



## Lunenburg Academy of Music Performance

Creating the next generation of outstanding performing artists within the walls of a Canadian architectural treasure

After the old Lunenburg Academy (near the Town Hall) was destroyed by fire in 1893, it became necessary to build a new school. H.H. Mott, a noted architect from Saint John, N.B. was contracted to provide plans for the new school and tenders were advertised in July 1894. The contract was secured by the Oxford Furniture Company, the agreed price being \$25,000.00. Construction began in the fall of 1894 and proceeded smoothly until early 1895 when the Oxford Furniture Company went bankrupt. At that point, work was continued under the direction of Solomon Morash, a local master builder. The final cost of the building was \$30,000.00. It was opened on November 7, 1895.

The Lunenburg Academy is the only intact 19th century Academy building surviving in Nova Scotia. The Academy is entirely a wood frame structure. It is 96 x 125 feet in dimension and stands three stories high with a mansard roof. The front and rear elevations each have a large central projecting frontispiece flanked by towers of slightly different design. At roof level large, segmental dormer windows flank the towers.

The Educational Review of February, 1896 described the Academy as follows:

"The new school building occupies one of the finest and most commanding sites in the Province, being visible for many miles around. The ground floor contains six large classrooms with separate cloakrooms for boys and girls. The second floor contains six classrooms, cloakrooms, laboratory and library. There is a large assembly hall (on the third floor) capable of seating over 160. The ceilings throughout are of white wood and beautifully panelled. The floors and wainscoting are of white birch while the rest of the interior is finished in ash and birch. Four towers adorn the building in one of which a large bell weighing over 600 pounds has been placed." (Note: the Lunenburg Iron Company cast this bell).

Standing on top of "Gallows Hill," the Academy, like a great Victorian Matriarch, surveys her family of distinctive and beautiful homes in the old Town. Visible for miles around, it is an outstanding landmark and one of the most remarkable heritage buildings in the Province. It has been designated a Municipal, Provincial and Federal Heritage site, and was recently restored.

# DEVELOPMENT WORKSHOP

Sharing Compelling Stories to Ignite Your Fundraising

Arts Deans are invited to share and learn together at a Development Workshop preceding our 54<sup>th</sup> Annual Conference

**Wednesday, October 18, 2017 | Noon – 3 p.m. at The Lunenburg Academy at the top of Gallows Hill in Lunenburg, Nova Scotia**

For centuries, Lunenburg's affinity with the sea has shaped her destiny. Lunenburg, Nova Scotia, is a UNESCO World Heritage Site, National Historic District, winner of the Communities in Bloom most beautiful small town in Canada, Prettiest Painted Places in Canada, Port City of the Year and Society of American Travel Writers' awards. Picturesque Lunenburg lies nestled along the scenic shores of southern Nova Scotia. Experience the Lunenburg way of life as we tour the village's historic architecture, attractions and amenities in the morning, followed by lunch and a Development Workshop for those who choose this option, or lunch and afternoon on your own. at 3 p.m. sharp. Guests and/or Deans are also invited to ride to Lunenburg with the group; tour the village with us in the morning; and enjoy lunch and afternoon on their own.

8:00 a.m.	Buses depart the Conference hotel, Halifax Marriott Harbourfront Hotel, and travel by highway to Lunenburg
9:30 – 11:45 a.m.	Enjoy a guided tour of Lunenburg
11:45 – Noon	Participants in the Development Workshop walk up the hill to the Lunenburg Academy, at the top of Gallows Hill
Noon – 3:00 p.m.	Development Workshop
3:00 p.m. sharp	Buses will depart for a two-hour waterfront drive back to Halifax

**Early Bird: \$150 until September 1 | After that: \$175 per person**

Each section in the day's program offers opportunities for discussion about best practices and the sharing of success stories. Participants are encouraged to bring a powerful story of their own.

Everyone in your organization has a role in telling your institution's story, being an effective and impassioned ambassador, identifying and engaging potential donors, and providing powerful stewardship that invites new gifts. Everyone will leave with new ideas and increased skills. Your immediate follow-up plans will solidify the experience with action and results.

Facilitators / ICFAD's Cultivation and Stewardship Committee  
 Steve Peters, Dean, College of Fine Arts, University of Montevallo  
 Michael W. Haga, Associate Dean, School of the Arts, College of Charleston  
 Jennifer S. Shank, Dean, College of Education, Tennessee Tech



## A Ten Year Journey to a Seven-Figure Gift

*Joyce Gattas, Dean, College of Professional Studies and Fine Arts, San Diego State University,  
Mary Darling, Senior Director of Development, College of Professional Studies and Fine Arts*

*During an eight-year major campus campaign at San Diego State University (SDSU), the College of Professional Studies and Fine Arts raised \$49 million. During those years, Dean Gattas and her team learned the value of a small gift. First gifts are rarely major gifts. "My most gratifying experiences resulted from faculty giving and the ten-year journey from a small gift to a major gift," Dean Gattas said.*



## Building a Comprehensive Development Program with Limited Resources

*Valerie Eickmeier, Dean, Herron School of Art and Design, IUPUI  
Kim Hodges, Director of Development*

*In her 19-years at the helm, Dean Eickmeier has led the charge to raise more than \$35 million for her school during three university-wide campaigns. Funding for capital projects, endowed faculty chairs and scholarships, unrestricted operating, international programs, new graduate programs, gallery operating and endowment support for faculty research has all been part of the successful effort. Dean Eickmeier's 12-year relationship with the school's Director of Development has been a key part of the equation.*



## An Unexpected Relationship and a Lasting Legacy

*Anita DeAngelis, Associate Dean for the Arts, College of Arts and Sciences and Director,  
Mary B. Martin School of the Arts, East Tennessee State University,  
Michael Webb, Development Officer*

*East Tennessee State University's Mary B. Martin School of the Arts is the result of an unexpected relationship with a donor (a retired chemist), his desire to name something in memory of his wife, and his interests in providing positive impact through the arts.*



# DEVELOPMENT WORKSHOP

## REGISTRATION FORM

**Deans and their Development Officers are invited to share and learn together at a Development Workshop**

### SHARING COMPELLING STORIES TO IGNITE YOUR FUNDRAISING

Wednesday, October 18, 2017 . Noon – 3:00 p.m. .

The Lunenburg Academy at the top of Gallows Hill, Lunenburg, Nova Scotia.

\$150 through September 1 / \$175 per person after September 1.

\$50 per person for those who wish to join us on the bus to Lunenburg, for the morning tour, and to spend the afternoon touring on their own

Name(s) and Title(s) and mobile number(s) of those Attending: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Institution: \_\_\_\_\_

e-mail address of each person attending: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Registrants are members of (please check all that apply):

☐ ICFAD

☐ CAFAD

☐ AICAD

☐ A2RU

**Please make your check payable to ICFAD and mail it to:**

**P.O. Box 331, West Palm Beach, FL 33402**

☐ VISA

☐ MasterCard

☐ \$150.00

( Prior to Sept. 1.)

☐ \$175.00

(After Sept. 1)

☐ \$50.00

(Bus/Morn Tour)

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

CCV Number: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

**Questions? Please contact Alison Pruitt at (561) 514-0810 or [alison@icfad.org](mailto:alison@icfad.org)**