



10th ANNUAL Genie Team Challenge

benefiting the
World Awareness Children's Museum

Schedule of Events

Before February 15th
Genie Team Challenge
Planning

Thursday, March 4
Genie Team Challenge
Mardi Gras Kickoff Party
Queensbury Hotel
5:30 - 7:30 pm

Feb. 15 – March 31, 2010
Genie Team Challenge
Fundraising Period

Monday, April 5
Deadline for submitting
funds to WACM

TBA
Genie Team Challenge
Awards for team
members

sponsored by



What is the Genie Team Challenge?

The Genie Team Challenge is an important annual fundraiser for the World Awareness Children's Museum. Businesses, groups, and individuals put together Genie Teams to compete with each other in raising awareness and funds for the Museum from February 15th through the month of March. Be creative and have fun!

Benefits to You

- Bring increased traffic into your retail locations
- Receive free advertising and publicity for your business
- Support the Museum with no direct out-of-pocket expense to you

The Event Goal is \$20,000!

Each team is asked to set a goal of \$2,000 to help meet our overall event goal of \$20,000 for our operating budget. Cash donations are tax deductible as long as you provide the name and address of the donor. The value of in-kind donations you solicit for auctions or other events are also tax deductible as long as the name, address of the donor, the item donated and its cash value is given to the Museum. Checks should be made out to the World Awareness Children's Museum.

The Winning Team Will Receive...

The winning team will receive the inscribed brass Genie Lamp Trophy for one year's display at their place of business and a one month loan of an original international children's art exhibition from the Museum's collection. Every team member will receive a print of international children's artwork from the Museum's collection.

Make Our Wishes Come True!

Over 100 Outreach Programs ... a week-long Culture Vulture Camp ... the International Youth Art Exchange Program involving thousands of children each year ... youth art exhibits at local venues ... all of these programs are made possible through funds raised by the Genie Team Challenge.

World Awareness Children's Museum

89 Warren Street • Glens Falls, NY 12801 • (518) 793-2773 • (518) 761-2071 Fax • www.worldchildrensmuseum.org



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SCHEDULE

Thank you

for your participation in 2010's Genie Team Challenge.

This year's overall challenge goal is \$20,000. While we encourage each team to aim for a goal of \$2000 or more, we are most appreciative of whatever amount you can raise to assist us.

Before February 15th

Genie Team Challenge Planning

Plan out your fundraising campaign and get ready to hit the road running. Review the attached sheet that lists fundraising ideas such as 50-50 raffles, silent auctions, bake sales, theme parties, and garage sales. Decide what will work best for your team and do any necessary preparatory work. Be creative and have fun!

Thursday, March 4 – 5:30 - 7:30 pm – Queensbury Hotel

Genie Team Challenge Mardi Gras Kickoff Party

Here's your chance to meet your competition, get fundraising ideas, and have some fun.

February 15 - March 31

Genie Team Challenge Fundraising Period

This is the fundraising period. Host events and send out letters to raise funds for and increase awareness about the Museum. Funds raised may be turned in as you collect them or all at once at the close of the month.

No later than April 5

Deliver Funds to Museum

Deliver all funds raised to the Museum. Also, please include a list of people and businesses who donated items or services worth \$100 or more so that we can include them in our thank you ad.

TBA

Genie Team Challenge Awards

Team members, cheerleaders, family, and significant others are invited to attend the "Genie Challenge Awards". Team members attend free; for others, there will be a charge of \$5.00 each.

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FUNDRAISING IDEAS

**Fundraising Period:
February 15 - March 31, 2010**

There are many ways your team can raise funds for the Museum.

Here are a few ideas that have been used successfully in the past:

Solicitation Letter to Clients, Customers, and Friends. Write a well-honed letter (or we'll provide one) to your friends or customers introducing the museum's mission and fundraising goal.

Matching Corporate Dollars. Ask your corporation or business to match every dollar you raise. They get the deduction...you get the dollars!

50-50 Raffle. Tickets are sold for \$1.00 or more apiece. When a winner is drawn, he or she gets half the proceeds, and the balance goes to the Genie team.

Silent Auction. Throw a party and ask each guest to bring an item that they will auction off.

Guest Bartender or Waitress. Offer to bartend or waitress at your favorite watering hole and raise money through tips.

Pizza Parties. Participants pay a premium price for delivered pizza slices. Monies are collected up front on a per slice basis.

Offer a Barbecue.

Cater a Lunch.

Host a Happy Hour.

White Elephant Sale or Garage Sale. Clean closets and have a garage sale. See how much is raised.

Organize an Event. Challenge your friends to participate in a tournament...sports, poker, or games...and ask for pledges on winners.

Unlock the Box. A desirable item or service is donated or purchased and placed in a locked box. Employees or customers purchase a key to open the box or a raffle ticket to win the prize.

Corporate Dress Day – i.e. Vest Day, Hat Day, Jean Day, etc. Employees pay to wear an item of clothing, whether it be a vest, a funny hat, etc. This can be repeated on each Friday of the campaign with a different theme.

Lotto Tree Raffle. About \$40 worth of lotto tickets (select a big week and buy tickets from various outlets) are purchased and attached to a decorated tree. The tree is then wrapped in clear cellophane. Tickets are sold for \$1 to \$2 each. The winner takes the lotto tickets and stands to win BIG. The proceeds go to the Genie Challenge.

Sell Candy at Check-out.

W H O W E A R E

World Awareness Children's Museum



Mission. The World Awareness Children's Museum fosters knowledge and appreciation of world cultures and uses art conceived through the eyes of the world's children to promote peace and understanding.

A Prestigious Collection Sets WACM Apart from Most Children's Museums. WACM holds a collection of children's art (over 6,000 pieces from 71 countries), one of the largest of its kind in the United States. Over 3,000 artifacts and educational objects complete the collection, including authentic costumes, dolls, musical instruments, and much more from Africa, Asia, North and South America, Europe, and the Pacific Islands. Our visitors can touch and play with the educational objects on exhibit.

International Youth Art Exchange. World travelers bring us children's art from foreign destinations. For over 19 years the International Youth Art Exchange program has nurtured special relationships with art schools all over the world. Every year, these schools send us art made by their students; we send them American children's art in exchange. These children are empowered through their art and their new ability to share their ideas and beliefs with each other. In so doing, we know they will shape a more tolerant and peaceful future.



Educational Outreach. We present outreach programs and visit classrooms, libraries, camps, festivals and community groups from Albany to North Creek and beyond, immersing students in such topics as: Chinese New Year, the Day of the Dead, the Great Grains of the World, and Welcome Home Japan! Over 100 different outreach programs are delivered annually. Students feel, see, listen, create and imagine.

Cultural and Geographic Programs. WACM's vast collection provides the flexibility to design programs based on specific geographic regions or different aspects of culture, such as dance, sports, nature, celebrations, traditions, etc. The Museum's programs bring subjects to life and make abstractions concrete. By seeing art, wearing clothing, playing music, and learning about daily traditions, children gain insight and understanding for their global neighbors and prepare to build bridges abroad.



Interactive Exhibits & Off-site Art Displays. The Museum combines art, objects and activities to create family-friendly exhibits that invite learning through play. Interactive exhibits are installed throughout the North Country and Capital Region. Exhibits of international youth art are loaned to museums, schools and institutions throughout the United States.



Our present, our past, our future.... In November 2009, the Museum moved into a newly renovated permanent facility at 89 Warren Street in downtown Glens Falls. The second floor houses the staff, and the collections, which for the first time are in a professional, temperature-controlled environment. On the main level, a reception and public exhibition floor will be completed. Planned exhibit areas include: World Fashion, Count Me In, Express Yourself, Global Theatre, Home & Family Life, Marketplace and the One World Art Gallery. A second phase of the capital campaign for \$300,000 has begun to complete this main floor.



Chartered in 1995 by the Board of Regents of the New York State Department of Education, the Museum will celebrate its 15th Anniversary in 2010. Individual, family, corporate, government and foundation donations are required each year to continue the museum's programs; once the main exhibit floor is completed, admissions, memberships and a Museum store will further contribute to annual income.

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SAMPLE DONATION REQUEST LETTER

for the

10th ANNUAL



Genie Team Challenge

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March __, 2010

Dear Friend,

From February 15th through the month of March, (*your sponsor's name*) is sponsoring a fundraising team in the **10th Annual Genie Challenge** for the **World Awareness Children's Museum** in Glens Falls, New York. This unique Museum introduces diverse world culture to young children (and adults) through onsite interactive exhibitions, traveling exhibitions for loan, and educational outreach programs. Please visit www.worldchildrensmuseum.org for more information about the Museum and its programs. Funding comes from private donations, foundation grants, and fundraisers.

The Genie Challenge is a major fundraising event that supports the ongoing educational programs of the Museum. This year's overall goal is to raise at least \$20,000 and, as a team, we hope to raise \$2000. If you can help us to achieve our goal, please send your donation directly to the Museum with this letter and our team will get credit for the donation. If you write a check, please make it payable to WACM; credit cards are also accepted by calling the Museum at 793-2773.

Your participation is crucial to the success of this event. Thank you so much for supporting our team and the World Awareness Children's Museum!

Sincerely,

(*Your Name*)

Member of (*your sponsor's name*) Genie Team

sponsored by



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