



YOUR DONATION IS CRITICAL TO THE FUTURE OF THE BOOTHBAY RAILWAY VILLAGE

Name

Address

Date

City/Town, STATE zip

Dear

Known primarily as a railway, 2020 will be the year The Village begins to expand in ways that will attract greater participation in existing and new programs, dramatically increasing foot traffic to our home community and to Greater Maine.

Our long-term goal is nothing less than the fullest realization of our mission and vision – *through education* – to bring Maine’s mid-19th to mid-20th Century history to life. We will more fully explore and share how the skills, knowledge and ingenuity of those who created our local communities, grew our industries, and shaped our culture are the same innovation, persistence, creativity and know-how that will carry Maine into its future.

Help us create a new and vibrant “learning center” unique to Maine.

We must act soon to capture the very real “living museum” opportunity that will evolve The Village from a place where memories are created . . . to a learning center for on-going and hands-on instruction in the basic skills that early Mainers utilized to survive and thrive. These could include basketry, music & stories, woodworking, sustainable living, cooking and jewelry making, and many more.

Two Basic Needs: Education Program and Curating the Collection.

We face two main organizational challenges in joining the ranks of many national museums moving to be more relevant to their missions and to their audiences. We require an education program to create, promote and manage a vibrant curriculum rolling out this coming year, our 2020 season. And we must document - *curate* - the historical value of The Village’s very significant and extensive collection. These are fundamental necessities for a non-profit seeking six-figure grants from major private and public foundations devoted to preserving all aspects of America’s heritage. Each relies on systems, also included in our fundraising outreach. Both functions are revenue drivers, one to expand visitor participation and the other to grow major grants.

We’ve been investing in our collection since 1965. A great deal of our artifacts, collectibles and ephem-

era is unseen, in safe and secured storage. Whether on full public view or tucked safely away, this collection is the foundation of our “ask” for serious financial support moving forward.

A Generous Donor. And a 100% Match.

The very good news is that a longtime supporter recently stepped up to partially fund the education program. In addition, we offer a 100% match, making our year-end fundraising goal even more realistic. Any donation up to \$30,000 will be doubled, if gifts are received before the last day of the year.

\$10,000, \$5,000, \$1,000, \$500, \$100 or less – any level of generosity helps.

We rely on you as a past donor and friend of The Village. You and others love and value The Village, and share our mission to rescue and preserve our past. You realize The Village’s economic benefits to the local community and to the tourist industry in Maine.

We need your financial support now. *With Maine’s Bicentennial driving local residents and tourists to historic places and events across the state in 2020, the timing could not be better to launch our expanded programs and services.* We will be promoting and advertising to local, state, national, and international tour groups and visitors interested in beautiful locales and places of great historical value.

Museums must grow to stay relevant to their visitors.

‘Living museums’ are starting to flourish nationwide.¹ Like these, our doors will be open to learning for all ages, with courses and workshops that enrich lives and build community, and teach traditional crafts and basic skills in a student-centered learning environment that inspire hands, hearts, and minds.

Visitors are searching for knowledge and know-how. They want more than walk-through sterile environments and “don’t touch” exhibits. We undertake this growth after near yearlong research and conversation with major donors, museum professionals and development specialists – and with great expectations that our Village community will join us in the journey.

As you know, The Village’s focus is preservation.

Without question, The Village has led in the preservation of Narrow Gauge trains and growth of train museums in Maine. We took the lead in assisting others, sharing our knowledge and resources to help advance their development into non-profits focused on trains. We take great pride in our role for this statewide preservation. *But we have always been more than a train museum: we are a Village.*

Our first Village acquisition was 55 years ago, the historic Freeport Station, originally sited 50 miles from its current Boothbay home. “*The first purchase of many at The Village that has preserved a slice of Maine’s history for future generations.*” noted the **Bangor News** at the time.

Visitors will always walk through the Freeport Station to circle the grounds, ride the trains, visit the many exhibits, and enjoy the events on The Village Green. But with your continuing support, The Village will expand programs, influence and value. The Village must grow, and must do so on a path to broader visitor appeal and greater investment by major foundation grants.

¹ One Model for The Village’s Future | <https://northhouse.org/> |

Are you aware of The Village's contributions to the community?

The accompanying Fact Sheet serves as a “mini annual report” outlining Village statistics on annual revenues, admissions, and other key factors and financial indicators. The Village draws visitors from around Maine and New England. We are the kind of venue that statewide, out-of-state and global visitors search for, travel to, and spend time enjoying – benefiting local lodging, restaurants, shops and other businesses.

For many years, because of you and other supporters in our community, The Village has been recognized for our mission to inform and educate. The support we garner from visitors and foundations in Maine, throughout New England and across the country, make The Village a major contributor to the local economy.

Help us ready The Village for travelers beating a path to our corner of the world – *in search of history.*

One of the world's largest travel publishers² just ranked **Maine the #4 global travel destination for 2020**, *the only US state to make the list.* Special mention was made of Maine's natural beauty and bicentennial, with a special nod to the Midcoast as the #1 locale to visit in Maine.

- #1 THE SILK ROAD, ASIA
- #2 LE MARCHE, ITALY
- #3 TOHOKU PREFECTURE, JAPAN
- #4 MAINE, only US state to make the Top Ten List

It's going to be a banner tourism year for Maine—and with your help, The Village has a major role in sharing our history. *Help us take advantage of this great opportunity to showcase The Village:*

Please stamp and mail your donation in enclosed envelope, or contribute on-line:

<https://railwayvillage.org/get-involved-2/donate/>

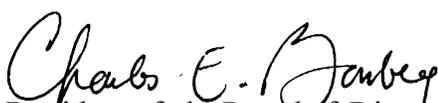
The Village's self-sustainability begins today – with you.

The Village has been a major destination since 1965, and expects to be here until 2065 and beyond. But change happens, and we intend to grow new opportunities and new supporters, evolve to even greater relevance to the local economy, become more meaningful to our community and beyond.

To that end, over the coming years, The Village must become self-sufficient, generating greater organic revenue for our programs and services, and diversifying the sources of its foundation support.

Your gift is critical – and appreciated.

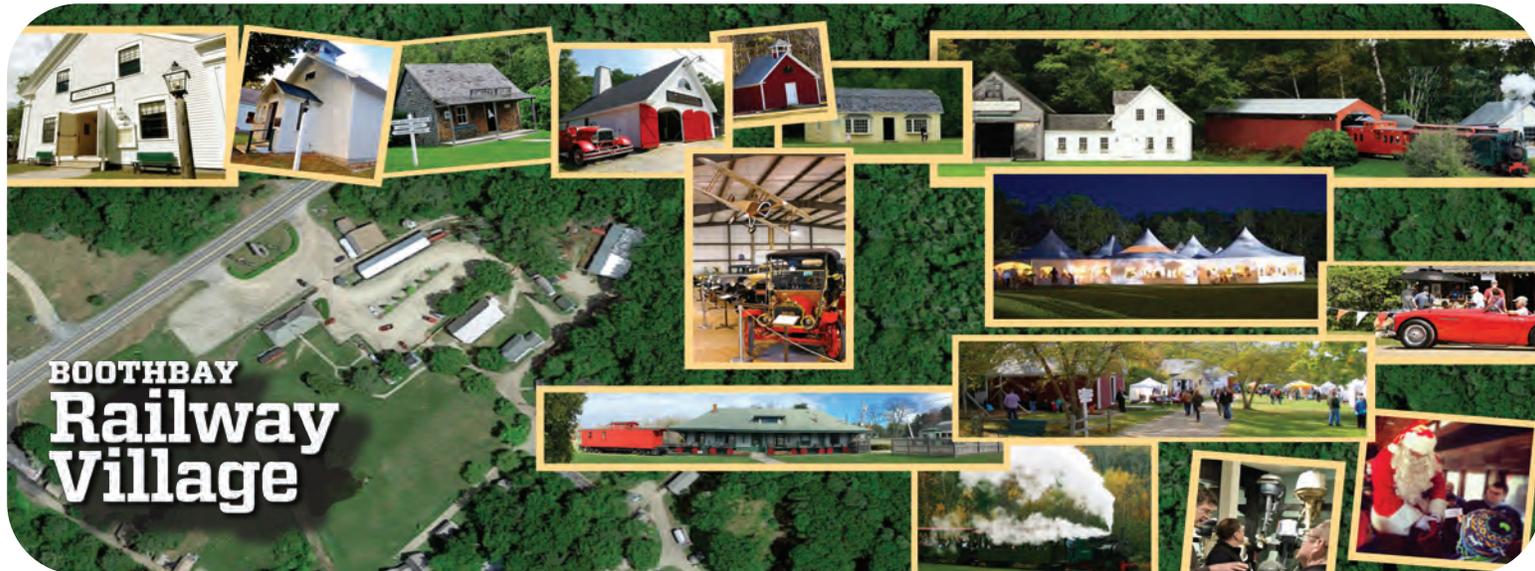
This wonderful community resource and Maine treasure relies on your ongoing support. Please give what you can, *before December 31, 2019.* On behalf of The Village's staff, volunteers and Board, we thank you, and wish you and your family the very best this Holiday Season.


Charles E. Bonberg
President of the Board of Directors
Boothbay Railway Village

² LONELY PLANET | OCT 2019 | “Top 2020 Travel Destinations”

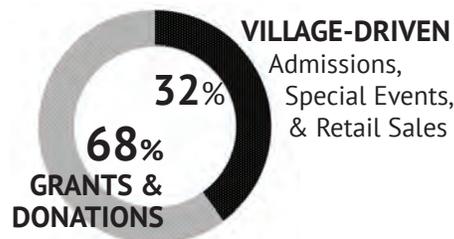
| <https://bangordailynews.com/2019/10/23/news/state/lonely-planet-names-maine-one-of-its-top-5-worldwide-regions-to-visit-in-2020/>

2019 REPORT TO THE COMMUNITY



THE VITAL ROLE OF FOUNDATIONS IN SUPPORTING MUSEUMS

Few could afford many trips to their favorite non-profit museums without major revenue support by public and private foundations.



Our revenues come from two sources: admissions and foundation gifts. Moving forward, The Village plans to dramatically grow its revenues in two ways: through increased emphasis on education and hands-on instruction, as well as through acquisition of major foundation grants, especially from the US government's substantial Heritage Grants. George McEvoy and the McEvoy Foundation have played an extraordinary role in creating The Village, a legacy that will only grow in value over time. The 2020 Capital Campaign will expand Village programs and create an endowment that will eventually sustain The Village into its next 55 years - and longer.

THE VILLAGE ADDS VALUE TO ECONOMY

As a favorite New England attraction drawing tourism dollars to our area, The Village is a major economic contributor to the state and local economies. One of the region's larger employers, The Village's annual million dollar budget supports staff salaries, building maintenance, landscaping, and restoration. Beneficiaries include area contractors, local stores and building suppliers, advertising and marketing media outlets, and state and local taxpayers.

VOLUNTEERS ADD MORE THAN MONEY TO THE VILLAGE: LOVE AND ENTHUSIASM



DELLA HAHN
HIGH SCHOOL VOLUNTEER

Volunteers lower non-profit overhead (a priority for museums) but more important, they are inspirational. Their love for The Village shows in every contact with adults and children. Volunteers are informed, skilled and helpful. Annual volunteer hours are extraordinary. Our own Board members volunteer over 4,000 man-hours annually; special events rely on hundreds of volunteers; high schoolers volunteer for credit; and volunteers work side-by-side with technical, office and grounds staff.

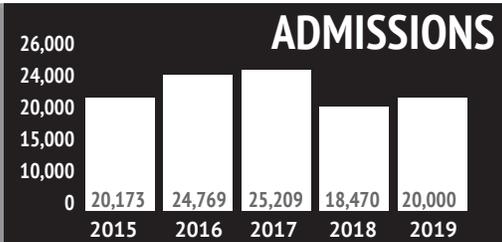


JOHN ORNE
TRAIN CREW VOLUNTEER



AMY GOODWIN, SARAH MORLEY, SUSAN NORTON AND JEN BARTER HALLOWEEN EVENT VOLUNTEERS

Over one million people have crossed through the Freeport Station into The Village since 1965. Over 20,000 will have visited by this year's end.



READY, MIDCOAST MAINE? GLOBAL TRAVELERS ARE ON THEIR WAY.

LONELY PLANET | OCT 2019 | Maine #4 on top ten travel destinations in 2020—the only US state, just behind Asia's Silk Road, Italy's Le Marche, and Japan's Tohoku region ... Specifically citing “the **Midcoast**, Acadia National Park and The North Woods/particularly Katahdin/Penobscot River/Wilderness stretch of Appalachian Trail ...”