

Building for the Future

Dear Friends of Beckley Area Foundation:

Beckley Area Foundation will be relocating to 1210 S. Kanawha Street in Beckley in the very near future. This move reinforces BAF's long-term commitment to the area.

The Carter Family Foundation's generosity made this vision become a reality when their board made the unanimous decision to award a grant to BAF for the purchase of the building. The move to a new permanent, central location will heighten the foundation's visibility and encourage more community participation.

The new building will serve as a hub for charitable collaboration:

- The space will be designed to provide a unique opportunity to bring individuals, families and businesses to philanthropy, and help fulfill their philanthropic goals.
- It will serve as a place to support non-profit partners; a place to meet, think and plan.
- A place where we work toward one common goal – to improve the lives of friends and neighbors in Raleigh County and the surrounding area.

As Beckley Area Foundation embarks on this historic journey, you are invited to contribute to the next chapter in BAF's "Building for the Future" campaign. The campaign's \$350,000 goal is designed to support the building renovation costs. Numerous giving levels exist to show your support including several naming opportunities.

Can we count on your donation to support BAF's long-term commitment to the area?

Together, we are "Building for the Future."

With Appreciation,

A handwritten signature in black ink, appearing to read "Dena Cushman". The signature is fluid and cursive, with a large initial 'D'.

Dena Cushman

Executive Director

Donation Wall – Giving Levels

BAF is requesting your support with renovation costs, furnishings, flooring, finishing, design, software/security system and IT costs. The renovations will be instrumental in moving BAF forward, ensuring that we can continue to be influential in meeting the needs of Raleigh County & surrounding communities.

A donation wall for this campaign will be placed in BAF’s new office. Each donation will be recognized by the donor’s name on a wall with the giving level color used as the background.

\$1-\$249

\$1,500-\$2,999

\$250-\$749

\$3,000-\$4,999

\$750-\$1,499

\$5,000+

Sponsorship Form

Naming Opportunity: _____

Amount: _____

Sponsor Information

Sponsor Name: _____

Address: _____

Phone: _____

Email: _____

Payment Method

Anyone interested in supporting “Building for the Future” may mail their contribution with “Building” in the memo to BAF, 129 Main St. Suite 301, Beckley, WV 25801. To donate online, visit bafwv.org/new-building or scan the QR code.




Contact: Please email dena@bafwv.org or rebecca@bafwv.org | (304) 253-3806


Naming Opportunities

To help BAF raise funds for the new building, the following naming opportunities are available to our donors. Donors will receive room naming rights and public recognition for their support.


- 1




Lobby/Reception Area – The Lobby and Reception Area will be an inviting space that will be used to welcome our visitors and guests. This will be the first area people will see when they arrive at BAF.
- 2




Small Conference Room – This meeting area will be used for a variety of smaller meetings held throughout the year ranging from staff meetings, one-on-one meetings to various group meetings.
- 3



Kitchenette – The area provides the employees of BAF room to meet the state mandated requirements for breaks during their workday. It will also be available to our non-profit partners for special events or meetings throughout the year.
- 4



Executive Director's Office – The Executive Director provides leadership and direction to the staff and guests of BAF in addition to fulfilling and advancing the mission of the foundation.
- 5



CFO's Office – The Chief Financial Officer oversees all aspects of the financial operations for the foundation.

Each Package includes:

- Room naming rights and recognition (XYZ "Naming Opportunity")
- Recognition in BAF's annual report, website and other marketing materials.

Cost per package: \$15,000 | **Optional:** Pay over time, up to 3 years

6 Large Conference Room – This conference room will serve as a large meeting and event space. In addition to BAF meetings and programs held throughout the year, the room equipped with audio and visual equipment, will be available to non-profit partners.

Capacity: 40

Package includes:

- Room naming rights and recognition (XYZ Conference Room)
- Recognition in BAF's annual report, website and other marketing materials.

Cost: \$50,000 | **Optional:** Pay over time, up to 3 years

7 Parking Area – This new parking area, located across the street from BAF's new office, will serve as the primary location for employees and visitors to park safely. This space has the potential to host small outdoor events in the future.

Capacity: 20

Package includes:

- Room naming rights and recognition (XYZ "Naming Opportunity")
- Recognition in BAF's annual report, website and other marketing materials.

Cost: \$40,000 | **Optional:** Pay over time, up to 3 years

8 Building – Naming Opportunity



The building will expand BAF's mission as the foundation continues to grow by improving BAF's accessibility and solidifying itself within the community. The building will allow natural growth for future Board of Directors and Staff, and provide incubation space for new and existing non-profits. The building will be located at 1210 South Kanawha Street, Beckley, WV.

Estimated Traffic: 5,000 cars per day.

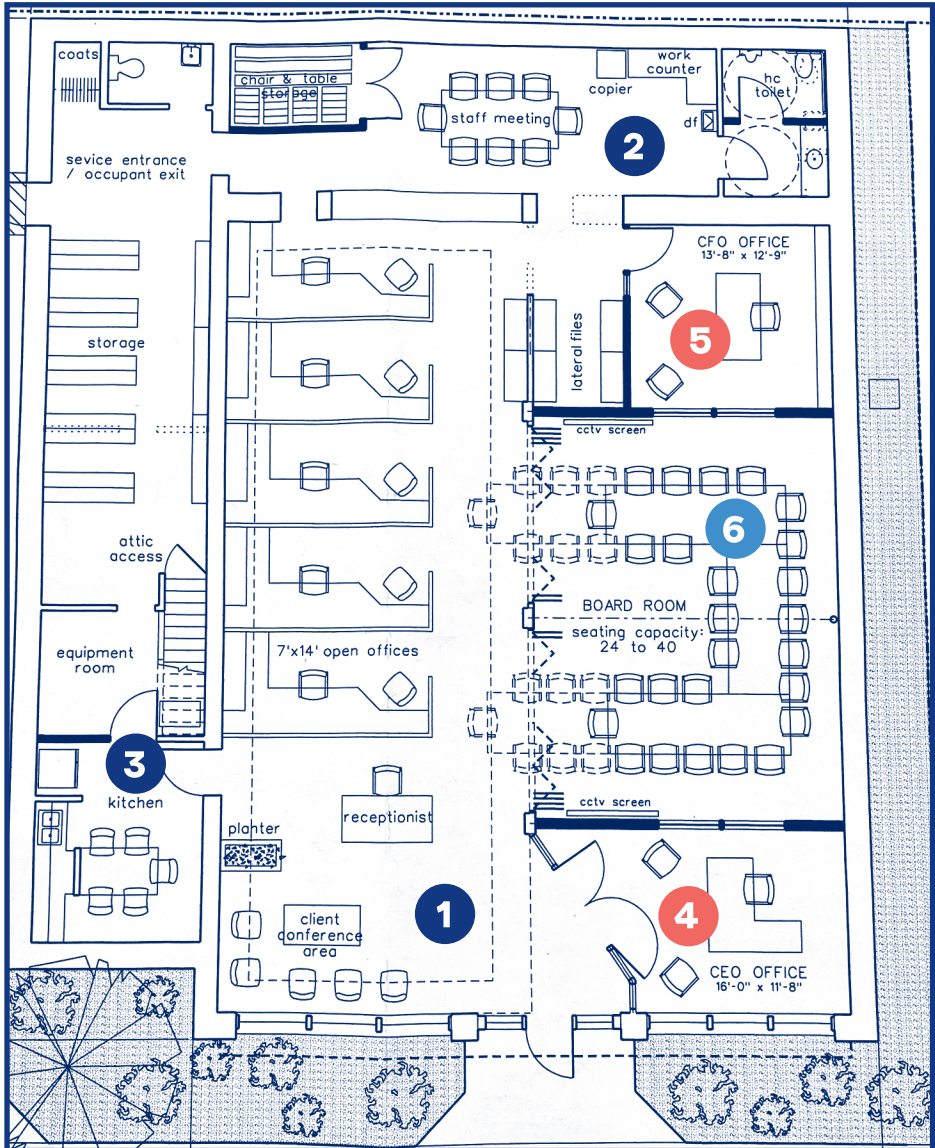
Capacity: 60+

Package includes:

- Building naming rights and recognition (XYZ Center or XYZ Building)
- Recognition in BAF's annual report, website and other marketing materials.

Cost: \$200,000 | **Optional:** Pay over time, up to 3 years

Building Layout w/ Naming Opportunities



1 Lobby/Reception Area

2 Small Conference Room

3 Kitchen

4 Executive Director's Office

5 CFO's Office

6 Large Conference Room