



.... From the **Desk of Ed Sanford**

To: Friends of Perquimans Arts League

Today, I am announcing the kickoff of PAL's Capital Campaign, ***Bridge to a Shared Perspective.***

This Campaign continues the momentum that we started with the renovation of our new gallery and headquarters. The gallery renovation is an important step in expanding and extending PAL's reach into our community. While renovating and moving to our new space is necessary, it is not sufficient.

As you may already know, our volunteers have successfully raised over \$26,000 for our building fund. The stated goal of the Capital Campaign is to raise \$50,000 in new money to provide more art based activities and services to our community, especially to the youth. In addition, this effort will position PAL as an important element in the revitalization of Hertford and the community at large.

PAL is laying the groundwork for expanding and completing the build-out of our new building, which includes renovating the 2<sup>nd</sup> floor, constructing a safe stairway and adding an elevator. This project will create a community space upstairs that can be used by kids for summer camps and afterschool workshops. Also, older adults and community groups can enjoy multi-cultural events which are important to this diverse community. The disabled too must be able to participate. Everyone should feel welcome. To continue our renovation to full completion requires capital, and hence, this Campaign.

We made this Campaign a total community effort. I am pleased to announce that Chris Lane agreed to be our campaign chair. Also, this campaign recognizes Mary Alice Brinn, a 43-year Hertford resident, as our Honorary Chair. Both of them have a record of accomplishment and personal commitment to making Hertford and Perquimans County a better place to live, work and visit. Their strong ties to our community create the credibility we need to make this effort a successful one.

I thank you for your continued support of PAL and its mission. Of course, we encourage you to become a PAL member. I also ask that you consider making a gift specific to the Campaign. This will enable us to continue our mission of promoting arts and improving the quality of life in our community.

Completing this project will not be easy. However, we should look at how far PAL has come along this journey. The organization started in the corner of the public library nearly 25 years ago. PAL then moved to its current space. Shortly, we will reinvent ourselves in a new gallery and headquarters. With this level of accomplishment behind us, the momentum is there to take

us to yet a higher level. PAL has made a difference throughout its lifetime. If we continue to combine our efforts, there is no bridge that we cannot cross and no purpose that we cannot achieve.

Thanks for your support,

Ed Sanford

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