



HAPPY RETREAT CAMPAIGN

CALL FOR MAJOR DONORS

OVERALL GOAL & OBJECTIVES

- The non-profit Friends of Happy Retreat (FOHR) are conducting a critical funding campaign in 2015, to acquire, restore, and use the historic Happy Retreat estate of Charles Washington, town founder and brother of our first President.
- The overall goal is to raise \$2.2 million for full acquisition (\$425,000), full historic restoration (\$1.6 million), and three years of initial operation including compensation for a full-time Happy Retreat Executive Director (\$150,000).
- The critical goal now is to raise the \$425,000 needed for acquisition, by no later than June 30, 2015. *This is an urgent priority*, as the private owners of Happy Retreat have made clear that they will put the property back on the market in July 2015 if this campaign fails. There are other buyers stalking this project, and they do not have plans to create a public heritage center. Further, the sellers have made clear that they may explore the option of pursuing 25 development lots on the property, which they have the right to do under current zoning. This is also urgent because the house has been un-occupied for years, and is deteriorating and in need of restoration. **This \$425,000 is critical, and time is of the essence.**

INCENTIVES FOR DONATION

APUS Challenge Pledge: American Public University System is willing to provide a \$100,000 donation for 2015 if matched by other donors.

Naming Rights: FOHR will provide naming rights to large donors. Some of these naming rights will be reserved for future fundraising campaigns for full house restoration. Named donors will be named on the FOHR web site, in media releases and other communications, in all official ceremonies (*e.g.*, ribbon cuttings), by the placement of their name or organization on a brass plaque in the entry foyer of Happy Retreat, and by a small brass plaque in the named room. FOHR has already determined that it will provide naming rights for the Gavin Family, long-time stewards and contributors at Happy Retreat. Other naming rights include:



- \$425,000 for the overall naming rights to the entire estate of Happy Retreat
- \$250,000 for the West Wing, including Dining Room
- \$100,000 for the Grand Entry Foyer
- \$50,000 for the 2nd floor
- \$50,000 for the Visitors Center (garage conversion)
- \$30,000 for the West Parlor, 1st floor [Reserved for future campaign]
- \$30,000 for the East Parlor, 1st floor [Reserved for future]
- \$30,000 for the Summer Kitchen [Reserved for future]
- \$15,000 for the FOHR office in the east wing, 1st floor [Reserved for future]
- \$15,000 for the third floor
- \$10,000 for the Octagon Schoolhouse

Long-Term Guidance: Major donors will be invited to participate in the long-term Happy Retreat Leaders Council, an advisory body that will be kept informed by FOHR of restoration plans, events, and significant activities at Happy Retreat. The Leaders Council will also be able to provide input and guidance to the FOHR board on key decisions and opportunities over the long term.

Participation in Happy Retreat Activities: The Happy Retreat estate is planned for a rich mix of heritage, civic, artistic, and cultural activities over the coming years. Members of the Leaders Council will be afforded the opportunity to participate in these activities, without charge.

Charitable Deductions: All donations will be made to the Friends of Happy Retreat, a 501(c)(3) charitable organization.

Longer-Term Donations: FOHR will accommodate donors who wish to make contributions that stretch beyond the 2015 goals, if that is helpful to their particular situations.



*The Friends of Happy Retreat encourage you to become part of this exciting endeavor!
Please contact Walter Washington at (304) 725-8832 or SWWash@comcast.net.*