

[www.thesteelyard.org](http://www.thesteelyard.org)



the  
**Steel Yard**

27 Sims Avenue Providence, RI 02909

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PROVIDENCE, RI



**ARE YOU A  
STEEL YARD  
TRUE BELIEVER?**



**OPEN THIS!**

- So, the personalized gig didn't go as planned - but the letter, with Tom's great help, is out on wings. As this difficult year winds down, I find myself very grateful for all you have taught me -

xo Drake

Simone + Tom



27 Sims Avenue Providence, RI 02909

T 401.273.7101 F 401.273.7105

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November 2009

Dear Simone P. Joyaux and Tom Ahern

Or should I say, Dear Steel Yard True Believer...

I am writing to ask you to buy a day ... of the Steel Yard's future.

In 2010, a full day at the Steel Yard will cost \$131 more than we are sure we can raise right now.

Every day the Steel Yard opens for classes ... makes well-equipped, affordable space available to artists and start-up businesses ... throws one of its super-memorable events will require \$131 in philanthropy.

The Steel Yard is donor-dependent. It thrives -- it survives -- because True Believers like you are willing to invest in our mission and in our vision.

Steel Yard True Believers: people who have seen the vision and said, "Yes! I want that in my world."

Here's the future you'll help guarantee:

- a generation of young people whose artistic interests are encouraged and honored.
- neighborhoods made beautiful through public art.
- small, non-traditional creative businesses that grow and succeed.
- an economy made invincible by a steady level of investment in local, creative vision.

In short: a community conceived, designed and built by those who use it.

A tall order? Perhaps. But it's being nurtured and grown at the Steel Yard every single day. Well within reach? Yes, but only if you'll help by buying a day of the Steel Yard's future.

You've already helped reinvigorate the industrial arts in Rhode Island by helping us introduce thousands of individuals to the power of making things out of steel and clay, glass and iron. You've helped nurture artists as individual business owners by



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commissioning your projects locally. You've changed local streetscapes by choosing our custom street furniture over generic, mass-produced wares. You've revolutionized futures by supporting our youth programs and cultivating hope in our youngest students.

Most importantly, because of you, the Steel Yard is an organization that cannot afford to fail.

So I'm asking for your help. I'm asking you to support a day of our future for \$131.

We've never faced anything like this but we are committed to doing so with honesty and transparency. I want you to know that we've already done as much as we can do internally to offset our \$48,000 projected shortfall in 2010. Part of this involves our staff. All of us have voluntarily worked without pay for two days each month since July and we will be furloughed for the entire month of January-the month least likely to impact our services and programs.

You see, we are True Believers too.

Tall orders demand True Believers. True Believers like us. True Believers like you. So please help us raise \$48,000 to close the remaining gap in 2010.

It only costs \$131 a day.



Buy as many days as you'd like. Buy a day in honor of someone you love. Buy a Steel Yard day instead of a holiday gift. Or get together with your friends and buy a week.

We're counting on you.

What day will your day be?

With warmest appreciation,

A large, elegant handwritten signature in black ink that reads 'Drake'.

Drake Patten

Executive True Believer



# YES! I'M A STEEL YARD TRUE BELIEVER!

- I want to buy \_\_\_\_ days of the Steel Yard s future at \$131 TOTAL \_\_\_\_\_
- I want to support a week for \$ 917 \_\_\_\_\_
- I'm so excited I'd like to support one day a month all year at 1572 \_\_\_\_\_
- I'm such a true believer that I want a whole month at \$3,930 \*\* \_\_\_\_\_  
(\*\* Prefer to pay monthly? See below)
- Date/s I d like to put my name on: \_\_/ \_\_/, 2010 (additional dates here: \_\_\_\_\_)
- I'd like to honor \_\_\_\_\_ (please contact me to send my honoree a note)
- YES! I'm a Steel Yard true believer but I can t buy a full day. Please accept my donation of \_\_\_\_\_ instead
- YES I'm a Steel Yard true believer and I would like to make monthly payments of \_\_\_\_\_  
(please charge to my credit card)

## YOUR INFO

name: \_\_\_\_\_

address: \_\_\_\_\_

city: \_\_\_\_\_

state: \_\_\_\_ zip \_\_\_\_\_

phone: \_\_\_\_\_

phone: \_\_\_\_\_

## WAYS TO PAY

- Check-payable to the Steel Yard
- Credit card (MC VISA AMEX DISCOVER)
- Name as it appears on card \_\_\_\_\_
- Number \_\_\_\_\_ Exp date \_\_\_\_\_
- Security code \_\_\_\_\_
- Visit [www.thesteelyard.org](http://www.thesteelyard.org) to donate online.

May we publish your name in our donor list?  YES  NO

The Steel Yard is a program of the Woonasquatucket Valley Community Build,  
a 501c3 nonprofit organization. Your donation is tax deductible to the extent of the law.



the

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Dear Jane Person,

I am writing to you as a Steel Yard true believer to ask you to buy a day of the Steel Yard's future. It only costs \$131.

Here's the future you'll be investing in:

a generation of young people whose artistic interests are encouraged and honored.

neighborhoods made beautiful through public art.

small, non-traditional creative businesses that grow and succeed.

an economy made invincible by a steady level of investment in local creative vision.

In short: a community conceived, designed and built by those who use it.

A tall order? Perhaps. But it's being nurtured and grown at the Steel Yard every single day. Well within reach? Yes, but only if you'll help by buying a day of the Steel Yard's future.

I know you understand how important this tall order is. I know because you continue to volunteer, attend events, take classes, and choose us for your philanthropy. You do this at a time when everyone needs more and we all have less. You do this because you are a Steel Yard true believer.

You've already helped reinvigorate the industrial arts in Rhode Island by introducing thousands of individuals to the power of making things out of steel and clay, glass and iron. You've nurtured artists as individual business owners by commissioning your projects locally. You've changed out streetscapes by choosing our street furniture over a catalog's. You've changed futures by supporting our youth programs.

**KEEP? LOSE? : Inspired by the power of your conviction, others have chosen to provide their own financial support for the Steel Yard's capital projects. Because of you, our site is at the mid-point of a 1.2 million dollar, EPA-and privately-funded environmental cleanup. The combined power of these investments in our future recently motivated a family foundation to make a gift that has reduced our mortgage debt by one-half.**

Most importantly, because of you, the Steel Yard is an organization that cannot afford to fail.

So I'm asking for your help. I'm asking you to buy a day of our future for \$131.

We've already done as much as we can to offset the shortfall. Our staff has voluntarily worked without pay for two days each month since July and all of us will be furloughed for the entire month of January-the month least likely to impact our services and programs. With an otherwise lean budget, there is nothing left to cut. But there are still plenty of leaps of faith to be taken.

Tall orders require leaps of faith. Tall orders require boldness and commitment. They require sacrifice. Tall orders demand that you see there is something bigger than yourself.

Tall orders demand true believers. True believers like you.

Please help us raise \$48,000 to close the remaining gap in our 2010 budget. Please join us in a bold, committed leap of faith.

In only costs \$131 a day. What day will your day be?

Buy as many days as you'd like. Buy a day in honor of someone you love. Buy a Steel Yard day instead of a holiday gift.

Or get together with your friends and buy a week (you'll all get lovely notes!).

Looking forward to seeing you here in 2010 (because I know I will!).

Drake Patten

Executive Director

ENVELOPE TAGLINE:

Steel Yard true believer? Open me.

REMITTANCE CONTENT:

YES! I 'm a steel Yard true believer !

I want to buy \_\_days of the Steel Yard's future at \$131 \_\_\_\_\_

Date/s I'd like to own: \_\_\_\_\_, 2010

YES! I'm a steel Yard true beleiver but I can't buy a day. Pleae accept my donation of \_\_\_\_\_ instaed