

Congratulations! You Have Made the *For All Time* Campaign a Tremendous Success!

by George Goolsby (TX)

Creating an endowment to support the mission of the National Association of Watch & Clock Collectors, Inc. is not a new idea. Indeed, several prior chairs of our Board thought about this undertaking. However, it was not until 2011 that the full Board considered whether and how to proceed with an endowment campaign. The slow, steady diminution in our membership and the consequent drop in membership fee revenues threatened our long-term financial viability. Our members worried that we would soon be in serious trouble if we failed to act. In due course, we canvassed a representative cross-sample of our membership for their views and consulted with professional advisers to develop a plan. In 2013 the Board approved launching the *For All Time* 75th Anniversary Endowment and Capital Campaign. The prevailing attitudes of the membership ran the gamut from, "It will never happen," to "Good luck," to "What do we have to lose?"

The plan calls for a campaign running five and a half years, ending March 31, 2019 — a short time after we celebrate the 75th anniversary of the NAWCC. The goal is ambitious: to raise a total of \$7.5 million for four endowments — museum, library and research center, education, and undesignated — plus a capital projects component.

When the campaign began, a working team was formed and each Board member contributed. The emphasis of the campaign has been on the transformative change that the endowments and capital spending make on the Association's future. As American businessman and writer Max DePree once put it, "We cannot become what we want to be by remaining what we are."



The initial focus was on securing higher-dollar donations with the hope that a strong start would demonstrate success and encourage a robust response during the general phase of the campaign. It soon became evident that more relationship building and working with donors to consider options were essential to securing larger donations. The Board and several members helped by providing introductions, offering suggestions, and making thank you calls. Also evident was that many members were not able to contribute out of

current income or savings but could do so by making planned gifts, such as through a trust or a will. Planned gifts became the vehicle by which several significant donations have been made. Donations of real property and horological items (or the proceeds from selling such items) have added to the total. In addition, after the campaign passed the \$4 million mark, our Chapters and Regionals became actively involved.

Where do we stand today? We are certainly not standing still. On an almost daily basis, the number of members participating increases. This spring we saw a substantial increase in planned gifts. We will announce updated results at the July 18 *For All Time* campaign reception in Columbia, PA. I am confident you will be most pleased. You, our members, are proving that the Association will remain relevant and vibrant in the years to come. As former U.S. president Barak Obama once said, "Change will not come if we wait for some other person, or some other time. We are the ones we've been waiting for. We are the change that we seek."

The *For All Time* campaign will soon end, but your continued support is necessary. As the old saying goes, "We're not out of the woods yet." We certainly must continue to fund and build our endowments.

When our immediate Past Executive Director Steve Humphrey interviewed for the job, he said that the Association really needed a \$40 million endowment to succeed. With your generous help, we should now move toward that goal. In the meantime, and as our endowment accounts grow, we must have your current support through consistent annual gifts to help defray the costs of current operations.

It's a lot to ask, but your generosity is making a huge difference. It is fitting that we soon gather in Columbia to celebrate this wonderful milestone. At the same

time, we must prepare for the road ahead. What once seemed impossible is now reality or, as former president of South Africa Nelson Mandela expressed it, "It always seems impossible until it is done."

About the Author

George Goolsby is a former member of the NAWCC Board of Directors and is the current chair of the *For All Time* Campaign. He has been a member of the NAWCC for 40 years.

In Honor Of

We recognize here those individuals and Chapters whose gifts to the NAWCC *For All Time* Campaign have been given in honor of family and friends.

Bob Frishman given by Alan R. and Jane H. House
George F. Goolsby given by Hugh R. and Evelyn Slough
Cyrus H. Nathan* given by Margaret S. Nathan

Joanne and George Orr given by George and Cathy Goolsby
Don White* given by Southwestern Chapter 15

In Memory of

We recognize here those individuals whose gifts to the NAWCC *For All Time* Campaign have been given in memory of family and friends.

Nancy Ankrum given by Judy Draucker
John J. Arrigo given by Gustave Bauer
Harold Bain given by Robert and Carolyn Pritzker
Reese W. Bender given by Mrs. Reed W. Bender
George F. Brusky given by Judy Draucker
Terence M. Casey given by Judy Draucker; Andrew H. and Linda I. Dervan
Pam Cipra given by Judy Draucker
JW Corenius given by Judy Draucker; Old Dominion Chapter 34
Ruth Edidin given by Michael Edidin
Anne Guggenbuehl given by Fortunat Mueller-Maerki
Beth Hubby given by Judy Draucker
Michael "Todd" Haines given by Mike and Donna Haines
Craig Jennings given by Southwestern Chapter 15
Joe Meraux given by Ben Gravolet

Paul Middents given by Leon and Janet Jaussaud
Philip Priestley given by Andrew H. and Linda I. Dervan; Robert and Carolyn Pritzker
Robert Ripley given by John and Laura Wagner
Fred Tischler given by Judy Draucker; Ruth and Hugh C. Overton; Pam Tischler
Ralph Warner given by Andrew H. and Linda I. Dervan
James T. West given by Andrew H. and Linda I. Dervan
Doris W. Westerholm given by Judy Draucker; Old Dominion Chapter 34
Reese M. Wills Sr. given by Reese M. Wills Jr.
Ruby Worrell given by Judy Draucker; Old Dominion Chapter 34
John Wubker given by Central Illinois Watch & Clock Collectors Chapter 66
Donald Yent given by Old Dominion Chapter 34

* Deceased