



# For All Time

75th Anniversary Endowment and Capital Campaign

## Funding Goals

<b>National Watch and Clock Museum</b>	<b>\$3,300,000</b>
Museum Endowment	
Staff Salary Endowment	
Collections Acquisitions & Conservation	
Exhibit Design & Fabrication	
<b>Library &amp; Research Center</b>	<b>\$1,200,000</b>
Library Endowment	
Collections Acquisition & Conservation	
Preservation & Accessibility	
<b>Education</b>	<b>\$500,000</b>
Education Endowment	
Public and Member Education	
Ward Francillon Symposium Endowment	
Speaker Fund Endowment	
<b>NAWCC</b>	<b>\$500,000</b>
General Endowment	
Staff Salary Endowment	
Creation of a Development Office	
Chapter Support	
<b>Capital Projects and Expense</b>	<b>\$2,000,000</b>
Technology and Museum/Library Collection Storage	
Museum Building Repair and Major Maintenance	
HVAC System Replacement	
Furniture, Fixtures and Equipment	
Campaign Planning and Expenses	

NAWCC will always consider gifts for other purposes that reflect your interests. Please contact us.



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## Ways to Give

Pledges to the For All Time campaign may be paid over 5 years.

### **Cash**

NAWCC gratefully accepts gifts in the form of cash, check, credit card, EFT, and wire transfer.

### **Publicly Traded Securities**

Gifts of appreciated stocks are a great way to avoid capital gains tax. You are credited with the average of the high and low quoted selling price on the date the donor relinquishes control. Please complete a Stock Transfer Form.

### **Gifts of Horological Items to the Collection**

Such gifts are subject to review on a case-by-case basis. Any such gifts must have a use related to the NAWCC purpose and benefit the NAWCC as an object of cultural value.

### **In Kind/Tangible Personal Property**

Donations may be sold with proceeds used toward the campaign or utilized in NAWCC operations to reduce budget expenses. Such donations must be in accordance with IRS rules and the NAWCC Gift Acceptance Policy.

### **Insurance Policies**

By either donating a life insurance policy outright or naming NAWCC as beneficiary, you can provide a large gift that can provide a lasting legacy. Charitable riders on cash value insurance policies can also be used to make a gift.

### **Individual Retirement Accounts (IRA) Rollover**

Up to \$100,000 may be transferred directly from your IRA, yielding tax advantages if you are age 70½ or older. This option ends in 2013 unless federal legislation extends it for future years.

### **Closely Held Stock**

Such gifts must be approved by the NAWCC Board prior to acceptance.

### **Grants**

Whether from private foundations or public entities, grant income is accepted toward the campaign.

### **Real Estate**

Such gifts must be reviewed by the Board officers on a case-by-case basis.

### **Other Property**

Non-cash property such as mortgages, notes, patents, copyrights, etc., will be accepted on a case-by-case basis.



## For All Time Campaign Gift Recognition

*In recognition of your generous support, the National Association of Watch and Clock Collectors offers a range of distinctive opportunities to honor and recognize your, family, friends or corporation by placing their names in prominent locations within the NAWCC facility.*

### FACILITY NAMING

#### Museum

Museum	\$10,000,000
Museum Rotunda	\$3,000,000
Museum Theater	\$500,000
Exhibit Areas	\$250,000 each

#### Library

Library	\$2,000,000
Archives	\$1,000,000

#### Education

Education Building	\$1,000,000
Education Classrooms	\$250,000
Media Studio (New)	\$150,000

### ENDOWED POSITIONS

*Gifts of \$50,000 and above may be recognized as a named endowed fund in support of NAWCC positions. Below are suggested options. Please contact us to discuss other specific gift interests.*

#### Museum

Museum Director	\$1,500,000
Clock Curator	\$1,300,000
Watch Curator (new)	\$1,300,000
Guest Curators	\$300,000 each
Exhibit Designer (new, part-time)	\$300,000
Internships/Fellowships	\$50,000 - \$250,000 each

#### Library

Library & Archives Supervisor	\$1,300,000
Librarian (new)	\$1,100,000
Archivist	\$1,100,000
Internships/Fellowships	\$50,000 - \$250,000 each

Research Fellowship - To provide a stipend for conducting research in exchange for working as a research assistant to Library staff.

Library/Archives Internship - A paid internship in the Library or Archives

#### Education

Director of Education	\$1,500,000
Instructor (new)	\$1,300,000

## Association

Executive Director	\$2,000,000
Development Director	\$1,400,000
Editor	\$1,500,000

## ENDOWED COLLECTIONS

### Museum

Conservation Endowment	\$ 50,000
Acquisition Fund	\$100,000
Tall Case Collection	\$50,000
American Clocks Collection	\$50,000
European Clocks Collection	\$75,000
American Watchmaking Collection	\$50,000
American Pocket Watches Collection	\$50,000
European Pocket Watches Collection	\$100,000
Wristwatches Collection	\$100,000
Public Clocks Collection	\$100,000

### Library

Special Collections	\$200,000
Children's Library	\$75,000
Periodicals Collection	\$75,000
Lending Library	\$200,000
Audio-visual Library	\$100,000

## ENDOWED PROGRAMS

*Endowed Funds of \$50,000 and above can be recognized through a named endowed fund for NAWCC programs. Below are suggested options. NAWCC will be happy to discuss gifts for other programs that reflect your interests.*

### Museum Exhibits

#### School of Horology (Workshop Programs)

Clock Instruction Programs      Watch Instruction Programs      Online School of Horology

#### Public Programs Series

Support the public programs offered through the museum including annual events such as homeschool day, make-and-take workshops for families, lecture series, movie nights

#### watchnews • all things wristwatch

NAWCC's blogsite for wristwatches. Funds for programming (development), to hire regular authors, and to fund a full time position to engage with and develop relationships with the watch industry.

#### Watch Industry Fund

To fund NAWCC participation in Industry Watch Shows (Baselworld, MidEast, Miami Beach, Las Vegas, New York, International Watch and Jewelry Guild)

*All gifts of \$5,000 and above to the For All Time Campaign will be recognized on the donor wall at NAWCC as well as in campaign publications and online. We trust you will find this guide helpful for determining your gift. Please remember that gifts to the campaign may be made over a period of five years and may be in the form of cash, securities or planned gifts counted at their present value.*



## For All Time

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### Named Endowment Fund & Donor Recognition Societies

#### Named Endowment Fund

Named Funds can support the bricks-and-mortar and program needs of the NAWCC, and also our intellectual work and services. With a gift of \$50,000 or more, a donor may establish a named endowment fund. The endowment fund may provide annual support for the NAWCC organization as a whole or may be designated to a program area such as the Museum, Library or a collection. Named funds will provide support in perpetuity.

#### John Harrison Endowment Society

The John Harrison Endowment Society recognizes people who have donated \$1,000 or more to NAWCC endowments. John Harrison (1693-1776), a celebrated English horologist, invented the marine chronometer, revolutionizing safe long-distance sea travel. Cumulative gifts are recognized by tiers within the Society.

#### 1943 Heritage Society

Join an elite group of generous NAWCC members who have made gifts or informed the NAWCC of their intent to make a gift through a will, bequest, or other planned gift. The name “1943 Heritage Society” signifies the founding year of the Association and “heritage” connotes the lasting impact of these thoughtful gifts.

#### For More Information

National Association of Watch and Clock Collectors, Inc.  
514 Poplar Street  
Columbia, PA 17512-2130

Steve Humphrey  
Executive Director  
717-684-8261, ext. 209



**For All Time**  
**National Association of Watch & Clock Collectors**  
 75<sup>th</sup> Anniversary Endowment and Capital Campaign

**Pledge Form**

To assist in furthering the NAWCC's mission and long range plans, and in consideration of the gifts of others, it is my/our intention to contribute to NAWCC the recurring amount of \$ \_\_\_\_\_, as follows:

Annually       Semi-Annually       Quarterly       Monthly

For the next ① ② ③ ④ ⑤ years,

Beginning (month/year) \_\_\_\_\_ and ending (month/year) \_\_\_\_\_.

Resulting in a total gift of \$ \_\_\_\_\_.

Enclosed is payment for the first installment OR  Invoice Me       My/our donation will be paid in full as a single gift.

**PAYMENT METHOD** .....

My/Our gift will be in the form of:  Cash     Check (payable to National Association of Watch & Clock Collectors or NAWCC)

Credit Card     Securities (NAWCC will send stock transfer instructions.)     Other \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

MasterCard     Visa     Discover     American Express     PayPal at \_\_\_\_\_

My company will match my gift. Company Name \_\_\_\_\_ Expected amount of match \$ \_\_\_\_\_

☛ NAWCC will invoice you or charge your credit card at the appropriate times based on your choice above. Pledges may be paid in advance and payment terms can be changed by contacting NAWCC.

**APPLY GIFT TO** .....

Area of greatest need *Specify*

Endowment Fund (Principal permanently restricted)    \_\_\_ NAWCC    \_\_\_ Museum    \_\_\_ Library    \_\_\_ Education

Investment Fund (Board discretion concerning principal)    \_\_\_ NAWCC    \_\_\_ Museum    \_\_\_ Library    \_\_\_ Education

Capital Projects (Facility & Equipment)

Add detail, if needed \_\_\_\_\_

**DONOR RECOGNITION** .....

Please list my/our name(s) as follows: \_\_\_\_\_

Please do not publicize our name(s)

Address \_\_\_\_\_ Phone \_\_\_\_\_

Signature(s) \_\_\_\_\_ Date \_\_\_\_\_

For information and assistance, please contact Steve Humphrey, Executive Director • [shumphrey@nawcc.org](mailto:shumphrey@nawcc.org)

NAWCC is a charitable organization with tax-exempt status as defined by IRS Section 501(c)(3)



**For All Time**  
**National Association of Watch & Clock Collectors**  
75<sup>th</sup> Anniversary Endowment and Capital Campaign

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**2015-2017**

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