



**Fundraising Campaign begins this week!  
Phase 1 Goal: \$500,000**

The Board of Directors of the Canadian Air & Space Museum (CASM) are pleased to announce the launch of a fundraising campaign that will help ensure the future of the Museum's priceless and precious collection.

Thanks goes out to Space Curator Rob Godwin for his outstanding work in creating a fundraising page and video on the crowd-source funding web site Indiegogo.

The link to make a donation is: <http://www.indiegogo.com/casmuseum>

The Museum's fundraising page enables people to make donations from as little as \$5. And EVERY donation gets something in return, from free admission to our future museum, to books, models and lifetime memberships.

For those unfamiliar with 'crowd funding', it is a fairly new concept that involves setting up a fundraising page on a collective web site that states a goal and reasons why that person or organization wishes to raise funds. The public then scans the various pages and donates to the causes of their choice. And of course, the more the organization can direct people to their page through networking, the more funds that can be raised.

**Every dollar raised for the Museum, contributes to preserving the legacy of Canadian aviation and aerospace history. No amount is too little. Please donate today, and help us spread the word to family, friends and colleagues about our new fundraising campaign!**

As we announced in March 2012, the Canadian Air & Space Museum is in discussions with the Greater Toronto Airports Authority (GTAA) regarding the potential opening of a revitalized Museum in an outstanding new location at Lester B. Pearson International Airport. These discussions are still taking place and no formal announcements are ready to be made.



In the meantime, the Museum has an immediate need to raise funds, as it has not generated any revenue since its closing in September 2011. Phase 1 of the fundraising campaign

has a goal of \$500,000, of which these badly needed funds will be directed to two immediate needs:

1. Preserving the Museum's collection that now sits in 44 freight containers. Sizable indoor storage space needs to be found, with proper environmental conditions, for the contents to be unloaded before winter weather sets in. Afterwards, monthly storage rental fees need to be covered.
2. Pay to construct a temporary hangar to store the Museum's two most precious items - the only full-scale metal replica of the Avro Arrow and the City of Toronto's rare Second World War Avro Lancaster bomber (the aircraft that used to sit atop a pole alongside Lakeshore Blvd, in front of Ontario Place).



On the eve of Remembrance Day 2012, it is important to highlight that this Avro Lancaster was officially dedicated as a War Memorial to the 10,000 Canadians

who lost their lives on RCAF bomber operations during the Second World War. It Toronto area built aircraft is a very important community artifact that must be preserved and displayed for future generations!

The Arrow and Lancaster are the only two items remaining at our Downsview location, because of their large size and the lack of an available storage location.

### **Social Media Networking**

For members who are on Facebook, Twitter, YouTube and other social networks, please help us by spreading the word about our new fundraising campaign. You can:

- Post the link to our new fundraising page on your personal pages (<http://www.indiegogo.com/casmuseum>)
- Watch, share and 'like' our video on YouTube <https://www.youtube.com/watch?v=O72H8nh0qBc&feature=con-text-cha>
- Share the Museum's web site address, which has a link to the fundraising page on its Home Page <http://casmuseum.org/home.php>

### **Mail-In Donations**

For members who wish to donate but do not have Internet access, you can mail a cheque made out to the "Canadian Air & Space Museum" to:

Canadian Air & Space Museum  
65 Carl Hall Road, Box 1  
Toronto, Ontario  
M3K 2E1

### **Thank You**

The Museum's Board of Directors wants to acknowledge the substantial contributions of CEO Rob Cohen, our staff and dozens of volunteers who worked thoroughly and tirelessly to carefully pack the Museum into 44 freight containers for transport to GTAA property.

It should also be noted that Downsview Park has been accommodating through this transition year and has underwritten many of the costs associated with the move.

And as always, our gratitude goes out to our membership for your continued dedication and support. We need your help now, more than ever, to contribute towards a *NEW* Canadian Air & Space Museum, that will carry on the legacy of our Downsview museum by showcasing the achievements of our pioneers and inspiring future generations of air and space innovators.

Board of Directors  
Canadian Air & Space Museum

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