other information that has been provided indicates that there are already existing lead donors.

How many lead donors are there ? As noted above, there is an individual with that status, but no other to date. A Class was offered the opportunity, wishing to find a home for a major gift in the order of \$500K on entering the Old Brigade, but in brief correspondence, the individual leading the Class effort did not see this as a direction the Class would wish to go, fearing that their gift might get lost in the overall project and not get the recognition they would like to see – there was no enquiry, nor has there been any further enquiry, on possible recognition,. He did, however, promise to bring the Museum project forward to his Class for consideration, with no response to date.

What promises have been made to these lead donors ? None to date; the individual Lead Donor is not interested in public recognition. There will be recognition of significant donations by both Classes and individuals as occurs in large projects in hospitals and universities – we have yet to work out what they will be at the College, but they will include naming rights/sponsorships and Donation Boards for varying levels of donation.

What rights/guarantees would the Class of '76 get with its donation ? As noted above, there will be a hierarchy of recognition dependent on the size of donation as noted above. Donations will guarantee some public recognition.

We have heard that as a Lead Donor the Class of '76 would get naming rights for a main room in the Museum. Is this true ? Will the name of the room (Centennial Class of '76 Room) be prominently displayed in the museum ? Naming rights are going to be part of the process of developing the Capital Campaign; at present, however, the design of internal display and public spaces has yet to be completed so an expected level of donation for a space has yet to be finalized. It is expected, however, that a donation of \$400-500K would secure naming rights to a large gallery, eg, for a Gallery to cover the History of the Colleges. For lesser amounts, in the \$250K range, there will be smaller galleries (eg Douglas Arms Collection or Medal Collections). Additionally, there will be some multi-purpose spaces to provide for temporary exhibits, classrooms and welcoming spaces, the naming of each needing separate discussion.

Thus, as the Lead Donor for Classes, the Class name would be displayed prominently in the space, and on a Donor Board with appropriate recognition given to role played as the Lead Donor.

At this point the Class of '76 does not know how much money it may be able to raise to support this project. Is the answer to any of the above questions dependent upon how much the Class is able to raise. If so please provide a break down of how answers to the above questions change at various donation levels.

What about making an offer of an amount for further discussion ? Perhaps:

The Class of 1976, the Centennial Class, wishes to sponsor and sustain a display gallery (*or other space*), to be named the Centennial Class of '76 Gallery with a donation of \$ (*you pick, given the suggested ranges shown above*). The Class can make an initial payment of X in the calendar year of 2017, the balance being provided over the next two years. Further the Class proposes to provide an amount of \$5-10K/per year over five years to an Endowment Fund to maintain the Gallery and develop new Exhibits over time.

Since our class's donation will be to the Foundation, who is holding the funds and the interest on them until the museum is built, will there be any type of administrative or other fee charged for this ? You will have to seek guidance on this from the Foundation, which does charge administrative fees on Endowed Funds.

How much money has been raised to support the building of the museum to date ? \$2 Million has been gifted for construction; a further \$2.5 Million has been promised for exhibit design and creation; and \$100K has been pledged as seed money for an Endowment to support the Museum for the future. The Friends have yet to approach major donors (Ex-Cadets and others) to ask for donations.

MGen (Ret'd) Frank Norman has indicated the Friends of Point Frederick doesn't intend to launch a public funding campaign until the quiet campaign has raised in the order of 70-80% of Capital costs. When is this expected to occur ? The Feasibility Study completed by Lord Cultural Resources this past summer estimates the costs of the building to be \$8.348 Million with Exhibition costs at \$2.075 Million – once we reach \$7-8 Million in funds received and pledged, we can access an interest-free line of credit of \$3.6 Million that would provide the bridge financing needed until the pledged funds are paid. The approach to major donors should be started by end-2016 as the material is under development now. The start of a public campaign is estimated at Reunion Weekend 2017 – end 2017, although preparatory information is to be released much earlier, and over time.

What will occur with our class's donation if for any reason the museum is not built ? The Lead individual Donor has placed a two-year time period for the building to be built as part of his donation – if that is not met, he has stipulated that the funds would then go to the Foundation. If the Museum is not going to be built, then the Class would need to discuss with the Foundation how the funds might be spent – wiser, perhaps, to have that discussion before the event, through a proviso in the agreement dealing with the situation of the Museum not moving forward.

Note – the answers provided to the questions above result from consultation with the Board of the Friends of Point Frederick and others involved in developing the material for solicitation of funds to build the Museum of the Royal Military College of Canada.

***Original signed by***

F.J. Norman  
Secretary to the Board  
Friends of Point Frederick

29 Oct 2016