

ONSITE / INSIGHT

A periodic look at the progress at the World Awareness Children's Museum

DEAR GENEROUS DONOR:

As an invested partner in our future, it's important to us that you are informed on the progress of the Museum's capital campaign and exciting developments affecting the Museum's future.

First, we acknowledge that it's taken an extended period of time to raise money for the museum's renovations. We attribute this to several factors...the economic recession; competition for donor dollars from other worthy non-profits serving our community; lack of visibility and understanding of the museum's mission with no permanent home for our exhibitions or interactive programming; and competition for dollars for the Museum's campaign or its program operations. Nevertheless, creative offsite programming, a ton of fundraising, and the generosity of our loyal supporters have kept us alive. And \$1.6 million dollars later, we are very anxious to finish the construction and open our doors to the public.



Throughout the campaign, we have renovated the building with cash instead of loans. Now, with \$100,000 left to raise, we have decided to take that leap of faith and finish the first floor using a line of credit. With the completion of the bid process, the Museum has selected TMG LLC (McCormack Group) for construction over the winter. Infrastructure should be complete in the spring of 2011 at which time we will install the exhibition galleries and set our sights to open JUNE 2011!!!

Throughout this process, we have looked at our identity, our WACM name, and our market. Now with the planned opening, we have considered that for many, WACM is cumbersome and hard to remember and say, especially for children. Yet the name has achieved recognition and prestige over the

years with other museum counterparts and partners. Therefore, we will retain WACM as our official name over four components: ARTEX (international youth art exchange); Traveling Treasures (exhibitions on loan); Educational Outreach; and create a simpler, friendlier nickname for the interactive exhibition space on the first floor. This name refers to the museum as a **Global Outlet** for a **Global Odyssey** which will someday provide a **Global Opportunity** for our children. From now on, the local public will refer to us as our new name **GO!** where children discover the world.



The new name and logo were revealed and enthusiastically received at the Museum's 20th International Cuisine and Silent Auction last month. We distributed Go! Tote Bags that night to all attendees, and still have a limited quantity left. While supplies last, you may reserve one for pickup or delivery. Call Stacy at 518-793-2773 or send email to her at admin@worldchildrensmuseum.org.

In December, we will begin to rebrand the museum as **GO!** You will see the museum take shape in a more exciting and connective way. We will reach out to the community with a "Get Ready, Get Set, GO!" campaign as a way to raise the balance of our funds with special giving opportunities for the public. Look for signage, publicity, and events that bring new energy to our mission and programs. Throughout, we will continue to keep you posted on our progress.

I want to acknowledge and thank the passionate corps of volunteers who have worked on this campaign for the last several years. The Museum's rebranding process is the result of many hours of in-house creative brainstorming and pro-bono design so we can market the museum in a frugal but effective manner.

Finally, thank you, thank you for your ongoing support. We hope you will continue to enjoy this exciting journey with us. We are almost there!

Lisa Sheridan
Chairman, Capital Campaign Steering Committee

*The Mission of the World Awareness Children's Museum:
To inspire curiosity and foster understanding and appreciation of
worldwide cultural diversity.*



World Awareness Children's Museum

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World Awareness Children's Museum

CAPITAL CAMPAIGN GOALS

\$1.4 Million

Phase One

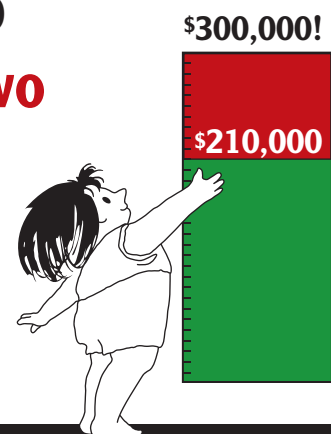
**Goal
Reached!**



\$300,000

Phase Two

**In
Progress!**



Growing a Global Vision