

Virginia Sesquicentennial of the American Civil War Commission Development Report – November 28, 2007

1. Case Statement and Executive Summary:

The executive draft of the case statement and its accompanying executive summary were distributed to the Commission during the week of November 19th. Both documents are based on the Commission's strategic plan and will serve as the foundation for the development effort. During an initial fundraising approach, the material will be used to aid prospects in gaining a better understanding of the Commission's mission, goals, objectives and funding opportunities.

2. Campaign Effort: Phase I:

The Commission has established a goal of \$5 million for Phase I of the campaign. As indicated on Attachment 1, the majority of the income to the Commission will be sought through grants from national and local foundations with the remainder sought through the solicitation of individuals and corporations in the form of monetary and in-kind contributions. The term "Indirect Support to Private Partners" (Attachment 1) reflects contributions made to other organizations that would not have been raised if not for the establishment and efforts of the Sesquicentennial Commission. As of November 27, 2007, the Commission has received just under \$12,000 from in-kind donations.

3. National Endowment for the Humanities (NEH):

The Commission had a very successful initial meeting with NEH Senior Program Officers Clay Lewis and Karen Miles and then a subsequent meeting with Tom Phelps the Director of Public Programs for NEH.

The projects which were of great interest to the NEH were: (1) the traveling museum exhibit in conjunction with the HistoryMobile; (2) the Signature Tours and (3) the document digitization project. The NEH has invited the Commission to submit a proposal for the museum exhibit and HistoryMobile for the maximum request of \$40,000 which is due in mid-January. The Commission is also meeting with members of the trucking industry in support of the HistoryMobile and anticipates soliciting members of this community for support in the form of monetary or in-kind contributions.

The Commission will also submit proposals in support of the Signature Tours project in conjunction with the National Parks Service and the NEH as well as a proposal in conjunction with the Library of Virginia supporting the document digitization project.

The Commission's staff continues a lengthy review of national and local foundations; Virginia philanthropists and corporations with a strong Virginia

presence whose philanthropic areas of interest are in line with the mission, goals and objectives of the Commission. During the course of 2008, these prospects will be approached about making significant contributions to the campaign.

4. Virginia Foundation for the Humanities:

The Commission is also working to schedule a meeting with the Virginia Foundation for the Humanities's President Rob Vaughan. The Commission may approach the VFH about funding support for the Signature conferences.