

“The philosophical importance of storytelling to and about donors is the value add from the Heurista team. When you have that as a core, it makes the outcome more impactful for the institution and it’s benefactors.”

– Scott Arthur
Vice Chancellor for Advancement
University of Colorado Anschutz Medical Campus
Aurora ,CO

Donor Recognition and Stewardship Consulting Aurora, CO

The University of Colorado Anschutz Medical Campus faces a number of circumstances shared by other large or expanding institutions. The campus is growing rapidly, has many stakeholders to coordinate and is actively seeking high-level philanthropic support which will warrant significant naming opportunities. Fundraisers must operate under guidelines that govern the entire university system. Well-established architectural design standards exist but do not fully address the design of donor recognition. Furthermore, the institution is being asked by donors to expedite and justify donor recognition design decisions.

Heurista was selected to provide consultation and design for comprehensive recognition standards to guide naming opportunities and forecast plans for cumulative and planned giving. This work involved a detailed audit of all university facilities,

tours of the two hospitals that share the campus, visits to other local institutions and a survey of peer organizations across the country. The work resulted in improved processes for valuing and formalizing naming opportunities. A detailed design guide includes directives for destination graphics for individual naming opportunities, grouped units for recognizing non-facility based namings, exterior sign solutions and detailed workflows for developing content. Moving forward, implementation will be a shared effort between the Advancement and Facilities teams. Consultation included priorities, suggested schedules and budgets. Vendor selection will be consolidated and record keeping within the donor database management system will be improved. This comprehensive approach to donor recognition will position CU Anschutz as a leader within the university system.





UNIVERSITY OF
SOUTH CAROLINA
Darla Moore School of Business

“This building will have many stories to tell. We need a system that will allow us to communicate those and to plan for more in the future. We need to engage our students, faculty, the university at large, as well as the city, state and beyond.”

*– Dr. Hildy Teegen
Dean 2007-2013
Darla Moore School of Business
Greenville, SC*

Initially, Heurista was engaged to coordinate a messaging strategy for a multitude of venues in the Darla Moore School of Business. Those venues included traditional displays, print graphics and a dynamic sign system. The proposal grew to include contract negotiation with other outside resources and a separate assignment to collect and prepare donor stories. Honorcraft was chosen for donor recognition hardscape design and implementation. Tightrope Media Systems provided for programming of a custom interactive presentation using graphic design and content developed by Heurista.

The most public of the displays includes a touchscreen recognizing donors, alumni award recipients, key volunteer leadership, the history of the foundation supporting the school and communication about current initiatives. A sister display on the opposite wall includes a digital sign used for conveying

Donor Recognition Displays Columbia, South Carolina

event information and communication about the school, students and international business. This sign functions with other screens located throughout the building, each programmed to address a specific audience. Content is shared between the screens and can be scheduled for special use purposes.

The project was accomplished in collaboration with advancement staff, University Technology Services, Rafael Viñoly Architects, Honorcraft, Tightrope and other outside resources. The open partnerships afforded the client better long-range plans for maintenance and expansion of the program and allowed each firm to provide their best consultation and service directly to the client. Heurista encourages this model and sees it as a positive trend in this marketplace.

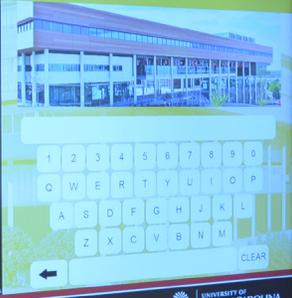
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BUILDING RECOGNITION

Select a Name to View Profile

- Darla Moore >
- Darla Moore >
- W. W. Hootle Johnson >
- BlueCrest Bluefield of South Carolina >
- McLain's Family Foundation >
- SCANA Corporation >
- Wells Fargo >
- AT&T >
- The Self Family Foundation >
- AgFirst Farm Credit Bank >
- Anthony A. Callender >
- Family of Lindsey B. Cutting >
- Governor Jim and Rachel Hodges >
- The Daniel-Mickel Foundation >
- Dr. Olin S. Pugh >
- SONOCO >
- First Citizens >
- HSBC >
- Michael S. and Julie C. Sirois >
- Close-Springs Family >
- John P. Harlow >
- HSBC Class of 1977 >
- The Battleground Group >
- Colonial Life >
- Francis M. Hipp >
- Edward W. Roberts, Jr. >



DONORS |
 AWARDS |
 LEGACY

SAMSUNG

UNIVERSITY OF SOUTH CAROLINA
 Dale R. Meigs School of Business

DANIEL-MICKEL CENTER FOR EXECUTIVE EDUCATION

The center is named in recognition of generous gifts from The Daniel-Mickel Foundation

On July 1, 2007, the University of South Carolina's new Center for Executive Education opened its doors at the Daniel-Mickel Center. The Center is a testament to the generosity of the Daniel-Mickel Foundation, a private foundation established in 1982 and named after Daniel and Emory Corporation. The center provides high-quality executive education programs for business leaders from around the world. The center is a testament to the generosity of the Daniel-Mickel Foundation, a private foundation established in 1982 and named after Daniel and Emory Corporation.

1972 RIGEL & EMORY HUMAN RESOURCE CENTER

The center is named in recognition of generous gifts from Rigel & Emory Corporation

Thanks to a generous gift from Rigel & Emory Corporation, the University of South Carolina was able to purchase the Rigel & Emory Human Resource Center. The center is a testament to the generosity of Rigel & Emory Corporation, a private corporation established in 1972 and named after Rigel and Emory Corporation.

FABER ENTREPRENEURSHIP CENTER

The center is named in recognition of generous gifts from Tim and Karen Faber

The Faber Entrepreneurship Center is a testament to the generosity of Tim and Karen Faber, a private couple who established the Faber Entrepreneurship Center in 1997. The center provides high-quality entrepreneurship education programs for students and faculty alike. The center is a testament to the generosity of Tim and Karen Faber, a private couple who established the Faber Entrepreneurship Center in 1997.

ROBERT FRAZEEBANK CENTER

The center is named in recognition of generous gifts from Robert Frazeebank

The Robert Frazeebank Center is a testament to the generosity of Robert Frazeebank, a private individual who established the Robert Frazeebank Center in 1997. The center provides high-quality executive education programs for business leaders from around the world. The center is a testament to the generosity of Robert Frazeebank, a private individual who established the Robert Frazeebank Center in 1997.

JOHN CLAYTON CENTER

The center is named in recognition of generous gifts from John Clayton

The John Clayton Center is a testament to the generosity of John Clayton, a private individual who established the John Clayton Center in 1997. The center provides high-quality executive education programs for business leaders from around the world. The center is a testament to the generosity of John Clayton, a private individual who established the John Clayton Center in 1997.

THE DANIEL-MICKEL CENTER FOR EXECUTIVE EDUCATION

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1997 RIGEL & EMORY HUMAN RESOURCE CENTER

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2007 FABER ENTREPRENEURSHIP CENTER

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“By combining local art and history with recognition of our donors, we are most true to our relationship with the community. Our motto says it all: Building on Tradition, Caring for Your Future.”

***- Guy J. Guarino
Vice President Community Services
& Chief Development Officer
Catawba Valley Medical Center***

The Catawba Valley Medical Center is growing and will soon celebrate its 50th anniversary. As a not-for-profit community hospital, CVMC enjoys a unique connection to the people of the western North Carolina piedmont and their history. The hospital was formed in response to the need for reliable healthcare as a component of economic growth and has been a leader in the community ever since.

Throughout its history, donors have provided philanthropic support for CVMC through the Catawba Medical Foundation. With funding demands changing for all healthcare institutions, publicly celebrating donors and the impact of their support has taken on a new level of importance. CVMC has launched a new, comprehensive philanthropy center in the recently renovated lobby of the hospital. The center is dynamic, including an interactive digital display, a second screen of rotating content, historical exhibits and local

Catawba Valley Medical Center Philanthropy Center Hickory, North Carolina

art alongside donor recognition. This combination well represents this community, where a history of working together and celebrating shared cultural values abounds.

Heurista designed and managed the implementation of the philanthropy center, including coordination with the architectural, construction, IT and communication teams. We partnered with local resources for the digital and graphic design and fabrication of the cabinetry. CVMC is able to maintain content through standardized templates and product order forms. Artwork was commissioned from local artists and presented in ways that allow for change over time. Notably, the philanthropy center was funded in part by a donor gift and is dedicated in honor of the Cline family patriarch, Oren L. Cline.

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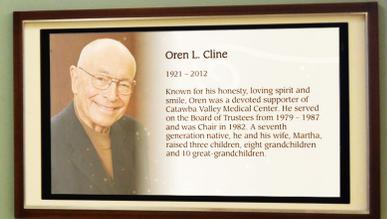




Philanthropy Center

Dedicated in honor of

Oren L. Cline



Charles C. Bell Trustee Board

Year	Trustee
1979	Charles C. Bell
1980	Charles C. Bell
1981	Charles C. Bell
1982	Charles C. Bell
1983	Charles C. Bell
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2011	Charles C. Bell
2012	Charles C. Bell

James L. Carr Administration Society

Year	Trustee
1979	James L. Carr
1980	James L. Carr
1981	James L. Carr
1982	James L. Carr
1983	James L. Carr
1984	James L. Carr
1985	James L. Carr
1986	James L. Carr
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W. Thomas Scott

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2011	W. Thomas Scott
2012	W. Thomas Scott



↑ Patient Tower
↓ Elevators A,B,C

↑ Restrooms
↓ Main Lobby





“We benefited immensely from the outstanding expertise of Anne and her team at Heurista. From initial concept discussions through vendor selection to the process management system, our donor recognition and signage program in support of our campaign has been a terrific success. Anne has been a valued partner in creating a meaningful recognition program that will benefit our organization for years to come.”

*– Rob Moher,
President and CEO
Conservancy of Southwest Florida
Naples, FL*



The Conservancy’s recent campaign raised \$38.5 million dollars, more than double the amount they’d been told was possible. This allowed for the full renovation of the campus, including five new buildings using many energy-saving features and expanded activities for visitors. The campaign broadened the endowment, preserved habitat, and created new programs furthering the Conservancy’s mission to protect the water, land and wildlife of Southwest Florida.

Conservancy fundraisers and volunteer leadership were committed to making donor recognition an integrated part of the Conservancy experience, clearly communicating that philanthropy is critical to their work and accomplishments. The donor recognition program was designed to provide prominent, meaningful storytelling about the donors and their commitment to the Conservancy.

Outdoor Center of Philanthropy Naples, Florida

A central outdoor display welcomes visitors and provides recognition for lifetime, planned and annual giving, along with recognition for naming programs, funds and areas or activities on the Nature Center campus. These stories are told in context with photos of scientists, policy advocates and visitors, providing an accurate picture of the ways that philanthropic support leads to mission-driven outcomes. Similar displays are situated in each of the facilities and throughout the natural environment.

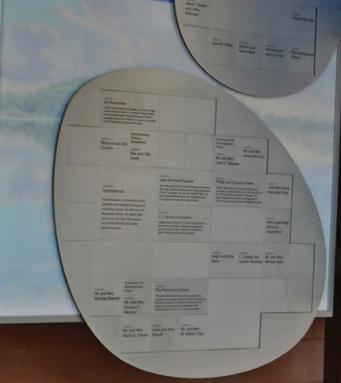
Anne Manner-McLarty coordinated with the architects and other sign consultants, and managed content development, detailing and fabrication. “It was a privilege to work with Wilderness Graphics, the staff at the Conservancy and all who were involved. This project was more collaborative, and the result more specific to the client and their needs, than any other I have experienced.”

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...the gifts to meet our needs.

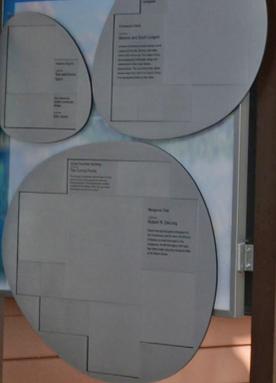
The gifts to meet our needs.

Our mission is to provide a high-quality, accessible, and safe outdoor space for the community. We are committed to providing a safe and enjoyable environment for all.



Creating the Nature Center.

Our mission is to provide a high-quality, accessible, and safe outdoor space for the community. We are committed to providing a safe and enjoyable environment for all.



Lifetime commitment to our mission.

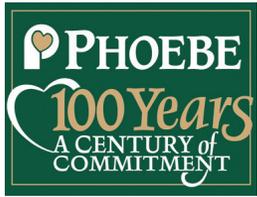
Our mission is to provide a high-quality, accessible, and safe outdoor space for the community. We are committed to providing a safe and enjoyable environment for all.

Our mission is to provide a high-quality, accessible, and safe outdoor space for the community. We are committed to providing a safe and enjoyable environment for all.

Provide funding for the future.

Our mission is to provide a high-quality, accessible, and safe outdoor space for the community. We are committed to providing a safe and enjoyable environment for all.





“Our centennial anniversary was the perfect opportunity to create permanent architectural features that highlight our history and convey our strong relationship to the community. We were fortunate to have a team of consultants that helped us bring all the various pieces together.”

*– Lacy Lee
Director
The Phoebe Experience
Albany, GA*

Phoebe Putney Memorial Hospital began planning five years in advance of their July 31, 2011 centennial anniversary. The hospital was founded in 1911 through a gift of \$25,000 from Francis Flagg Putney, who required three things: that the hospital be built of brick, that it serve anyone, regardless of ability to pay and that it be named for his mother, Phoebe Putney. The facility has grown to a 450-bed major medical center with nearly 4000 employees.

Permanent architectural spaces related to the centennial include a museum highlighting the hospital's history relative to community events, a composition of bas-relief sculptures depicting the evolution of the hospital and an updated Distinguished Leadership Gallery, where philanthropy is celebrated.

A time capsule was buried, a commemorative drawing of the campus was commissioned and a 100-year pictorial history book was published. All employees were given a name badge with the centennial logo, and golf shirts with the centennial logo were sold in the gift shop and worn throughout the year.

Centennial Museum Albany, Georgia

A year-long calendar of activities was planned, including a Christmas parade float with the CEO and his family in period dress, a “public address” by an actor portraying Francis Flagg Putney, the “100 Years of Broadway” fundraiser with a reception at the municipal auditorium.

The Phoebe Centennial Project was the culmination of many peoples’ creativity and dedication. Those involved say that the administration’s commitment to early action and secure funding were key to the success of the project. Engaging outside, expert consultation for planning and implementation provided a quality presentation and set the stage for future expansion.

Heurista’s president, Anne Manner-McLarty served as the lead consultant for the design of the permanent museum and related art installations during her tenure with Robin E. Williams Incorporated. Heurista remains engaged with the Phoebe Foundation in a variety of ongoing projects.



HOSPITAL - FOUNDED 1911

SERVING ALBANY AND SOUTHWEST GEORGIA FOR OVER 100 YEARS

1911 Phoebe Foundation is established.

1912-15 Purchase of new main entrance and Medical Library with completion of major expansion including Medical Tower 1 and 2 in a single parking lot.

1916 Andrew Jackson Medical Academy begins operations with Dr. Oates.

1917 Phoebe Healthcare opens, housing one of the Southeast's best extensive rehabilitation facilities.

2003 Phoebe begins remodeling hospital in North County, GA. It will become Phoebe Woods.

2009 Medical Tower II and Phillip L. Roberts, M.D. Cancer Pavilion are completed.

2010 Willson Hospice House opens.

December 16, 2011 Phoebe purchases Palmyra Medical Center HCA. The hospital becomes Phoebe North.

1971 Phoebe Putney Memorial Hospital

1981 Phoebe is chosen as USA's most innovative hospital.

1991 Phoebe is designated as a Regional Medical Center for a 20-county region.

1996 Phoebe is chosen as USA's most innovative hospital.

1997 All latest regional Intensity Control and Patient Safety, M.D. Pavilion, for Women opens.

2001 Phoebe wins third VHA Leadership Award - the first hospital in America to ever achieve the first.

2004 Phoebe receives the prestigious Francis G. McGraw Prize for Excellence in Community Health.

2009 Phoebe reaches agreement to build a new hospital in Americus, GA, to be named Phoebe Sumter Medical Center.

2010 Phoebe is first hospital in South Georgia to offer robotic-assisted surgery.

2010 At the request of the Hospital Authority of Ben Hill County, Phoebe assumes management of Dorsey Medical Center.

1971 Metro Ambulance

1991 New generation children's Phoebe goes into effect, allowing Phoebe to extend services throughout the region.

2004 Phoebe receives the prestigious Francis G. McGraw Prize for Excellence in Community Health.

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"I have thoroughly enjoyed working with you, Anne. You've provided excellent guidance on the donor recognition displays as well as how the donor recognition will relate to other stewardship efforts."

*– Susan Keenan
Executive Director
Roper St. Francis Foundation
Charleston, SC*

The Big Hearts Campaign in support of the Roper Cardiac Wellness and Rehabilitation Center was the first for this foundation to use standards-driven donor recognition. The interactive display established a higher level of storytelling and engagement of donors, and set goals for a growing program of donor recognition and community messaging about philanthropy.

The multimedia display components were designed for presentation via laptop computer to donors and new prospects many months prior to the opening of the facility. Content development provided stewardship opportunities and interaction with the donors, and kept enthusiasm high. Photography, quotes and stories were crafted with individualized attention and preliminary presentations were shared, keeping the donors engaged with the project.

Big Hearts Campaign Recognition Charleston, South Carolina

The finished display combines an interactive touch screen and permanent recognition for the largest donors. The permanent plaques establish standards for size, content and materials that will be carried forward throughout the hospital system. Graphic decisions—including the use of donor photos, the intentional mix of black and white and color graphics and decisions about the use of logos—were carefully negotiated with the communications department and demonstrate guidelines specific to donor recognition but well-coordinated with the hospital's branding.

Heurista is now expanding the program to include recognition display for lifetime and planned giving and major naming opportunities. Likewise, the client is formalizing policy with Heurista's guidance. The Big Hearts display was designed during Heurista president, Anne Manner-McLarty's tenure with Robin E. Williams Incorporated.

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BIG HEARTS

- Project Donors
- Big Heart Campaign Donors
- Wellness Facts
- You Can Give
- Events Calendar

Support from these Big Heart donors makes the work of the Roper Cardiac Wellness & Rehabilitation Center possible.

My instincts that we have to pay attention to our bodies' needs. Don't ignore what you are feeling, be persistent and go to the doctor.



Sandra and George Fennell

We felt very strongly about donating to help those who are in need at the Heart Hospital in Roper. Key and David Jones.



Key and David Jones

We have seen how philanthropy can impact the lives and improve the care of people in our community.



Lorge and Steve Butcher

We are proud to support this center as a part of the growth of the Medical Society of South Carolina.



We believe that fitness is at the "heart" of good health and wellness.



Timi and O.L. Thompson

Our donation is for the growth of the Roper Cardiac Wellness & Rehabilitation Center.



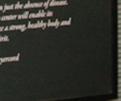
Carol and Jack King

My years of Medical Directorship gave me an opportunity to see firsthand the substantial evidence-based benefits of cardiac rehabilitation.



Harold Ellman MD

Millions of lives have been saved because of the care and skill of the Roper Cardiac Wellness & Rehabilitation Center.



Penny and Cliff Myerson

We are proud to honor my father's legacy by supporting the Roper Cardiac Wellness & Rehabilitation Center.



L. Ellman



A CENTURY STRONG

TUOMEY HEALTHCARE SYSTEM

“We had a vision for our 100th anniversary display, and the team from Heurista brought it to life. And it was even better than we had hoped for. The people were fantastic to work with from beginning to end, and they made this project so much fun!”

*– Brenda Chase,
Director, Public Relations
Tuomey Healthcare System
Sumter, SC*

Nearly two years ago, Heurista began working with the Tuomey Medical Center to research and design an history exhibit to launch their centennial celebration. The project was based around a series of historical characters and the custom branding for the centennial year. The history exhibit was launched in conjunction with a new look for the hospital's website. The logo and color palette will play out over billboards, print ads, banners and themed apparel designed throughout the centennial year.

Heurista focused on elaborating the centennial themes—service, pride and healing. The design was customized for the available space making use of the walls and interior glass-windowed walls that normally frame a seating area. The exhibit used a collage of historic photos on the walls. Stories were conveyed by individual life-sized cutout figures of people with past and current ties

Centennial Exhibit Sumter, South Carolina

to the hospital. Overhead banners introduced the centennial logo and colors.

The exhibit was unveiled on February 11th, 2014, the centennial anniversary of the Tuomey Hospital. Media coverage and a “birthday party” kicked off a year-long celebration. Employees and visitors alike were excited to see photos—often of themselves—and learn more about the role of the hospital in their community.

The exhibit was planned with functionality, durability and cost-effectiveness in mind. While the graphics will be on display for a full year, the exhibit is ultimately temporary. Installation was coordinated with the client facilities staff, who will remove the exhibit at the end of the year. Digital printing and brightly colored paint bring visual impact but can be easily removed or repainted.

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Pat
Watson

Tuomey could not function today without the countless hours of service and dedication that our volunteers provide. Individuals like Pat Watson, who has volunteered for more than 20 years and has completed close to 10,000 hours of service.



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WNCAP

Western North Carolina
AIDS Project

“The donor recognition garners considerable attention and has resulted in conversations about fundraising and the special financial needs of our non-profit from our guests. Having this information on display gives our employees a better understanding of the public presentation of our mission, too!”

– George Harris White
Western North Carolina AIDS Project
Asheville, NC

Too often, smaller not-for-profit organizations assume that quality donor recognition is out of their reach. They don't select products that represent their missions effectively or provide flexible communication potential. In doing so, they miss the opportunity to invest in outcomes that speak to the value the organization places on its donors and the unique character of the work that they support.

Western North Carolina AIDS Project (WNCAP) handles things a bit differently, actively seeking out creativity in the community. Over time, they've formed partnerships that support the mission, fundraising efforts and WNCAP's ability to highlight the impact of philanthropy on their work. WNCAP is known for its annual art auction and support of local talent for all design projects. The result is a synergy with the arts community and a distinctive brand that is presented consistently in print, online and within their facilities. The displays shown on this card

represent two special projects. The cast aluminum plaque on the left recognizes donors to the capital campaign that raised funds for a new facility for the organization in 2008. The top section of the display on the right is also cast and lists the inaugural donors to the Curran House to Home Fund, named after WNCAP's 2001-2011 executive director. The middle section provides a flexible space for listing the growing number of donors to the display and, when needed, the bottom section can be converted for the same purpose. This flexibility is achieved with two front-loading frames with full color prints behind clear lenses.

Heurista consultant, Mark Collins is a long-standing member of WNCAP's board and our connection point with this much-loved organization.





The Western North Carolina AIDS Project gratefully acknowledges lead supporters

Janirve Foundation and Teddi Segal

and many other contributors who helped make this building our home in 2008

Broadway Cares / Equity Fights AIDS

The Cannon Foundation

Ralph Simpson

Asheville Savings Bank

Bank of America Charitable Foundation

**Mark Collins and George White
David Greiner and James Gray**

**Atkins Family Foundation
Ronald Curran and David Henderson
Hometrust Bank
Lem and Laura Kirby**

**David Bennert
Mario and Lee DiCesare
David and Charise Gantt**

**William and Katherine Bernstein
VA Boyle and Jean Cassidy
Gary Briggs
Laura Carideo and Pam Buchanan
Steven and Brenda Dunn
Barry and Heather Fletcher
Peggy Franc**

**Angela Jones
Jim and Jacque May
Dan Ray and Myk Nelson**

**Gerry and Robin Goertz
Byron Greiner and Doug Gall
John Haas and Brian Munzer
Melissa Hicks and Anne Brown
Erin Jasin
David Jones
Loy Lauden**

Robert Eaton and James McPherson

Randall Hall and George Zourzoukis

**Peter and Lee Anne Mangone
An Anonymous Friend**

**Brian May and Scott Merrill
Wendy Myers and Faye Burner
Gregory Wheeler
Jamie and Tracey Whitehouse**

**Milton Simpson
Bob and Angela Tuck**

**Mark and Chris Lenderman
Lynn Miller
Jason Sandford
Kayren Taylor
Mercedes Volk
Suzanne Young**



WNCAP is grateful to the many individuals and organizations who have supported us in our mission to provide care and support for people living with HIV/AIDS. The "Cannon" building is a testament to the generosity of our donors and supporters. We are grateful to all who have helped make this building our home in 2008.

<ul style="list-style-type: none"> Janirve Foundation Teddi Segal Broadway Cares / Equity Fights AIDS The Cannon Foundation Ralph Simpson Asheville Savings Bank Bank of America Charitable Foundation Mark Collins and George White David Greiner and James Gray Atkins Family Foundation Ronald Curran and David Henderson Hometrust Bank Lem and Laura Kirby David Bennert Mario and Lee DiCesare David and Charise Gantt William and Katherine Bernstein VA Boyle and Jean Cassidy Gary Briggs Laura Carideo and Pam Buchanan Steven and Brenda Dunn Barry and Heather Fletcher Peggy Franc Angela Jones Jim and Jacque May Dan Ray and Myk Nelson Gerry and Robin Goertz Byron Greiner and Doug Gall John Haas and Brian Munzer Melissa Hicks and Anne Brown Erin Jasin David Jones Loy Lauden Robert Eaton and James McPherson Randall Hall and George Zourzoukis Peter and Lee Anne Mangone An Anonymous Friend Brian May and Scott Merrill Wendy Myers and Faye Burner Gregory Wheeler Jamie and Tracey Whitehouse Milton Simpson Bob and Angela Tuck Mark and Chris Lenderman Lynn Miller Jason Sandford Kayren Taylor Mercedes Volk Suzanne Young 	<ul style="list-style-type: none"> WNCAP is grateful to the many individuals and organizations who have supported us in our mission to provide care and support for people living with HIV/AIDS. The "Cannon" building is a testament to the generosity of our donors and supporters. We are grateful to all who have helped make this building our home in 2008.
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"Housing is health care for people living with HIV/AIDS"