



THE CAMPAIGN TO RESTORE COLORADO'S CAPITOL DOME

SHARE IN THE CARE COLORADO

QUARTERLY REPORT TO THE CDC

STATE FISCAL YEAR 2012 QUARTER
(PERIOD ENDING 9/30/2011)

PRESERVING OUR
HISTORY
ASSURING OUR
LEGACY

A signature initiative of
Colorado Preservation, Inc.
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www.ShareInTheCareColorado.org

Share in the Care Colorado
Quarterly report to the CDC for the period ending September 30, 2011
(State FY Qtr 1/Calendar Qtr 3)

Staff and Campaign Committee

CPI has retained the services of Kasia Iwaniczko MacLeod, as strategy director for the campaign. The *Share In The Care Colorado* campaign committee continues to meet on the 2nd and 4th Tuesdays of each month at CPI's offices at 2100 Downing St., Denver. Recommendations for additional members to serve on the campaign committee are welcome at any time.

Public Campaign

Public Campaign Donations this quarter:

Source	CURRENT 3 RD Qtr 2011	2 ND Qtr 2011	1 ST Qtr 2011	2010 All	2009 All	Total by Source
Mail*	\$12,165.26	\$8,784.73	\$16,649.61	\$5,032.75	\$696.84	\$44,107.36
Donation Boxes	\$238.31	\$299.03	\$240.83	\$0.00	0.00	\$778.17
On-line**	\$1,896.00	\$390.00	\$3,870.00	\$2,190	\$0.00	\$8,346.00
Text***	\$2,420.00	\$200.00	\$2,575.00	\$15.00	\$0.00	\$5,210.00
TOTAL	\$16,719.57	\$9,673.76	\$23,335.44	\$7,237.75	\$696.84	\$57,663.36

*Checks are to be made out to the CAPITOL DOME RESTORATION TRUST FUND and may be mailed care of CPI to 2100 Downing St., Ste. 300, Denver, CO 80205. All funds received are deposited into a restricted account currently held by Colorado Business Bank. Links to use to make on-line donations to the Restoration Trust Fund are also prominently listed on the CPI website; www.coloradopreservation.org and the campaign website; www.shareinthecarecolorado.org. The media is requested to include this information when reporting upon the contents of the report.

**Donations may be made by credit card using the on-line donation system available on the Colorado Preservation, Inc. and the campaign websites: www.coloradopreservation.org and www.shareinthecarecolorado.org. The media is requested to include this information when reporting upon the contents of the report.

***An in-kind donation from AT&T-Colorado has facilitated a text message donation program with mGive, Inc., which works as follows: Text the word "DOME" to 50555 from your cell phone and a \$10 donation will be made to the *Share In The Care Colorado* campaign. The text message donation program was officially launched on January 19, 2011. The media is requested to include this information when reporting upon the contents of the report.

A minimum donation of \$10 is required and all on-line donations are securely process by Community First Foundation and transferred on a monthly basis into the restricted account at Colorado Business Bank. Community First Foundation does not charge an administrative fee for this service.

1,319 individuals have made donations to the campaign (not including the numerous anonymous small donations made via the 3 donation boxes inside the capitol). The list of 644 individual campaign donors is available on the campaign website and a list of donors organized by amount given is attached to this report. An additional 675 individuals have been contributed via the mobile texting program. At the request of the Task Force, and in order to protect donor privacy, the cell phone numbers of the text message donors are no longer provided in this report.

End-of-Year Giving Program

Once again this year, Colorado Preservation, Inc. is donating its right to participate in *Colorado Gives Day (CGD)* (December 6) to the *Share In The Care Colorado* campaign. In connection with CGD and as an incentive to donate to the campaign, CPI has commissioned the first in a series of four limited edition commemorative ornaments from Charleston Mint, Inc., which will be presented to individuals making a gift of \$100 or more to the restoration effort on December 6th. One thousand pieces have been ordered. The goal is to generate an additional \$200,000 in individual donations on December 6th during Colorado Gives Day. The ornament program is being made possible through a \$25,000 sponsorship in SCC by BP America. The cost of the program is paid by CPI from the administrative fees earned from the Corporate Sponsorship Campaign. Our media partners will be promoting the ornament program during the November build up to CGD.

After December 6th, remaining ornaments will be available on a first-come/first-served basis to the public for purchase via the campaign and Colorado Preservation websites at a price of \$20 + shipping and handling.

Education Campaign

Preparation for the launch of *Dimes for the Dome* – the Colorado Schools Initiative of *Share In The Care Colorado* (logo above) is set to launch January 1st. Students will be invited to help in the fundraising effort, however, the primary objective of this portion of the public campaign is to encourage awareness of restoration effort and provide classroom exercises built upon the educational value connected with the dome restoration effort.



The previously approved \$50K cash/\$50K in-kind sponsorship from CEA is making the program possible and the goal is to have the DFTD program available in more than 1,700 schools statewide.

(Note: The *Sponsorship Policy* approved by the CDC prohibits sponsors from promoting political candidates or issues, and the CEA is in compliance with this regulation.)

DFTD will be accompanied by an in-class curriculum based on *Centennial Statehouse*, the dvd documentary history of the Colorado Capitol that is currently in production and which will premier in Denver on February 4, 2012. The campaign is working with the Colorado Education Association (CEA) to develop additional age-appropriate curriculum materials and classroom activities around the restoration of the Capitol Dome in such subject areas as:

- Personal Financial Literacy (The importance of planning for the future and the principles of personal financial responsibility and public stewardship)
- Colorado History (The story of statehood and the building of the Capitol)
- Social Studies (How the people of Colorado conduct the business of the state under the Capitol Dome)
- Chemistry, Physics and Mathematics (How the Dome built and how 100 years of natural forces have impacted it and what the architects and engineers are doing under the scaffolding and scrim)

Sponsorship of DFTD is not limited to CEA, and the campaign has been actively seeking a Corporate Presenting Partner for this asset.

Corporate Campaign

Corporate Campaign Sponsorships this quarter and to-date:

	CURRENT QTR				
Source	State FY Qtr 1 (2012)	State FY Qtr 4 (2011)	State FY Qtr 3 (2011)	To-date	Balance due on Pledge
CEA			\$25,000	\$25,000	\$25,000
CMA	\$12,500			\$12,500	\$12,500
Comcast		\$10,000		\$10,000	\$20,000
Total	\$12,500	\$10,000	\$25,000	\$47,500	57,500

PENDING			
Source	State FY Qtr 2 2011	To-date	Balance due on-Pledge
AngloGold*	\$129,000	\$129,000	0
BP America**	25,000	\$25,000	0

*Value based on Sept. 22nd 9 am London Gold Price -- subject to price change when donated gold is converted to gold leaf and delivered to the state.

** Contract negotiated State FY Qtr 1, officially signed State FY Qtr 2

Cumulative Total of Funds (Public and Corporate Campaigns) through end of State FY QTR 1 2012

	CURRENT QTR State Qtr 1 2012	State Qtr 4 2011	State Qtr 3 2011	FY 2010	FY 2009	Total
Public	\$16,719.57	\$9,673.76	\$23,335.44	\$7,237.75	\$696.84	\$57,663.36
Corporate	\$12,500.00	\$10,000.00	\$25,000.00	0	0	\$47,500.00
Total	\$29,219.57	\$19,673.76	\$48,335.44	\$7,237.75	\$696.84	\$105,133.36

Prior Transfer of Funds to State of Colorado

\$69,011.95 was transferred from the campaign to the State of Colorado from the restricted account held by Colorado Preservation, Inc. at Colorado Business Bank at the end of State FY Qtr 4 2011 as required by legislation. The next transfer will occur at the end of State FY Qtr 4 2012.

Market Research

In July, CPI commissioned a survey to assist with the promotion of corporate sponsorships. A randomly-sampled survey by Magellan Data & Mapping Strategies of 650 adult Coloradan's across the state concluded with a +/- 3.9% accuracy that:

- 70% of Coloradans place a high importance on preserving and restoring historical buildings
- 82% feel the restoration of the Capitol Dome was an important thing to do
- 66% felt it is appropriate for Colorado businesses to support the campaign
- 49% are more likely to patronize a business that supports Share in the Care Colorado
- 63% are more likely to purchase a product if it generated a contribution
- 53% said they would be more proud of their employer if they supported the effort

Complete results of the survey were previously made available to the CDC, but are also available in the media section on the *Share In The Care Colorado* website.

Corporate Donations for DVD:

Sponsorships for the purpose of matching the \$50K grant made via the State Historical Fund (SHF) for the production of *Centennial Statehouse* (the dvd documentary of the Colorado State Capitol Building) have been received as follows:

AT&T Foundation	\$20,000.00
Anglo Gold Ashanti NA	\$5,000.00
Colorado Humanities	\$7,300.00
Circuit Media	\$1,500.00
Historic Denver, Inc.	\$2,000.00
Total	\$35,800.00

Balance remaining to be raised: \$14,200. The trailer for the documentary has been produced and may be viewed at www.ShareInTheCareColorado.org.

Official Media Partners

The Spanish-language media corporation, Entrevision, is finalizing a program with the campaign to be an official media partner. In this regard, Gov. Hickenlooper has already helped produce a Spanish version of the psa for radio broadcast by the corporation. Entrevision will join KUSA (TV), Comcast (Cable), Entercom (Radio), and CBS Outdoor (Outdoor). Media commitments from this partnership exceed \$1 million in in-kind support.

Events and Media Coverage

On behalf of the State of Colorado, Governor Hickenlooper accepted a gift secured by the campaign from AngloGold Ashanti N.A. of 72 troy ounces of gold mined from the Cripple Creek and Victor Gold Mine. On September 22, 2011, gold was valued on the 9 a.m. London Exchange at \$1,791.67/troy oz. For the purposes of media reporting, the value was estimated to be approximately \$129,000.

The value of the corporate sponsorship earned by AngloGold Ashanti N.A. for the gold will be based on the London Exchange value of gold on the date on which the leaf that will be produced from the Cripple Creek and Victor metal is delivered back to the State.

There was extensive local and even some national media coverage (*New York Times*) of the event which was held in the west foyer of the capitol. A strict chain of custody will be tracked as the ore is processed and converted into the gold leaf required for the restoration so that 100% pure Colorado Gold is used.

In addition to the video public service announcements (psa's) shot last quarter, Governor Hickenlooper and Sen. Hank Brown generously contributed their time and talent to shoot the first of a series of radio psas that are now in broadcast.

The campaign is also very grateful to a bi-partisan group of legislators organized by representatives Peniston and Priola climbed mounts Lincoln and Democrat to help with the dome restoration effort. There was broad media coverage of the event.

Sponsor Approval Task Force

The members of this task force are, Representative Randy Baumgardner, CBAC chair Georgianna Contiguglia, OSPB deputy director Erick Scheminske. The Sponsorship Task Force meets with campaign staff on an as needed basis and includes representation by Kori Donaldson (CDC) and Jennifer Thompson (CBAC).

Campaign Expenses

The expenses (direct and in-direct) to run the campaign are paid by Colorado Preservation, Inc. A \$50,000 pledge was made to Colorado Preservation, Inc. by AngloGold/Ashanti N.A. on March 17, 2010 for the purposes of funding the marketing consulting retainer paid to Creative Strategies Group, the *Share in the Care Colorado* website and necessary campaign collateral. \$25,000 was paid to CPI in 2010. The second installment of \$25,000 was received in January 2011. (see P&L page 6)

CPI's accounting is based on the calendar year.

Total Operating Income; Jan 2009-June 30, 2011	\$ 55,250.00
Total Campaign Operating expense for period	\$127,279.05
NET (Loss to CPI)	(\$ 72,029.05)

The deficit represents the portion of the campaign funded by Colorado Preservation, Inc. from its operating reserve.

Report respectfully submitted by:

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Colorado Preservation, Inc.
Profit & Loss by Class
 January 2009 through September 2011

	TOTAL	NOTES
4050 · Dome Restricted Revenue		
4050.10 · Dome Donations	\$ 57,663.36	
4050.30 · Dome - Sponsorships	\$ 47,500.00	
4910 · Interest Income	\$ 38.48	
4050.90 · Administrative Fee to CPI	\$ (5,250.00)	Paid ST FY Qtr 4 2011
5530.02 · Transferred Revenue to State	\$ (69,011.92)	
Dome Ready Reserve (min. bank req.)	\$ (1,000.00)	
Revenue Held in Trust for the State of Colorado	\$ 29,939.92	End of ST FY Qtr 1 2012
CPI Income		
Administrative Fee Earned	\$ 5,250.00	
AngloGold Ashanti Seed Funding	\$ 50,000.00	
	\$ 55,250.00	
CPI Direct Expense		
Program Expense - Restricted		
6100 · Payroll Expenses	\$ 15,577.91	
5530.05 · Fundraising	\$ 21,165.22	
5530.09 · Marketing/Printing	\$ 20,805.85	
5530.13 · Retainers - Professional Services	\$ 43,033.87	
5530.14 · Public Relations	\$ 3,055.20	
5530.19 · Visual Production (DVD)	\$ 16,500.00	
5530.21 · Graphic Design	\$ 3,715.00	
5550.16 · Postage/Mailing	\$ 102.29	
Total 5500 · Direct Program Expense	\$ 123,955.34	
In-Direct Expense		
6200 · General & Administrative	\$ 1,997.41	
6300 · Communications	\$ 992.00	
6400 · Facility	\$ 334.30	
	\$ 3,323.71	
Total Expense	\$ 127,279.05	
	NET to CPI \$ (72,029.05)	