

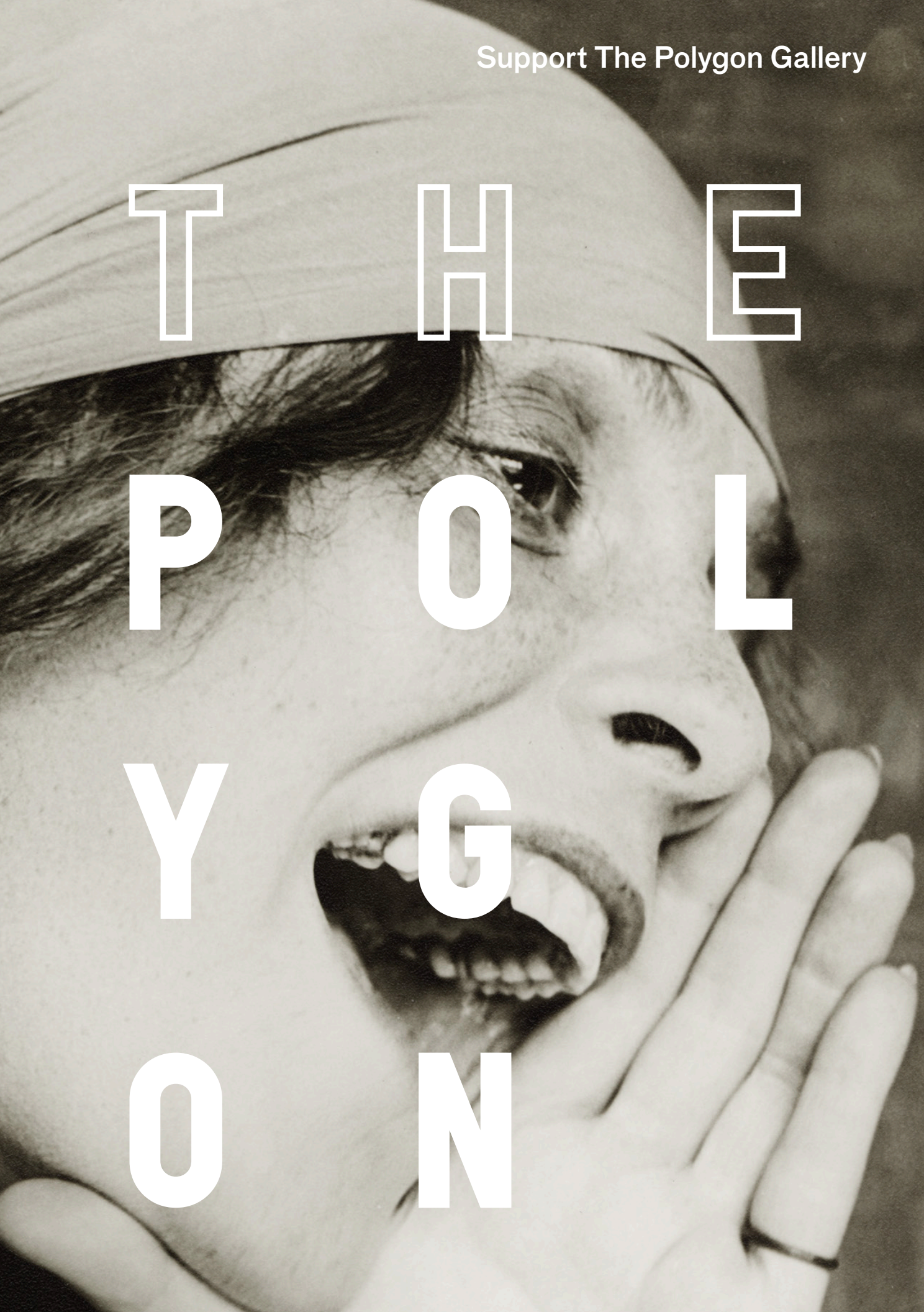
Support The Polygon Gallery

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The Polygon Gallery



An Exceptional History

After 42 years, the recently re-named Polygon Gallery is embarking on a new chapter in its history, following the move to a purpose-built home at the end of 2017. The new building is a stunning landmark, designed by Canada's most renowned architects to reflect its unique geography, where the mountains meet the ocean. Prominently situated on the waterfront of Vancouver's North Shore, The Polygon is working hard to prioritize the expansion of its ambitious artistic program in this next stage of its evolution.

There is an exceptional history to grow upon: four decades as Presentation House Gallery, throughout which the organization presented more than 300 exhibitions focusing on photography and media art, earning a reputation as one of Canada's most adventurous public art institutions. Looking ahead from a spectacular new art space, finally appropriate for the creation and exhibition of the world's most intriguing art, The Polygon Gallery is working to realize the full potential of its expanded space.

The Gallery Today

Now centrally located on the bustling waterfront at Lonsdale Quay, The Polygon is visible to an expanded audience, more accessible to residents and visitors, and better equipped to realize its core mission. The Polygon has already made great strides in facilitating the circulation of art and ideas both within and well beyond the walls of its building.

The Polygon's admission-by-donation program removes a financial barrier to entry, through which members of the community are empowered to make art a regular part of their lives. The growing exhibition program inhabits more than five times the space of the previous facility, and a new commissioning program supported by the Burrard Arts Foundation has positioned public art in the Gallery's highly visible lobby space.

The Polygon nurtures the growth of new and critical voices by emerging and established authors through its publication program, designed to generate critical and reflective interpretations and to advance the understanding of artistic practices.

Expanded education and outreach programming, offered with no additional fees, bring people of all ages together in the spirit of curiosity and exploration. The newly-launched Kids First Saturdays, Gallery School, and Youth Mentorship Program join the now-expanded Chester Fields as pillars of The Polygon's education program for children and students, while adults benefit from a now-robust offering of talks, tours, and lectures that facilitate conversation and debate. Through its expanded programming, The Polygon fosters a deeper and more meaningful engagement with art, ideas, and each other.

Alongside The Polygon's expanded space and increasingly ambitious projects, comes the added challenge of operating a state-of-the-art facility and its associated costs. Rising to meet these demands, the Gallery has established new revenue streams through a rentals program for private events, a thoughtfully-managed retail shop and bookstore, the creation of an endowment fund, and active sponsorship and membership programs.

Looking to the Future

While these new revenue sources bolster The Polygon's income, it is the generosity of individual donors that will enable the organization to move beyond operational concerns and into the space of vision and innovation. Leadership gifts bring the Gallery's mandate to life, fueling boundary-pushing exhibitions, innovative outreach programs, and critical publications that reinforce The Polygon's place as one of Canada's leading contemporary art institutions.

The following pages provide information about the ways you can support the Gallery's work: Annual Leadership Support, Endowment Gifts, and Legacy Gifts. Thank you for your interest!

Annual Leadership Support: Investing in Exhibitions, Programs and Publications



The Polygon Gallery is a place for everyone: locals and visitors, kids and adults, advocates and sceptics, members and first-time visitors. It is a space for curiosity, conversation, and cultural exchange. It is your place.

Your gift is an important investment in art and ideas, helping to realize the vision of the new Polygon Gallery as a vibrant hub of artistic activity.

Donations to support The Polygon's artistic program are the foundation for everything that the Gallery does for the community. They are the platform upon which the organization's vision is built, and the catalyst that brings creative ideas to life. The generosity of these donations enables The Polygon to remove barriers to powerful art experiences for others, and allows the Gallery to reach new audiences and strengthen its engagement with long-time visitors.

Leadership gifts may be renewed each year, or you may wish to make a multi-year commitment to allow the Gallery to plan ahead with financial stability.

Join us in this mission by pledging your support. The Polygon is just getting started in this next exciting chapter.

Artist Circle

Annual donation of \$1,000

- free admission for a guest on every visit
- discounts in The Polygon Shop and Bookstore
- invitations to exclusive exhibition previews and special events.
- recognition on the donor wall, in the annual report, and on the website
- a full tax receipt

Publication Circle

Annual donation of \$5,000

- all Artist Circle benefits
- recognition in a Polygon publication over the course of the year

Exhibition Circle

Annual donation of \$10,000

- all Artist Circle benefits
- recognition on the title wall of one exhibition over the course of the year

A photograph of a group of people at a social gathering, likely a gallery event. In the foreground, a man in a white striped shirt and a black cap is smiling and looking towards the camera. Next to him, a woman in a black top is also smiling. To the left, another woman with glasses and a dark jacket is looking towards the camera. The background shows other people in a well-lit, modern space with large windows and industrial-style lighting fixtures.

Endowment Gifts: Lasting Support of The Polygon's Work into the Future

At the end of 2015, The Polygon Gallery formed its Endowment Fund as the final component of its capital campaign. Since then, The Polygon has raised over \$2 million for endowment, which will contribute approximately \$70,000 to Gallery operations every year.

The Endowment Fund was created with the following three aims:

- **Stable and Sustainable Income:** The Endowment Fund will provide an ongoing source of reliable revenues in perpetuity, on which The Polygon can depend to fund its annual programs. Because of the reliable nature of this income, the Gallery can plan its growth responsibly, without putting pressure on its annual fundraising plan.
- **Program Expansion:** Designated endowment funding will enable the Gallery to create new programs without additional pressure on resources, as in the case of the endowment's inaugural fund for the Philip B. Lind Emerging Artist Prize, a program fully funded by designated endowment revenues.
- **Financial Flexibility:** The endowment will offer the Gallery increased fiscal opportunity, by providing greater flexibility and self-sustaining income streams. The endowment will broaden the overall revenue mix, strengthen the income statement, and provide leverage for future loans for facility expansion, while providing a measure of independence from economic, governmental, and political forces.

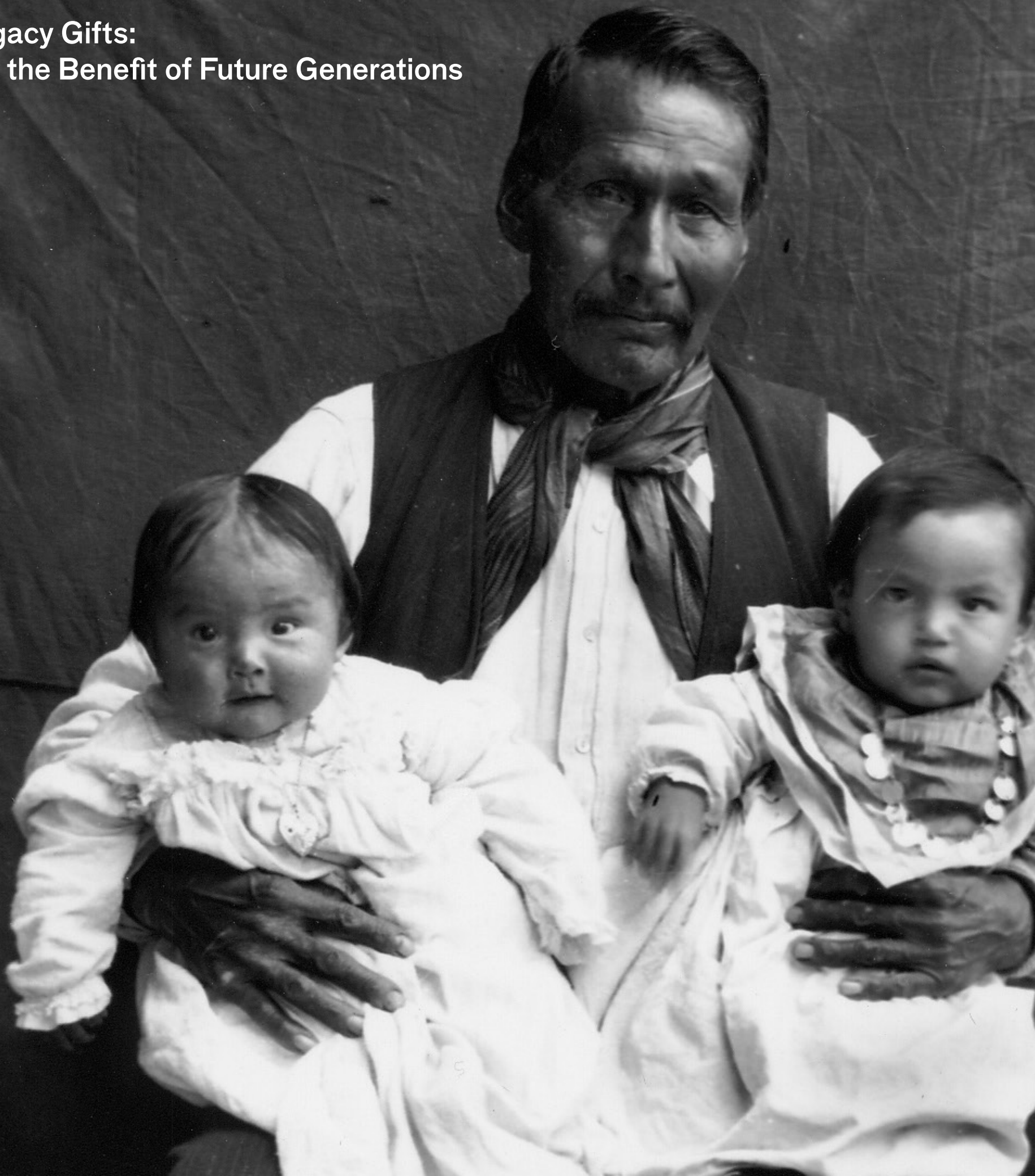
Notably, the Government of Canada will match every donation allocated to the Polygon Gallery Endowment Fund, increasing the impact of each charitable gift from donors.

Endowment donations are held in perpetuity, with annual revenues directly allocated to the Gallery's artistic program. On average, 3.5% of the total investment is received every year from the endowment fund. For instance, in the case of a \$50,000 donation to The Polygon Endowment Fund, matching funding from the Federal Government may bring the total invested to \$100,000, which may provide approximately \$3,500 per year to the gallery, every year in perpetuity.

Donations to The Polygon Gallery Endowment Fund of \$250,000 or more will be honoured in the naming of Gallery programs for which this perpetual income will be able to provide. During the term of the Federal Government Endowment Incentives Program, 50% of this total—\$125,000—may be donated. Programs offered for named recognition will be aligned with the cost of operating the program annually and the revenue generated from the endowment investment.

Because of the nature of the investment, The Polygon Gallery suggests a minimum donation of \$25,000 to its Endowment Fund. Multi-year commitments are accepted with gratitude.

Legacy Gifts: For the Benefit of Future Generations



Planned giving—choosing to designate a future donation as part of your will and estate planning—is a way to celebrate and honour those values that are important to you during your lifetime. A legacy investment in The Polygon Gallery's Endowment Fund is a permanent commitment to the future of the arts in our community.

The following planned giving instruments are accepted, with gratitude:

- bequests in the form of specific dollar amounts in cash
- life insurance
- charitable gift annuities and remainder trusts
- retirement assets, including RRSPs, RRIFs and other pension assets
- other registered savings plans, including TFSA's

Legacy gifts of all sizes are warmly welcomed, and donations of more than \$250,000 (or \$125,000 during the term of the Federal Government endowment matching program) may be designated for a specific purpose and named in honour of the donor. The cost of operating the named program must necessarily equal the annual revenues from the bequest—approximately 3.5% of the total donation amount.

There are many different ways to designate testamentary gifts to your personal interests. Examples may be an

International Lecture Series, an annual publication series, a student scholarship program, or a commissioning program, which may then be named "The NAME International Lecture Series," or "The NAME Curator-in-Residence," for example. The Polygon looks forward to working with interested donors to create a meaningful legacy aligned to their priorities and values.

Those considering a planned gift should be in touch with The Polygon about their intentions. The Polygon Gallery will work with donors to ensure that the intention of the donation is able to be fulfilled in perpetuity, and that they are happy with The Polygon's plan to honour their donation—both during their lifetime and in perpetuity.

As part of an organized and long-term approach to philanthropy, legacy giving is designed to not only benefit The Polygon Gallery and the audiences it serves, it also provides benefits such as current tax deductions, avoidance of capital gains taxes, and reduced estate and gift taxes. As every situation is unique, donors are encouraged to consult with their personal financial and legal advisors in preparation for this donation.

The Polygon would be very grateful to have those donors who plan to make a testamentary gift complete a pledge form, as a record of their commitment.

As The Polygon's Endowment Fund is managed by the Vancouver Foundation, the following wording is important for legacy gifts:

Sample will clause:

To give [\$_____ / _____% / the residue] of my Estate to the Vancouver Foundation, charitable registration #11928 1640 RR0001, to be added to The Polygon Gallery Endowment Fund.

When designating The Polygon Gallery as a beneficiary for gifts of life insurance, RRSP, RRIF or TSFAs:

Beneficiary: Vancouver Foundation, charitable registration #11928 1640 RR0001, to be added to The Polygon Gallery Endowment Fund.

Thank you for joining The Polygon Gallery in its ambition to become one of the world's most esteemed artist- and exhibition-focused galleries, working with the world's most intriguing artists and curators to create seminal exhibitions. Donations of all sizes are very meaningful to our work.

Contributions can be directed in three ways—to Annual Leadership Support, Endowment Gifts, or through Legacy Giving—each with different aims, but all significant in their impact on our work.

Annual Leadership Support:

- provides a base of support from which The Polygon can move beyond operational concerns into the space of vision and innovation.
- contributes directly to The Polygon's artistic program in the year in which it is given.
- is recognized through three different levels of support, each of which comes with social and educational engagement opportunities:
 - Artist Circle
 - Publication Circle
 - Exhibition Circle

Endowment Gifts:

- is matched by the Federal Government.
- is invested immediately and in perpetuity, so that the original amount of the donation is never spent.
- the interest generated (conservatively 3.5% of the donation per year) is distributed quarterly to The Polygon and directly supports its artistic program.
- donations of \$250,000 or more (\$125,000 during the term of the Federal matching program) may be recognized through the naming of a program that the donor wishes to directly support.
- because of the nature of the revenue generated, a minimum donation of \$25,000 is suggested.

Legacy Gifts:

- are an opportunity to meaningfully reflect the donor's values in perpetuity.
- may be designated to a specific area of investment (if over \$250,000) to be named in honour of the donor.
- should be carefully considered along with family and advisors, as the importance and impact of these gifts is substantial.
- require communication with The Polygon Gallery to ensure suitable designation and recognition, both within the donor's lifetime and in perpetuity.

All of these areas are important revenue sources for The Polygon. Your donation helps to bring our mandate to life, fueling boundary-pushing exhibitions, innovative outreach programs, and critical publications.

Thank you for your consideration.

Opposite: © Amy Romer, 2018

Front and back cover: Aleksander Rodchenko, *Lilya Briik*, 1925

2. PAYMENT FREQUENCY

☐ In one payment on _____ (MM / DD / YY)

In instalments as follows (over a maximum 5 years):

☐ Annual payments of \$ _____ starting on the _____ (day) of _____ (month)

☐ Monthly payments of \$ _____ starting on the _____ (day) of _____ (month)

3. PAYMENT METHOD

☐ Cheque, payable to The Polygon Gallery

☐ Credit Card (circle one) Visa Mastercard

Card Number: _____ Expiry Date: _____

CSV (3 digits on back): _____ Name on Card: _____

☐ Securities

☐ Wire Transfer (The Polygon Gallery will contact the donor to coordinate)

4. DONOR INFORMATION

Donor Name: _____

Organization or Contact: _____

Address: _____

City, Province: _____

Postal Code: _____ Telephone: _____

Email: _____

5. RECOGNITION

Acknowledging your support is important to The Polygon Gallery. Please advise on your preferred wording for donor listings.

☐ Recognize my gift as follows _____

☐ I prefer to remain anonymous

6. AUTHORIZATION

I authorize The Polygon Gallery to process my pledge, as detailed above.

Signature: _____

Your questions are always welcome!

Jessica Bouchard, Associate Director
604 723 0404
j.bouchard@thepolygon.ca

Thank you for your generosity.
Your support inspires us and drives
our accountability.

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1. IN SUPPORT OF THE POLYGON GALLERY, I WISH TO PLEDGE:

- ☐ **ANNUAL LEADERSHIP SUPPORT**
- ☐ Artist Circle — \$1,000
- ☐ Publication Circle — \$5,000
- ☐ Exhibition Circle — \$10,000
- ☐ **MULTI-YEAR COMMITMENT**
- ☐ \$_____ annually for _____ years

Or a one-time donation of \$_____ to support The Polygon Gallery’s
exhibitions, publications, and education programs this year.

and/or

☐ **ENDOWMENT GIFT**

A total donation of \$_____ (minimum \$25,000), which will be matched by the Federal
Government and invested in perpetuity, and the interest from which will contribute to The Polygon Gallery’s
artistic program every year.

and/or

☐ **LEGACY GIFT**

- ☐ I am interested in making The Polygon Gallery part of my estate plan.
- ☐ I have already provided for The Polygon Gallery in my will.

(In both cases, The Polygon will contact you to initiate or formalize this important conversation.)

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The Polygon Gallery
101 Carrie Cates Court
North Vancouver

thepolygon.ca

Sited on the uncaded territories of the Skwxwú7mesh,
səlililwəta21, and xʷməθkʷəy̓əm Nations

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