

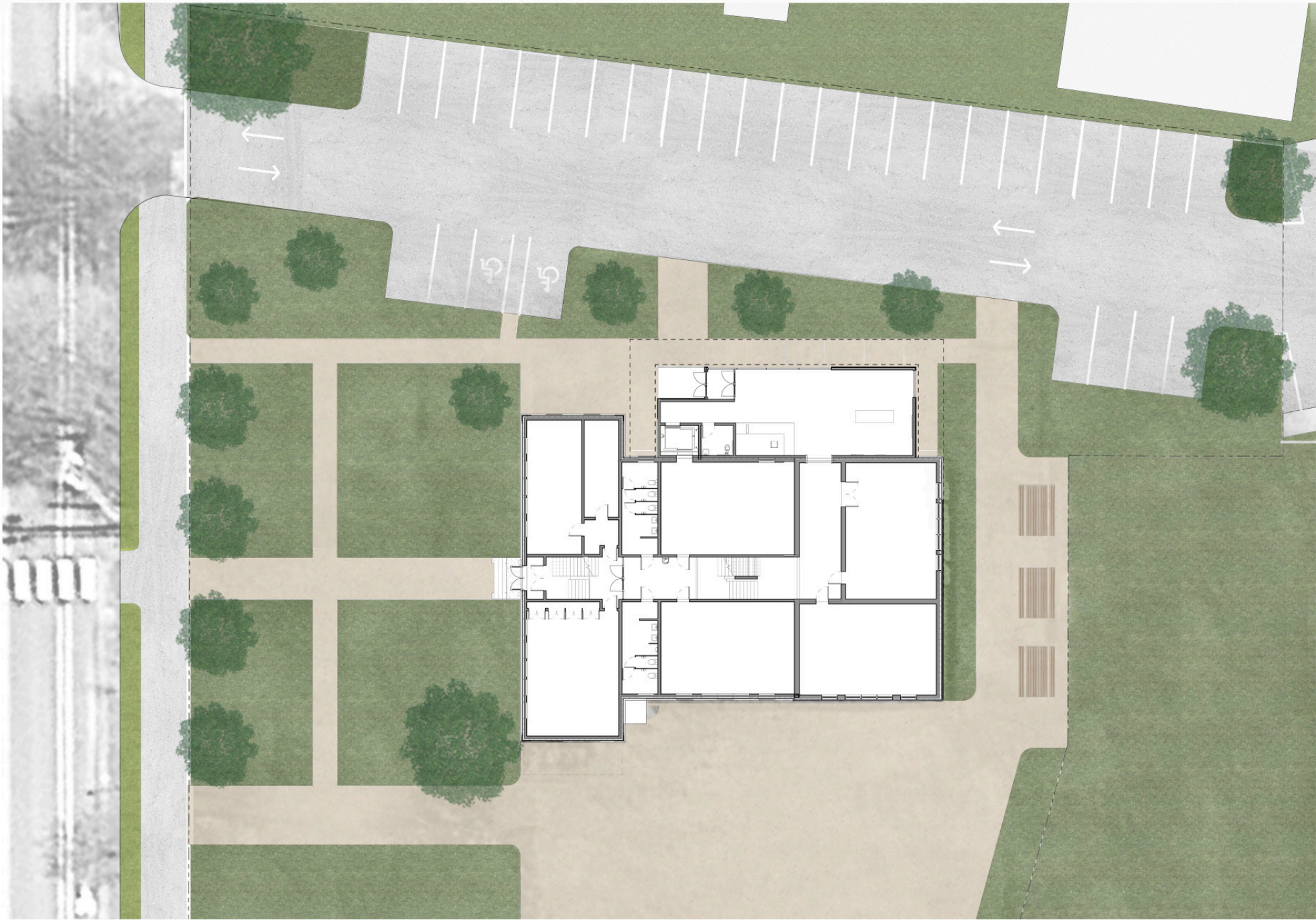
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WATERFALL RISING CAPITAL CAMPAIGN





Waterfall Arts exhibits a commitment to the creative process.

It allows the untried to gain footing. Such openness reaches into the territory of laboratory, of invention, of birthing.

Without courageous programming, without superb artistry, without surprise, attendance will falter.

Discovery is innate to the human imperative and outlandishly joyful, but so few organizations open their doors to that risk.

WATERFALL ARTS DOES.

—Donna MacNeil, *Ellis Beauregard Foundation*

WATERFALL RISING CAPITAL CAMPAIGN

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MISSION

To create community in harmony with nature
through the transformative power of the arts.
Feel the power of art!

OUR GOAL

Our goal is to take our nearly century old, beloved but aging
building and transform it into a fresh, beautiful, self-sustaining and accessible
home for experiencing and producing art; a place where all are welcomed;
a community arts space like no other; a place where the future begins.

THE NEED

For Waterfall Arts to continue our important role in the stewardship of our
natural resources, we must update and improve our beloved historic building.
This means respecting the past while addressing the challenges of the environment,
accessibility, and public identity through a solution that is both pragmatic and poetic.

WATERFALL RISING CAPITAL CAMPAIGN



A BRIEF HISTORY

Waterfall Arts began as the Arts Center at Kingdom Falls in Montville in 2000 and moved to Belfast in 2006. Montville and Belfast are both communities that have a rich history of industry and creativity dating back to the 1830's, and Waterfall Arts continues to build on those traditions today.

In the 1940's, a group of young artists discovered the exceptional natural beauty and energy of Montville's Kingdom Falls neighborhood. Its meditative woods, waterfalls, and rustic buildings gave them the inspiration to envision a community of working artists like themselves, and, in 1950, they founded the Haystack Mountain School of Crafts, which thrived there for ten years before moving to its current location on Deer Isle, Maine.

In 1995, once more a group of Kingdom Falls devotees gathered to assess carrying on this creative tradition. After much discussion, Alan and Lorna Crichton stepped forward to acquire the property with the intent to establish artists' residencies and a community arts education program.

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WATERFALL RISING CAPITAL CAMPAIGN



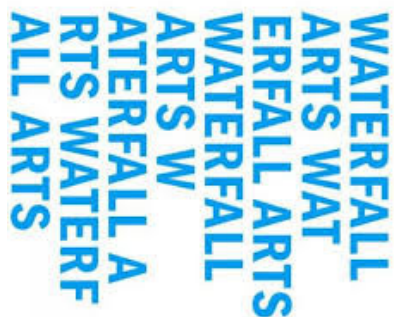
HISTORY *continued*

Our founding board of artists and community members incorporated in 2000 as the Maine non-profit Arts Center at Kingdom Falls, and, in 2003, received our 501c3 federal tax exemption.

Starting in 2000 with 78 students and 15 courses, the Kingdom Falls summer program reached its peak in 2005 with over 300 enrollments in 35 courses in design, drawing, gilding, painting, photography, sculpture, printmaking, poetry, songwriting, drumming, performance, dance and lamp-work glass.

In 2006, Waterfall expanded to a year-round schedule by purchasing Belfast's former Governor Hugh Anderson School building. The 85-year-old Anderson School has always nurtured the future of this community, and Waterfall Arts, already a thriving arts center in Montville, rescued the building with a vision to revitalize that future through the POWER OF ART. Waterfall Arts rose to that challenge and has been rising to meet the future ever since.

WATERFALL RISING CAPITAL CAMPAIGN



WATERFALL ARTS TODAY

Last year, Waterfall Arts had over 8,000 visitors attend our 41 classes and workshops, 38 events, 7 exhibitions, and three Open Community Studios in printmaking, ceramics and photography. Our Youth and Family Outreach program alone drew over 1,000 participants.

We continue to patch and paint while thousands of YOU stream in and emerge enriched. YOU form the community inside and outside our walls: artists, visitors, collaborators, musicians, teachers & lively youth and family. It is truly ONE COOL SCHOOL!

Now, as we head into our twentieth year, we rise again to meet the challenges of the environment by buttoning up our exterior and reducing our energy use. We meet the challenges of accessibility by installing a new elevator and providing ADA-compliant facilities. And we meet the challenges of a fresh aesthetic identity by creating a new façade and entry lobby to give our corner of Belfast an exciting new edge.

All in all, the City of Belfast, its businesses, and its people gain the immeasurable value that only a vital and stable, contemporary creative center can provide.

WATERFALL RISING CAPITAL CAMPAIGN



Planned new lobby & gallery entrance



OUR PROJECT—Waterfall Rising

Once again, Waterfall Arts rises to meet the future. Our capital campaign, Waterfall Rising, will position Waterfall Arts to continue serving the Mid-coast community for years to come. We are committed to preserving the integrity and quality of our beautifully-sited, historic building, while making it accessible and sustainable – a center where all feel free and welcome to enter, enjoy, learn, and create.

Our goal is to revitalize our beloved but aging building and transform it into a fresh, beautiful, self-sustaining home for experiencing and producing art. Waterfall Rising is a multi-phase project in which all our supporters, students, artists, and visitors can take enormous pride. Our building will soon both conserve and produce the energy it needs to run expanded, innovative programs that focus on the community's creative strengths and prepare our youth to address the future needs of our planet.

WATERFALL RISING CAPITAL CAMPAIGN



PROJECT PLAN

Waterfall Rising will modernize and rise into the future by:

- Creating a new, inviting entry experience that will celebrate the arts inside and out and offer the community an opportunity to engage with friends new and old. We will have new landscape, a new lobby, and exciting art wrapping around our addition, wowing all who come.
- Providing easy accessibility to all who come to our public events and studios. Everyone has always been able to come to the Clifford Gallery and Bridge Studio, but soon, as you come through our new lobby, you will find a full service elevator that will take you to the Fallout Shelter, the clay studio, the corridor gallery, and the offices. Later on, we will move the print studio so that is available to all, as well.
- Providing ADA-compliant restrooms! Accessible restrooms connected to our public spaces are absolutely necessary and will simplify the experience of every visitor, truly opening our doors to all.

WATERFALL RISING CAPITAL CAMPAIGN



PLAN *continued*

- Retrofitting the old brick envelope to decrease our carbon footprint by approximately 80%. We will replace old, leaking windows and fill the walls with insulation. New windows will remarkably increase energy efficiency, and greatly improve day-lighting by returning windows to their original, full height.
- Completing our efforts to assess and replace the building's original unsuitable materials. This important public safety work, done under the auspices of our recent \$420,000 EPA Brownfields grant, will replace the roof, remaining incompatible flooring, extant remnants of lead paint, lead soldering in our old water piping, and ballasts in some of our lighting.
- Introducing a photovoltaic solar array that will generate power for the entire facility. This will be a future phase of Waterfall Rising, with creative solutions and possible funding plans currently underway.

WATERFALL RISING CAPITAL CAMPAIGN



OUR BUDGET

Waterfall staff and our consultants have been hard at work defining and refining the costs of this project. One incredible boost to our efforts came recently when the City of Belfast collaborated with Waterfall Arts to win a \$350,000 Environmental Protection Agency Brownfields grant award (with a required match of \$70,000) to complete the final phases of cleanup work that began several years ago. The scope of this work, discovered during earlier due diligence phases of the project, is integral to creating a public facility that our community can safely and comfortably enjoy for decades to come.

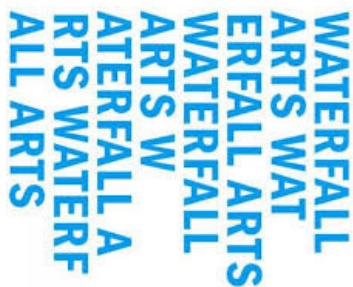
The project costs include more than the actual design and construction. Those are the resultant hard costs—and represent the actual costs of building the project, including paying off our loan to install heat pumps three years ago. But work has been underway for some time, and this project will continue to impact our bottom line. Therefore, the budget includes staff time, lost revenue during construction, as well as the actual cost of undertaking the campaign itself.

WATERFALL RISING CAPITAL CAMPAIGN



New Entrance Lobby	\$575,000
Building Renovations	\$346,000
Heat Pumps	\$160,000
Landscape/Site Work	\$333,000
EPA Grant	\$350,000
EPA Match	\$ 70,000
Design and Construction Services	\$180,000
Administrative/Operational Costs	\$480,000
Capital Campaign Costs (6%)	\$140,000
TOTAL	\$2,634,000

WATERFALL RISING CAPITAL CAMPAIGN



HOW CAN I GIVE TO THIS AMAZING PROJECT?!

There are many ways to support Waterfall Rising.

Naming Gifts

Named areas throughout the building are available for gifts ranging from \$10,000 to \$575,000.

Direct Contributions

Write your check or money order to "Waterfall Arts," and note "Waterfall Rising" on the memo line.

Credit Card

Visit www.waterfallarts.org to contribute securely online through PayPal.

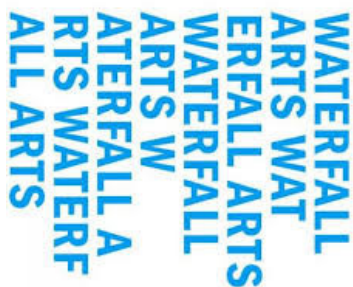
Multi-year Pledge

You may pledge and divide your gift over three years. Pledge forms are available from a WA representative or online.

Recurring Gifts

Have your gift electronically debited from checking or savings. Please contact us for more information.

WATERFALL RISING CAPITAL CAMPAIGN



GIVING *continued*

Appreciated Securities

You may handle gifts of securities directly or through your bank or broker. Call, write or e-mail to learn more about transferring securities to support the campaign.

Give through your IRA

Check with your personal financial or tax advisor for information on making a charitable gift directly from your IRA assets without tax implications.

Corporate Matching Gifts

Ask your employer, or former employer if retired, if the company will match your contribution to the campaign.

Bequests

Include Waterfall Arts in your will. Check with your attorney for information on including a bequest provision in your will.

Donors whose gifts are anonymous will not be listed on any campaign materials or signage. All other donors will be gratefully acknowledged on donor signage in the building.

Waterfall Arts is a nonprofit 501(c)(3) organization. Gifts are tax deductible to the extent allowed by law.

WATERFALL RISING CAPITAL CAMPAIGN



NAMING OPPORTUNITIES

The following is a list of ways you or a loved one can be recognized for major gifts:

Lobby	\$575,000
Elevator	\$100,000
Young Artists' Classroom	\$ 75,000
Open Classroom	\$ 75,000
Clay Studio	\$ 50,000
Main Corridor Gallery	\$ 25,000
Large Artists' Studio (4)	\$ 20,000
Office/Conference Room	\$ 20,000
Entry Court	\$ 20,000
Gardens (3)	\$ 15,000 each
Studio Gallery	\$ 10,000
Lower Corridor Gallery	\$ 10,000
Upper Corridor Gallery	\$ 10,000
Small Artists' Studio (7)	\$ 10,000

WATERFALL RISING CAPITAL CAMPAIGN



View from High Street at night

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For additional information, please contact:

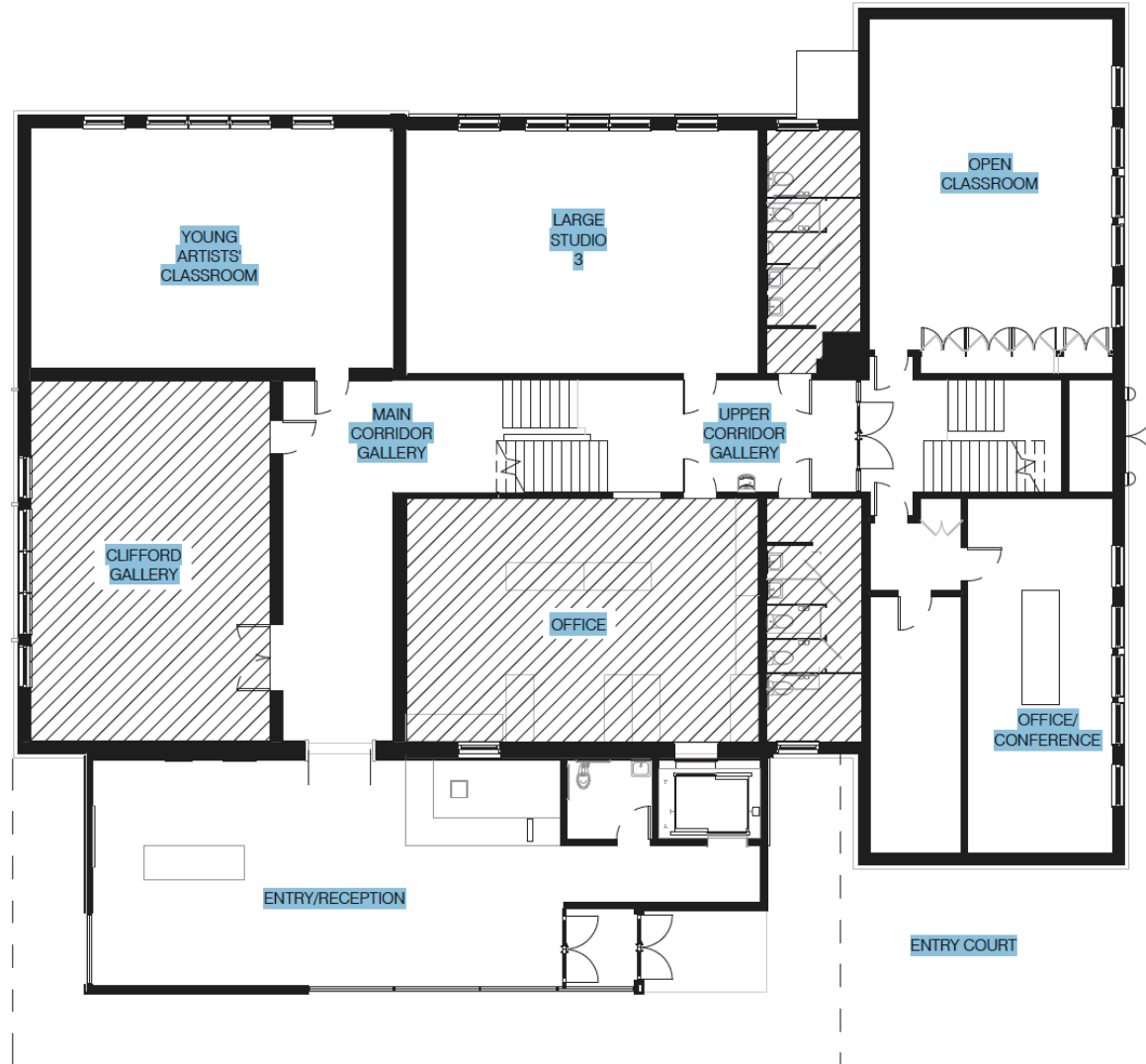
Kim Fleming, Executive Director or
Alan Crichton, Founder and Chair of Waterfall Rising
Waterfall Arts
256 High Street
Belfast, ME 04915
207-338-2222
kim@waterfallarts.org / alan@waterfallarts.org

VIT

Floor plans are available upon request. Just ask us!

ALIZE

WATERFALL RISING CAPITAL CAMPAIGN



OPAL

Waterfall Arts

First Floor Plan



The future Waterfall Arts Center | Support the transformation.