

# GVCO Building Connections Campaign Answers!

In the first quarter of 2018, we continued to make progress towards our goal. We added 34 new donors and \$11,400 to the pledge total. We have new detailed renderings of the future center compliments of Arcus Design and have plans to move forward with site development as outlined in the Annual Report of Giving issued in January. At this stage in the process, we thought it would be beneficial to answer some specific questions regarding the campaign.

**WE simply can't do this without YOU!**

**1. Can we get started with the \$1.9 raised to date?**

Yes. If all pledge payments are received between now and June, we will have enough capital to take our first major step in the project and settle on the property.

**2. When will we be able to break ground?**

GVCO has presented an initial package of informational material to three separate local banks targeted to assist with the financing of the project. We have received final preliminary approval from East Whiteland and final bids from subcontractors have been requested. Our next step is to bridge the financing gap by raising the additional \$600,000 needed to begin construction.

**3. How do we raise the \$600,000?**

We need a bigger army of "askers" and that is YOU! There is no better person to engage family, friends and community members than YOU, who has already committed to GVCO with money and time. Join the "army"! Identify a friend or neighbor who could be solicited. Or "close the loop" on individuals who you initially reached out to ...many who have not pledged but are still actively engaged in GVCO. If each donor brought in just one new donor in the next few months, we could bridge the gap!

**4. What is the current focus of the campaign?**

Currently, we are in the Community Phase with the implementation of a robust marketing plan for community awareness. Our goal is for the Great Valley community to gain an understanding of who GVCO is, what we do, and why we are a wonderful asset to the community. Our aim is to spread the word to many of the groups we haven't reached yet; the senior community, families not currently involved with programming or new to the area, and professionals who work and live in the community. In addition, we will continue our efforts with families participating in GVCO programming.

**5. Where will GVCO go after the lease is up on our current space?**

Our current lease at the GVBL Center expires October 31st, 2018. We will be exploring several options, including an extension of the current lease, as we did in 2017. The sooner we bridge the funding gap – which we can do if we all work together – the sooner we will have our center to play in!

**Here are ways YOU can HELP.**

1. We will be following up with a **two-question survey** to gauge donor interest in a live call-in so we can further address your specific questions.
2. Look for us at the elementary school fairs, Malvern Blooms and other community events.
3. Follow GVCO on Facebook with comments and share our page.