

## Keys to a Successful Fundraiser

We will contribute our extensive experience in antiques and fine art to your fundraiser, but your ultimate success is grounded in flawless execution. Four controllable factors have major impact on the outcome of fundraising programs:

- \* **Planning** (your thorough planning of the details, with back-up plans for all contingencies)
  - Choose your event date carefully to maximize local participation.
  - Secure a visible, easily accessible location with sufficient space and parking for the event.
  - Ensure you have all the materials you need well in advance.
  - If you are implementing an auction, solicit items with high desirability.
  - Enlist sufficient volunteer support to staff your event.
- \* **Promotion/Publicity** (your effectiveness in generating interest and participation in the fundraising program or event)
- \* **Price** (your suggested fee or donation requested from participants in your event)
- \* **Persistence** (your tenacity and follow-through, including post-event "thank yous")



## Organizations We Have Assisted\*

Maine Maritime Academy, Castine, ME • Humane Society of Knox County, Thomaston, ME • Jonesport, ME Historical Society • Skidompha Library, Damariscotta, ME • Ashwood Waldorf School, Rockport, ME • Maine Audubon Society • Round Top Center for the Arts, Damariscotta, ME • Farnsworth Museum, Rockland, ME • Portland Stage Company, Portland, ME • Damariscotta River Association • Portland Ballet • Camden-Rockport, ME Animal Rescue League • Lee, ME Historical Society • St. Paul's Episcopal Church, Brunswick, ME • The Chocolate Church, Bath, ME • The Dove Society, Skowhegan, ME • Charlotte County Museum, St. Stephen, NB • The Norcross Center, E. Longmeadow, MA • New Gloucester Public Library • Milbridge Historical Society • The Thomas Ruggles House, Cherryfield, ME • Greater Houlton Chamber of Commerce • Daughters of the American Revolution, Portland, ME • Southern Maine Medical Center • Portland Symphony Orchestra Show House • Oncology Support Foundation, Orono, ME • Kingfield Pops Downtown Committee • St. Mary's Regional Medical Center, Lewiston, ME • Skowhegan Public Library • Winter Harbor Public Library • The Ark Animal Shelter, Ellsworth, ME • YWCA—MDI, Bar Harbor, ME • Senior Spectrum, Damariscotta, ME • Lincoln Academy Boosters, Newcastle, ME • Searsmont Historical Society, Searsmont, ME • Wiscasset Seniors, Wiscasset, ME • Big Brothers/Big Sisters, Damariscotta, ME • Eastern Star, Bristol, ME • Pen Bay Christian School, Rockland, ME • Fryeburg Library, Fryeburg, ME • Elks Lodge, Bath, ME • Save Passamaquoddy Bay, Eastport, ME • YMCA of Central Lincoln County, ME • Friendship Museum, Friendship, ME • Salvation Army, Rockland, ME • Youth Promise, Newcastle, ME • St. Andrew's Church, Newcastle, ME • Bowdoin College, Brunswick, ME • Owls Head Transportation Museum, Owls Head, ME • Maine Chapter, American Red Cross

\* Partial list

### Thomaston Place Auction Galleries

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# Fundraising with Antiques

## Charitable Fundraising Opportunities



Thomaston Place  
**AUCTION**  
Galleries

Mid-Coast Maine's Premier  
Auction and Appraisal Gallery

## In the Heart of Coastal Maine...

Thomaston Place Auction Galleries is a premier auction and appraisal company that has garnered the respect of dealers, collectors, and museums around the world. This reputation is based on our ongoing success in discovering and offering fine art and antique treasures to this discerning audience.



Our thoughtful, discreet approach to guiding consignors through the auction process has resulted in an expanding base of families who entrust their treasures to us. We employ a state-of-the-art digital photo studio, comprehensive

research library, and international marketing to help generate superior and often, world record sales prices for our consignors.

Kaja Veilleux, founder and owner of Thomaston Place, is the original creator of the Free Appraisal Day – one day each week people can bring their heirlooms and precious possessions to the Gallery for a free valuation. Depending on the need, we also arrange “house calls” for in home appraisals of art or antiques collections.

With over 35 years experience in the art and antiques business, Kaja has built a reputation for handling fine objects. He is a licensed auctioneer and professional appraiser, and his auctions consistently draw a lively and enthusiastic international crowd.



John D. Bottero, licensed auctioneer and Thomaston Place Vice President, has over 18 years experience in the antiques trade. A veteran of manufacturing and engineering, he has helped shape the high standards and excellent reputation of Thomaston Place Auction Galleries. John shares his extensive knowledge of antiques with thousands of people each year by holding auctions and appraisal fairs throughout the State of Maine.

## ...A Company with a Heart

We donate significant time and resources throughout the year to support not-for-profit organizations. Each year, we assist dozens of organizations with their fundraising efforts. Below are descriptions of four effective strategies for generating charitable donations.

### 1. Live Auction

Auctioneers Kaja Veilleux and John Bottero conduct dozens of live auctions each year for the purpose of non-profit organization fundraising. Once you have collected the items to be offered and promoted your event, either Kaja or John would be happy to serve as your auctioneer. We have sold everything from dolls to diamonds and teacups to travel packages; and we have a lot of fun in the process! The cost to your organization for this service is absolutely zero.

### 2. Appraisal Fair

Another fundraising option is to organize and promote an event at a central location where local people bring their treasured items for valuation by one or more of our team of expert appraisers. Funds are raised by requesting a donation for each appraisal. Appraisal fairs are fun and informative events that are always salted with unexpected surprises. We supply the appraisers and your organization drums up the crowd. We suggest that you charge a donation for each item appraised, and 100% of the money raised goes to your organization or project.

### 3. Mobile Appraisal Coach



From May to October, our unique and highly popular Mobile Appraisal Coach (MAC) travels to appraisal fundraiser events throughout Maine and New England. As featured on Bill Green's Maine and in *Architectural Digest* magazine, the MAC comes fully equipped with a waiting area, appraiser's office and tools of the trade. A MAC event is very similar to an appraisal fair, but the set up is simpler. Best of all, the MAC attracts attention wherever it goes — creating even more visibility for your event and organization.

### 4. Gifts for Good™

Maintaining a year-round cash flow can be a challenge for most not-for-profits. That is why we created *Gifts for Good*.

This program can help your organization receive ongoing donations income without the need to constantly hold events or ask your membership for more money.

Here's how it works. At any time, people can donate antiques or works of art to your organization. Your organization would then consign these items to us, and we would offer them at one of our regular, internationally promoted sales.



Painting sold in our Gallery to benefit a Maine library.

These consignments would be at a significantly reduced commission rate, so when the items are sold, a greater proportion of the proceeds will go back to your group. These donated objects can be consigned at your group's appraisal event, or at any other time throughout the year.



Thomaston Place representatives presenting a check for \$18,800 from a recent auction to benefit local charities supporting Maine's youth.