

# Capital Campaign Update

Connecting Generations: Building a Better Future for Preserving the Past

October 2007

## The Home Stretch: A Message from our Campaign Chair

As we head into the final three months of active solicitation for the *Connecting Generations* Capital Campaign, it is constructive to reflect upon how far we have come. With a “quiet phase” marked by incredibly generous lead gifts, we publicly announced in June 2006 that The Brick Store Museum was seeking \$1.5 million over three years (2006-2008) for much-needed repairs to our buildings and for doubling the endowment to help ensure long-term fiscal security. The campaign tag line of “Building a Better for Preserving the Past” meant that with a successful campaign, the Museum would be a fully functional 19th-century structure with a robust endowment sustaining a 21st-century mission.



**GOAL:**  
**\$1.5 million**

**\$1,164,831**

*Pledges and gifts received as of September 30, 2007; does not include interest earned.*

It is important to note that we have since enjoyed 100% participation from the Museum’s Board of Trustees, the Campaign Advisory Panel, and the Museum staff. Their contributions have been augmented by in-kind and corporate matching gifts, donations from area businesses and foundations, and assistance from many of you; we cannot thank you enough.

To date, the Museum has received a combined **\$1.164 million** (77.6% of our goal) in pledges and outright gifts. Impressively, approximately \$1 million of this total is already available as “cash in hand.”

The counterpoint to all this good news, however, is that we must still raise **\$336,000** before the year is out. Furthermore, we expected that our Museum members would best understand our cause and provide the greatest percentage of support, yet only 40% of our current member base has given to the Capital Campaign so far. We can do better! If 100% of our members participate, our ambitious goal of \$1.5 million is truly attainable.

If you have not participated in the Capital Campaign, I strongly urge you to make a gift before the end of the year. Your Museum has never been more worthy of your financial support. The quality of exhibitions and programming has set a standard which should make us all proud. Take a moment to be updated and inspired by the articles on these pages, and then please complete the pledge form on the reverse. In order to sustain the Museum—its facility *and* its mission—we must reach our goal of \$1.5 million.

*Peter V. Fuller*

## Challenge Grant

They attend as many Brick Store events as they can and eagerly read the Museum’s e-newsletter each month to keep abreast of our activities. But for John and Barbara Staples of Topsham, Maine, The Brick Store Museum is nearly an hour’s drive away and far from being their “local” museum. So, what led them to be among the very first donors in 2006 to our capital campaign? Says John, “Not everyone realizes that every community, no matter how small, needs an organization in its midst that can record its history, collect its artifacts, display its treasures, help educate its children and celebrate its heroes—living and dead. In the Kennebunks, The Brick Store Museum does all these things with talent, grace and charm. All who reside here can be grateful for this blessing.”

A year later, it is this feeling that has inspired John and Barbara Staples to issue a generous “1 for 2” challenge grant: they will give an additional \$5,000 to the campaign, if two different donors come forward **before October 31, 2007**, and each makes a \$5,000 campaign contribution. To make your gift qualify for the match, simply reference the “Staples’ 1 for 2 Challenge” on the gift form appended. John adds, “My wife and I support the Brick Store because its excellence deserves recognition. It’s that simple.”

**1 for 2**  
**CHALLENGE**

## Surprise Second Gift Announced at Annual Meeting



*Alice Freeman Muchnic at 100.*

Eighteen months ago, Alice Freeman Muchnic and her daughter gave a gift of appreciated stocks and thus became lead donors in the “quiet phase” of our capital campaign. Alice is no stranger to The Brick Store Museum, having volunteered in the shop and coordinated other museum volunteers beginning with her arrival in Kennebunk in the early 1970s through the late 1980s. Alice recalls, “The people really pulled me in. I felt at home.” So, when the Museum held its 2007 Annual Meeting back on June 19 at The Colony Hotel, it was only fitting that Alice was in attendance. The audience—filled with many of her long-time friends—was given dual reasons to marvel. Not only had Alice recently celebrated her milestone 100th birthday but she had also just revealed that she was making a second campaign contribution in the amount of \$25,000!

“Going to museums was part of growing up,” reminisces Alice. Her earliest museum memory is a magical one: her father had taken her as “a tiny tot” to see an historic home in Portland. When they came out, it was snowing, and a lamplighter was illuminating the street lamps.

From that point on, she says, it was “museums all the way”—be it visiting the grand museums of Europe in 1929 as a Parsons School of Design student, or frequenting the Metropolitan Museum of Art for design inspirations as part of her job with a New York City wholesale house. “Anyplace I went, it was just natural to end up at a museum.” And as for The Brick Store Museum? “It’s Kennebunk!” she proclaims. “People should appreciate it.” Alice clearly has a big heart, and for her years of generosity, we thank her from the bottom of ours.



*From repointing to repainting: facade and chimney restoration on the 1825 brick building.*

## Restoration Underway by Stephen P. Spofford, Vice President, Board of Trustees

Of necessity, restoration on our historic 19th-century museum buildings has begun, even as Capital Campaign fund raising continues. Thanks to lead gifts from the Bauman Family Foundation and the Kennebunk Savings Bank Foundation, there have been dramatic developments at William Lord’s original brick store over the past year. Tarp and scaffolding encircled the 1825 building, as a team from Richard G. Roy Masonry repointed and repaired the 182-year-old façade sorely compromised by age and exposure to the elements. In many sections, the mortar was extremely brittle or had eroded away entirely. The gaps had permitted a colony of European hornets to take up noisy residency inside the north wall, and water seeping in behind the first course of brickwork on the east and west walls had caused extensive damage inside.

Old mortar was carefully extracted and replaced with an historic preservation-sensitive, lime-based mixture compatible with our “soft” locally-kilned brick. Where bricks were damaged or missing—up to a dozen on each wall—bricks of similar makeup were inserted. Repairs were also made to all three chimneys, and when the Patriots’ Day storm hit, it was the first time in a long time that our

galleries did not leak. Scott Higgins Painting is currently applying a fresh coat of white paint out front to return the façade to its more familiar appearance. Shutters and signs newly repaired by D & M Property Management will be reinstalled shortly.

Separately, many passersby have noted the separate construction taking place on the lot adjacent to the Museum; while this is not the Museum’s property, we think you will agree that our new neighbors are enhancing the block tremendously.

With all our recent accomplishments, the brickwork is only the first in a series of campaign-funded projects underway over the next couple of years to rehabilitate all *four* of the Museum’s Main Street buildings. The remaining work will be far more invasive: replacing rotted sills and beams, upgrading electrical systems, strengthening floor loads on all levels, and dehumidifying the basements. Collectively, these endeavors will assure the Museum’s future as an iconic landmark and as a busy community institution for generations to come. I encourage you to lend your support and witness our progress by stopping by in person or visiting us online at [www.brickstoremuseum.org](http://www.brickstoremuseum.org).

## Member Finds “Sterling” Way to Support “Gem” of a Museum



Image © Silpada Designs, Inc.

By day, Liz Spofford is a hospice caregiver. Her occupation is physically and emotionally demanding, yet she is also a wife, mom to her two kids, and an active community volunteer both at her church and at the Museum. In her “spare time,” she is an independent Silpada Designs representative offering fine sterling silver jewelry through home shows and individual orders. It is this newest hobby that gave Liz an innovative idea on how she could help the Museum. With a jewelry home show recently held on September 24, Liz graciously donated her proceeds in support of the *Connecting Generations* Capital Campaign. The Museum is very thankful for Liz’s thoughtful, community-minded approach!

## Commemorative Brick Sales

One of the most charming stories of the summer came from a loyal museum member who unexpectedly won \$100 in the lottery and used her prize money to purchase a commemorative brick at the Museum!

People have exhibited considerable creativity when crafting their inscriptions, and we submitted our first order of more than 150 bricks shortly after Labor Day. We anticipate the bricks to start arriving within the next few weeks, after which they will be installed in the walkways leading to the Museum. Look for a special announcement then.

In the meantime, we are still happy to accept brick orders. Bricks are attractively priced at just \$100 apiece and are complimentary to those making campaign donations of \$1000 and above. All proceeds benefit the Museum’s ongoing \$1.5 million *Connecting Generations* Capital Campaign for restoring the Museum’s 19th-century building complex and ensuring a stable fiscal future. Whether you are a native, newcomer, or summer vacationer for generations, we invite you to join us in “paving the way for history” by purchasing your very own personalized, engraved brick. Use it to mark a special occasion, honor a loved one, or remember someone who has gone before—you will literally be providing a path for those who follow. With the holidays just around the corner, keep in mind that bricks make unique, lasting gifts; we would be pleased to forward a gift announcement to your desired recipient.

Ordering is as easy as contacting the Museum at 207.985.4802 or downloading the form from our website at [www.brickstoremuseum.org/campaign\\_bricks.shtml](http://www.brickstoremuseum.org/campaign_bricks.shtml).

## A Busy Year on All Fronts

Amidst all the extra activity related to the Capital Campaign, the business of the Museum continues. Here is a quick recap of some of the year’s achievements in a variety of arenas:

- A complete, in-house redesign of [www.brickstoremuseum.org](http://www.brickstoremuseum.org) premiered in March.
- An all-new Business Partner Program was launched in April.
- **Four** new exhibitions debuted: *A Brush with History: Artistic Interpretations of Archival Images from The Brick Store Museum*, *Wild Things: Selections from Kate Manko’s Collection of American Folk Art Animals*, *Kennebunk’s Big Leaguers: The Baseball Legacies of Colby Jack and Bobby Coombs*, and *Burned into our Memories: The ‘47 Fire... Sixty Years Later*.
- Off-the-street visitation from July through September soared to a five-year record high!
- The Museum was awarded a grant from the Virginia Hodgkins Somers Foundation to produce a series of experiential learning initiatives through Spring 2008.



Need ideas? Here are a few actual inscriptions from bricks already ordered:

- Celebrating a Maine Romance
- To honor Capt. Daniel Dudley, 1841-1930
- 1 Brick - A Leap to the Future
- Fortunate To Be By The Sea
- 125 in 2007: Cole Harrison Insurance
- Goedecke Clan Salutes Maine Ancestors
- In Remembrance of the Balbachs
- Ocean National Bank/Founded 1854
- To our beloved Brick Store
- All History is Local History
- Mineral Spring Way



Some of the participants in our 2007 History Camp held in July.

**YES, I would like to contribute to  
The Brick Store Museum's *Connecting  
Generations* Capital Campaign!**

**Recognition Levels:**

Gifts under \$300	Friends' Circle
Gifts of \$300+	Supporters' Circle
Gifts of \$1000+	Benefactors' Circle
Gifts of \$3000+	Patrons' Circle
Gifts of \$6000+	William Lord Circle
Gifts of \$12,000+	Edith Barry Circle
Gifts of \$25,000+	Director's Circle
Gifts of \$50,000+	Founders' Circle
Gifts of \$100,000+	Brick Store Society

**Payment Options:**

Check made payable to **The Brick Store Museum**

Please charge \$\_\_\_\_\_ to my credit card:  VISA  MasterCard

Card Number \_\_\_\_\_ Expiration date \_\_\_\_\_

Card Holder's Name \_\_\_\_\_ Authorized Signature \_\_\_\_\_

**Commemorative or Living Tribute:**

This gift is  In Memory of:  In Honor of: (please print name) \_\_\_\_\_

Please send correspondence announcing this gift to:

Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_



*Kindly cut and remit this form in the envelope provided to:  
The Brick Store Museum, 117 Main Street, Kennebunk, ME 04043*

**Please PRINT:**

Name (s) \_\_\_\_\_

(as you wish to be listed in acknowledgments)

Primary Residence \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

(E-mail is for periodic updates on the campaign. Address will not be shared.)

I would like my donation to remain anonymous.

Please count my gift toward the Staples' 1 for 2 Challenge (see story on page 1).

**Ways to Give:**

Please note that gifts of stock/securities are gratefully received; contact the Museum 207.985.4802 for details.

My one-time payment of \$\_\_\_\_\_ is enclosed.

My employer offers a matching gift program. I have enclosed the appropriate forms.

I wish to pledge \$\_\_\_\_\_ over a two-year period (2007-2008). Please select frequency of pledge:

Quarterly

Semi-annual

Annual

*Thank you for your contribution! The Brick Store Museum is a 501(c)(3) not-for-profit organization, with a federal tax ID number of 01-0238760. Contributions are tax-deductible to the fullest extent allowed by law.*



**BRICK STORE MUSEUM**

117 Main Street Kennebunk, ME 04043

207.985.4802 • Fax 207.985.6887

[www.brickstoremuseum.org](http://www.brickstoremuseum.org)

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