



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

Personal Message from Pete

This month marks the second anniversary of this monthly communication. We started this Campaign Roundup to educate, engage, and inform you about all that is happening with the National Western Center build-out and the Capital Campaign. We are now reaching more than 6,000 people with our updates, and the rate at which you open, read, visit the website, and comment continues to humble me. Thank you for your interest, and for allowing me to visit you every month!

Colorado's "Safer at Home" policies remain in place, and I know many continue to be rightly cautious. But I, for one, am ready to go—not just to a local restaurant, a golf course or to get my hair cut—but also to get back to the business of our campaign. We really are dealing with a "new-normal" and the philanthropic space has taken its fair share of hits as it has faced any number of challenges during these last couple of months. We have tried our best to keep things moving forward, holding monthly Chair and Vice Chair meetings as well as a Capital Campaign Committee meeting via calls.

When this all started, we took the stance that we would not be actively fundraising for several reasons. First, we are still very much a face-to-face business, and that approach has been shut down for two months. Second, we felt it was important for those not-for-profits providing the front-line social services to be out in front during the most critical weeks.

But now we are ready to get back to the business at hand. We have been fortunate to have spent a substantial amount of time over the last two months working on the schematic design of our Legacy Building—really drilling down on use, design, and programs. And I must tell you, it is really coming along. I get more excited every day about our future home, and soon I will share some of the updated, detailed renderings with all of you.

And don't be surprised to start getting calls from me, the Vice Chairs, Committee Members, or Angela asking if we can visit with you. We promise to be safe, but we've made remarkable progress on all of the core National Western buildings—and we cannot wait to tell you about it and show you new renderings for those areas as well.

We have also been fortunate that donations have continued to flow into the campaign. You read about a big one—from the Freyer Family and Land Title Guarantee—last month in the Roundup (if you missed it, check it out [here](#)). But we've also been blessed with many [bricks](#) and [brands](#) purchases. I am often asked: In a campaign the size of ours, do those gifts really matter? The short answer is an emphatic yes—absolutely, without a doubt, 100%! All gifts have an impact that go far beyond just the donation amount because each gift represents a belief in our mission, a new donor, and a desire to help us honor the legacy and build our future.



To reach our goal of \$100MM, we are going to need gifts of every size—and a lot of them! That is why I am particularly pleased this month to recognize our 600th and 601st donors. They are Keith and Lois Jean Gallaway from Centennial, Colo. They purchased a brick and finally put us over that 600 mark. We are trying our best to get to 1,000 donors, and this was a milestone worth celebrating. We are so grateful that they have purchased a brick as part of the [Legacy Brick Program](#). And, to further mark the occasion, we will be sending them two Campaign Coffee tumblers to remind them daily of how grateful we are for their support!

And remember, even though we must keep our distance, let's not lose touch. You can stay up to date with the campaign as well as catch up on any past Roundups you may have missed by visiting our website at www.honoringthelegacycampaign.com. And if there's anything you need, just call Angela at 303-919-5214 or email her at alieurance@nationalwestern.com.



WSSA Board Chair and Campaign Vice Chair Doug Jones with Ed Greene

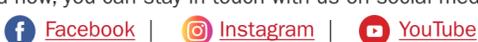
This month marks the one-year anniversary of Doug Jones serving in the role of Chairman of the Western Stock Show Association Board of Directors. Doug also serves as one of the Campaign's Vice Chairs. He took over the reins from fellow Campaign Vice Chair Pat Grant at last May's Annual Meeting. Not only is Doug a longtime friend, he is a true statesman and a Westerner through and through. Doug talked about his long-standing ties with National Western in an edition of *From the Corral: Inside Takes on the National Western*, which you can re-read [here](#). We all owe Doug a debt of gratitude for all he does for the National Western Stock Show and the Capital Campaign.

As a part of our Stock Show video series this past year, Ed Greene, the local media personality and friend of the Campaign, sat down with me and the other Vice Chairs to sort of "take our pulse" at this point in the campaign. I thought it would be appropriate to [share Doug's interview with Ed](#) this month. Hope you enjoy it and remember to give Doug a slap on the back with our thanks next time you see him!

For questions about the campaign or making a gift, please contact

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And now, you can stay in touch with us on social media:



For news, updates and more on the Honoring the Legacy campaign for the National Western, visit

honoringthelegacycampaign.com