



FREQUENTLY ASKED CAMPAIGN QUESTIONS & ANSWERS

Updated on: 9/12/2023

The following FAQs answer common questions about the campaign, its purposes, and its policies. PSCHS Leadership should be ready to answer these questions whenever prompted and can reference this document as needed.

This document will be updated to address our community's concerns as the campaign progresses.

WHY IS PSCHS LAUNCHING A MULTI-MILLION-DOLLAR CAMPAIGN?

To continue our impact on our community and the sport, we must preserve the history of our Club while also ensuring the future for those who come next. Simply put, we need substantial renovations to benefit and improve our Club. We must renovate and preserve the skylights and roof, replace the back window, and tend to the refrigerant needs of the ice surface. These improvements will not only be for the betterment of our club members, but it will also increase our sustainability and reduce our operations costs.

WHAT IS THE PLAN FOR CAPITAL IMPROVEMENTS AT THE CLUB?

Currently, there are four phases to the capital improvement of the Club, progress on these phases is already underway, and we aim to complete these repairs in the next 2-4 years.

- Phase One: Back Window. This phase is complete thanks to our successful efforts so far.
- Phase Two: Roof & Skylights. This phase is the next critical priority for our historic building. The passage of time and our current maintenance routines on the Roof and Skylights are not sufficient anymore. The roofing membrane is cracking and crumbling apart, and the glass in the skylights is from when the building was originally built in 1937. The glass is over 85 years old—it is brittle and not as resistant to the weather.
- Phase Three: Ice Surface & Refrigeration. Our current refrigerant is being phased out by the EPA in 2030, and we can only source it from Canada. Acquiring and using this outdated refrigerant is an added level of financial resources and time that we can navigate by meeting these upcoming EPA regulations.
- Phase Four: Rink Interior. This phase includes the Ice Block Wall, interior painting, and general quality of life improvements in the rink.

Future phases will include renovations to the bathrooms, lounges, display areas, and locker rooms. However, Phases One to Four are critical and timely and require attention; thus, we are addressing them now with this campaign.

IS IT NO LONGER SAFE TO SKATE ON THE ICE? IS THE CEILING GOING TO FALL IN ON ME?

It is safe to skate on the ice. No, the ceiling will not fall on you. The sky is not falling. In fact, the designer of our building and many experts in thin-shelled concrete structures consider the roof to be very safe and stable. We have had structural engineers come in and conduct a feasibility study on our historic building, and they have said:



“Delay in addressing existing problems will only accelerate the rate of deterioration and likely result in more costly repairs. PSC&HS is at a tipping point. Responsible stewardship, implemented now, while costly, will keep the building healthy and in a maintainable state.”

Anyone who has skated during a rainstorm knows both the skylights and the roof covering need replacing to keep the weather out and the rink properly sealed. Sealing the rink in will decrease operational costs and improve member experience on the ice.

So no, tomorrow, our roof will still be there, but after our capital improvements, the skating below will be much more comfortable for our members and guests.

HOW IS THE CLUB DOING? WILL THEY BE AROUND IN THE NEXT FIVE TO TEN YEARS?

The Club is fine. Membership is increasing, our finances are stable, and we are excited to celebrate our 175 anniversary in 2024.

Member acquisition and retention is always a natural part of the cycle of life of any membership organization. We are proud that skating membership has increased in the past 15 out of 18 years. Since 2006, we've:

- Welcomed 16 new skating members a year on average
- Increased our membership by a net 273 members

Regarding our finances, most years of this century have finished with a surplus or deficit of less than 5% of revenue. Over the past 15+ years, we have seen a growth rate of 1.14%; this stability is a sign of strength as a 501(c)3 nonprofit organization. In 2000, we obtained a \$50,000 line of credit from Bryn Mawr Trust to use in case of operational emergencies, which we have yet to use, not even during the pandemic, which was a struggle for all organizations.

In 2024, the Philadelphia Skating Club celebrates the 175th anniversary of its founding in 1849. We were founded earlier than PNC Bank, Wells Fargo Bank, Bryn Mawr Trust, and M&T Bank. We have lasted longer than many other of our 'revered' institutions. The Humane Society was founded years earlier, in the 1780's. If you count the Humane Society, we are older than the oldest US bank, The Bank of New York. We have and will continue to survive all of them.

WILL THESE PROJECTS HURT THE OPERATING COSTS OF THE CLUB?

These projects will make it cheaper to run the Club. Currently, we are importing our outdated and dysregulated refrigerant from Canada. This comes at an exorbitant cost that will be offset when we complete these projects.

Additionally, upon completing these projects, the rink will be sealed in and more resistant to Philadelphia's constantly changing weather and humidity. Our rink was not designed to operate on our current schedule; the hotter summers take a toll on the building, the ice, and the refrigeration system. These projects will protect the Club from these challenges and allow us to remain for the next 100 years.



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WHAT IS THE CLUB'S MISSION, AND WHY SHOULD I GIVE?

Our mission has been clear and unchanged for generations: “to preserve and promote the sport, art, and history of figure skating for recreation and competition.” This looks different for each family and each skater. While some see this building as a training center, others see it for families, and even more see it as a place for the public, but at the end of the day, if you can put skates on your feet, there is a place for you on the ice. Our community is varied and comes to the Club for many different reasons, and we proudly have 16 hours of figure skating daily—plenty of time to satisfy many interests. We want to continue to be a cornerstone for this community for generations to come, and we can only do that by investing in the capital needs of our community right now.

WHAT MAKES THE CLUB DIFFERENT?

PSCHS is truly unique. We constantly evolve to meet our members' needs, offering lifelong support at every stage. We focus on developing a love for skating in families and creating a lasting passion for the sport. At PSCHS, the Club is not just a destination; it's a transformative journey. From young skaters learning self-discipline and pride to older members finding companionship and teamwork, our Club brings out the best in everyone. Experience the difference of not skating just for yourself but for your community at the Philadelphia Skating Club.

WHO WILL BE ASKED TO PARTICIPATE IN THE CAMPAIGN?

All individuals in the Club's community will be asked to consider a financial gift to the campaign. This extends to current and past members, skaters, and board members. We will also reach out to individuals, foundations, and corporations in the Philadelphia area that have an affinity with causes like ours.

WHY HAS NO ONE TALKED TO ME ABOUT THIS?

We are more than happy to talk to you about the campaign. Go ahead and reach out to a member of the Development Committee. We are a small but mighty team of volunteers working on the campaign, and we want to ensure that we approach people in a thoughtful and respectful manner. This takes time to strategize and coordinate. We want to respect everyone's time.

WHY ARE YOU FOCUSING ON MEMBERS AND NOT GOVERNMENT, FOUNDATIONS, AND CORPORATIONS?

Individuals make up about 67% of charitable giving annually. While we have plans in motion to connect with USFS, local politicians, and companies in Philadelphia, the success of those time-intensive efforts relies on personal connections to the organization and chance. While we undergo a long process to cultivate those relationships, research the opportunities, and write the proposals, we are also asking members of the Club to support this campaign. Member support will make our outreach to those entities more substantial because we can prove that our members want this and are bought into this effort.



WHAT HAPPENS IF YOU DO NOT REACH \$6.5M RAISED?

While the needs of our building are timely and urgent, there is no strict deadline for achieving this fundraising goal. A capital campaign aims to reach a goal or target eventually, and our goal is not arbitrary, and it meets the practical needs of our building's roof, refrigeration, and preservation. As we move through the campaign, we will re-evaluate and see what next steps need to be taken to reach our target (i.e., more staff or extending the campaign period). We will not cease campaign activity till we reach our goal, and gifts to the campaign will always be for the campaign.

HOW DID PSCHS IDENTIFY CAMPAIGN PRIORITIES?

The PSCHS team and the Board of Governors extensively reviewed several capital priorities. They considered input from a Feasibility Study completed by a construction and engineering firm to help inform their choices. From this study, we have endorsed a campaign plan and strategy that preserves our historic architecture while also preparing for future generations of skaters.

HOW WILL THIS CAMPAIGN AFFECT THE ANNUAL FUND?

Annual giving is expected to continue for operational sustainability. We will ask our most loyal supporters to continue their annual support for the duration of the campaign and encourage a campaign gift to give above and beyond their regular. Contributions to this campaign should be considered a donation in addition to maintaining or even increasing one's current yearly support.

I ALREADY SUPPORT YOU WITH AN ANNUAL GIFT AND MEMBERSHIP FEES. WHY SHOULD I MAKE A CAMPAIGN GIFT, TOO?

Annual donations help meet current operating budget needs, and your annual gift and membership go directly into the current year's operating funds. Gifts to the campaign provide significant reserves for the construction of campus infrastructure projects, and capital funds provide the necessary support to fund such improvements. We are asking members to go above and beyond their typical giving as these repairs and preservation go above and beyond our typical maintenance routines.

WHY DO YOU ASK FOR A SPECIFIC GIFT AMOUNT?

To reach the necessary need of \$6.5 million, a gift amount is suggested for each household. Each household's financial situation and affinity to PSCHS is unique. Thoughtful consideration of your pledge should be planned and proportionate. No judgment is made on the gift level you or others will make.

WHY DO YOU THINK OUR FAMILY CAN GIVE AT THIS LEVEL?

Request amounts are based on various factors (past giving, affinity to PSCHS, etc.) and the Club's financial needs. You are being asked to consider a gift at a specific level, and we hope you give the request some considered reflection.



WHY EMPHASIZE PLEDGES?

The campaign emphasizes pledging because it allows individuals and families the opportunity to consider more significant commitments than they might be able to consider through a one-time gift. Experience shows that donors who pledge can consider gifts four to five times larger than those who make one-time gifts, which is important in a campaign of this magnitude.

CAN I DESIGNATE MY GIFT TO A SPECIFIC CAMPAIGN PROJECT?

We invite donors to make undesignated gifts to support the whole campaign, which provides PSCHS leadership with the greatest flexibility in implementing priority and time-sensitive projects. We encourage you to donate to the campaign instead of select projects.

WHY IS EACH DONOR ASKED TO COMPLETE A PLEDGE FORM?

A donor is asked to complete a pledge form so that the gift may be accurately recorded and acknowledged by PSCHS. Donors are asked to sign a pledge form indicating that they have agreed to the terms of the gift indicated on the form.

IS AN INITIAL PAYMENT FOR A PLEDGE REQUIRED?

The campaign does not require an initial payment to begin a pledge. However, many donors prefer to begin their pledges immediately, although some may elect to delay the payment start date.

HOW WILL INDIVIDUAL PLEDGE COMMITMENTS BE COLLECTED?

PSCHS will collect individual pledge commitments, initial payments, and all subsequent donations. Pledge reminders will also be sent on a schedule of the donor's choosing by PSCHS.

CAN GIFTS OF PUBLICLY TRADED OR CLOSELY HELD SECURITIES BE MADE TO THE CAMPAIGN?

Yes. If a donor offers a gift of publicly traded or closely held securities, please inform PSCHS, and we will follow up.

ARE GIFTS TO THE CAMPAIGN TAX DEDUCTIBLE?

Yes. Gifts to the campaign are tax-deductible to the fullest extent allowed by law. The application of such laws varies with individual financial circumstances. Individuals with specific questions regarding tax deductibility should contact their attorney or tax professional.