December 2, 2019

Dear Friends,

“Work your magic.”

In our years with Preservation Massachusetts, we have never been told to do this (well, not in so many words.) We were on a call, discussing the fate of an historic house facing potential demolition. The fact it was designed by Henry Hobson Richardson sparked a storm of letters, outcries and concern. It also pointed to a need for someone to coalesce the facts, organize the players and offers and present a realistic roadmap for the owner to follow. In other words, it was up to Preservation Massachusetts to “work our magic”.

In the world of advocacy, what needs to be done often feels as impossible as pulling a rabbit out of a hat. When buildings are demolished, open landscapes are subdivided, and there are little or no funds to help those owners, stakeholders and stewards to want to do the right thing, it can be difficult to remain optimistic.

But despite long odds and losses (this year seemed to have more than most), there are moments where we are reminded that “magic” isn’t just for stories and make-believe. Moments like connecting an historic building to a new owner with restoration in mind, having three mayors tell over 400 people what preservation means for their communities, and seeing many enthusiastic faces connecting and learning at educational forums.

But the calls and need for the magic wand, the white knight, the elusive “they” who will answer all the questions (and find the money) still abound. And we find ourselves the ones being asked to work that magic again and again.

People, like you, believe in the work that Preservation Massachusetts does and the impact we make on historic preservation. You have demonstrated commitment to preservation with past support and for that, we are very grateful.

Today we are embarking on an effort to make our “magic” just a little stronger. With a small staff we do our best to be everything to everyone, answer all questions and meet all the needs. It is difficult and something we cannot do alone. **We have a goal to raise $25,000 by December 31st so that we may expand our capacity for educational and advocacy services** for anyone who needs them. **Would you be willing to make a special, year-end contribution of $25, $50, $100 or more** and work with us to empower and assist preservation efforts in Massachusetts?
With your support we can make a lasting impact on the communities, legacies and stories that preservation strives to retain for future generations.

Please join us by making your special year end gift online, from your phone or sending a check in the enclosed envelope. Many more buildings, advocates and communities are in need of our “magic” and we are in need of the funds that allow us to be there for them when they need it most. We have a variety of ways to give that are included on the enclosed “2019 Highlights” overview, which we hope you enjoy.

Thank you, so very much, for your continued support and belief in Preservation Massachusetts.

Best Wishes

Jim Igoe
President & CEO

Erin Kelly
Associate Director

P.S. – Like a magician, we do a lot of work behind the scenes. On our website you will find stories of how we have assisted other groups and organizations in a variety of preservation efforts, and much more; www.preservationmass.org.

P.P.S.- And while the demolition of the historic house we mentioned is no longer imminent, we are actively working on bringing a viable plan to the table, with many staff hours invested and more to come. We look forward to sharing updates with you soon!

Ways to Give

Online: Give securely online at www.preservationmass.org/annual-appeal
From Your Phone: Text “Magic” to 617-404-9987
Return Mail: Return the form on the bottom of our 2019 Highlights in the enclosed envelope.

Thank You for Your Support!
Here are some highlights from the past year that we hope you will join us in taking pride in.

The 2019 Massachusetts Historic Preservation Conference

Over 300 attendees gathered in Plymouth to learn, share and grow as practitioners and advocates of preservation. This biennial gathering is important to the statewide community as a whole and being its lead organizer is central to our educational mission. We are already looking ahead to 2021 and continuing to offer you this great educational and networking opportunity.

1772 Foundation Matching Grants

Preservation Massachusetts was excited to announce a collaboration with the 1772 Foundation to bring $100,000 to preservation projects across the state. This new matching grant program is a very welcome source of funds that will make a difference for historic properties in need of work such as window and roof repair, chimney re-pointing and more. We are excited to share with you the results of this new program in spring of 2020!

Working “Magic” In Communities

The professional staff, especially our Circuit Riders, work daily on delivering advocacy support, technical assistance, resources and mentoring directly to anyone working on projects or challenges. These services, which can run from very basic to in-depth, are available to anyone in need, at no cost. We work to empower you with the information and resources to make preservation a priority and success in your hometown.
Legislative Leadership

For years we have been a leader in historic preservation legislation, especially state and federal historic tax credits. We will continue to support these important incentive programs that restore and reuse historic buildings while creating jobs, increases local tax revenues, provides and preserves housing while strengthening communities. Beyond tax credits, we work to monitor legislation that impacts preservation in a variety of ways.

Inspirng “Action”

In October, Preservation Massachusetts launched our new online Action Center. Here you will find a repository of useful information, tool kits, step by step guides and more that will help you along your preservation journey. Being able to offer these resources will hopefully make it easier (and faster) for anyone to find the answers, connections or inspiration they are looking for!

Supporters like you have made this work possible, thank you!

We also thank you for making a special year end gift that ensures our programs and services continue. Our goal of $25,000 by December 31st allows us to do just that. Together let's bring some more “magic” to our collective preservation efforts in all 351 cities and towns in the Commonwealth.

Ways to Give:

Online: Give securely online at https://www.preservationmass.org/annual-appeal

Give From Your Phone: Text “Magic” to 617-404-9987

Mail In Form: Return the form below with your payment in the enclosed envelope to our office.

Questions? Call 617-723-3383 x-102

Please accept my gift for Preservation Massachusetts’ 2019 Annual Appeal,

Check Please Charge my Credit Card

$25 $50 $100 $250 $500 $1,000+ Other$

Name: ____________________________________________________________
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Phone: ___________________________ Exp. Date________________________ CVV Code:________

Thank You!

Mail to: Preservation Massachusetts, 34 Main Street Extension, Suite 401, Plymouth MA, 02360

All donations to Preservation Massachusetts are tax deductible to the fullest extent of the law.