

FEATHER RIVER RAIL SOCIETY

DATE: July 2019
ITEM: Funding Department
FROM: Eugene Vicknair

ARCHIVES FUNDRAISER

I have completed the Archives Fundraiser letter and will be coordinating with Kerry Cochran on when to send it. I am donating the printing and paper materials. Bart Hansen has offered to donate the postage. This will mail to a select group of members requesting their support.

GRANTS

I received acknowledgement from North American Railway Foundation that they received our grant application.

Waiting for word on the NARF grant and the Union Pacific Foundation grant.

I will be submitting grants to the National Railway Historical Association and Train Magazine in late summer. Currently I am planning to submit for \$10,000 for WP F7A 917-D to Trains Magazine and \$4,000 for Archives work to NRHS.

I have also received information on some Block Grants through the state that could be used for Whitman Building and Parking Lot / Entry Road work. I am looking at those.

There are at least two grants I am tracking that would apply to equipment restoration, but those pieces would need to be listed with a historic register. I request that the Board consider this idea for WP 106 / "Charles O. Sweetwood" and WP 0-6-0 165 at a future meeting.

I am hoping to discuss a \$30,000 general operating grant with a foundation that I recently learned about. They typically have a rule about annual income that we fall below, but I am hoping they will give us a waiver. I am researching more general operating grants.

DIRECT MAIL vs. TRAIN SHEET FUNDRAISERS

I have often received questions about why we do direct mail fundraisers vs. putting them in the Train Sheet or on-line.

In order to save cost, this spring we piggybacked the fundraising letter onto the Train Sheet rather than direct mail. It was also a chance to test the waters on combined fundraising again.

To date, we have only received \$110 from that fundraiser, while the prior direct mail effort brought in over \$6,300 against a mailing cost of about \$1,400.

I am prepping a direct mail fundraising letter for the fall, several months after the archives letter waiting to mail now. We will also include these with the Train Sheet, but I do not feel we should abandon direct mail pleas in light of these numbers.