



KBIA 100

PRESERVING THE NEXT 100 YEARS AT THE BEACH



MISSION

TO CREATE: Safe, supportive, and exciting Summers of Discovery for children and their families, through high-quality, affordable educational and enrichment programs taught by experienced and dedicated staff.

TO MAINTAIN: Our historical role since 1910 as Environmental Stewards of the unique and natural resource that is Mother's Beach and The Cove, standing firmly behind limitations on commercial development.

TO BE TRUE: To our values of inclusiveness, integrity, financial stability, charity and the importance of tradition.

TO ENSURE: That KBIA endures and is a respected contributor to the Kennebunk Beach and Kennebunk area community for generations to come.



1910-2010

100 YEARS AT THE BEACH

DEAR FRIENDS OF KBIA,

This season we celebrate the 100th Anniversary of KBIA, an organization that has meant so much to generations of children and their families.

In 1910, a group of year-round residents, hotel owners, and new summer residents formed a beach improvement society to ensure their vision of environmental preservation at Kennebunk Beach. Named the Kennebunk Beach Improvement Association, or KBIA, the organization was primarily concerned with safeguarding the natural environment, limiting commercial ventures and keeping the beaches clean, safe and accessible to the public. This mission has inspired a succession of KBIA volunteer leaders and dedicated members for the past 100 years.

Fifty years ago, with the donation of Strong Cottage by Mrs. Margaret Woodbury Strong and the purchase of The Dipsy Baths (now known as Smith House), programmed summer youth activities began at KBIA. From those early days of swimming lessons in the Cove, KBIA has expanded to its current programming; serving nearly 300 families and providing a wide variety of educational and enrichment activities to more than 500 children.

Today, we find ourselves part of a century old organization that has faithfully met a high standard of environmental protection and quality youth education - this generates no small feeling of responsibility. Suddenly, we realize that WE are in charge of setting the stage for the next 100 years of KBIA.

With this in mind, the KBIA Board of Directors set in motion a comprehensive multi-year strategic planning initiative. Following an extensive review, the Board determined that there is significant investment required to adequately support current programming, improve the structural integrity of the facilities and to meet present day compliance codes.

The key components are described in more detail within the following pages. We ask you to delve into the plan give us your comments, questions and consider supporting the effort. We feel strongly that we owe it to the future generations and we owe it as a thank you to all those before us who provided a foundation for so many memorable summers. We hope you feel the same.

Sincerely,



Andrew Harrington
President, Board of Directors



Martin Lodish
Executive Director



Jonathan Turnbull
Chair, Fundraising Committee

POISED FOR THE **NEXT 100** YEARS

With a recent operational transition behind us, KBIA is ready to move forward toward preserving the KBIA experience for the next 100 years, benefiting future generations of children and families.

- KBIA's current enrichment program draws families from across the U.S., Canada, and abroad. Today, the organization serves 300 families (many of them multi-generational) and delivers programs to more than 500 children each season.
- Current leadership is proven, prudent, and steady. In 2009, despite lower revenue due to the economy and poor weather, management contained costs and reduced an operating deficit by over 50%.
- Major steps were taken to run KBIA at operational breakeven. In 2010, we expect to cut the annual loss in half again.

We will continuously improve KBIA's financial position while being true to our operational goals:

- Provide and broaden quality youth educational and enrichment programs in a safe environment.
- Provide increasing value to KBIA members and the Kennebunk communities.

- Continue to work toward making KBIA programming more affordable for everyone.
- Reach and sustain operational breakeven.

Given our significantly improved financial and operational position, the Board of Directors focused for 10 months on developing a long-term plan involving the facilities, scholarships, and the endowment.

An important facet of the long-term plan was to better understand and promote the mission of KBIA. The Board of Directors spent a great deal of time interpreting and refining the mission statement so it could provide clear guidelines to the KBIA community in the future.



2010 FACILITIES REVIEW

An accomplished group of volunteers and professionals came together as a Committee nearly a year ago to formulate a plan to maintain, improve and preserve KBIA's unique facilities. To the best of our knowledge, this effort is the first comprehensive review of the facilities since KBIA acquired its campus and its buildings over 50 years ago.

The Facilities Committee was comprised of a local facilities planning firm and members of the KBIA community. The Committee secured input from private surveyors, structural engineers, the Town of Kennebunk and members of the KBIA Fundraising Committee.

The Facilities Plan is a critical part of KBIA's long-term preservation initiative. With strategic planning directives from the KBIA Board of Directors, the Facilities Committee worked with the following assumptions:

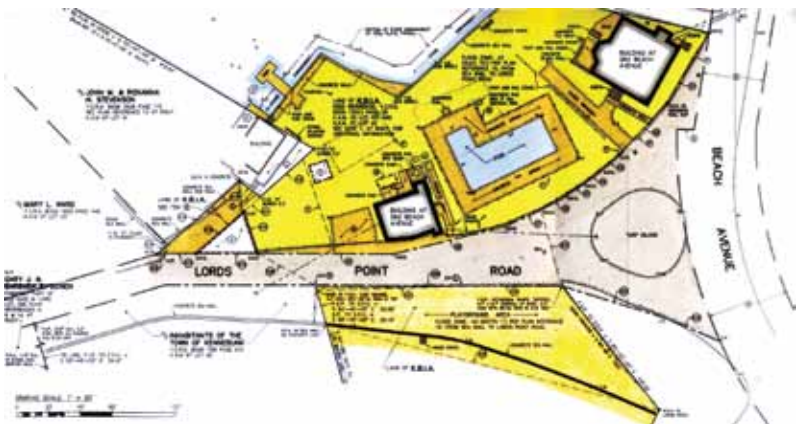
- The program will stay at its present location.
- KBIA will maintain its current level of programming and the ongoing relationship with Webhannet Golf Club and Edgcomb Tennis Club.
- The 1st and 2nd floor of Strong Cottage, and all of Smith House, will be used for educational or administrative space.

- The 3rd floor of Strong Cottage will be used as a residence in season.
- Development of the Sea Road property is not an efficient option for program expansion.

Following an extensive review, the Facilities Committee concluded that there is significant investment required to adequately support current programming, improve the structural integrity of the buildings and meet present day compliance codes. There are also a number of key KBIA assets nearing the end of their useful lifespan (docks, pool, playground, tent and fishing boat).

The improvements are necessary safety and preservation measures that will provide long term benefits, including giving KBIA the opportunity to modernize and attain operational efficiencies. A multi-year Capital Campaign is necessary to fund the strategic plan, which will be implemented incrementally over several years.

The Board of Directors and Facilities Committee will be hosting membership meetings to review the facility improvements on July 18 and August 15, 2010. The meetings are open to the public and detailed information regarding time and location will be posted on the bulletin boards at KBIA and on www.kbia.net.



100TH ANNIVERSARY FUNDRAISING FOCUS

In honor of KBIA's 100th Anniversary, a multi-year Capital Campaign is being launched to raise \$935,000 to sustain KBIA's Mission and to support KBIA's Facilities Improvement Plan. We are very pleased to announce we have 100% Board of Director participation and generous early donors who have offered a 1 to 1 Matching Gift Program. These donors will match the first \$425,000 raised, earmarked to the Facilities Improvement Plan, the Scholarship Fund, or both.

KBIA Facilities Improvement Plan (\$760,000)

The KBIA Facilities Plan is a comprehensive improvement plan updating and maintaining the KBIA facilities for long-term, safe use by children, families, educators, and administrators. It will preserve KBIA's authentic charm and landmark stature at Mother's Beach, while providing a community venue for the KBIA family and other local organizations.

- \$350,000 for structural and safety improvements.
- \$410,000 for facility asset updates and improvements.
- KBIA will complete projects as donations become available.

KBIA Scholarships (\$175,000)

Since 1972, KBIA has provided need-based scholarships. KBIA Scholarships are a fundamental part of KBIA's Mission, and an important contribution to the Kennebunk community. Upon completion of the Capital Campaign, \$175,000 will be held in a fund managed by a professional investment firm. Sound long-term investment practices will guide investments according to the following investment goals:

- Preserve spending power.
- Maintain sufficient liquidity to meet obligations of the fund.

- Reduce risk by diversification.
- Achieve long-term investment results that compare favorably to other endowments, professionally managed portfolios, and appropriate market indexes.

KBIA Endowment

At \$186,000, the KBIA Endowment is well positioned to deal with unforeseen events or unanticipated needs. In addition, the Board of Directors will seek a preliminary value for KBIA's Sea Road property and consider the advisability of its sale. All proceeds from the sale of the Sea Road property will be applied toward the KBIA Endowment.

Matching Gift Program

With 100% Board of Director participation and generous early donors, we are able to fully fund the identified structural and safety improvements as well as offer a Matching Gift Program. The Program will match the first \$425,000 raised for facility improvements and/or scholarships. This means all additional donations will count twice as much and all additional facility donations will be applied toward visible improvements.

FACILITIES IMPROVEMENT 2010-2015

The Facilities Committee submits the following schedule for facilities improvements during the period 2010-2015, approved by the KBIA Board of Directors:

Timing of Captial Campaign Projects

	2010	2011	2012	2013	2014	TOTAL
Waterfront:						
- Replace Docks/Floats	17,500	8,750	8,750			
- New Fishing/Critter Cruise Boat			22,500			
Strong Cottage:						
- Fire Safety	17,000					
- Structural Foundation Repair	16,000	35,000				
- 2nd Floor Egress		57,500				
- New Electrical & Sewer Line			12,000			
- Replace Building Trim				11,000		
- Update 3rd Floor Apartment & Egress				71,000		
- New Siding, Deck & Roof					129,000	
Playground:						
- New Sand / Small border fence	3,500					
- Replace selected Equipment		4,000	5,000			
- Upgrade & Replace all				57,500		
Smith House:						
- Repair / Replace Floor	2,500		9,000			
- Structural Repair		29,000				
- Update Electric			4,500			
- Modify 2nd floor Egress			21,500			
- Replace Trim & Siding				30,000		
Pool: **						
- New Larger & Deeper		122,500				
Grounds:						
- New Tent			29,000			
- Expanded & Safer Pick-up / Drop Off			5,500			
- Replace Storm Drain			16,500			
- New Basketball Court				11,000		
Total	\$56,500	\$256,750	\$134,250	\$180,500	\$129,000	\$757,000

** Note: Current plan is for new pool in 2011, but is contingent upon the early success of this campaign. As KBIA will be completing projects as donations become available, we are encouraging those that can do so to pay their pledges in full in 2010



WHY DONATE

Generations before us gave of themselves to preserve KBIA for future generations...Now it's our turn, our time to "pass it forward."

Your donation will give KBIA the support it needs to continue to provide quality programming, emphasizing both education and enrichment and ensuring a safe and beautiful physical environment for all.

You will be contributing to the historic preservation of the facilities and an organization that has survived, prospered, and provided joy to children and their families for 100 years at Mother's Beach and the Cove.

You can contribute with the confidence that KBIA's current operational status ensures that your gift will be used strictly for facility improvements, scholarships, or both. The choice is yours and the guarantee is ours.

You have the added assurance that a professional manager will oversee all donated funds, governed by a KBIA Investment Policy. All funds dispersed will require a vote of approval by the Board of Directors.



"Let's do it for the little children." -Hartley Lord



HOW YOU CAN SUPPORT KBIA

We are asking everyone in the KBIA Community to contribute to the best of their ability. All gifts, both large and small, will make a difference.

Options and Guidelines

- Donation payments are due annually by 12/31. Donations need to be completed by 12/31/14 and can be prorated on a yearly basis.
- Pay donations \$500+ over a 1-5 year period with a signed commitment agreement.
- Donors can offer appreciated stock. The KBIA office is available to help you with the easy transfer process.
- Corporate matching programs are available.
- Your donation can be targeted: Facilities Improvements, Scholarships or where the need is greatest.
- KBIA is able to work with donors regarding estate contributions.
- Donation can be made "In Honor Of" or "In Memory Of" family members.
- Make your donation by check to KBIA, or Mastercard or Visa is accepted for donations up to \$500.
- You can also make your donation online by visiting the Support Us/Capital Campaign section of www.kbia.net.
- We will recognize you by name and donation level in KBIA materials, unless otherwise requested.

Capital Campaign Commitment Ranges

\$100,000 +

\$50,000 – \$99,999

\$25,000 – \$49,999

\$15,000 – \$24,999

\$10,000 – \$14,999

\$5,000 – \$9,999

\$2,000 – \$4,999

\$500 – \$1,999

Under \$500

We thank you in advance for your support.



CAPITAL CAMPAIGN REPRESENTATIVES

Additional information and documentation concerning the KBIA Capital Campaign and Long-Term Plan is available. Please contact any of our Capital Campaign Representatives:

Andy Harrington,
President of the Board
617 645-3331
andrew@harrington2.com

Martin Lodish,
Executive Director
207 967-2180
610 310-0107
mlodish@kbia.net

Jonathan Turnbull,
Fundraising Committee Chair
917 596-4716
jonathan@jtturnbull.com

David Stevenson,
Treasurer, Fundraising Committee
617 271-8057
dstevenson348@gmail.com

Shannon Beer Belanger,
Fundraising Committee
617 877-2794
sb@pangarobeer.com

Ralph Chauvin,
Fundraising Committee
859 907-3647
Ralph.Chauvin@us.pvmgrp.com

Andrew Frawley,
Fundraising Committee
857 204-4943
andy@AJFrawley.com

Dianne Gregg Harrington,
Fundraising Committee
207-967-0424
diannegregg@hotmail.com

James McGuckin,
Fundraising Committee
484 557-9673
jamesmcguckin@earthlink.net

Seana Wood,
Fundraising Committee
917 526-2539
seanarogerwood@verizon.net

KBIA BOARD OF DIRECTORS OFFICERS 2009 - 2010

Executive Committee

Andrew Harrington, President
David Stevenson, Treasurer
Kristi Young, VP Administration
Kathleen DiNisco, Secretary
Priscilla Doris-Siegal
Seana Wood

Directors

Shannon Beer Belanger Jim Stewart
Ralph Chauvin Jonathan Turnbull
Andrew Frawley Lee Warner
Dianne Gregg Harrington
Lisa LaBrique
James McGuckin





KENNEBUNK BEACH IMPROVEMENT ASSOCIATION

Summer Address: 262 Beach Avenue, Kennebunk Beach, Maine 04043

Off Season Address: P.O. Box 707, Kennebunk Beach, Maine 04043

Phone: 207-967-2180 • Fax: 207-967-0800 • www.kbia.net