



February 4, 2016

To: The ATOS Board of Directors  
ATOS Fundraising Committee  
Re: The preparation for a Capital Campaign

### **AN ADDENDUM TO THE FUNDRAISING REPORT**

For serious consideration in the days and weeks ahead:

- ATOS has been involved in serious fundraising for over 7 years
- Since the establishment of a Fundraising Committee 7 years ago, it was determined there would be a “Quiet Campaign” to raise funds, gauge interest, generate the changes in the organization that would energize the membership and major donors, and at the right time, push ahead with a more serious campaign
- The “quiet campaign” has generated more than \$2.7 million dollars, including the major gifts from Mr. Lufkin \$900k, Mr. Stricker (\$500k), Mr. Mertz (\$215K plus future estate distribution), and the still-to-be-determined gifts from the estate planning gifts earmarked to ATOS to date
- The early successes fueled many meetings with individuals, and these meetings focused on the future, and the changes ongoing for ATOS management
- The Retreat put many of these changes not only into focus, but into practice, which allows for a very positive message about the Board’s positive commitment for the future
- I have asked the Fundraising Committee to begin to move into full campaign mode
- The Committee: Nancy Burton, Tim Needler, Dr. Karl Saunders, Dr. Marie Jureit-Beamish

We can now proceed from the “Quiet campaign” to the full Capital Campaign

- The stage is now set for taking the next steps
- Mr. Tony Wilson’s plans for major annual giving is the first of the dominoes to fall
- The video presentation will announce the campaign, and these successful steps leading up to the campaign
- Based on meetings; levels of interest; numbers of individuals indicating interest, my recommendation to the board is to consider a \$15 million capital campaign
- The focus of this campaign will lean more towards “Keeping the Theatre Organs Playing”
- We have no idea what the level of membership might be in 8 or 10 years; but we know the organs will be in theatres for the public to hear, and ATOS needs to position itself as an advocate, and where possible, a partner in making certain the organs are played and heard.

A successful \$15 million dollar campaign can create new programs and partnerships; secure ATOS’ operation annually; continue current programs; and work with whatever the level of membership might be.