



OUR CHALLENGE:

The AGH annual operating budget now stands at about \$4.5 million dollars a year.

Of this budget only 33% or \$1.5 M is derived from relatively stable sources of revenue such as the City of Hamilton, the Canada Council for the Arts, the Ontario Arts Council and the AGH current endowments.

The balance or \$3 million (67%) is generated every year through:

Retail Operations, Hospitality and Corporate Services, Special Events, Annual Campaign, Memberships, Programming Activities, Admission and Tours and One-time Grants

This budget does *not* provide for:

- The maintenance of the current collection and its conservation, restoration and research.
- The purchase of artworks to augment what is widely considered one of Canada's finest art collections.
- Library and archival needs that serve as a vital resource for our community and ensure the preservation of Canada's and Hamilton's cultural heritage.
- The growth of our Programmes so that they continue to engage our audiences.

AGH ANNUAL REVENUES

In concert with endowment income, the Gallery is committed to further maximizing the revenue potential of each of the following Gallery areas:

1. Retail Operations
2. Special Events
3. Annual Campaign
4. Membership
5. Programming Fees
6. Admissions and Tours
7. Hospitality and Corporate Services

TOGETHER, THE CAMPAIGN AND THE INCREASED ANNUAL REVENUES WILL BRING THE FINANCIAL STABILITY REQUIRED TO MAINTAIN THE AGH AS A WORLD-CLASS FACILITY AND A RECOGNIZED CENTRE OF CULTURE IN DOWNTOWN HAMILTON.

OUR RESPONSE: building a legacy through building endowments

Programming & Operations Endowment: the need - \$10M dollars

This endowment will provide \$500,000 (calculated as yielding an average of 5% interest a year) towards the annual activities of the Gallery, decreasing substantially the financial vulnerability of the AGH. From 33% in stable revenues, the Gallery will grow to 45%.

Building Maintenance & Future Growth Endowment: the need - \$1.5M dollars

This endowment will provide \$75,000 (calculated as yielding an average of 5% interest a year) towards building maintenance and future capital needs. The Building Maintenance and Future Growth Endowment will protect the investment already made in the renovated building and allow us to plan preventative maintenance expenditures proactively.

Permanent Collection Endowment: the need - \$1.5M dollars

Generating an average of \$75,000 a year, this endowment will ensure that the permanent collection, library and extensive archival documents are properly maintained. Additionally, this endowment will enable the Gallery to build the permanent collection through the purchase of artworks.

Please note: All campaign donations are payable over a five year period. All donations are tax deductible. Please see the Donor Recognition section of this document for the various forms of recognition offered by the Gallery.



TYPES OF GIFTS

The most frequent types of gifts are gifts of cash. It should be noted, however, that donors can elect to give the following and still receive recognition under the Gallery's recognition programme.

Some examples include:

1. Securities
2. Life insurance
3. Donations of artworks to the permanent collection or to be sold to generate revenues for the permanent collection endowment
4. Legacies
5. Retirement Plan Gifts
6. Charitable Remainder Trust
7. Gift Plus Annuity

The AGH suggests that you consult your tax accountant or, in the case of estate planning, your solicitor, to determine the most fiscally advantageous way of making a donation to the Gallery.



DONOR RECOGNITION

Donor names will be added to the AGH Building A Legacy II plaque in the Dofasco Great Hall.
In addition:

\$15 M BUILDING

The (NAME) Art Gallery of Hamilton

Description: The donor's full name will be attached to the Gallery name on the AGH building as well as on all printed and electronic material for a period of 25 years or the life of the building.

\$10 M EXHIBITION PROGRAMME

The research and presentation of the AGH exhibition programme is made possible through a major gift from (NAME).

Description: The AGH presents up to 24 exhibitions a year including permanent collection projects. This recognition will be in the form of a permanent plaque in the Gallery for a period of 25 years or the life of the building.

\$5 M PERMANENT COLLECTION

The care and the presentation of the collection of the Art Gallery of Hamilton are made possible through a major gift from (NAME).

Description: Works from the AGH permanent collection are on view at all times in the Gallery. This recognition will be in the form of a permanent plaque in the Gallery for a period of 25 years or the life of the building.

\$3 M EDUCATION PROGRAMME

The research and presentation of the AGH Education programme is made possible through a gift from (NAME).

Description: The AGH presents ongoing educational activities for all ages. This recognition will be in the form of a permanent plaque in the Gallery for a period of 25 years or the life of the building.

\$2 M EXHIBITION SPACE

The (NAME) Gallery

Description: The AGH has two major exhibition spaces available for naming. This recognition will be in the form of a permanent plaque (as currently used) in the Gallery for a period of 25 years or the life of the building.

\$1.5 M PERMANENT COLLECTION ENDOWMENT

The (NAME) Permanent Collection Fund

Description: This endowed fund is dedicated to the acquisition and maintenance of the AGH collection of artworks, its archives and library.

Please note that the forms of recognition listed above are only a few examples of how the Gallery can recognize major donors. We welcome the opportunity to discuss other forms of recognition with you.



DONOR RECOGNITION

\$1.5 M BUILDING FUND

The (NAME) Building Fund

Description: This endowed fund is dedicated to the maintenance and future capital needs of the AGH building.

\$1 M EXHIBITION SPACE

The (NAME) Gallery

Description: The AGH has two medium-sized exhibition spaces available for naming. This recognition will be in the form of a permanent plaque (as currently used) for a period of 25 years or the life of the building.

\$1 M CHILDREN'S PROGRAMMING

The research and presentation of the AGH Children's programme is made possible through a gift from (NAME).

Description: The AGH presents ongoing children's activities. This recognition will be in the form of a permanent plaque in the Gallery for a period of 25 years or the life of the building.

\$1 M CHAIR - CURATOR OF EUROPEAN ART

The (NAME) Chair of European Art

Description: This recognition will appear each time the holder of the title Curator of European Art is used for a period of 15 years.

\$500,000 EXHIBITION

The research and presentation of this exhibition is made possible through a gift from (NAME).

Description: The AGH will attach your name or your company's name to one leading exhibition every year for 5 years. You will be able to select the exhibition of your choice among those scheduled by the AGH.

\$250,000 SHOP AT AGH

The (NAME) Shop at AGH

Description: This recognition will be in the form of a permanent plaque (as currently used) for a period of 25 years or the life of the building.

\$200,000 EXHIBITION SPACE

The (NAME) Gallery

Description: The AGH has two small exhibition spaces available for naming. This recognition will be in the form of a permanent plaque (as currently used) for a period of 25 years or the life of the building.

Please note that the forms of recognition listed above are only a few examples of how the Gallery can recognize major donors. We welcome the opportunity to discuss other forms of recognition with you.



Art Gallery of Hamilton

123 King St. W., Hamilton, ON L8P 4S8

905.527.6610

www.artgalleryofhamilton.com



DONOR RECOGNITION

\$100,000

Name listed in full on donor wall. In addition, the donor will receive recognition as the sponsor of the AGH publication *insights* for a period of 5 years.

\$50,000

Name listed in full on donor wall. In addition, the donor will receive ongoing recognition as the sponsor of all Gallery openings for a period of five years.

\$25,000

Name listed in full on donor wall. In addition, the Gallery will provide year-round recognition for a period of 5 years in the Adopt-an-Artwork programme and the donor will choose **three** works at the twice-yearly receptions. Donors may also select multiple works over a shorter period of time.

\$15,000

Name listed in full on donor wall. In addition, the Gallery will provide year-round recognition for a period of 4 years in the Adopt-an-Artwork programme and the donor will choose **two** works at the twice-yearly receptions. Donors may also select multiple works over a shorter period of time.

\$10,000

Name listed in full on donor wall. In addition, the Gallery will provide year-round recognition for a period of 3 years in the Adopt-an-Artwork programme and the donor will choose **two** works at the twice-yearly receptions. Donors may also select multiple works over a shorter period of time.

\$5,000

Name listed in full on donor wall. In addition, the Gallery will provide year-round recognition for a period of 3 years in the Adopt-an-Artwork programme.

\$2,000

One-time recognition through the Adopt-an-Artwork programme. The donor's name is recognized alongside works from the permanent collection on view at the Gallery. Donors attend receptions twice yearly to select their adopted artwork. This programme is cumulative. After five years, the donor's name is added to the donor wall.

\$1,000

Permanent recognition on an artwork commissioned for the AGH Irving Zucker Sculpture Garden.

It should be noted that pledges are payable yearly over a maximum period of five years. All donations are tax deductible.



Art Gallery of Hamilton

123 King St. W., Hamilton, ON L8P 4S8
905.527.6610
www.artgalleryofhamilton.com



INDIVIDUAL PLEDGE FORM

Donor Information:

(Please provide the following information to ensure proper recognition for your support)

Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____

E-mail: _____

We wish to make an investment to the AGH Building a Legacy Campaign 2:

Total Investment: \$ _____ Amount Enclosed: \$ _____

Pledge: 5 years 4 years 3 years 2 years One-Time Gift

Balance to be paid: Annually Semi-Annually Quarterly

Payment Information:

Invoice from the Art Gallery of Hamilton Cheque payable to the Art Gallery of Hamilton
 Visa Mastercard American Express

Card number: _____ Expiry Date ____/____/____

Donor Recognition:

Name: (as you would like it to appear in recognition of your gift) _____

Area of Support: Wherever the need is greatest Programming & Operations Endowment
 Building Maintenance & Future Growth Endowment
 Permanent Collection Endowment

Signature: _____ Date: _____



Art Gallery of Hamilton

123 King St. W., Hamilton, ON L8P 4S8

905.527.6610

www.artgalleryofhamilton.com



CORPORATE PLEDGE FORM

Donor Information:

(Please provide the following information to ensure proper recognition for your support)

Organization Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____

E-mail: _____

I wish to make an investment to the AGH Building a Legacy Campaign 2:

Total Investment: \$ _____ Amount Enclosed: \$ _____

Pledge: 5 years 4 years 3 years 2 years One-Time Gift

Balance to be paid: Annually Semi-Annually Quarterly

Payment Information:

Invoice from the Art Gallery of Hamilton Cheque payable to the Art Gallery of Hamilton
 Visa Mastercard American Express

Card number: _____ Expiry Date _____ / _____

Donor Recognition:

Name: (as you would like it to appear in recognition of your gift) _____

Area of Support : Wherever the need is greatest Programming & Operations Endowment
 Building Maintenance & Future Growth Endowment
 Permanent Collection Endowment

Signature: _____ Date: _____

I wish to remain anonymous



123 King St. W., Hamilton, ON L8P 4S8
905.527.6610
www.artgalleryofhamilton.com



FOUNDATION PLEDGE FORM

Donor Information:

(Please provide the following information to ensure proper recognition for your support)

Foundation Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____

E-mail: _____

We wish to make an investment to the AGH Building a Legacy Campaign 2:

Total Investment: \$ _____ Amount Enclosed: \$ _____

Pledge: 5 years 4 years 3 years 2 years One-Time Gift

Balance to be paid: Annually Semi-Annually Quarterly

Payment Information:

Invoice from the Art Gallery of Hamilton Cheque payable to the Art Gallery of Hamilton
 Visa Mastercard American Express

Card number: _____ Expiry Date _____ / _____

Donor Recognition:

Name: (as you would like it to appear in recognition of your gift) _____

Area of Support: Wherever the need is greatest Programming & Operations Endowment
 Building Maintenance & Future Growth Endowment
 Permanent Collection Endowment

Signature: _____ Date: _____



Art Gallery of Hamilton

123 King St. W., Hamilton, ON L8P 4S8
905.527.6610
www.artgalleryofhamilton.com