



Matching Gift Challenge

Make a campaign gift and open the doors for future generations to experience playful learning at Baltimore's world-class Children's Museum.

The Case for the Matching Challenge

Port Discovery has an exciting opportunity to take our *Playing Today, Leading Tomorrow* Campaign to the next level, and you can help make it happen. We have received a Campaign Matching Challenge Gift that will provide \$1 for every \$1 contributed to the Campaign. The goal is to raise \$500,000 in outright campaign gifts over the next three months. This will result in \$500,000 from the Matching Gift, for a total of \$1 million.

After 20 years, it's time for changes at Port Discovery. For this reason, Port Discovery has brought to Baltimore the country's top design talent to work with our professional staff and volunteer leaders to create a Plan for the Future of Port Discovery that includes state-of-the-art exhibits and imaginative playful learning experiences that reflect the latest knowledge in early childhood development.

- For infants and toddlers, Port Discovery offers a place to interact with parents, grandparents, and guardians in creative and stimulating ways.
- For pre-schoolers, there are opportunities to explore and imagine that demonstrate how learning and fun are not mutually exclusive.
- For students in grades K-5, Port Discovery builds on and complements the kinds of STEAM-based learning that teachers are focusing on in the classroom.

Port Discovery makes it affordable for families of all ages and socio-economic backgrounds to experience the wonders within the Children's Museum. Through our regular schedule of discount nights throughout the year and our always available special pricing for military families and special needs families, we strive to open the doors as wide as possible for the entire community.

As we look to the future, we appreciate the many roles the Children's Museum plays in our community, including its role as an anchor in the Inner Harbor area that creates a major economic impact. We are the 4th most visited site for local visitors and tourists and our employees, volunteers, and their families contribute to the quality of life we enjoy in our community.

Now, through our exciting Matching Challenge, your gift or pledge to the *Playing Today, Leading Tomorrow* Campaign can have an even greater impact, leveraging additional funds to bring to life Port Discovery's plans for the future.

Matching Challenge Guidelines

- The minimum gift or pledge eligible to be matched is \$10,000.
- Any liquid asset may be offered as a gift or pledge and will be counted toward the Matching Challenge, including gifts of cash, securities of publicly-held corporations, shares of mutual funds, life insurance policies, and gifts of personal or commercial real estate. Distributions from IRAs (for donors at least 70½ years old) also are eligible.
- Pledges must be made by March 31, 2018 and may be paid in up to five annual installments until June 30, 2022.
- Gifts and pledges will be match dollar-for-dollar. For example, a gift of \$25,000 would leverage an additional \$25,000 from the matching challenge gift.
- Gifts may be unrestricted or earmarked to support a specific exhibit or program.
- Special recognition will be given to donors participating in the Matching Challenge. In addition, there may be specific naming opportunities available based on the donor's level of support.
- If you have previously given or pledged to the Campaign, you may make an additional gift or pledge that will be eligible to be matched.

Recognition of Campaign Gifts

All gifts to the Matching Challenge will be used to support the capital campaign now underway by Port Discovery. Donors may ask for their gifts (or pledges) to be recognized in honor or memory of a loved one or special friend.

You may choose to make an unrestricted contribution to support the capital campaign, or you may restrict your contribution to a specific exhibit or program of Port Discovery, as a way to express your personal passion or area of interest. There will be four new major exhibits at the Children's Museum to consider:

- A Port-focused exhibit.
- A three-story climber.
- A Space-focused exhibit.
- Enhanced Arts experiences.

All gifts and pledges as part of the Matching Challenge will be listed in print and digital materials, including Port Discovery's annual report and website. Matching Challenge donors also will be recognized on a plaque in the lobby area of Port Discovery.

For more information, please contact Jennifer Bedon, Vice President of Development and Communications at jbedon@portdiscovery.org or 410-864-2670.