

## Specific Activities

### Part VIII, 3a: Gaming Activities

Reliving History Inc will not participate in bingo or typical gaming. However, we would like to secure the ability to consider a unique activity that could have some gaming elements as follows.

**The Pumpkin Flood.** Re-enactment of the pumpkin flood of 1753 on the Potomac River is directly related to historic interpretation of a specific event in local history. If Reliving History, Inc. is able to overcome the numerous obstacles involved in conducting a successful re-enactment of the Great Pumpkin Flood, objectives (directly related to our purpose, as stated in Item III E of the Narrative) can also be enhanced by the increased fund-raising capacity if we are able to also “race” the pumpkins for prizes. This would likely constitute gaming. (See Part IV – Narrative Description, Item III E)

It must be noted that *NONE* of the purpose of Reliving History, Inc. is to conduct charitable gaming, and utilizing such an option would be secondary (and never primary) to our purpose. The event can meet primary educational and charitable objectives without involving any element of chance or benefits of racing the pumpkins. However, utilizing the opportunity to “race” the pumpkins for prizes can also provide other useful benefits.

These benefits can include the following. The event has potential for becoming an annual event wherein partnering organizations can share fund-raising opportunities. Name recognition for Reliving History, Inc. as the key sponsor of the event could have valuable public relations benefit. The gaming element would likely increase attendance, participation, annual anticipation, and increase fund raising capabilities not only for the host organization but also increase shared opportunities offered to other non-profit organizations. By increasing individual and organizational participation, educational benefits would be increased as well as fund-raising, community service, and networking benefits.

Further determination would be required to assure that no laws are violated or that tax exempt status is not put in jeopardy. State and local laws will need to be further reviewed. Horse racing and slot machines are legal in Jefferson County, WV; however local restrictions may prohibit other races. Meanwhile, the Potomac River is in the state of Maryland, therefore other factors will require investigation.

If “racing” the pumpkins is determined to be permissible, then the following stipulations will apply.

- Reliving History, Inc. has no knowledge of any other pumpkin races anywhere, so the uniqueness of the event prevents it from being in direct commercial competition with similar games conducted for profit.
- In addition to increased benefits from racing of pumpkins, the gaming element will also be a vehicle for paying for the cost of the expanded event including the cost of pumpkins and other related expenses, such as cleanup efforts to get the pumpkins out of the water. It will also be a vehicle for increasing the amount of funds that might otherwise be raised.

- Substantially all the work in carrying on the event will be donated. If any payments are necessary for maintenance workers or security, those payments will remain less than 15% of the gross funds raised.
- By offering the event to the local community, publicity and participation could be increased providing historic interpretive benefit to Reliving History, Inc. and publicity and support for the Peter Burr House. In return, opening the fund-raising opportunity to other non-profit organizations could increase collaboration and networking efforts, further increase impact of the event, and provide shared fund-raising opportunities with other non-profit organizations, many of which might be small and somewhat limited in fund-raising capacity.
- Similarly situated non-profit organizations will be invited to utilize the event for their own fund raising and promotion of educational, charitable, and tax exempt agendas including allowing them to provide services such as food vending and extending services conducted only by volunteers that assist the public.
- Services normally expecting tips will only be provided by volunteers as useful to the public. Tips will be prohibited to individuals and permitted only to tax exempt organizations.
- No benefit of any kind will inure to the private benefit of anyone associated with Reliving History, Inc. or other organizations participating in the event.
- There will be no alcohol or need for tipping bartenders or waitresses.
- There will be no commercial food vendors.
- The process for “racing” the pumpkins would include:
  - Inserting each pumpkin with a unique number
  - Putting all pumpkins into the water at one time from one location
  - Allowing the pumpkins to move unassisted down stream according to the normal flow of the river
  - Retrieval of winning pumpkins will be recorded on film or using appropriate technology
  - Pumpkins arriving at a designated finish line marked in public view in order of their arrival
  - Donated prizes would be awarded publicly
- Reliving History, Inc. will not race the pumpkins if any indication exists that the same would jeopardize the legitimacy, reputation, or tax exempt status of the organization.

Without the gaming element, the future program (if undertaken) would be funded by volunteerism, contributions, sponsorships, registration or participation fees and the sell of food and merchandise (such as pumpkins and related items). With the gaming element, the impact of the event could be increased by anticipated entry fees.

### **Part VIII, 3a: Gaming Activities**

If the pumpkin race takes place as gaming, it will occur on the Potomac River which forms the state line for West Virginia and Maryland. Very likely both states will need to be consulted although the river technically is in Maryland.

### **Part VIII, 4a: Fundraising Programs**

Reliving History, Inc. is currently run entirely by volunteers. Volunteer time and services, cash and in-kind contributions, grant funding, and special events will be our main source of income with results increasing as we become better able to implement successful campaigns.

Volunteer recruitment and operating funds are a priority. Reliving History, Inc. plans to request AmeriCorps and/or other substantial funding as soon as possible. If this can be accomplished, an administrator or program director will be hired along with possible minimum support staff.

There are no plans to contract with fund raising contractors. To acquire necessary funds, all of the fundraising methods could be used with priority reflected in the following order:

**1. Personal Solicitations**

To date the majority of our funds have come from local contributions. Personal solicitations will be promoted on an ongoing basis. Also, we will accept contributions in the form of tangible items. In our first year, approximately \$1500 worth of used tools and shop equipment were donated and sold through a garage sale approach. Some new books with retail value of about \$1000 were donated and are being offered as thank you gifts for contributions. (Values of donated items seem arbitrary based on what they are worth to those willing to buy them or on the benefit less cost of making use of them. For this reason they are difficult to account for and utilize and therefore will not be part of our major focus.)

**2. Government and Foundation Grant Solicitations**

Government and foundation grants will be sought with priority focus. Reliving History, Inc. does not employ nor have any plans to contract with anyone to do the grant writing. No plans currently exist to contract with someone to help write a grant. We do hope to find voluntary help in this area or we will write grants internally.

**3. Fundraising Events, Services, and Sell of Educational Merchandise Related to the Historic Period**

Specific fund raising events will be considered and implemented as appropriate. This fundraising method will tie our educational purpose into all aspects of program delivery. Many educational events can be designed with cost-recovery and fund-raising capacity. Such approach would not only provide fund raising but would further our purpose for existing. The same may not raise huge funds, but the educational benefits would make this an important approach. Reliving History, Inc. will not conduct car washes or sell unrelated merchandise. However, fees charged for period events, period entertainment, etc and the sell of period cook books, 18<sup>th</sup> century ingredients, intellectual material and services, and other items would be both educational and beneficial. This undertaking will be conducted primarily through the efforts of volunteers.

One particularly important event will occur each even numbered year, when descendants of Peter Burr gather at the old house for Homecomings. Reliving History, Inc. anticipates that in time, descendants nationwide will become passionate about saving the house and will increase their financial support and hopefully make bequeaths. Other events would include workshops and special events such as re-enactments reflective of life style processes during the 18<sup>th</sup> century. These might include educational on home construction on the frontier when building supply companies weren't even ideas yet, or cooking classes in artisan techniques, or workshops in a multitude of life and survival skills.

Another fund-raising possibility could include a Rent-A-Guide program for charging a service fee for a volunteer in period clothing to accompany a group on a pre-planned tour of period sites that help to further define the culture and history of those who saw the events, places, and influences in an earlier time.

Sell of period or program-related merchandise may take the form of books, electronic or video tour guides, interactive CDs, and other such intellectual properties. Long-range vision includes writing and publishing some juvenile books, and educational materials that reflect the historic period and the people who lived in the Peter Burr House. Intellectual property would also include electronic materials produced for educational purposes to inform our audience in an interactive manner that further increases the impact of our historic focus.

4. **Accept Donations and Sell History-Related Merchandise on Website**

Reliving History, Inc. has a website located at: [www.RelivingHistoryInc.org](http://www.RelivingHistoryInc.org)

PayPal has been set up and the ability for people to purchase with their credit cards via internet. The Process has also been set up to take contributions via internet. All such funds will accrue into a special fund and then be channeled according to designated purposes. Meticulous records will be kept, reported, and subject to audit. Items to be sold on the website will relate to the educational nature of the house, historic time period, and original family that built the house.

5. **Email and Mail Solicitations**

Reliving History, Inc. has no plans to participate in large scale mailings. The same, however, may be used on a small scale basis to target groups as volunteers are able to assist. There seems to be no rationale at this time for how this would be as beneficial for our particular allocation of attention. There also is neither current funding nor rationale for hiring out this type of fundraising. Nonetheless, the method may be utilized at some point in the next three years.

6. **Receive Donations from another Organization's Website**

Social marketing has surfaced as a possible method to be explored. At this time, Reliving History, Inc. has no plans to give much priority to this process unless someone can show us significant rationale to support the idea or provide info as to how to effectively use this process successfully. We have no knowledge of how to otherwise receive funds from another organization's website but would use the method at such time that we are able.

7. **Vehicle, Boat, Plane, or Similar Donations**

Reliving History, Inc. is not set up to accept items with significant property value for investment purposes. For this purpose, all such donations would be referred to the Eastern West Virginia Community Foundation Reliving History Fund, which exists to provide long-range support for the historic property in perpetuity. Funding from this foundation for programming purposes may be recognized in time as grants from part of investment earnings, but that funding will be subject to the foundations RFP and selection process and donor advised by a committee designated by Reliving History, Inc.

Appropriate museum-quality artifacts of significant value will be sought and may be

received by Reliving History, Inc for display purposes to future the authenticity and educational purposes of the program. These items would not be liquidated but considered utilized as program related.

#### 8. **Phone Solicitations**

Phone solicitations are possible but not likely.

### **Part VIII, 4d: Fund Raising – Where? How? And by Whom?**

Because Jefferson County, WV (in the tip of the eastern panhandle) juts into the underside of the state of Maryland at the Virginia border, then the local area includes all 3 states in less than a 10 mile radius of the Peter Burr House and within 40 miles to Pennsylvania. The primary fundraising will be in Jefferson County, WV. Good programming and big events will hopefully draw people from these areas. Except for internet sales, plans do not include taking fund raising into other areas that are not local. All fundraising will be done by volunteers who support Reliving History, Inc.'s programming objectives. Reliving History, Inc. will not fundraise for any other organization and no other organization will fundraise for Reliving History, Inc. There are no plans to contract out of such services. Mutually-beneficial networking will be supported with similarly situated organizations for the benefit of increasing the local interest and to aid the understanding of the historic period.

### **Part VIII, 4e: Donor-Advised Fund?**

Reliving History, Inc. does not maintain any funds for any other organization or individual. However, Reliving History, Inc. has established a donor-advised fund with the Eastern West Virginia Community Foundation. Two board members of Reliving History, Inc. negotiated with the community foundation to establish the fund. They also signed the contract and contributed the initial \$2000. This fund is named Reliving History Fund and currently has the initial \$2000. It will not be endowed until it reaches a minimum of \$5000, which must be reached by 2014. The purpose of the fund is larger than Reliving History, Inc.'s educational purpose. It is intended to grow and support the Peter Burr House in perpetuity, supporting educational interpretation as well as providing funds for restoration and preservation of the historic property and also lessening the burdens of the government agency that owns the property. The community foundation is the owner/administrator of the fund and the two contributing board members are the initial advisory committee. The community foundation has satisfactorily proven their expertise and adheres to strict guidelines for investing and distributing such funds. Reliving History, Inc. is not interested in getting into the private foundation business and therefore will defer large contributions to this entity. See Miscellaneous Attachments D: Contract with Eastern West Virginia Community Foundation.

### **Part VIII, 5: Affiliated with a Governmental Unit?**

Reliving History, Inc. was not created by and is not controlled by any governmental unit. However, our objectives support a historic site owned by a local governmental unit; i.e. the Jefferson County Historic Landmarks Commission. The Peter Burr House, owned by the Historic Landmarks Commission is listed on the National Register of Historic Places and is a public treasure. Reliving History, Inc. voluntarily attends meetings of the agency for the purpose of building mutually-beneficial relationship related to working collaboratively for program activity

that affects this property. The government agency does not control any of Reliving History, Inc.'s programming other than providing permission for use of the historic property. The agency does not require any financial reports or audits and has provided no funds. In the future, the governmental agency may assist the non-profit organization in ways that will be mutually beneficial; likewise Reliving History, Inc. will benefit the agency as it increases public support for the one specific historic property and others in the time period as we are able. In addition to supporting the property by providing educational programming, Reliving History, Inc. will promote public contributions to the Reliving History Fund that is now set up with the Eastern West Virginia Community Foundation as described above in Part VIII, 4e. No power or authority has been given to Reliving History, Inc. by the governmental unit, and neither entity has any intentions of the non-profit organization ever becoming a part of (or dependent on) the governmental unit.

### **Part VIII, 10: Sell of Intellectual Property**

Reliving History, Inc. does not currently own any rights to intellectual property. A long-range vision includes developing such property for educational purposes with fundraising benefit. The same will add depth to the historic backdrop, further enhance educational delivery, and raise funds to support the process. Such property would likely take the form of literature, electronic or digital media, video tour guides, interactive CDs, artwork, and possibly music and television documentaries. See Part IV – Narrative Description, Item IV-E.

Because intellectual property is currently highly speculative and long-range, ownership of any potentially large rights would require the assistance of an attorney to assure that all aspects remain consistent with our tax exempt status. All foreseen intellectual property would be programming-related with educational purposes. Agreements for royalties or other compensation if applicable will be determined by the Board of Directors with advice from an attorney. If for some reason the proceeds ever exceed our exempt purpose, then overages will go into the Reliving History Fund at Eastern West Virginia Foundation. These and other considerations would still require the approval of the Board and advice of an attorney.

Distribution of intellectual materials will be through program-related events and on the organization's website.

If valuable artifacts are discovered by members of Reliving History, Inc. on the Peter Burr House property, then the Jefferson County Historic Landmarks Commission will own the artifacts.

### **Part VIII, 11: Contributions of High End Real Property**

Contributions of real property and other valuables that are not directly program-specific will be directed to the Eastern West Virginia Community Foundation Reliving History Fund as investments to be processed and accounted through that organization's specialized handling. The proceeds will go into the fund for support of the Peter Burr House in perpetuity in areas that include restoration, preservation, and interpreting the historic value of the property and time frame in local history.

Program-specific contributions of useful value will become part of the educational programming if appropriate. These items would include period-correct antiques, tools and utensils, machinery

and equipment, furniture, related artifacts, artwork, and items typically considered to be museum pieces.

Sometimes, people donate less valuable new items that are not program-specific but that may have value used as thank you gifts. Otherwise, new or used items that are not specifically useful to our objectives or program-specific purpose may be liquidated for whatever the market value will yield at the time for the items. If the process of selling the items is too demanding, they may otherwise be donated as appropriate. The process of selling used items is not a fundraising option that we consider of high priority for our specific purposes.

### **Part VIII, 13: Grants/Loans/Other Distributions to Organizations**

Reliving History, Inc. will not make grants, loans, or other distributions to organizations with the exception of to the Eastern West Virginia Community Foundation, Reliving History Fund. This fund was established as a donor-advised fund as described above in Part VIII, 4e. It was established by two board members of Reliving History, Inc. and will be supported via contributions and promotions for public contributions to the fund. After endowment (i.e. when the fund reaches \$5000), the fund will provide grants for the restoration, preservation, and interpreting of the Peter Burr House and other period-related historic local properties. All grants will be distributed by the community foundation according to their established procedures and accounting processes. No other relationship exists between Reliving History, Inc. and the Eastern West Virginia Community Foundation other than that described in the contract. See Attachment D: Contract with Eastern West Virginia Community Foundation, and Part IV – Narrative Description, Item IV-F.

### **Part VIII, 15: Close Connection with Other Organizations**

A strong cooperative relationship has begun to evolve between Reliving History, Inc. and a similarly situated organization, Friends of Happy Retreat in Charles Town, WV. That organization is a 501(c)(3) that is raising funds to purchase the ca.1780 home of Charles, a younger brother of George Washington. Association with this organization is a networking relationships like the ones Reliving History, Inc. seeks to promote with other similarly situated organizations. None of these relationships will involve control of one organization over another but will relate to each other through mutual sharing of resources, expertise, information, ideas, program elements, and enthusiasm. The networking relationships will exist to facilitate shared educational capacity among similar organizations.

The relationship with the Jefferson County Historic Landmarks Commission may be considered a close connection. That agency owns the property for which Reliving History, Inc. raises funds and the relationship is described above in Part VIII, 5. A close working relationship is mutually beneficial; however, while they have full jurisdiction over the Peter Burr House, they have no jurisdiction over Reliving History, Inc. Note the statement also from Part IV – Narrative Description: “Reliving History, Inc. is not a unit of the governmental agency that owns the [Peter Burr House] and has no members of our board in decision-making positions in that agency and no members of that agency in decision-making positions on the board of Reliving History, Inc. We share an interest in the same piece of public property, and because of that shared interest are supportive of each other on an informal basis.”