



The Children's Museum  
OF THE UPSTATE

Nov. 21, 2014

Mr. Joe Kernell  
Greenville County Council  
301 University Ridge  
Suite 3800  
Greenville, SC 29601

Dear Mr. Kernell,

The Children's Museum of the Upstate asks for your consideration of a gift of \$200,000 in support of our efforts to meet a \$2 million, dollar for dollar challenge grant from TD Bank. The funds will be used to offset outstanding capital obligations remaining from the opening of the museum in 2009.

Support of this effort will allow the museum to more fully align its resources toward its mission to spark a lifelong passion for curiosity and learning through play. Achieving financial sustainability will unleash possibilities for the expansion of exhibits, programming, world class collaborations made possible through the museum's Smithsonian Affiliation and an opportunity to enhance the already significant economic impact the museum has on this region.

Please see the attached campaign case statement for further details of our campaign. Thank you for your consideration.

Sincerely,

Nancy Halverson  
President/CEO  
The Children's Museum of the Upstate

## **Financial Sustainability Campaign for The Children's Museum of the Upstate**

The Children's Museum of the Upstate is celebrating five years as the nation's 7<sup>th</sup> largest children's museum and the only children's museum to be a Smithsonian Affiliate. Providing educational programming, exhibits, and services to more than 195,000 visitors annually, the Children's Museum is recognized as a national leader in museum education and a strong contributor to the economic vitality of the Upstate, returning 1.38 dollars to the community for every dollar spent by the museum. Focusing on the youngest members of our community, the museum's mission is to spark a lifelong passion for curiosity and learning through play.

### **The Challenge:**

Museum leadership and its Board of Directors are focused on securing the organization's future by eliminating an outstanding \$6.2 million capital obligation incurred during building renovations leading up to the opening of the museum in 2009.

Reducing the debt is critical to the sustainability of The Children's Museum of the Upstate. Currently the interest and principal on this obligation is \$567,000 annually.

### **The Opportunity:**

TD Bank has presented the Children's Museum a dollar for dollar Challenge Gift of \$2,000,000. Funds must be raised by February 28, 2015. To date, \$1,300,225 has been committed towards the effort, with several gifts contingent on securing the full \$2,000,000.

Once successful, this match would reduce the Museum's amortized annual debt obligation from \$567,000 to \$150,000. The Children's Museum is prepared to meet the remaining debt service from within its annual \$2.1 million operating budget.

### **The Future:**

Support of this effort will allow the museum to more fully align its resources toward its mission. Achieving financial sustainability will unleash possibilities for the expansion of exhibits, programming, world class collaborations made possible through the museum's Smithsonian Affiliation and an opportunity to enhance the already significant economic impact the museum has on this region.