



A LEGACY FROM THE PAST...

**A VISION FOR THE FUTURE**

THE CAMPAIGN FOR THE CAHOON

Cahoon Museum  
OF AMERICAN ART



## A HISTORIC PAST BRINGS A BRIGHT FUTURE

### A Rich Heritage

The Cahoon Museum of American Art is currently housed in a pre-Revolutionary War structure erected in 1775 by Ebenezer Crocker, one of seven 18th century buildings located at the intersection of Route 28 and 130 in Cotuit, Massachusetts. By 1821, Crocker's grandson was operating the building as a tavern along the stagecoach line between Hyannis and Sandwich, Massachusetts. The building continued under Crocker ownership for five generations until the 1920s.

### Culture Comes to Cotuit

In 1945, Ralph and Martha Cahoon purchased the structure for use as a spacious art studio and home. Here Cape Cod's most famous native folk artists created some of their most beautiful furniture designs and subsequently the vast majority of their important and original folk paintings.

Their Cotuit home-gallery attracted many customers, including a number of highly esteemed guests. First Lady Jacqueline Kennedy, as well as members of the DuPont, Mellon and Lilly families were avid collectors of Cahoon paintings.

In 1960, the Vose Galleries in Boston gave the Cahoons a major exhibition while magazines called them "America's most popular folk artists."

### A Museum Is Born

Upon Ralph's death in 1982, Cotuit art collector and connoisseur Rosemary Rapp purchased the building for her collection of American paintings. The Cahoon Museum of American Art officially opened in 1984 and, building upon this historic legacy, now boasts a choice collection of American art. The collection encompasses American School painting, Marine art, Tonalism

and American Impressionism, Genre, Still Life, and 20th and 21st century art. Also featured are contemporary Cape Cod artists as well as our signature collection of the art of Ralph and Martha Cahoon.

The museum mounts six to eight major exhibitions annually, serves a growing population of children and adults with a rich variety of art education programs, and hosts dozens of artist talks and presentations. Our expanding membership serves people throughout Cape Cod, New England and as far away as the west coast.

### Art for Everyone

During the height of the summer season, the *Great Brush Off* fills Cotuit town green with enthusiastic crowds wishing to purchase works by contemporary Cape artists.

Our successful *Cahoon in Bloom* event features magnificent flowering displays created by prize-winning floral artists, each representing the designer's interpretation of a painting on exhibit at the museum.

The Little Gallery (an extension of the Museum Shop) exhibits and sells the works of contemporary Cape Cod artists. Exhibits change seven times a year.

### Educating Art Lovers of All Ages

Popular adult education programs include painting classes, artist talks, museum director-led tours and talks regarding current exhibits.

*Get smART!*, the Museum's K-6 art program is supported by grants from the Marion Jordan Charitable Foundation and the Mid-Cape Cultural Council. It continues to draw the active participation of hundreds of public, private and home-schooled children throughout Cape Cod.

### Giving Back to the Community

The museum supports Cape artists and contributes to the community in another important way — mounting a themed exhibition to benefit a local social service agency.

### Building the Collection

In 2003, the museum established the *Ralph and Martha Cahoon Society*, which annually acquires new work that becomes part of our permanent collection.

*The Cahoon has become a treasured part of the community. Museum events are highlights of the Cape Cod spring and summer seasons.*



Contemporary Cape Cod artists' work on sale

LEGACY

## PLANNING FOR THE FUTURE

When completed, the planned addition will double the size of our museum as it exists today. The architectural design, together with improvements to the grounds and parking lot, will complement the charm and character of our original 1775 building.

An exciting vision underlies the project. It includes not only the addition itself, but raising a significant endowment to support museum operations and sustain future growth.

The addition will add 3,600 square feet of new space on two levels to the existing building. This will include:

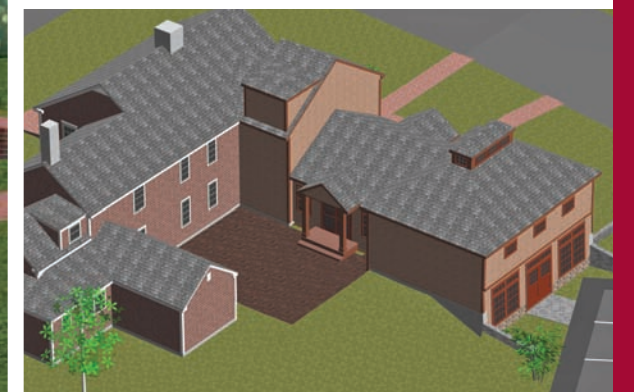
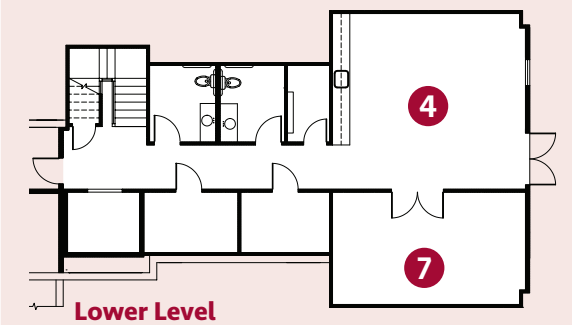
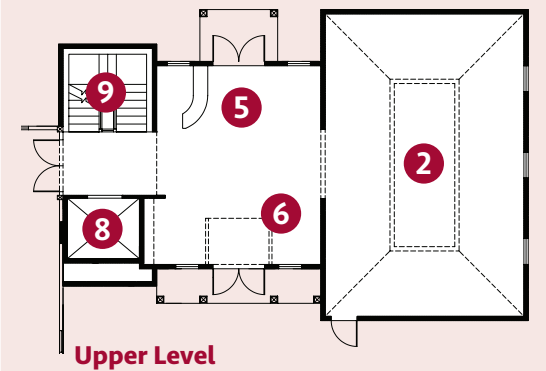
- 24' x 36' gallery
- New classroom
- New museum store
- New main stairway and elevator
- Art depository (storage)
- New restrooms
- New parking lot with improved access to Route 28
- Improved landscaping & utilities

These much-needed improvements will make the entire building—old and new—handicap-accessible, and will strengthen the museum's broad appeal, increase its educational value, and enhance its contribution to the community.



### Naming Opportunities

- 1 Addition As a Whole:** \$800,000
- 2 Gallery in New Addition:** \$400,000
- 3 Gallery (4) in Historic Building:** \$100,000 ea.
- 4 Educational Space in New Addition:** \$75,000
- 5 Lobby/Entry in New Addition:** \$50,000
- 6 Museum Shop:** \$50,000
- 7 Art Depository in New Addition:** \$40,000
- 8 Elevator in New Addition:** \$30,000
- 9 Stairway in New Addition:** \$25,000
- 10 Garden Outside New Addition:** \$40,000
- 11 Bench on Museum Grounds:** \$2,500 ea.



## SETTING OUR SIGHTS

Our remarkable success over the past twenty-five years has stretched museum resources in virtually every way. Recognizing the need for new and expanded facilities, the Board of Trustees has authorized a \$2.3 million dollar Capital Campaign to:

- Build an addition onto the present structure that includes new gallery and classroom space, an elevator giving handicap access to the entire building, and new restrooms
- Upgrade parking, vehicle access routes, and landscaping
- Create an endowment to help sustain museum operations

### An Appealing Vision

The new addition will retain the integrity of the historic 1775 structure while providing new elevator and stairway access that ensures ADA compliance.

Road improvements will enhance access and egress, increase parking space, and ensure that buses for school and tour groups can be accommodated. Modern bathroom facilities will provide comfort and convenience.

A new state-of-the-art storage facility will house our growing permanent collection under optimal temperature and humidity controlled conditions, ensuring proper care of the artwork for generations to come. Ample classroom and meeting space will serve our popular *get smART!* program, art history lectures, and studio art classes for adults. And, most of all, new gallery space will mean that we can display more of the permanent collection and mount our yearly schedule of exhibits with adequate space for both at the same time.

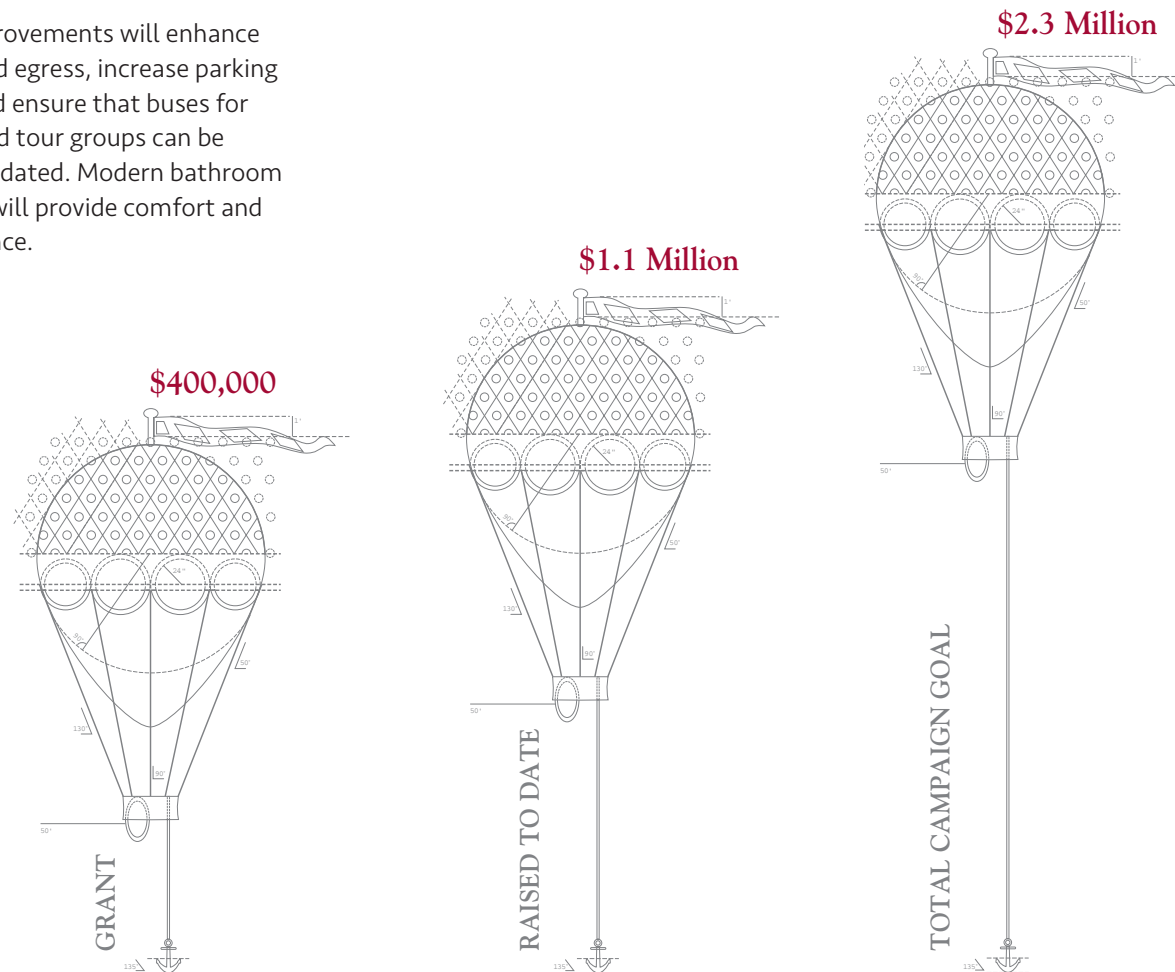
### Soaring to New Heights

We have accomplished much, thanks to generous patron and community support. An initial grant of \$400,000 from the Massachusetts Cultural Council, together with pledges already received, has propelled the museum forward toward its goal.

### Reaching the Top: Your Help Is Needed!

With your generous support, the Cahoon Museum of American Art will accomplish these ambitious goals. We encourage art lovers, patrons of the arts, and all who enjoy visiting or exhibiting at the museum to lend their support to this exciting and worthwhile endeavor.

Contact us at (508) 428-7581 to learn more about museum membership and support opportunities.



### Cash Gifts

Gifts of cash may be made in a single payment or as a multi-year pledge. Donors who wish to pledge designate the annual payment date on a statement of intent, which may be obtained from the Museum.

### Credit Card Gifts

The Cahoon Museum accepts most major credit cards which you may choose to use as your method of payment for gifts toward The Campaign for the Cahoon or for any other contribution to the Museum.

### Gifts of Appreciated Securities

Leadership gifts may be paid with long-term capital gain securities. Gifts of securities often provide donors with attractive income tax benefits. Appreciated assets enable donors to leverage their philanthropic commitments significantly. Donors can either sign over stock papers or arrange for an electronic stock transfer.

### Planned Gifts

Planned gifts to the Cahoon Museum are an especially meaningful way to help the Museum build its endowment for the future. Common types of planned gifts include:

- Bequests
- Pooled income funds
- Charitable remainder unitrust
- Life insurance
- Charitable gift annuity

### Corporate Matching Gifts

You or your partner may work for a company or serve on a corporate board that has a matching gift program. Donors who work for such a company can double, or sometimes triple, their contribution. Please contact your company's human resources office to determine if your company has a matching gifts program and how you can leverage your personal gift to the Campaign.



Placing a bid at our popular July event, the Great Brush Off, on Cotuit's village green.

### FAQs Frequently Asked Questions

#### How do I make out my check?

Checks should be made payable to Cahoon Museum of American Art and mailed to:

Cahoon Museum of American Art  
P.O. Box 1853  
Cotuit, MA 02635

#### Is my Campaign gift tax deductible?

The Cahoon Museum of American Art is a 501(c)(3) nonprofit organization. Therefore contributions are tax deductible to the extent permitted by law. Please speak with your accountant if you need to determine the level of tax deductibility of your gift.

#### I have a question about the Campaign. Who can I contact?

Please call Richard Waterhouse, Museum Director, at (508) 428-7581 or email [rwaterhouse@cahoonmuseum.org](mailto:rwaterhouse@cahoonmuseum.org).

## A WORTHWHILE ENDEAVOR, A REMARKABLE OPPORTUNITY

The Cahoon Museum of American Art has served the Cotuit community, Cape Cod, and greater New England continuously since 1984, providing a rich experience of 19th, 20th and 21st century American art unlike any other art institution in the area.

The Campaign for the Cahoon is a challenge that holds the promise of an exciting future. We are confident that the goals we have set are within reach, thanks in part to the wide base of support we enjoy throughout the region – the name, the reputation, and the brand that is the Cahoon Museum of American Art.

Your participation in and contribution to The Campaign for the Cahoon will ensure that future generations will continue to enjoy this wonderful cultural resource for years to come. We thank all our patrons for their generous support, and we hope you'll take advantage of this remarkable opportunity to become part of such a worthwhile endeavor.

# Cahoon Museum OF AMERICAN ART

4676 Falmouth Road (Route 28) • Cotuit, MA 02635  
(508) 428-7581

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