

Case Statement for Major Donor Contributions

For over sixteen years, the Irish Cultural Center of Western New England (ICC) has provided a full range of opportunities for Irish-Americans to explore, celebrate and preserve their Irish heritage. As a result, the ICC now enjoys a reputation as the foremost organization in our region that focuses on offering an in-depth and full American-Irish cultural experience.

Western New England has benefited significantly from the emigration of Ireland's sons and daughters. Approximately 18% of the population of our region is of Irish descent – one of our area's largest ethnic groups. Over the years, Americans of Irish descent have made significant contributions to every dimension of our community. Americans of Irish descent are a prominent piece of the mosaic that makes both our nation and our region culturally rich.

While Americans of Irish descent are enormously proud to be Americans, it is critically important that we maintain our distinctive Irish identity. We are gratified by the resurgence of interest in all things Irish. Americans of Irish descent are now seeking a more robust participation in their Irish heritage. They want to experience their ancestry at a higher level with a more meaningful immersion in genuine Irish culture.

Organizations like the ICC are essential to preserving our collective ethnic identity. Our region is blessed with many fine Irish-American social organizations that have historically played a very important role. **The distinguishing characteristics of the ICC are its *emphasis on cultural and educational programming* and its designation as a charitable organization under Section 501(c)(3) of the Internal Revenue Code.** The ICC focuses on providing access to Irish-oriented lectures, concerts, exhibitions of art, artifacts and memorabilia, political discussions, international relations, GAA sports, Irish language classes, summer youth camps, high school aged student exchange programs with Dingle, and genealogical research. The ICC also serves as a bridge between the Irish government and the Western New England region.

The Elms College has been a gracious sponsor and host these past sixteen years, providing facilities and support for many of the ICC's events, as well as office space and administrative support. In order to proactively plan for the future, the ICC has conducted strategic planning sessions guided by an outside facilitator. This exercise resulted in the recognition that the ICC has now grown to a point where it needs dedicated, stand-alone facilities to properly deliver its programming to a broader regional audience. Consequently, this is the right time for the ICC to move forward with the relocation to an independent home designed to meet the ICC's needs of today and the future.

The new facility in West Springfield will enable the ICC to establish a place to gather, providing an even broader range of cultural offerings. It will include a library and museum, a restaurant and pub, administrative offices, a performance center with banquet capabilities, and 10 acres of land for sport and passive enjoyment. The new facility will be a permanent part of the regional Irish landscape where the Irish heritage will be preserved, promoted and nurtured for the next 100 years.

The ICC has developed a prudent, creative and fiscally responsible approach to designing and securing the needed facilities. The vehicle of a 20-year lease and the retrofitting and repurposing of an existing iconic building and grounds will keep capital and restoration costs down. Of the estimated \$2,599,700 total restoration cost, the ICC has already invested \$381,000 (14%) in cash and sweat equity. A unique public-private partnership with the City of West Springfield will generate \$1,244,000 (48%) in public funds from federal, state and local funds that would not otherwise be available. Grants will contribute a total of \$180,700 (7%). Thus, the amount that needs to be raised from major contributions is the remaining \$794,000 (30%).

The ICC believes that this \$794,000 represents a wise investment in the cultural future of our region's Americans of Irish descent. This investment will pay substantial dividends in terms of advancing the American-Irish experience in ways that will be meaningful to those of Irish ethnicity as well as for the community at-large.

Major Donor Goal

This **Major Donor Leadership Campaign** will supply funds to complete capital renovations of our new facility. Any funds exceeding the capital requirements of \$794,000 will be used to establish a stabilization reserve fund, and for cultural and educational programming.

The Leadership Team is crucial to achieving our goal. Outreach by each member of the team will provide a minimum of 120 individual and numerous group contacts.

Donors will be encouraged to set pledges with terms of one, two or three years.

The ICC is a non-profit organization that has been recognized by the IRS as tax exempt, under Section 501(c)(3). All donations are tax exempt.

Overall Total Capital Improvements for 2016–2018: **\$2,599,700**

Major Donor Leadership Campaign, Private Contributions Required: **\$794,000**

PROJECTED MAJOR DONOR RESULTS

1 gift of \$250,000.....	\$ 250,000
2 gifts of \$100,000.....	\$ 200,000
2 gifts of \$50,000.....	\$ 100,000
8 gifts of \$20,000.....	\$ 160,000
20 gifts of \$10,000.....	\$ 200,000
60 gifts of \$5,000.....	\$ 300,000
TOTAL ACHIEVED	\$1,210,000

