

# YOUR SUPPORT HELPS KEEP THE WHEELS IN MOTION



## Dear Friends & Enthusiasts of America On Wheels Museum:

In the past 16 months, so many things have changed across the globe. The pandemic has not only impacted lives and businesses, but has caused setbacks that will take time to recover. Despite the many difficulties we all faced – America On Wheels Museum is going to look back at 2020 and most of 2021 and recall how well things were going before the Pandemic. The economy was good and the museum was benefiting from that. Admissions were increasing. Museum membership was growing. Facility Rentals and school field trips were booked out through June. We had special events planned each month, sometimes two per month. Then COVID-19 became a reality and everything came to a screeching halt.

It is extremely obvious that museums will need more time to recover as many businesses do. We believe it will be very difficult for AOW to recoup the revenue lost from being closed for 6 months. Many of our expected visitors are still hesitant to venture out to public institutions over concerns of the virus, despite the vaccine. However, we are seeing Admissions increase to date. As we continue to face these many challenges, we are maintaining a steadfast commitment to providing our visitors an enjoyable, entertaining and educational museum experience. We truly believe that our community will successfully emerge from the pandemic and stay strong. One of our important income areas comes from Foundations and Corporations. However, most of our regular donors have redirected their contribution to help struggling Americans which is 100% understandable.

As this is traditionally the time when many people are open to giving of their treasures, we're hoping you will want to support all that America On Wheels has to offer including... Outstanding displays of classic and rare vehicles, educational tours and entertaining family events. We have set an ambitious fundraising goal of \$45,000. Our Annual Appeal will help support:

- The manufacture and installation of a Digital full color electronic message sign for the front of the Museum announcing Changing Exhibits, New Arrivals, Special Events and even our Kid's FREE Weekends for 12 and Under. (A \$10,000 pledge has been secured for this project to date). The digital message sign is now installed but we are in need of \$8,950 to further furnish materials and labor for the electrical work associated with the installation.
- The creation and production of our Virtual Tours for lecture series, school field trips and exhibit changes. This is necessary due to the pandemic and the increase of Virtual Tours
- Museum operations as we are committed to keeping our doors open so all can enjoy the many treasures within our galleries.



**THANK YOU FOR  
YOUR SUPPORT OF  
AMERICA ON WHEELS!**

