

NAMING OPPORTUNITIES

Donor Recognition Opportunities

\$1,250,000

Land
Named Fund

\$1,000,000

Main Exhibit Hall
Named Fund

\$750,000

Main Lobby Area
Named Fund

\$500,000

Boathouse
Function Hall
Named Fund

\$250,000

Boat Restoration Workshop
Children's Discovery Center
Function Patio
Museum Store
Permanent Exhibits Area
Photovoltaic Array
Pirate Play Ship Area
Restoration of the Historic Allen A. Building
Rotating Exhibits Area
Named Fund

\$200,000

Gazebo
Dock #1
Dock #2

NAMING OPPORTUNITIES

Donor Recognition Opportunities

\$100,000

Administrative Wing
Compass Rose Patio
Display Hall Corridor
Entry Patio
Function Hall, East
Function Hall, West
Interpretive Trail For Families
Lobby East Corridor
Reception Desk
Named Fund

\$50,000

Archival Storage Area
Caterer's Kitchen
Collections Storage Area
Corridor to Display Hall
East Patio
Executive Director's Office
Flag Pole
Front Patio
Lobby Display Area (3)
West Patio
Named Fund

\$25,000

Administrative Offices (2)
Children's Discovery Center Display Areas (2)
Cupola
Entrance Ramp
Exhibit Display Cases (8)
Exterior Landscaping Area (4)
Exterior Staircase & Landscaping, Water Side
Function Hall Storage Area
Mechanical Room
Named Fund

Assignment priority will be based upon chronological receipt of signed pledge forms for gifts at these levels.

All gifts of \$5,000 or more will be recognized on the major donor plaque in the new Museum.

TAX ADVANTAGES OF GIVING

Tax Advantages for Charitable Individuals

Introduction

Looking outside ourselves to help others feels great all on its own. Fortunately, United States law encourages our tangible generosity through incentives in the form of tax savings – savings from ordinary income, capital gains, and estate and gift taxes. We get to feel great about helping others and the government subsidizes our efforts. In the end, making a major gift is far less costly than many people realize. Here's how.

Income Tax Savings

A person may deduct 100% of contributed property when it is given to qualified charitable organizations such as the New Hampshire Boat Museum. The value of the deduction is a factor of the contribution and the donor's tax rate (Contribution x Tax Rate). For instance, a donor with a 35% tax rate who contributes \$10,000 would save \$3,500 in taxes.

Capital Gains Avoided

A donor will avoid 15% in federal capital gains taxes. Federal gains taxes shave approximately 15% off the top from the sale of appreciated property owned for greater than one year.

For instance, the proceeds for someone who sells \$10,000 in stock that cost \$1,000 would be \$8,650. Of the \$9,000 gain, 15% must be paid in taxes (\$1,350). If given to a qualified charity such as the New Hampshire Boat Museum, the capital gains tax is avoided and the full \$10,000 is put to good use.

Illustration

Combining income and capital gains tax savings yields powerful results. The after-tax cost of a \$100,000 commitment can be as little as \$51,500, or \$10,300 annually across five years. In the table that follows the donor spreads payments. He or she is in the 35% tax bracket and fulfilled the pledge using property that cost him or her 10% of its current value.

> TIP

A donor who can choose to give cash or appreciated securities should always use the securities. Donors may purchase shares in the same company using the cash they would have given to the charity to re-establish their position in that stock. In doing so they increase their basis in the stock and will avoid more capital gains upon a future sale. Consider giving other types of appreciated property too – such as real estate, collectibles, and art work for even greater capital gains savings.



After-Tax Cost of \$100,000 Donation Illustrated:
\$51,500 For Donor in 35% Tax Bracket:

Year	Value Received by NHBM	Income Tax Deduction @ 35%*	Capital Gains Avoided @ 15%**	Out of pocket cost to donor***
2015	\$20,000	\$7,000	\$2,700	\$10,300
2016	\$20,000	\$7,000	\$2,700	\$10,300
2017	\$20,000	\$7,000	\$2,700	\$10,300
2018	\$20,000	\$7,000	\$2,700	\$10,300
2019	\$20,000	\$7,000	\$2,700	\$10,300

* $\$20,000 \times 35\% = \$7,000$

** $(\$20,000 \times 90\%) \times 15\% = \$2,700$ where $(\$20,000 \times 90\%) =$ the capital gain

*** $\$20,000 - \$7,000 - \$2,700 = \$10,300$

WAYS TO GIVE

Gift Options for Your Consideration

Pledge Payment Period

Pledges to the campaign are payable over five years in a payment schedule of the donor's choosing.

Cash Gifts

This is the most common method of completing a financial pledge, and offers the most benefit to the Museum for our immediate building and endowment priorities. Your gift is tax deductible and may be paid over five years. You may tailor the amount of different installments to suit your financial picture.

Gifts of Securities

A gift of appreciated securities is one way to make a significant contribution at reduced cost to you. You may avoid paying capital gains on any increase in the securities' value, a significant tax savings.

Gifts of Real Property

Real property may be given as an outright gift. Another option you might consider is leaving a piece of land, your home, or other valuable property through your will. This is an especially attractive method of giving for people who are living on fixed incomes but want to invest tremendously in the Museum. (Gifts of real property are subject to approval by the Campaign Cabinet.)

Life Insurance

There are two ways to make a gift of life insurance: 1) Absolute Assignment: You may wish to transfer ownership of a policy to New Hampshire Boat Museum; or 2) Co-Beneficiary: You may name NHBM as a co-beneficiary in either a new or existing policy.

Gift Annuity Agreements

Annuities allow you to make a gift to the Museum and receive fixed annual payments for life (or semi-annual or quarterly payments). You are allowed a tax deduction for a portion of the amount transferred and only part of those guaranteed payments would be taxed as income. The size of payments is based on the age(s) of the donor(s) at the time of the gift.

Charitable Remainder Trusts and Unitrusts

These trusts enable you to make a significant commitment to the Museum, but also allow you to continue to receive income for yourself and/or other beneficiaries. After the life tenant(s) have passed, the remaining principal in the trust will pass to the Museum. In addition to income tax deductions in the year the trust is instituted (a carryover of up to five years so that you can maximize the deduction), donors may avoid capital gains and significantly reduce estate and gift taxes.

Charitable Lead Trusts

A lead trust is established when you want the Museum to receive interest/dividend income for a specified period of time from a trust. At the end of that specified period, which is set by the donor, the principal can be distributed to a designated person and/or a nonprofit organization. The person/organization selected to receive the principal will impact the tax treatment of your original investment in the trust.

Bequests

This is a provision in your will that tells your administrator/executor how much of your estate to give to the Museum. Charitable bequests may reduce estate taxes. Your bequest may be specified as a gift of cash or securities, real estate or other property.



FAQ

What is the purpose of this campaign?

The purpose of the “Just Add Water” campaign is to ensure that the New Hampshire Boat Museum will continue to thrive as a cultural resource, economic engine and tourist destination for generations to come. Thanks to tremendous growth in programs, exhibits, collections and visitation, the New Hampshire Boat Museum needs a new, purpose-built museum facility on the water.

How will the goal be accomplished?

Private philanthropy is and will continue to be what transforms good museums into extraordinary ones. With your support, we will:

- **Acquire** the four-acre waterfront property on Lake Winnepesaukee’s Back Bay in Wolfeboro
- **Build** a handsome new Museum that will be available to visitors, school groups and enthusiasts of all ages twelve months a year
- **Renovate** the current Museum building into a four-season boat restoration and boatbuilding shop
- **Build** a \$1.25 million endowment to pay for increased costs and to preserve the Museum for the future
- The Board of Trustees has undertaken a **volunteer-driven** \$5.5 million capital campaign to fund the project. The campaign was initiated in 2014 and is on track to a timely conclusion



Why not renovate and expand at the current location?

We need to move for several reasons. A formal planning study with key stakeholders strongly recommended relocating the Museum to the water to continue expanding our on-water programming. The fact is, we’ve outgrown our current site. The current building is historic, but modest, and is not suited to the Museum’s current expanded needs. The property is landlocked with the majority of acreage in wetlands.

Why move to the Back Bay location?

The Back Bay location allows us affordable, waterfront property that is commercially zoned and includes town water and sewer. The property is also within walking distance of downtown. The site will allow the Museum to expand its on-water programming for adults and children, and provide dock space for visitors coming via vintage boat or the *Millie B*.

What will the Museum be like?

The Board of Trustees chose respected architect Chris Williams from Meredith to design the new Museum. His firm has a long-standing tradition of innovative design, including museums, in New Hampshire. (To learn more about his work visit www.cpwarchitects.com.) The interior will include a large exhibit gallery suitable for rotating and permanent exhibits, a Children’s Discovery Center, lecture hall, small-object and archival storage, museum store, caterer’s kitchen, and offices. The building’s exterior takes full advantage of the water view. Plans call for outdoor interpretive trails and—in a future phase—docks, a boathouse and family play area.

How has the Boat Museum prepared for this project?

This campaign will succeed due to sound planning, exceptional leadership and a proactive plan for the future. The Museum’s revitalized Board of Trustees and professional staff have created a long-range business plan that maps out the future for the new Boat Museum. One hundred percent of the Museum’s trustees are committed to the project. Most recently we have been approaching selected individuals, businesses and families for leadership support. Once we get into the campaign’s public phase, all members of the Museum and community will have the opportunity to become involved. The Board is fully confident that the Lakes Region and New Hampshire community will support this ambitious project.

(over)

FAQ

How will the Museum raise \$5.5 million?

\$5.5 million is a major campaign initiative for the New Hampshire Boat Museum. The number is an aggressive, stretch figure, based upon the results of the campaign planning study and recent assessments of state-wide support. To succeed, the Museum will reach throughout the Lakes Region and all areas of New Hampshire for financial support for this landmark project.

When will construction commence? Be completed?

The Board of Trustees has consistently been fiscally conservative with this project. We are currently in the quiet phase of the campaign. Ground breaking will commence when 70% of funds are in-hand, with completion anticipated within 2 years.

Will you need more staff and overhead to run the Museum, and how will you pay for this?

The Museum's long range business plan calls for conservative budgetary growth. Projections call for the addition of one full-time Curator of Collections to organize rotating exhibits and to care for the Museum's growing collection. Funds to pay for this additional staff position and for the increased overhead of the new facility will come from interest proceeds of the Endowment.

How is the campaign being managed?

The volunteer-driven campaign is chaired by two dedicated board members and a Capital Campaign executive committee. The committee meets regularly and reports to the full Board of Trustees. The Museum's executive director and operations director are sharply focused on the campaign's success, with the support of professional campaign counsel.

What are different ways to give?

Donors may package their gifts in the way that best suits their situation, including

- Cash including donations over a five-year period
- Securities, planned gifts, in-kind, real estate and matching gifts

Donations may be anonymous and or in honor or memory of another person. They may also be restricted to specific aspects of the campaign such as land, building or endowment. The campaign office will be pleased to discuss the full range of giving options with individual donors.

Can I make a multi-year pledge?

Yes! We encourage and welcome pledge payments spread over a five-year period. Pledge installments may be structured to suit your situation.

What is the role of annual support to the Boat Museum in the campaign?

Strengthening annual giving is an ongoing priority. Throughout the campaign we will encourage members to continue and grow their membership and annual appeal support to maintain a healthy Museum. Annual giving is essential to the continued, smooth operation of the New Hampshire Boat Museum's day-to-day programs and activities.

What donor naming and recognition opportunities are available?

There are donor naming opportunities available ranging from \$25,000 to \$1.25 million. All donors of \$5,000 and above will be listed on a prominently displayed permanent donor plaque. Please contact the campaign office for more information at 603-569-4554.

Whom do I contact if I have more questions?

Please contact Executive Director Martha J. Cummings at 603-569-4554 or martha@nhbm.org. She will be happy to try to address your questions promptly.