



RESTORE • REVITALIZE • RE-IMAGINE! A Campaign for Valley of the Moon

MISSION

Our mission is to preserve the enchantment of Valley of the Moon where community creates and explores kindness and imagination.

VISION

We envision a fully restored Valley of the Moon where an expanding and diverse community experiences the wonder of this historic landmark attraction.

HISTORY OF VALLEY OF THE MOON PRESERVING KINDNESS AS A LEGACY FOR THE TUCSON COMMUNITY

Once upon a time a man had a dream of an enchanted storybook land where real magic happened. That man was George Phar Legler. He purchased a magical parcel near the Rillito River and from 1923 to 1932 he built his wonderland: Valley of the Moon. He envisioned a place where imagination flourished, kindness prevailed, and mental and spiritual healing happened for all who visited, children and adults alike.

George was perhaps an enigma to some, but his vision has been honored and sustained for over 85 years. When George became elderly his storybook kingdom fell into disrepair. Volunteer fairies appeared magically and began to help George improve the land. Since then an ever-changing and growing crew of volunteers have managed, maintained, preserved and restored the magical place.

In 1975 Valley of the Moon was placed on the Arizona Register of Historic Places, followed by the National Register of Historic Places in 2011, and was finally declared a Tucson Historic Landmark in 2015.

"If we can influence children to develop a friendly attitude toward everyone while they are children, they will be happier adults. That friendly attitude will unconsciously react on their subconscious minds and, in turn, will strengthen their characters and give them deeper spiritual outlooks on life, regardless of what church they may ultimately belong to."

-- George Phar Legler, 1959



WHO WE SERVE

Since 1932 we estimate hundreds of thousands of people have experienced the magic of Valley of the Moon. Recent efforts have begun to measure who these visitors are. While a large majority are local, there continue to be hundreds of people who visit Valley of the Moon from outside Tucson. As we've been told and as we've experienced... "There's really nothing else quite like it."

We grow youth into leaders. Many of our Theatrical Board members cut their teeth as child volunteers at Valley of the Moon. We feel that an important aspect of Valley of the Moon is its home-made magic. It provides a meaningful volunteer experience that is difficult to describe. Those who are searching for a place to volunteer, a place to belong, feel good when they find Valley of the Moon.

We also give families who seek imaginative and 'non-electronic' ways to socialize and entertain their children an incredibly unique opportunity.

WHAT WE DO

Volunteers are the heart of Valley of the Moon. They do everything from landscaping to arts and crafts crews, writing and directing plays to acting and costume design. The musical, magical, fantastical environment is difficult to explain unless you've experienced it yourself. BUT – it is unique and important. **In a world where kindness, acceptance and tolerance is needed now more than ever, Valley of the Moon has celebrated our differences and our liknesses for over 85 years.**

Valley of the Moon is open the first Saturday and Third Sunday of every month for activities and historical tours. Three times a year we produce interactive magical theatrical adventures for children and adults. These "shows" are an interactive, immersive storytelling experience where the audience becomes part of the action while being guided through Valley of the Moon's winding pathways and mysterious structures. Volunteers of all ages, backgrounds, ethnicities, and abilities invest thousands of combined hours in the production of these events.

Our most highly anticipated theatrical adventure is presented in October. Parents in the community who are dedicated to raising their children with a sense of fairness and in harmony with the natural world have been supporters of the site for decades. Many of the parents that support the site today were the children that attended and performed in the adventures and celebrations of the past.

In a recent survey of cast, crew, other volunteers and audience members:

- **49% have family incomes under \$30,000**
- **16% qualify for food stamps**
- **17% have been homeschoolers or homeschool educators**
- **21% qualify for free or reduced school lunches**
- **28% are members of an ethnic minority**
- **12% were born outside of the US or have parents born outside of the US**
- **5% spoke a first language other than English**
- **27% speak more than one language**
- **10% are lesbian, gay, bisexual and/or transsexual**
- **26% are violence survivors**
- **37% have been emotionally abused or bullied**
- **15% have been diagnosed with an emotional disorder**
- **12% have a physical condition limiting mobility**



CURRENT PROJECTS

ADOBE HOUSE RESTORATION \$25,000

In the Southeast corner of Valley of the Moon there is a little Adobe House. This house was built for Frank and Rose Thibault, a husband and wife who helped George Phar Legler operate Valley of the Moon. Both 'starving artists', Rose was often confined to bed with Rheumatoid Arthritis so George and Frank built the house with a great bank of South facing windows, through which she could look out upon her garden while ill in bed. Renovations began in 2015 and are expected to be completed this year. The Adobe House will be a multi-use building for offices, archival storage and display, and educational workshops.



ACCESSIBLE PATHWAYS \$15,000 — \$20,000

In 2014, ADA compliant accessible pathways were installed in the north half of Valley of the Moon. Two van-accessible parking spaces and paths connecting the parking lot, bathrooms, and main trail were also installed. The new paths lead all the way up to the historic areas, but not into them.

We are currently in the planning phase for extending the pathways into the historic areas, after which the entire Valley of the Moon will finally be fully accessible.

SAFETY \$20,000

Electricity was installed much later than 1932. It was done in bits and pieces when funding permitted over the next 70 years. In 2014, we replaced ALL of the electrical wiring on the north side of the property.

We now need to replace electrical wiring in the historic south side of the property.



OUR RESTORATION CAMPAIGN

The Valley of the Moon leadership knows it is an absolute necessity to restore and renovate the grounds and structures. The Board of Directors determined that a significant fundraising campaign is necessary. The feasibility study will be completed in October, 2017 with a recommendation for a goal (from \$100,000 to \$250,000) based on feedback from our study. The proposed campaign will provide Valley of the Moon the ability to fund major improvements and maintain the property.

OUR GOAL: \$100,000-\$250,000

Restorations	\$65,000
Build Out.....	\$25,000
Condition Report & Preservation	\$12,500
Endowment*	\$35,000
Miscellaneous Expenses.....	\$12,500
Total.....	\$150,000

*Most Urgent Priorities. Endowment funds evidence our commitment to sustainability and upkeep of Valley of the Moon in perpetuity. In a major fundraising campaign, it is vitally important to demonstrate that significant gifts are available to achieve the goal.

The Preservation plan will direct our efforts at most urgent projects and we anticipate these to be the following:

WIZARD'S TOWER	\$75,000
CATHEDRAL ROOM	\$100,000
ENCHANTED GARDEN	\$75,000

VALLEY OF THE MOON CHART OF GIFTS - \$250,000 GOAL

There is a general rule of thumb that says that 80% of the money raised will come from only 20% of the donors. Experience shows that in order for a major fundraising campaign to succeed, the campaign will have to attract the highest level of support possible from each prospect. This Chart illustrates a three-year pledge period.

GIFT TYPE	# OF GIFTS	TOTAL GIFT	MONTHLY PAYMENT	ANNUAL PAYMENT	TOTAL RAISED
CROWN JEWEL	1	\$30,000	\$3,333	\$10,000	\$30,000
POT OF GOLD	3	\$15,000	\$417	\$5,000	\$75,000
TREASURE TROVE	5	\$10,000	\$278	\$3,333	\$155,000
BRASS RING	8	\$5,000	\$139	\$1,667	\$195,000
PIRATES' BOOTY	10	\$2,500	\$69	\$833	\$220,000
BREAD CRUMBS	15	\$1,000	\$28	\$333	\$235,000
FAIRY DUST	20	\$500	\$14	\$167	\$245,000
GEM	50	\$100	\$3	\$33	\$250,000

OUR VALUES

Kindness Community
Stewardship Balance
Sanctuary Imagination

THANK YOU

Thank you for your help with our identification process as we consider conducting a capital campaign. We believe that 2018 is a year full of possibilities and unlimited opportunities, and with the help of our community, our friends, donors, volunteers, and other allies, we can celebrate this year by restoring Valley of the Moon so that we are completely accessible and safe and provide the most magical experience possible.

We are looking for people in the community who would like to help keep fairies alive and well by keeping people clapping, dancing, and smiling!

VALLEY OF THE MOON BOARD OF DIRECTORS

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