

Through donations, grants, corporate business and community support, our new 50,000-square-foot location will offer more learning opportunities for a wider variety of age groups. Our new space will inspire lifelong learners with interactive exhibits to *build dreams and create possibilities*.

Please help us in our goal to raise **\$4,236,500!**



999 Chestnut St. SE, #11 | Gainesville, Georgia 30501  
770-536-1900 | [inkfun.org](http://inkfun.org)





“ INK strives, through interactive exhibits, to create a unique environment in which children of all ages, abilities and experiences can feel free to **IMAGINE, CREATE** and **EXPLORE** beyond their dreams.”

INTERACTIVE NEIGHBORHOOD FOR KIDS (INK) is a 501(c)(3) non-profit agency currently located in the former Warren Featherbone Center in Gainesville, Georgia. The mission of INK, a children’s museum, is to encourage children of all ages to develop their full potential through exciting hands-on learning. INK strives, through interactive exhibits, to create a unique environment in which children of all ages, abilities and experiences can feel free to imagine, create and explore beyond their dreams.

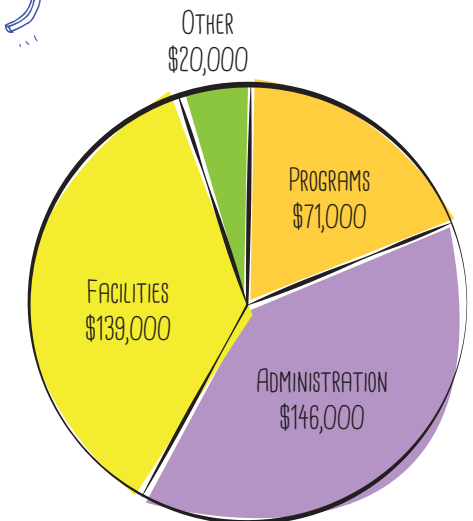
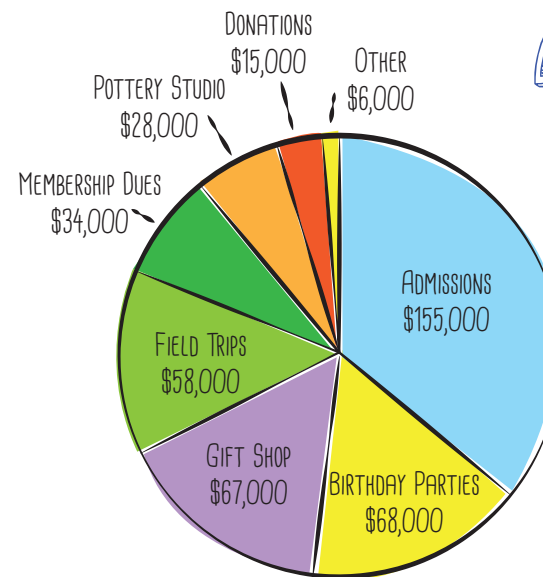
INK provides fun, hands-on educational resources for thousands of parents, caregivers, educators and children of all ages. Our exhibits and programming enable children to use their imagination and creativity in a friendly and safe environment. Additionally, our exhibits are designed to stimulate curiosity and motivate learning. INK provides the perfect atmosphere where children and families can have fun and learn together.

Over the past twelve years, and through the support of many businesses and individuals within the community, INK has added even more learning opportunities for children of North Georgia. To help INK sustain operations and meet the needs of visitors, more birthday party areas, an enhanced gift shop, and a paint-your-own pottery studio have been added. **Operations are currently self-sustaining.** Visitor numbers continue to grow, with 2013 setting a record of nearly **70,000 visitors** through the door.



“INK PROVIDES THE PERFECT ATMOSPHERE WHERE CHILDREN AND FAMILIES CAN HAVE FUN AND LEARN TOGETHER.”

2013



**INCOME: \$431,000**

**EXPENSES: \$376,000**



## THE PROJECT:

There are more than 350 children's museums worldwide, a number that is growing more rapidly than any other kind of museum. **Since inception, INK has established itself as a vital educational institution in the North Georgia Area.** With rapidly and consistently growing attendance, INK has become very crowded in its current location. The physical need for expansion is clear, but it is only part of the story. The most significant motivation for expansion is that young children in the community are not reaching their full potential during early childhood, impacting their chances for success in school and life, and their ability to contribute to the community and country.

## THE NEED:

There is a growing demand for effective learning opportunities for young children, and there is evidence that children's museums provide those opportunities. INK has outgrown its current space. **The children of North Georgia deserve a museum that can serve their expanding educational and developmental needs now, and well into the future.** It's time for INK to grow, and the first step toward that goal is securing a new location for expansion. The INK board has taken an active approach to secure this growth opportunity.



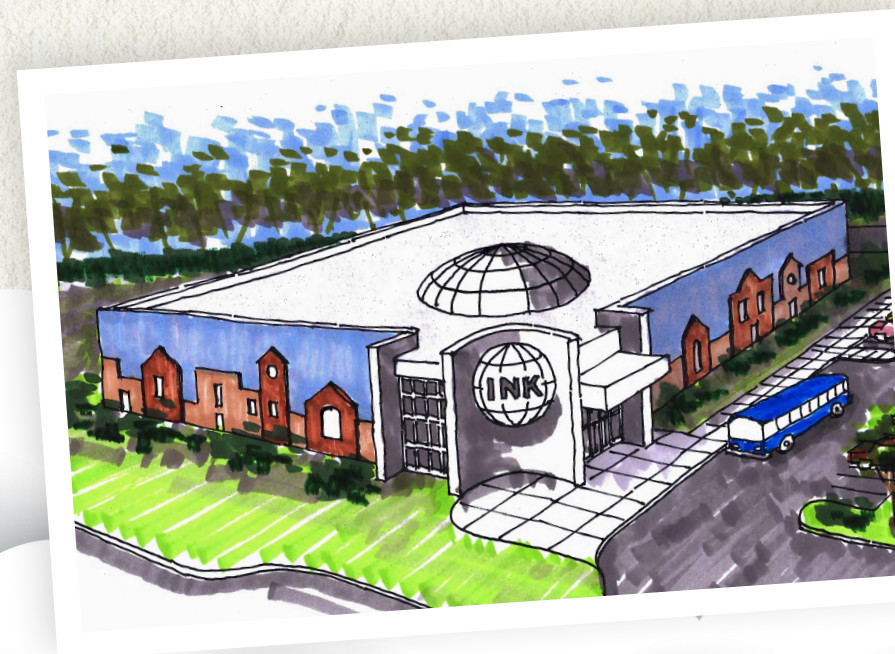
“The most significant motivation for expansion is that young children in the community are not reaching their full potential during early childhood.”

## THE LOCATION:

A donor has stepped forward with a wonderful piece of property located just off Exit 8 on I-985. The INK board feels this is the right place for the future of INK, and one that can be transformed into a permanent home to accommodate growth for many years to come. The Board assessed alternate sites within the Hall County community and found this location to be ideal in respect to access, proximity to natural resources and opportunities for continued growth. In the long run, this will enable the museum to direct more funding to exhibits, programs and education in order to impact more children of North Georgia. The donor has placed certain stipulations that INK must abide by in order to make this happen. **There is a need to raise \$2,000,000 by Summer of 2015** and begin construction of the building within that time period in order for the property to be donated to INK. The INK board believes this is an obtainable goal with the support of the North Georgia Community.

North Georgia's young children and their families deserve a special place where childhood is honored and where early learning takes center stage. **The need is evident and the impact will be crucial, as the Museum reaches the lives of thousands of children and families in the community.**

**NOW IS THE TIME TO EXPAND INK.**



Artist rendering of the new facility.





## MARKET ANALYSIS:

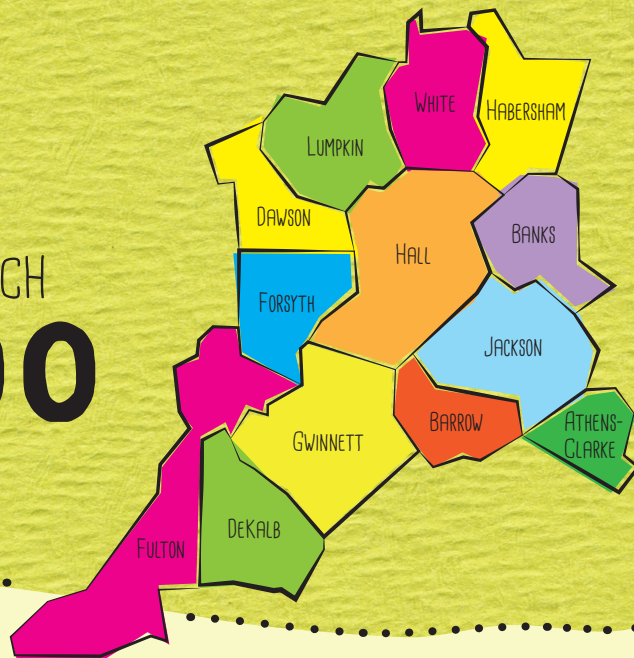
INK's primary market is comprised of two-to-twelve year old children; this age range correlates with pre-school aged children through elementary school aged children. The INK market is comprised of four zones:

- ZONE 1:** Hall County, the location of INK.
- ZONE 2:** Counties contiguous to Hall County.
- ZONE 3:** Counties contiguous to those counties bordering Hall County.
- ZONE 4:** Other outlying counties that direct visitors to INK, including areas into Tennessee, North Carolina, and South Carolina

While school enrollment data does not include all children who fall within INK's target market, it does provide a good estimate of the number of children in the targeted service area. The chart below summarizes the public school enrollment statistics for the outlined counties that exist in INK's immediate and most-available service area:

TOTAL POPULATION:  
3,292,000 (2012)

TOTAL POTENTIAL REACH  
**419,800**



## FUN FACTS:

Served over **70,000** guests in 2013

**Rated #1 attraction** IN GAINESVILLE, GA ON TRIPADVISOR.COM

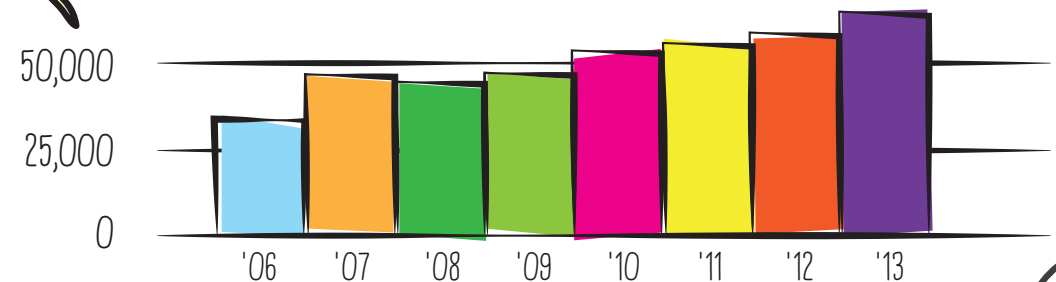
*Featured on Georgia Traveler, Fox 5 News, The Gainesville Times, Atlanta Parent Magazine, Atlanta Newcomers Magazine, Better Homes and Gardens and more!*

Over **2,500** FACEBOOK FANS



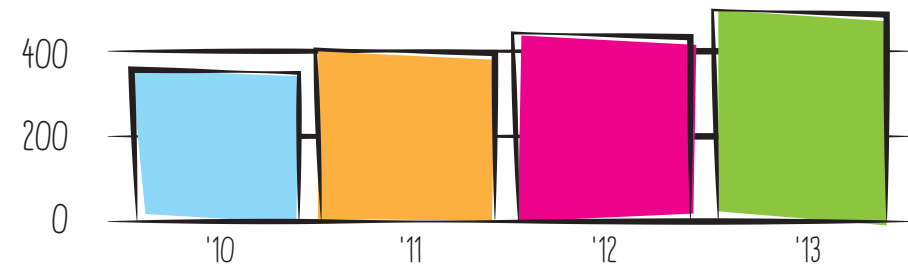
## ATTENDANCE

The following chart shows attendance to INK, by year, and includes general admission, field trips, members, birthday party visitors and other.



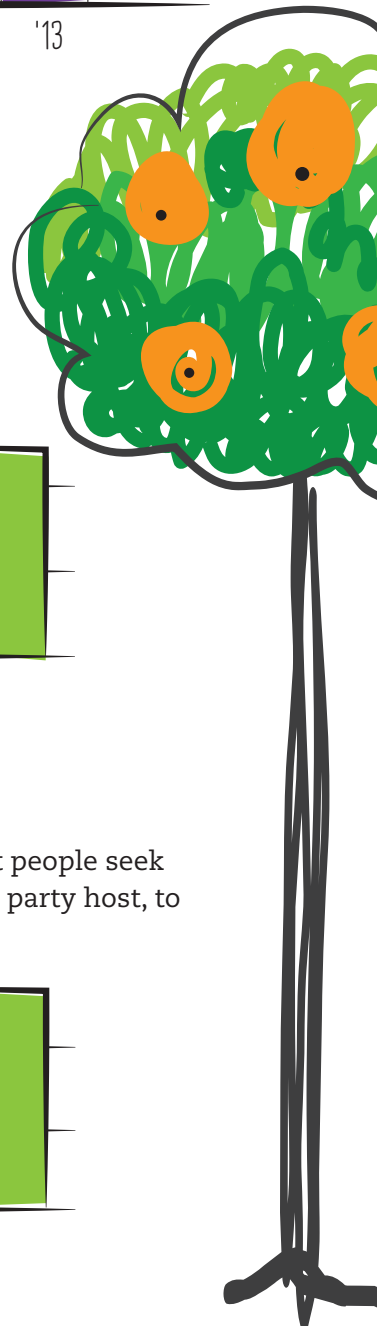
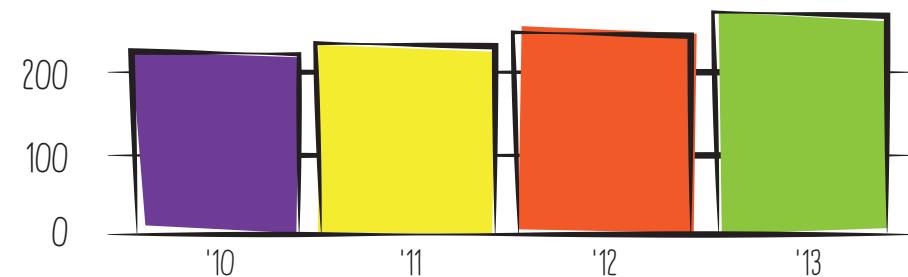
## MEMBERSHIP

Families who purchase a membership to INK demonstrate their strong ties to the Museum, and prove that they will be regular attendees. This increases brand awareness, creates community advocates who will speak on behalf of INK, and generates a proven revenue source.



## BIRTHDAY PARTIES

INK is more than a Museum, it also serves as a destination that people seek out to host events. Birthday parties offer exposure, through the party host, to attendees not familiar with INK.





**INK supports North Georgia's youngest learners by:**

- Building essential early learning skills
- Teaching math, science and literacy concepts
- Celebrating and providing access to the arts
- Fostering creativity, innovation and critical thinking
- Promoting good health and active play

Additionally, INK is committed to strengthening families and supporting parents, engaging the wisdom and resources of a diverse community, all while instilling in children a genuine love of learning that lasts a lifetime. With over a decade of history and experience to build upon, INK is poised to serve more children in a broader, more impactful way. Today's Museum:

- Is experiencing consistent record-breaking, double-digit annual attendance growth
- Is uniquely positioned to reach a target audience of young children and their caregivers
- Is adeptly using play as a catalyst for learning, developing creative thinking, problem solving and other critical 21st century skills
- Has created an environment where all children, no matter their level of development or ability, can come to learn and play together



The creation of a larger children's museum will attract significantly more people through quality programming, exhibits and events. **INK will not only provide an educational and cultural boost to the community, but will also bring economic benefit to Hall County and surrounding areas.** Moreover, the Museum's expansion will generate additional jobs and sales tax revenue for the community. Post-expansion, additional benefits will be realized as a result of direct economic activity and indirect spending.

*This new facility will be adaptive to the educational needs of children, helping to ensure an expanded arena of imagination for years to come.*



**WHY SHOULD INK GROW?**

This new facility will be more adaptive to the educational needs of children, helping to ensure an expanded arena of imagination for years to come.

**WHY SHOULD INK GROW NOW?**

INK is here to continue to reach and teach the children of Georgia through a fun, hands-on, interactive learning environment.

**HOW IS THIS GROWTH GOING TO BENEFIT THE COMMUNITY?**

INK is recognized as one of the leading children's museums in the country. Education is the first priority, and INK understands the vital role that interactive learning plays in developing young minds. INK strives to offer the community a resource that demonstrates what the Museum can do for educating a child.

**BUT WHY MOVE LOCATIONS?**

The new facility will be located in South Hall County, in the Buford city limits. After tirelessly searching for the "right" location in Hall County, this location was determined to be the best fit for current and future needs. It is easily accessible to all North Georgia residents, will allow continued growth, will help nearly double exhibit space and will afford the opportunity to build a state-of-the-art facility.



# CAPITAL BUILDING CAMPAIGN NAMING OPPORTUNITIES



## CAPITAL CAMPAIGN PLEDGE FORM

**YOU CAN LEAVE A LASTING LEGACY AND FURTHER OUR MISSION BY PLEDGING YOUR SUPPORT TO OUR BUILDING CAMPAIGN.** We have many options for you to help us realize our dream for a new home. Below is a comprehensive list of naming opportunities that will allow you to attach a corporate name, your name, or that of a special person in your life, to a designated space in the new Interactive Neighborhood for Kids Building.

**NAME THE MUSEUM** – This incredibly diverse space is uniquely suited to our mission of creating excitement surrounding education and inspiring young minds to explore the world around them through hands-on learning experiences. Our new location will allow us to reach visitors from all areas. A tremendous option for a business that wants its name connected to the museum, or a fantastic opportunity to honor someone in the community. Your name can be a prominent landmark in the community!

- Total Opportunities: 1
- Required Contribution: **\$1,000,000 – perpetuity**

**NAME THE FOYER** – One seldom forgets their first impression of a place and this is where we'll begin to shape that image for visitors to our Museum. Large enough to serve as a staging area for arriving school and other groups, this space not only welcomes but also invites the curious visitor to see what lies beyond. All visitors to our Museum will pass through this entryway. Groups of school children, local residents and guests alike will begin their learning experiences with a trip through the foyer. Imagine walking into INK and seeing a grand entrance, named in your honor, with a world of imagination waiting for everyone to explore.

- Total Opportunities: 1
- Required Contribution: **\$500,000 – perpetuity**

**NAME A STREET OR AVENUE** – Aspiring young minds need a dedicated road map for success to launch their learning expeditions. The streets in our Museum will possibly be the most used feature of the facility. Winding throughout the various exhibits with stops along the way to facilitate imagination and creativity, countless hours will be spent by thousands of children and adults on each of their personal journeys of fun. The street name of your choice will pave the way to an area of great learning fun!

- Total Opportunities: 4
- Required Contribution: **\$250,000 – 5 years or \$500,000 – perpetuity**

**NAME THE POTTERY STUDIO** – Accommodating children and adults alike, this unique studio will complement the educational component of our Museum. Our instructors will prepare projects that will inspire and educate our pottery guests. The indoor studio will help to expand the creative thoughts of our visitors so that they can build a tangible good to take home.

- Total Opportunities: 1
- Required Contribution: **\$250,000 – 5 years or \$500,000 – perpetuity**

**NAME THE GIFT SHOP** – Helping to expand the mind of a young child does not end when a person leaves our Museum; we want them to take a memento of their visit with them. The gift shop is stocked with a variety of educational toys that will help to encourage the creative spirit that lives within us all. The shop is also an invaluable revenue stream that helps to support the operations of INK.

- Total Opportunities: 1
- Required Contribution: **\$250,000 – 5 years or \$500,000 – perpetuity**

**NAME A COMMUNITY ROOM** – Our community rooms are used for a variety of purposes, including: board meetings, gathering point for field trips, birthday parties, information sessions, educational presentations and more.

- Total Opportunities: 6
- Required Contribution: **\$125,000 – 5 years or \$250,000 – perpetuity**

### EXHIBIT SPONSOR

- Contact Sheri Hooper for details

**FOUNDER'S CLUB** – An interactive and informative display, located in the heart of our entry foyer, complete with all Founder's Club member names, this resource will guide visitors throughout the Museum. It will be updated regularly to reflect advances in the Museum and to serve as a "starting" point for Museum guests.

- Total Opportunities: 50
- Required Contribution: **\$10,000**

**STREET LIGHT** – Help us keep the streets inside the Museum bright by lighting the path to success, fun, education and exploration.

- Total Opportunities: 50
- Required Contribution: **\$1,000**

**PARK BENCH** – Provide a perfect spot for someone to sit for a moment to watch their children at play.

- Total Opportunities: 25
- Required Contribution: **\$500**

**BRICK PAVER** – Purchase a brick paver that will line the entry way to the Museum's main entrance.

- Required Contribution: **\$250**

**PAINT A TILE** – Purchase and paint a one of a kind 4" tile to be placed on one of the walls within the Museum.

- Required Contribution: **\$100**

### CONTACT INFORMATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

I would like to be contacted about the Capital Campaign giving opportunities.

I would like to make a one time donation in the amount of \$\_\_\_\_\_.

I would like to make a monthly contribution in the amount of \$\_\_\_\_\_.

### PAYMENT

Check enclosed

I would like to pay by credit card:

Visa  MasterCard  Discover

Card number: \_\_\_\_\_

Exp: \_\_\_\_\_ 3-digit code on back: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**PLEASE RETURN THIS FORM TO:**  
Interactive Neighborhood for Kids  
999 Chestnut Street SE, #11  
Gainesville, Georgia 30501

[inkfun.org/campaign](http://inkfun.org/campaign)

cut off and return in the envelope provided