



SHINING  
THE STAR



# Ensuring the Future

Celebrating 115 years of conferences on Star Island through a combined commitment to the Annual Fund and the Shining the Star Campaign

Star Island Corporation



## DEAR SHOALER,

We are pleased and excited to announce that since launching the quiet phase of the Shining the Star capital campaign in October of 2009 we have raised \$3,727,845, with a little over \$2 million to support capital improvements and another \$1.6 million in planned gifts and bequests to support the Permanent Trust, Star Island's endowment.

With this mailing to you we are fulfilling another goal – to launch the public phase of Shining the Star by inviting all members of the extended Star Island family to join in support of this very important work. We have more than met our \$1 million goal for the Permanent Trust. Our goal in this final year of solicitations is to raise more new dollars for capital projects.

Last summer, our two sons, their partners, and our first grandson had a glorious week on Star. Our own gifts to the Annual Fund and Shining the Star will help ensure that a safe, ever-improved Star Island will be here for our sons and their families and yours. Perhaps the pictures of our family are similar to ones you have in your Star collection and your hopes for Star are similar to ours. Won't you join us in making this so?

Usually at this time of year you would receive the Spring Appeal and Impact Report detailing the results of giving last year. This year the Spring Appeal is being combined with an appeal for the Shining the Star capital campaign. In tandem, they present a case for a multi-year plan. The case captures results of both annual operations and capital improvements and offers a vision for the years to come, which you will see as you read through these materials. We are asking you to consider a three-year pledge that will be divided between the Annual Fund and the campaign.

Star will send a reminder in the fall to anyone who hasn't yet pledged or given, and everyone else will receive a card of gratitude. Of course, we hope that in October we'll be sending you that card with our gratitude. But that depends on you and your response to our appeal right now. Please join the 157 households (over 200 Shoalers) who have signed on to Shining the Star – while continuing to support the Annual Fund. Like Star, we ask much of you – add something to your annual support of Star that will make a difference for its future.



With gratitude,

Irene R. Bush, Co-Chair  
Shining the Star Campaign

John N. Bush, Co-Chair  
Shining the Star Campaign



### Campaign Cabinet

Irene R. Bush, Co-Chair  
John N. Bush, Co-Chair  
David Boynton  
Carolyn Dahab  
Rich Dahab  
Josh Davis  
Lisa Heisterkamp Davis  
W. Bradford Greeley  
John Hoffman  
Kathleen Hunter  
Sharon Kennedy  
Thomas Kennedy  
Kris LoFrumento  
Rodney Lowe  
Karen Mathiasen  
Suzanne May  
Shannon Miller  
Russell A. Peterson  
Janice Prochaska  
Charles Stauffacher  
David Yermack  
Jordan Young

### Star Island Board of Directors

Russell A. Peterson, President  
Sharon Kennedy, Vice President  
John N. Bush, Treasurer  
Karen Mathiasen, Secretary  
Josh Davis  
Gary Kunz  
Suzanne May  
Suellen Peluso  
Janice Prochaska  
Sally Russell  
Thomas Smurzynski,  
President, Isles of Shoals Asn. UU  
Charles Stauffacher,  
President, Star Island UCC  
Jordan Young

### SIC Campaign Staff

Victoria Hardy, CEO  
Angela Matthews, Director of Development  
Athena Steinkraus, Development Assistant

# CELEBRATING THE PAST PREPARING FOR THE FUTURE

Anniversaries are reminders of important milestones in the life of an organization. As the Shining the Star capital campaign comes to an end, Star Island will be celebrating three milestone anniversaries.

The launch of the public campaign in the spring and summer of 2012 marks 115 years of conferences on Star Island (1897).

As the pledges are paid out through 2015 Star Island will celebrate 100 years since the founding of Star Island Corporation, established to hold and maintain Star Island and such other property (later adding Appledore Island) for educational, religious, and kindred purposes (1915).

400 years before these two events was the discovery of the Isles of Shoals by Captain John Smith who sailed to the Seacoast for the first time (1615).

Our Star Island is one with a proud history, strong traditions, and dedicated leadership.

## Shining the Star Honorary Co-Chairs



We feel blessed to be part of the Star family and to have worked closely with so many Pels and staff over the years who we continue to see at Pel Reunion and other conferences. It has been wonderful for us to be a part of Star's illustrious past. How fortunate that we all can have a hand in its glorious future!

— Dave and Edith Pierson



For me, there is something wonderful about the connections and legacies we form on Star. Friendships start strong and span decades. Generations of families return year after year. It's impossible to define, but for me it has something to do with the strange and wondrous brew of interesting people and spectacular place. It's what made it so easy for me to say yes when asked to serve as Honorary Co-Chair of the Shining the Star Campaign.

— Joe Watts



I accepted my role as Honorary Co-Chair because I want to encourage everyone in the Star Island community to be a part of the effort that it takes to sustain the island that gives us so much. Whatever the reason for coming to Star Island, I hope that everyone in our community will make an effort to give to Star what they can. Star Island gives to us all and belongs to us all, and so each of us has a role in the efforts to pass it along to the next generation of Shoalers.

— Molly Mansfield

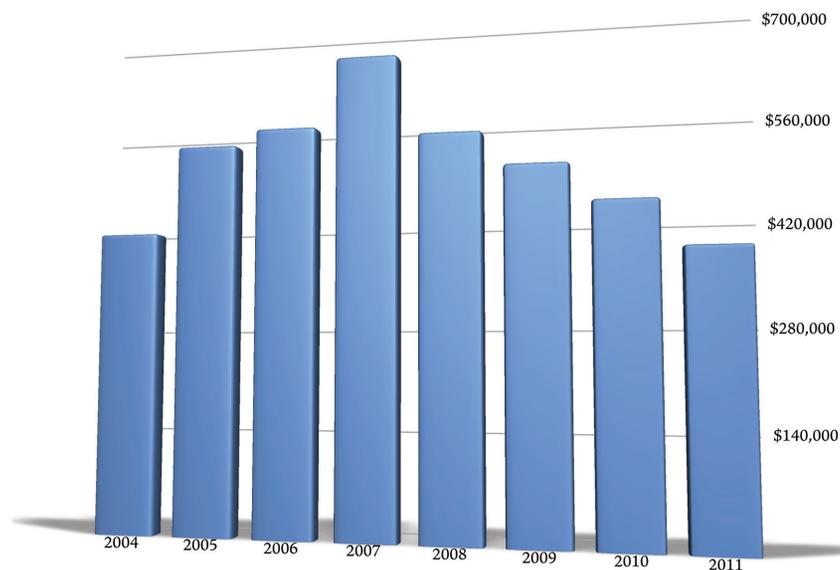
# CONFERENCE GIVING

Shoalers have given generously to Star Island over the past eight years with total average annual giving of \$505,580. So many gave so generously in 2007 when Star Island experienced its greatest crisis since closure during World War II. Some even got together and held fundraising events to assure that Star Island would have a future. The decline in giving to the Annual Fund since 2007 is the result of a combination of factors.

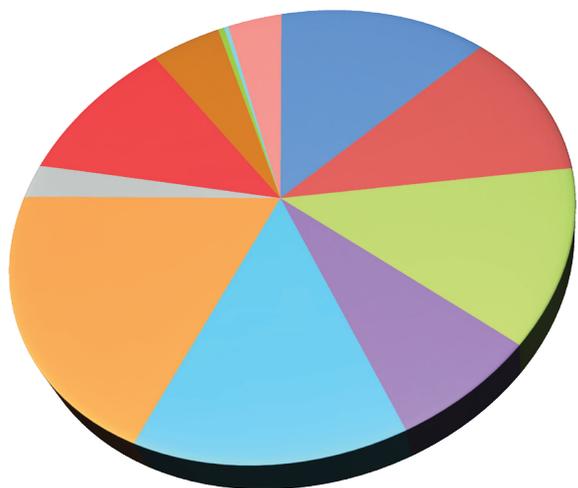
First, the urgency of 2007 was abated by the successful completion of the 2008 season. At the end of 2008, the economic roller coaster began that continues to be challenging for many families. As a direct result of the economy, some have had to

make gifts to the Annual Fund a lower priority because of family finances. Finally, the Shining the Star capital campaign has had its own impact on the Annual Fund. While overall giving to Star has increased to almost \$1 million a year for the past two years, support for the Annual Fund has suffered from the shift of attention to capital projects.

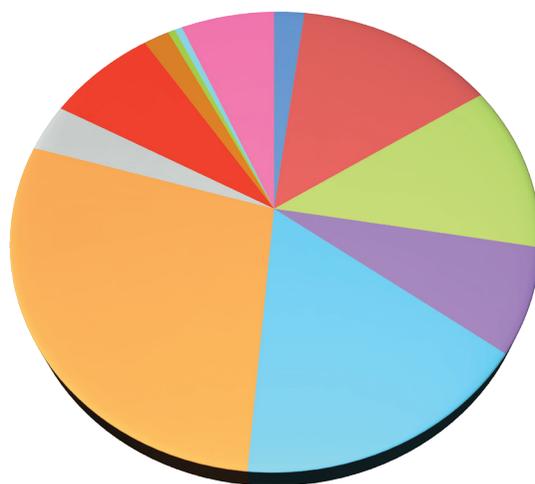
In truth, Star Island needs support for both the Annual Fund and the Shining the Star capital campaign. Annual giving takes care of today and capital campaigns ensure the future. It's time to do both. It's time to take care of day-to-day operations, and take care of the infrastructure that makes today and tomorrow possible.



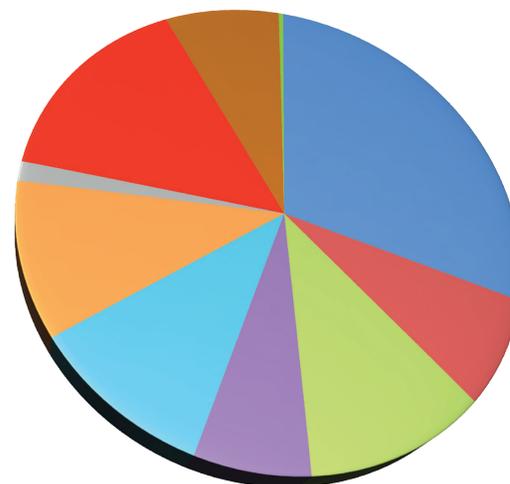
Annual Fund by year



Shining the Star  
total conference giving:  
\$3,727,845



Capital:  
\$2,075,095



Planned Gifts:  
\$1,652,750

- Arts
- AS1
- AS2
- IA
- LOAS 1
- LOAS 2
- NHC
- RE
- SG 1 & 2
- Staff/Past Staff
- Other conferences and friends
- Grants

Members of each and every conference have already signed on to the campaign. But there is more to be done. When conferees are on Star for their conference in 2012 they will have the opportunity to adopt a project and collectively support its completion. These graphs illustrate the support already committed by conferences, friends, and foundation and government grants.

The first graph shows total giving and the second and third graphs break giving out by capital projects and planned gifts.

# SHINING THE STAR DONORS

Anonymous  
Craig Allshouse and Bonnie Smith  
John Anderson and Joy Kaubin  
Scott Anderson and Jeila Gueramian  
Bob Bader and Shelley Lauer-Bader  
Hal and Valerie Basdekis  
Henry and Maurine Beasley  
John and Estelle Best  
Chuck and Susan Binzel  
Sally Blount  
Jennifer Blue  
Lee and Jim Blue  
Tom and Heli Blum  
Dave and Patty Boynton  
Lisa Braiterman  
George and Ellen Brandenburg  
Montie and Jamie Brewer  
David Brown  
Joanne Bulley  
John and Irene Bush  
Don and Janet Cann  
Buffy Bierman Carson  
Nans Case  
Thomas Check and Nancy Witherell  
The Late Bill Clegg  
Tony Coddling  
Matthew and Michele Cohen  
Stafford and Deborah Cohen  
The Collins Family  
The Late Emily Conlon  
Roy and Marion Cook  
Stan and Kim Corfman  
Bill and Barb Crane  
Tad and Judy Crawford  
Rich and Carolyn Dahab  
William Dahab  
Josh and Lisa H. Davis  
Lawrence and Suzanne Davis  
Victor Davis and Lynn Maguire  
Alan Deale and Kathleen Hunter  
Nicholas Dembsey  
George and Ginger Dixon

The Late Albert and Edith Doolittle  
Tom Duncan  
Polly Dunn  
The Entire Easter Family  
Betty Eberhart  
Lisa Eberhart  
Sarah Eberhart  
Will and Patti Emmons  
Dan Fenn  
Ross Fenster and Jane Leff  
Tim and Irene Flint  
Leslie Foley and Diane Bynion  
Sam Francis and Gail Henry  
Bob and Elise Gray  
Brad and Catherine Greeley  
Tom Griffiths and Jane Trudeau Griffiths  
Alan and Margaret Grometstein  
Ann Lightfoot Habafy  
Ray and Barbara Hallows  
Aaron and Sally Hamburger  
Vicky Hardy  
Peggy Hargrove  
Mary Haslinger  
Susan Hasty  
Doug and Judy Hatfield  
Richard and Karyl Hayes  
Dave and Georgie Haykin  
Vic Henschel and Judy Samuelson  
Rev. John E. Hickey  
Jeremy Hill  
John and Cori Hoffman  
Joyce Homan  
David and June House  
Nate and Stephanie Hubbard  
Burt and Eleanor Jaffe  
Virginia Joffe  
David Jones and Becky Friedkin  
Edith Kates  
Roger and Maureen Kellman  
John and Lynn Kelly  
Laird Kelly and Susan Lawrence  
Tom and Sharon Kennedy

Allen and Ann Kone  
Ted and Claire Kuczinski  
Gary and Michelle Kunz  
Elizabeth Leavitt  
Robert Levine and Kathy Sonderman  
Paul and Pam Lietar  
Bob Lightfoot and Sue Walker  
Jack and Susan Lightfoot  
Jean Lightfoot  
Grace Lindquist  
James Lisieski and Katherine Snowden  
Kris LoFruento  
Katharine Lord  
Rodney Lowe and Sally Russell  
The Mansfield Family  
Angela Matthews  
Taylor Mattis  
Bernie and Suzanne May  
Michael McCallum and Jeanie Lindquist  
Tom and Leslie McNaugher  
Dug Miller and Barb Denno  
George and Debbie Misner  
Chris and Bobbie Nelson  
Derrick Nelson and Jenny Easter Nelson  
Nan Nutt  
Anita Nygren  
Bill and Janis Ossmann  
Stephen Parker and Beth Hayward  
Bruce and Carole Parsons  
Chris and Suellen Peluso  
Bill Peterson and Barbara Sturken Peterson  
Russ and Sue Peterson  
Jim and Joyce Pickel  
Phil and Pam Pierce  
Paul and Nancy Pinson  
Henry and Dana Powsner  
James and Janice Prochaska  
John Pustell and Randall Grometstein  
Barbara Reynolds  
John and Jill Robbins  
Christine Roberts  
James and Joann Robertson

Wilma Ronco  
Ed and Diane Rubacha  
Ed and Nancy Rutledge  
Chuck and Jane Rzepka  
Jeanne Saunders  
Craig Scholl and Rebecca Keller Scholl  
Ken and Sara Schoman  
Roald Schrack and Pat Wilson  
Martin Schrage and Karen Mathiasen  
Phil and Carrie Sears  
John and Diane Shriver  
Tom and Rosemarie Smurzynski  
Marc Spisto  
Lydia Spitzer and Dottie Deans  
Robert Sprafkin and Martha Copithorne  
Wendy Stasolla  
Charlie and Sue Stauffacher  
Susan Thorner  
Ned and Kathy Tillman  
Yvonne Twomey  
Phiroz and Kristi Vazifdar  
Ralph and Jessica Vega  
Joe Watts and Brenda Bladen  
James and Lori Weddell  
Steve and Edie Whitney  
Dudley and Judy Williams  
Peter and Lois Williams  
Rick and Wendy Wilson  
Lloyd and Caren Yanis  
David Yermack and Rocio Aliaga  
Eric Yermack  
Jordan and Dionir Young  
Jordan Young and Margy Levine Young

## FOUNDATIONS

Cogswell Benevolent Trust  
Samuel P. Hunt Foundation  
The McIninch Foundation  
New Hampshire Charitable Foundation  
Barbara K. & Cyrus B. Sweet III Fund  
N.H. Land and Community Heritage  
Investment Program (LCHIP)

# EVALUATION COMMENTS

## *Creature Comforts*

- ✦ Enough rockers for everybody now, thanks!
- ✦ Remodeling in Founders is very welcome. Love new doors and floors.

## *Technology*

- ✦ Business Center is very good.

## *Memorial Courtyard*

- ✦ Love the new memorial courtyard.

## *Bathrooms and showers*

- ✦ Lots of improvements visible: second floor bathrooms, women's shower room.
- ✦ Bathroom on second floor of Oceanic is beautiful ... a pleasant surprise.
- ✦ Bathroom upgrades and updates to women's showers are awesome.

## *General improvements needed*

- ✦ Tennis courts need to be resurfaced.
- ✦ All public bathrooms need attention and renovation.

## *Guest accommodations*

- ✦ Cottage A really needs an uplift!
- ✦ We need better mattresses!

## *Accessibility*

- ✦ It is wonderful to see increased access each year. It's getting better and better.
- ✦ Please make a smoother pathway to the chapel.
- ✦ Occupancy limit in Chapel is a major problem.
- ✦ More handicap-accessible rooms, please!

# WE'RE LISTENING

Your comments and feedback on conference evaluations help to guide the priorities and improvements that are part of the Capital Improvement Plan. You've told us what you noticed being done. These accomplishments were made by the combination of funds raised by the capital campaign and annual operating support.

And your conference evaluations pointed out the things that concern you most. Many of the concerns identified to the left are also part of the Capital Improvement Plan. Projects will be prioritized and accomplished in relation to funds raised by the capital campaign.

Progress on Cottage A



Memorial Courtyard



Oceanic 2nd floor bathroom

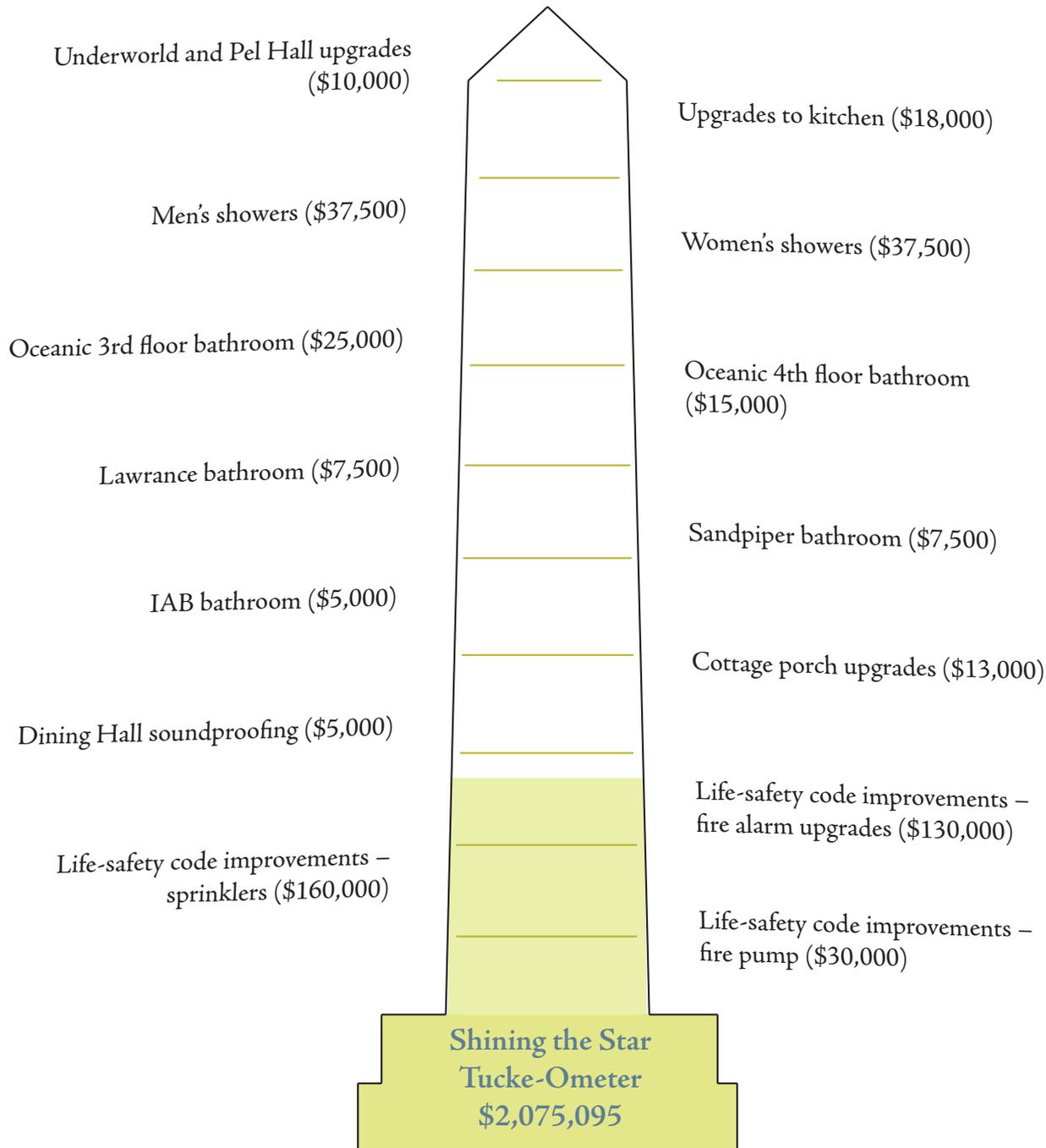


New rockers



# PROJECTS AND PRIORITIES 2012-2015

Projects identified on the Tucke-Ometer will be completed as funds are raised. Each conference may set its individual goal by adopting one of these capital projects and adding the cost of the project to the conference Annual Fund goal.



# FULFILLING THE PROMISE

Thanks to Shoalers like you, life on Star Island continues to improve through the Annual Fund and Shining the Star. These projects couldn't have been done without your help.

## Additions

- Memorial Courtyard
- Business Center
- Secondary fuel containment
- Life-safety exterior stairs for Cottage A, Shack, and Star Loft
- Replaced freight boat (the M/V Perseverance)
- Commercial laundry equipment

## Renovations and upgrades

- Hotel complex re-roofed
- Oceanic Hotel porch doors swing corrected
- Oceanic Hotel 2nd floor bathroom renovated
- Re-shingled Newton, Baker, YPRU and Sprague
- Replaced windows in Stone Village, Oceanic Hotel and cottages
- Upgraded fire detection system
- Life-safety and renovations to Cottage A
- Upgrades to M/V Perseverance
- Founders floors, doors and deck replacement

## Looking to the future

- Restore \$100,000 to Star Island reserve funds
- \$1.2 million planned for Trust

# UNDERSTANDING STAR ISLAND AND CONFERENCE FUNDRAISING

Many have expressed confusion about the different fundraising activities conducted by the Star Island Corporation, individual conferences and other fundraising that takes place on the island. With this table, we hope to clarify and answer any questions you may have.

Function	Where does it go?	How is it given?	What does it benefit?
McGill Society	Star Island Permanent Trust	By naming Star Island in a will, life insurance, charitable gift annuity or trust. Through making a planned gift to Star Island, the donor becomes a member of the McGill Society.	A small percentage of income from investments on the Permanent Trust is distributed annually to the SIC operating budget.
Annual Fund	Star Island Operating Budget	Cash gifts, gifts of stocks.	Supports annual operations of Star Island and covers up to 18 percent of annual expenses.
Shining the Star Capital Campaign	Capital projects identified in the SIC Capital Improvement Plan (CIP)	Generally, these major gifts come from assets like stocks or other tangible property. Cash gifts are also given to support the campaign.	Supports the capital improvements needed to continue to receive permits to operate and to make improvements that enhance the Star experience.
Capital Reserve	A restricted account of the SIC	Funds from the Operating Budget are moved to this account annually.	Funds in the Reserve are used to address emergency and other capital needs.
Star Island UCC Board (SIUCC)	Star Gathering 1 and 2 and Laity conferences	Cash donations.	Governs the Star Gathering and Laity conferences and provides program funding and scholarships.
Conference Auctions	The conference holding the auction	Cash payment of winning bid for goods or services.	Each conference has its own fundraisers. Funds raised are used to cover conference expenses as well as to offer scholarships. Some conferences donate proceeds to the SIC Annual Fund.
Pel Auction	Pel Club	Cash payment of winning bid for goods or services.	Supports Pel enrichment, the Pel garden and wellness.
Isles of Shoals Association Unitarian Universalist (ISAUU)	ISAUU fund	Proceeds from sales at the gift shop and the book store on Star.	The ISAUU is a membership organization that raises money through membership donations and sales of a variety of products and books to support scholarships, conference programs and Star Island.

# SHINING THE STAR CAMPAIGN MYTH BUSTERS

## **Myth #1: My contribution would be too small to matter.**

Every gift, no matter what the size, will make a difference. That's because there are so many projects of all sizes that need to be completed.

## **Myth #2: Only a few conferences have the resources to get to the campaign goal.**

Some conferences have more resources than others, but all can and should play a role in ensuring that Star Island is here for future generations.

## **Myth #3: You can't be sure a capital gift would go toward capital projects.**

To date, the campaign has raised \$2 million in pledges and gifts and completed \$2.1 million in capital projects. Funds raised for capital projects are spent for capital projects.

## **Myth #4: What's the point? It will never all be finished.**

There is no question that the list of capital projects on Star Island is extensive. But we now have a Capital Improvement Plan (CIP) that prioritizes projects starting with life-safety necessary to receive occupancy permits. At the end of the campaign, the projects not covered by funds raised will continue to be addressed as part of annual operations.

## **Myth #5: There's nothing very exciting on the capital projects list.**

It's true that the CIP includes a lot of deferred maintenance. This is not unusual for a non-profit organization with many competing priorities and the infrastructure of a small town. The 2007 delayed opening certainly taught us that we can no longer put off until tomorrow that which must be done today. However, once we have managed to stabilize the infrastructure through this campaign process we can turn our attention to more exciting projects like a new bathhouse.

## **Myth #6: I already give to the Star Island Annual Fund, so I'm doing my part.**

Giving to the Annual Fund is extremely important and very valued. It is one way to support Star Island. Typically, the Annual Fund is only sufficient to cover annual operating expenses. Meeting life-safety requirements, renovating bathrooms, reconstructing Cottage A, re-roofing the Oceanic Hotel, or replacing floors in motel units are beyond the resources of the annual operating budget. The capital campaign is our opportunity to come together in making major gifts to stabilize the infrastructure and make other desirable improvements.

## **Myth #7: I'd love to contribute but I can't write a big check to do that.**

That's understandable and that is why pledges to campaign are paid out over multiple years. You can still participate in the Shining the Star campaign simply by figuring out how much you could give, pledging that and then paying it over the next three years starting in 2012.

## **Myth #8: If I give now, I'll just be asked again in a few years to support another project.**

Your support now will help us achieve success with the largest campaign ever launched for Star Island. The current campaign is addressing a long list of needs that will put Star Island on a 20-year depreciation and repair cycle. In the future there may be mini-campaigns for discreet projects like a bathhouse or addition to the museum. But giving is always a voluntary act and support for future projects will come from those most enthused about such exciting improvements to the island.

# WORKING TOGETHER TO REACH OUR GOAL

The Shining the Star pyramid looks more like a box car than the standard campaign pyramid. Typically, campaigns succeed because of a few mega-gifts. That is, 80 percent of the goal comes from 20 percent of the donors. The campaign for Star Island's future will succeed because of a very large community of donors making modest-size gifts. Every single Shoaler must get on the train to ensure the future of this precious place. Take a moment to reflect on what Star means to you. To your children. To the children they will someday bring to Star. It's not just about today. The work we do now will secure Star Island for decades.

## Where do you see yourself fitting in?

Each highlighted block on this box car represents a gift from one of the 157 households that have signed on to Shining the Star. Please consider which building block on our campaign pyramid represents the pledge you will make to this campaign.

Take that step to reality by coloring in that building block right now and then filling in the enclosed pledge form and returning the form in the envelope provided for your convenience.

\$250,000				\$250,000				\$250,000				\$250,000							
\$100,000				\$100,000				\$100,000				\$100,000							
\$100,000				\$100,000				\$100,000				\$100,000							
\$75,000				\$75,000				\$75,000				\$75,000							
\$75,000				\$75,000				\$75,000				\$75,000							
\$50,000				\$50,000				\$50,000				\$50,000							
\$50,000				\$50,000				\$50,000				\$50,000							
\$25,000				\$25,000				\$25,000				\$25,000							
\$25,000				\$25,000				\$25,000				\$25,000							
\$25,000				\$25,000				\$25,000				\$25,000							
\$25,000				\$25,000				\$25,000				\$25,000							
\$20,000				\$20,000				\$20,000				\$20,000							
\$20,000				\$20,000				\$20,000				\$20,000							
\$20,000				\$20,000				\$20,000				\$20,000							
\$20,000				\$20,000				\$20,000				\$20,000							
\$15,000				\$15,000				\$15,000				\$15,000							
\$15,000				\$15,000				\$15,000				\$15,000							
\$10,000				\$10,000				\$10,000				\$10,000							
\$10,000				\$10,000				\$10,000				\$10,000							
\$10,000				\$10,000				\$10,000				\$10,000							
\$10,000				\$10,000				\$10,000				\$10,000							
\$10,000				\$10,000				\$10,000				\$10,000							
\$10,000				\$10,000				\$10,000				\$10,000							
\$10,000				\$10,000				\$10,000				\$10,000							
\$10,000				\$10,000				\$10,000				\$10,000							
\$5,000				\$5,000				\$5,000				\$5,000							
\$5,000				\$5,000				\$5,000				\$5,000							
\$5,000				\$5,000				\$5,000				\$5,000							
\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750
\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500



Countless times in the history of Star Island,  
Shoalers have been called to action to save this precious place.

**1906:** Louis Cornish (AUA President 1927-37) raises \$1,200 and recruits a work crew to rebuild Star's Chapel, replacing the rotted wood floor with bricks, rebuilding pews, plastering walls, and fashioning lantern brackets from the one found in the rubble by Roger Greeley.

**1915:** On a tip from Curtis Matthews, Thomas Elliott and Dr. William I. Lawrance contact Lewis Parkhurst, who agrees to purchase Star Island from Piscataqua Savings Bank to hold until funds can be raised and a non-profit organization established.

**1916:** Carl Wetherell heads the campaign to raise \$40,000 realizing \$45,484.21 in contributions to purchase Star Island from Lewis Parkhurst and prepare the first operating budget.

**1950:** Lyman Rutledge serves as Post-WWII Executive Director with an able Board of Directors led by Roger Greeley, who once again bring Star back to life.

**1986:** Lindy Anderson, Chair of the Capital Campaign Steering Committee, leads successful efforts for Keeping the Star Spirit campaign that surpasses its goal of \$400,000 for sprinklers.

**2007:** Irene Bush leads efforts to raise a half-million dollars in gifts and loans to address emergency repairs and upgrades and to meet life-safety codes.

**2009:** Board of Directors, headed by Brad Greeley, agrees to launch Shining the Star, a \$5 million campaign to build the endowment, maintain access and affordability, and support enhancements and amenities.



STAR ISLAND

MORTON-BENEDICT HOUSE

30 MIDDLE STREET

PORTSMOUTH, NEW HAMPSHIRE 03801

[www.starisland.org](http://www.starisland.org) + (603) 430-6272