



January 2009

Dear Members and Friends of the Museum,

2008 was a watershed year for the Chisholm Trail Heritage Museum. What began ten years ago as a grassroots idea gained real momentum in 2008, with significant funding support by regional foundations, and local, state and federal agencies. We held our most successful "Taste of the Trail" fundraising auction ever in April, and marked a "milestone along the trail" in November with a formal groundbreaking ceremony, personally introducing many state and local leaders to our community and cause.

This new year will bring tremendous progress in the development of the Museum and community facilities project, but **we need your help now to meet critical fundraising goals in 2009**. So, we are asking you to renew your membership by January 31 to help keep the momentum going.

What's ahead on the trail:

Our most significant grant to date, \$1 million from the Economic Development Administration (EDA) requires us to begin construction by June 1, 2009. Accordingly, we are scheduled to begin new construction on the building annex this month, followed by our plans to complete the rehabilitation of the interior spaces of our historic building. But, we are approximately \$200,000 short of our matching fund commitments for EDA funding and other key grants. Thus, we must raise this amount by the end of 2009, or our grant commitments could be compromised, putting us behind in fundraising and in construction.

The good news? Our key grants are set up as matching gifts, which maximize your contributions, dollar for dollar. For example, our EDA funding is a generous 70/30 matching grant. So, when we raise \$30,000 in membership dues and gifts, the Museum can apply \$100,000 toward construction – a significant return on your investment.

Why your membership is so important to the Museum:

It's more than just money. CTHM members – your family, your ranch, your local business – have been the real heroes on this journey. Through your generosity and enthusiastic support, you have demonstrated that your regional heritage is important to you. You've showed that you believe the community will benefit greatly from the Museum and its multi-purpose community facility. Furthermore, agencies and foundations that fund cultural institutions respond positively to community support when awarding grants.

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The 2009 Membership Drive: Why we need you now more than ever!

This spring, the Board will sustain the momentum by submitting a new round of grant applications to government agencies as well as regional and state-wide foundations that support projects in South Central Texas. Given today's economic news, you realize how much increased competition there will be for available funding of all types this year. When we apply for these critical grant funds, having money in the bank and healthy membership rolls shows the community is solidly behind us, giving us a tremendous advantage.

Be with us on the tough trail ride ahead. Renew your membership today.

- **Renew your membership by January 31** with the enclosed envelope, or
- **Renew your membership by January 31** online at:
www.chisholmtrailmuseum.org (or www.chisholmtrailmuseum.com)
Navigate to "Contribute" and pay securely with PayPal or major credit card.

We thank you in advance for your continued support and generosity, and look forward to sharing the trail with you in 2009.

Many thanks and respectful regards,



Robert Oliver
Chair, Board of Directors



Linda Anzaldua
Chair, Membership Committee