

YOUR MUSEUM: SOUND GOVERNANCE AND ACCOUNTABILITY

The Stratford Perth Museum is operated by the Stratford-Perth Museum Association, a not-for-profit organization and a registered charity.

- ✓ Annual meeting every February, where the membership elects the board of directors which in turn appoints the executive committee.
- ✓ Board averages 10 – 15 members who serve three-year terms with a limit of two consecutive terms.
- ✓ Two de facto members of the board are appointed from the Museum's municipal funding partners – the City of Stratford and the County of Perth.
- ✓ Museum's external auditor presents audited financial statements for the just-ended fiscal year. The statements are distributed before the annual general meeting and are available on the Museum's website.

YOUR SUPPORT IS VITAL

Every member of the board and most staff have already made commitments to Legacy.

We would like to have a conversation with you about Legacy and the **opportunity for you to ensure the Museum's future.** In addition to the usual ways to give, you can also contribute to the endowment through gifts of stocks, property or bequests in your estate. Gifts can be immediate or deferred.

Call our general manager to start a conversation - 519-393-5312 or e-mail legacy@stratfordperthmuseum.ca All gifts to Legacy are eligible for a charitable tax receipt.

GIFT AGREEMENT



Scan me with your smartphone

519-393-5311

www.stratfordperthmuseum.ca

STRATFORD PERTH
museum
Legacy
give history a future.





A WELL-RUN LEGACY FUND

The Museum's Legacy campaign will form the basis of a segregated Legacy Fund that will ensure the Museum's capacity to continue to preserve and present Stratford's and the County's rich culture for many generations to come. As with most endowment-based funds, Museum operations will only have access to accrued interest revenue, which will only be spent on approved initiatives. No amount of principal will be expended without the approval of the membership.

The Museum is establishing a Legacy Oversight Committee, which will operate at arm's-length from the Museum's board of directors. The committee will oversee and administer the Legacy Fund, including production of an annual report and presentation of recommendations to the board and to the membership regarding allowable withdrawals, investment strategies and other issues that arise.

THE NEED FOR A LEGACY FUND

A museum in Stratford and Perth County has been around, in one form or another, for over 100 years.

The Museum's path has not always been easy. For the first century the Museum and its artifacts frequently changed locations, and only when the Museum set up shop at its current location in 2009, was it able to put down roots and have some stability.

In March 2020, the Museum was faced with a new challenge as the pandemic forced the Museum's closing for 55 of the next 92 weeks. The Museum has survived COVID to date through carefully orchestrated business strategy and unprecedented government support. The pandemic exposed the Museum's vulnerability to crisis, and while it survived, many museums did not.



It's important to know that the City of Stratford and the County of Perth provide the Museum with just under half of its annual operating expenses, while the rest, as well as all capital expenses, are raised through the hard work of staff and volunteers.

Smart organizations learn from crisis and hardship, and so has the pandemic provided instruction to the Museum's administration. Board and staff agree on the clear need to ensure the Museum's long-term sustainability through a funding strategy that will not just limit the impacts of a future crisis, but also build a foundation to allow your Museum to thrive under any circumstances.

Thus is the Legacy campaign born: an endowment strategy with a goal of \$2.5 million that will be vital to the Museum's future.

The interest from the fund will be used to seed capital projects, create new programs and exhibits or, most importantly, keep the lights on if faced with another crisis.

**Legacy Endowment Fund
Gift Agreement**

Name(s): _____

Telephone #: _____

Email: _____

Gift Amount: _____

My gift will be in the form of:

Credit Card

Card #: _____

Expiry: _____

Cheque

Securities*

Bequest Gift in Will**

Other

****Sample clause for Bequest Gift in Will**

*** I direct my Estate Trustee to give
(\$_____/_____%/residue) of my Estate to the
Stratford Perth Museum, Charitable Registration
Number 135897916RR0001, to be added to the
Legacy Endowment Fund*

Stratford Perth Museum may
recognize my gift publicly.

I wish my giving to remain anonymous

I/We understand that this gift will be used
in accordance with Stratford Perth
Museum gift policies