



The Vision

Discovery Science Center's (DSC) mission is to provide enjoyable, interactive explorations in science and technology for Colorado and southern Wyoming. As the only hands-on science Center in northern Colorado, DSC is an important educational resource for the region and serves a unique need – and will continue to do so for decades to come. The Center's educational programs are hands-on exhibits designed to stimulate the natural curiosity of all visitors, better equipping the region's citizens and youth for the high-tech challenges of the future. To this end, DSC's objectives are to:

- **Create and deploy a long-term sustainability model** for the Center to continue as an educational and cultural resource that will enrich family life in the region.
- **Achieve greater awareness, visibility and support locally and regionally** leading to increased attendance of over 60,000 visitors per year by 2008 and to increase the paid membership base by 10-percent annually.
- **Transition the Center from its current location to a facility** that will become an educational institution that provides unparalleled cultural and scientific resources for the community.

Without science and culture, Fort Collins would not be competitive with other regions in the United States and communities around the world. Science centers contribute to the **economic vitality of a community** and provide educational and cultural amenities to **enhance the quality of life** for all the citizens in the region. Cultural institutions such as Fort Collins' Discovery Science Center play an integral role in economic development and are an important way to **attract educated and skilled individuals** to a region.

By **making science fun and non-threatening**, Discovery Science Center promotes excitement (rather than fear) about science. The informal, interactive environments of science centers like San Francisco's Exploratorium, the New York Hall of Science, the Orlando Science Center, and Fort Collins' Discovery Science Center **de-mystify science and technology** through hands-on exhibits, classes, and planetarium shows. By forging the foundation for lifelong inquisitiveness and exploration, hands-on science centers are better equipping citizens to **meet the high-tech challenges of the new century**.

The Opportunity

The Discovery Science Center now has the opportunity to **advance and fortify its mission**. DSC is working in partnership with the City of Fort Collins to create a **cultural and scientific icon** for the northern Colorado community. The character and appearance of the facility itself will be determined in the coming months through the partnership arrangement and an economic study.

An **integral complementary component** to the facility is a **robust and permanent endowment** to provide **sustainability and flexibility** specifically for DSC's mission. DSC seeks to build a **\$2.5 million endowment**, housed at the Community Foundation for Northern Colorado. The **value of this endowment** is:

- When fully funded, it will **continuously provide** approximately \$125,000 for spending annually, or 10 - 25-percent of DSC's current operating and programming budget.
- It **fortifies and lends credibility** to DSC's position in the partnership with the city.
- It will provide a permanent funding source that will **provide stability and continuity to DSC's mission**, regardless of the regional center's structure
- It will:
 - Offset fluctuations in government and grant funding
 - Carry fewer restrictions than alternative funding sources
 - Support innovation
 - Help protect programs and operations in times of budget shortfalls

The endowment functions as a **permanent** source of funding, only a portion of which is spent on an annual basis for operations and programming. Typically, 5-percent of the investment income will be distributed for use annually. The principal and supplemental investment returns **remain intact in perpetuity to support science in the community**.

The Successes

The Discovery Science Center campaign has **realized tremendous successes** in its efforts to accomplish its new vision. Since 2005:

- **Issue 2A Passed:** In November, 2005, the community voted to support a public-private partnership with the City of Fort Collins to create a joint cultural and scientific educational institution.
- **\$4.4 million in charitable contributions have been raised by Discovery Science Center**
 - \$38 million toward the Capital Facility needs
 - \$605,065 for the Discovery Science Center Endowment
- DSC met the **largest challenge grant ever issued** by the Community Foundation of Northern Colorado for excellence in non-profit management and outstanding service to our community.

- DSC has been providing hands-on explorations in science and technology for **17 successful years!**
- **Top leadership** has been recruited to power the campaign to success.
- **One hundred-percent** of the DSC Board has made a financial commitment to the campaign.

The Challenge

The Discovery Science Center now seeks to **complete the \$2.5 million endowment** by December 31, 2007. In order to do this, we seek support from **key northern Colorado philanthropists and corporations**. We anticipate that **visionary and inspired donors** will help realize this challenge.

A realistic approach to meeting this challenge might look like this:

\$2.5 Million Endowment Campaign Gift Table

Gift Range	Number of Gifts Needed In Range	Number of Gifts or Pledges Already Committed	Total \$ Needed In Range	Running Total
\$750K+	1		\$750K	\$ 750,000
\$500K+	1		\$500K	\$1,250,000
\$250K+	2	1	\$500K	\$1,750,000
\$100K+	3	1	\$300K	\$2,050,000
\$50K+	4	1	\$200K	\$2,250,000
\$25K+	5	4	\$125K	\$2,375,000
\$10K+	10	6	\$100K	\$2,475,000
Misc.	Many	13	\$25K	\$2,500,000
Total	28+			\$2,500,000

Raised To Date

\$605, 065	Goal: \$2,500,000
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The Recognition

An arch at the new Discovery Science Center will commemorate the contributions of its **inspired endowment donors**. An arch and its **essential keystone** symbolically represent the **strength and sustainability** the endowment will provide. The leadership endowment donors will be recognized on the **keystone of the arch**, while all endowment donors' names will fill in the **pillars** of the arch. The goal of the endowment recognition design is to appropriately acknowledge the **transformational impact** the endowment will have on the **future of science** in the northern Colorado community.

* The actual design of the archway recognition structure will be determined in conjunction with the overall facility concept and design.