



Marin Art & Garden Center (MAGC) – A Living Memorial Veterans Memorial Project

The Marin Art & Garden Center (MAGC) in Ross, California, seeks funding to build and provide ongoing support for our Veterans Memorial Project, a collection of on-site memorial monuments that will be the subject of educational programs and remembrance events.

History and Overview

MAGC, a 501(c) 3 non-profit organization, was founded in 1945 by local community leaders who sought to protect the 11-acre property from development. They wished to establish the grounds as an artist colony, a community garden and a living memorial for those who served in the military. Its founding members, led by Marin County environmentalist, arts patron and philanthropist Caroline Livermore, were instrumental in advocating for and protecting Marin's environment as well as numerous other philanthropic endeavors. Sixty-six years later, MAGC remains a living memorial, expanding to pay tribute to all who have served our community. The Center is an environmental and horticultural hub of Marin, offering breathtaking gardens that provide a quiet place of solitude to relax, take a stroll, paint, or simply admire the beauty of the outdoors. In addition to its sprawling gardens, MAGC offers educational programs for children and adults in the areas of gardening, horticulture, history, conservation and the arts. The Center's award-winning gardens and campus are home to the Moya Library/Ross Historical Society, Laurel House Antiques, the Marin Society of Artists art gallery, performing arts facilities of the Ross Valley Players and the Porchlight Theatre Company, the Pixie Park playground and the Ross Recreation Garden School pre-school; MAGC also includes as its tenants the Oceanic Society and the Tamalpais Conservation Club. In addition, MAGC partners with the Marin Master Gardeners, the Garden Society of Marin, Marin Garden Club, the Marin Rose Society, Marin Bonsai Club, Ross Recreation, the Marin Municipal Water District and others to provide a variety of public programs. For nearly seven decades MAGC has offered a venue to pay tribute to those who have served our community, revel in nature, in the arts and in the area's rich history.

Fulfilling our Mission

When Mrs. Livermore and her colleagues founded MAGC 66 years ago, they established the Center as "A Living Memorial," instilling in the original mandate of the Center a mission to honor the deeds of those who have served our country. This sentiment remains part of MAGC's mission statement today, and MAGC's Veterans Memorial Project will help to fulfill our mission.

MAGC is the only Center in Marin dedicated to preserving the honor and remembering the dedication of those who served Marin County and our country. Without such a Center, people do not have access to the important sentiments afforded by a visual memorial and related activities. MAGC will offer the public a peaceful place to reflect quietly on the past, a place to actively engage in remembrance events and a venue for programs that educate the community about the selfless service offered by so many. The monuments will be enhanced by a series of audio and visual histories, chronicling the experiences of Marin County veterans. Detailed information about the monuments and the corresponding events and activities is below.

A Place to Remember

The monument will be erected in the front of the MAGC property directly facing the parking lot, near the main entrance to the grounds. The first component of the memorial will be developed from an existing rock, approximately four feet wide by three feet high, which will serve as the base. A bronze plaque will be mounted onto the rock and will offer wording in remembrance of the veterans. In addition, a 35-foot flagpole will be erected next to the rock, bearing a five by eight-foot American flag lighted via solar energy at night. The light will follow the movement of the flag, mirroring the veterans' dogged dedication to our country. Landscaping of the grounds will further reflect the importance and honor of the memorial. A flagstone path will lead from the edge of the parking lot to the monument, allowing for close reading access. Low-growing deer-proof greenery will surround the area, preventing deer from damaging the space.

Approximately six feet behind, in another landscaped area separated from the first monument by a brick walkway, a curved wall of granite will list the names of Marin veterans who served. This wall will be approximately four feet high and six feet wide. A wooden sign to the left of the granite wall will list the names of organizations and individuals who generously donated to the project. Walkways will run throughout, offering visitors the opportunity to reflect on and engage with the memorial.

MAGC will be proud to offer a monument that is nostalgic, highly visible and sustainably built.

Spreading the Memories

MAGC hopes that by offering programs and educational opportunities based on the memorial, the sentiment of remembrance will spread throughout the community. We hope that our memorial project, with its various manifestations, will have a stirring impact on the public and create awareness about what serving our country really means.

Audio and visual histories will be executed by MAGC as a way to preserve the stories of those who have served and continue to serve. The recordings will offer deep insight into what it was like to be in service, what it's like to be a veteran in Marin now, and how serving the country

has affected the individual and his or her context in the community. This educational tool will be publicized on the MAGC website, its Facebook page, and during special events related to the memorial. MAGC expects that the histories will add a crucial element to the remembrance process, as the vivid stories are heard firsthand from veterans.

An annual **Remembrance Workshop** will take place on or near Veterans Day, offering a venue for active learning about past and current service. Adult participants will have the opportunity to speak one-on-one with Marin County veterans, look at historical photographs, read letters, books and magazines from time periods of war, and attend talks by veterans and other experts. A modern-day component will be included as well, featuring talks about today's men and women of service and what it's like to serve today as opposed to decades past. Children will also be entertained at this day-long event with highly educational reenactments, eye-opening demonstrations and vivid stories. MAGC expects that this event will renew a sense of appreciation among participants, and that each guest will walk away with new knowledge.

An annual **Remembrance Gathering** will take place on or near Memorial Day, and will be a social event open to the public. The event will offer a venue for people to reflect on the selflessness of the many veterans in our midst and enjoy speeches by Marin veterans. It will offer a unique opportunity to appreciate the deeds of those who've served, on a holiday that is often overlooked by many today.

Educational field trips will be offered to children in elementary, middle and high school, and will take place both at the memorial and in MAGC's other venues. The field trips will feature educational reenactments and demonstrations of war-time lifestyles, vivid stories told by veterans themselves, and lectures on how veterans, through their service, have affected each individual in the United States. Because these lessons are rarely taught in schools, MAGC hopes to supplement the history curriculum with this field trip opportunity. Such an opportunity does not exist elsewhere in Marin, so MAGC would be the only venue instilling these important lessons.

Budget and Fundraising

MAGC's projected total cost for this project for the first year is \$125,000. This includes:

Initial construction: \$35,000 (\$10,000 for flagpole and installation; \$100 for American flag; \$5,000 for lighting the flagpole; \$700 for the bronze plaque; \$7,200 for landscaping; \$4,000 for an engraved granite wall; \$500 for an engraved wooden sign; and \$7,500 for site maintenance).

Audio and visual history project: \$41,000 (\$35,000 to hire a consultant to manage the project; \$3,000 for materials; \$1,000 for staff planning and execution time; and \$2,000 for promotion and printing).

Remembrance Workshop event: \$10,500 (\$1,000 for staff planning time; \$5,000 for food and beverages; \$3,000 for materials, props, memorabilia, and decorations; \$1,000 for promotion and printing; and \$500 for event staff).

Remembrance Gathering: \$12,000 (\$1,000 for staff planning time; \$4,500 for food and beverages; \$2,500 for promotion and printing; and \$4,000 for decorations, materials and music).

Educational field trips (16 weeks): \$20,000 (\$10,000 for hiring teachers; \$4,000 for materials; \$2,000 for promotion, including printing and online; \$3,000 for site development; \$1,000 for program evaluation).

Additional costs include administrative overhead and the cost of evaluating outcomes with surveys. MAGC expects these additional costs will total \$6,500. Please refer to Appendix A for a detailed budget analysis.

MAGC has an annual budget of \$635,000.

MAGC has currently received funding support of \$1,500 from the Moya Library/Ross Historical Society for the installation of the monument. MAGC seeks funding from individuals, foundations and corporations to make the project become a reality.

Projected Outcomes and Evaluation

MAGC's Veterans Memorial Project will allow the Center to fulfill its mission of preserving the memory of those who have served our country. Adults and children alike will finally have a place in Marin County to learn about the experiences veterans have gone through defending their country. MAGC expects that the memorial will bring more people into the Center, create awareness about the deeds and experiences of veterans, and enhance history education among Marin youth. We will evaluate the effectiveness of the project by administering surveys to all who utilize the program, including those who simply come to view the memorial, those who attend the Remembrance Gathering and Remembrance Workshop, teachers that bring their students to field trips and the veterans themselves that participate in the audio and video histories.

Questions asked in the survey will include the following: Does the memorial appropriately convey the honor of serving? Does the Center, with its memorial, offer a peaceful opportunity to reflect? What knowledge did you come away from the event or field trip with? Have you gained a different perspective on veterans, or a greater appreciation? Did you have the opportunity to speak directly with a veteran? How will you consider Veterans Day and Memorial Day differently after attending this event or field trip? How do you feel that the information conveyed in the field trip was or was not a proper supplement to your class' history curriculum? What would you have liked to experience at this event or field trip that

was not included? If you attended this event last year, how has the past year been different for you with respect to your thoughts and feelings about veterans?

Conclusion

The MAGC Veterans Memorial will be unlike any other memorial project in Marin. It will be multi-faceted, offering numerous ways to appreciate and remember. The project will not only provide the community with a place to reflect on the selfless deeds of veterans, but it will offer dynamic, unique ways to learn about their lives and experiences both in and out of war. Without this project, the community faces losing sight of the important deeds of every veteran. Each person in the United States owes their lives and freedom to the fearless individuals who served. If we forget, we will lose sight of not only their dedication, but also the important values they risked their lives to preserve. MAGC is excited to offer this tremendous memorial and its many related activities to the veterans and community of Marin.

Appendix A Budget Detail

	Year One
Capital Buildout Total	\$35,000
Flagpole	\$5,000
Flagpole Installation	\$5,000
American flag	\$100
Lighting	\$5,000
Bronze plaque	\$700
Landscaping	\$7,200
Curved granite wall	\$4,000
Wooden sign	\$500
Site maintenance	\$7,500
Audio/Visual History Project Total	\$41,000
Managing Consultant	\$35,000
Materials	\$3,000
Staff planning and execution	\$1,000
Printing	\$2,000
Remembrance Workshop Event Total	\$10,500
Staff planning	\$1,000
Food	\$4,000
Beverages	\$1,000
Memoriabilia	\$1,500
Decorations	\$1,500
Promotion and printing	\$1,000
Event staff	\$500
Remembrance Gathering Event Total	\$12,000
Staff planning	\$1,000
Food	\$3,500
Beverages	\$1,000
Music	\$1,000
Linens	\$1,000
Decorations	\$2,000
Promotion and printing	\$2,500
Educational Field Trips Total	\$20,000
Teacher staffing	\$10,000
Materials	\$4,000
Promotion and printing	\$2,000
Site development	\$3,000
Program Evaluation	\$1,000
Additional Costs Total	\$6,500
Program administration	\$3,000
Survey and data tabulation	\$3,500
Total Costs	\$125,000