



November 20, 2009

Dear Members and Friends of the Maritime Museum of San Diego,

Do you take satisfaction from gift giving? Probably so. It feels good to know that because of a personal act of generosity, your community will be a better place. We're asking you to consider a year-end gift to the Maritime Museum right now. Every gift—small or large—helps. Will you help us reach our goal of 100% participation of our members in this campaign?

When *Star of India* was recently gone from the museum during her haul out, the vacant space she left was a gaping reminder that we have come to see her as a true symbol of our region. Your gift to the Maritime Museum of San Diego now, will help ensure that she stays in her place of honor. From tall ships to submarines, the museum is home to many fine examples of maritime technology across the ages, each an elegant solution to a problems of its times. Your gift to preserve this collection is also a gift to the community that so obviously treasures it.



Think about these things for a moment:

- *Star of India* is the very last example of her kind in the world still in working condition. Is she worth preserving as a legacy from the Great Age of Sail?
- Have you experienced the thrill of climbing aloft on *Star of India*, *HMS Surprise*, or *Californian*?
- Have you chipped paint, sanded, spliced, hammered, sawed, or otherwise jury-rigged an answer to a pesky maintenance problem?
- Are you one of our mates who gives countless hours to produce exhibits, care for our library and collections, produce ship models, give docent tours, or present Napoleonic-era dance performances? What a range of skills you represent!
- Do you love the mock gun battles and learning about the history they represent?
- Are you enthralled by watching the ships bank off the wind?



Did you answer **yes** to any of these questions? If so, then this is **your** institution. We exist for, and because of, you.

It has been a remarkable year—expensive but remarkable. A few highlights are:

- We mounted our best exhibits ever, including, *Treasures of the Lost Manila Galleon*.
- We welcomed nearly 20,000 children on living-history education programs.
- We offered excursions on San Diego Bay almost every single day during the year.
- We kept our ships' engines, decks, yards, sails, and more, in excellent repair.
- We took four ships to dry dock for more extensive work, including *Pilot*; *Medea*; *Californian*, with over 800 hull fasteners being replaced; and *Star of India*, whose hull was encased in an epoxy/ceramic material.



The cost of the *Star of India* haul out alone, has been staggering. Even though so many of you came to her aid with gifts this summer, we are still paying off the bill.

Each year, through this appeal, you help keep our lights on and our doors open. The timing of a request for operational funds is not coincidental. The first quarter of the year is traditionally the lowest point in our revenue cycle. This year, because the cost of saving *Star* was astronomical, we project that we will be in an operating deficit in the early part of 2010. That means that gifts to this appeal are more important than they have ever before been.

I hope you will join me in making a year-end gift to the Maritime Museum. Won't you please fill out the enclosed response card today? Even if your gift is small, it is important to us. Taken together, all gifts to this campaign will constitute a big part of our operating budget for the year.

On behalf of *Star of India*, the Maritime Museum of San Diego staff, and its Board of Trustees, I send many thanks and holiday best wishes to you and your families.

A handwritten signature in black ink, appearing to read "Jim Lonergan". The signature is fluid and cursive.

Jim Lonergan
Chairman of the Board of Trustees

