



Virginia Mennonite Retirement Community Donor Recognition Art Installation Request for Letters of Intent

PURPOSE

VMRC Foundation has recently completed a \$3.8 million fundraising campaign to benefit our residents and community. We are commissioning a piece of artwork that recognizes our donors and celebrates the community's values (see Exhibit A). *The selected artist will be the one who is best able to express our mission and values in a unique but accessible fashion, and to explain the artistic concepts behind the creation.*

The selected artwork will be installed in the renovated Oak Lea Transitional Care complex, visible to residents, families, staff, and guests.

OVERVIEW

Situated in the heart of the Shenandoah Valley, Virginia Mennonite Retirement Community (VMRC) is where retirement means doing what matters most: **aging well and living fully**. This philosophy guides everything we do. When people choose to make Virginia Mennonite Retirement Community their home, they do not give up their lives or lifestyles—they stay connected to the things they love. For over sixty years, our mission has driven us to create a community that represents the best that retirement living has to offer. We strive to be the welcoming, nurturing, caring place we each would want to call home.

Our mission is to be a community of hope, meaning and growth for people to age well and live fully. Our legacy of innovative, compassionate care, deeply rooted in our Mennonite heritage and values, continues because of the generous support of our residents and members of the Harrisonburg community.

VMRC values spiritual wellness and the sense that our community is a family. The success of the campaign exemplifies the generosity and sense of community shared by our residents, their families, and staff. We understand that we can provide more and reach farther by working together.

Our goal is to recognize every donor (approximately 300) to this project through this piece of artwork, regardless of the size of the gift, recognizing that there may be various ways to acknowledge the different gift categories (sizes of gifts). There are 3 gifts at the highest level (\$250k or more); 5 gifts at \$100k-\$249k; 15 gifts at \$50k-\$99k; 20 gifts at \$25k-\$49k; all the rest of the gifts are below \$25k. We will provide the names of each donor to the artist finalist.

BUDGET AND SUBMISSION REQUIREMENTS

VMRC will support a single project with a budgetary maximum of \$25,000 which includes the artist's fee, construction materials, construction & installation. VMRC will cover infrastructure adjustments needed to maintain the project, if needed.

VMRC is looking for original artwork for this donor recognition project. The artist will be selected on a competitive basis and the project must fall within the budget to be considered. If you are selected as a finalist, please include the full funding required to achieve your vision in the final application; an itemized budget is not required. The exact location within Oak Lea complex will be determined after selection of the artist. Projects of similar size are approximately 10'x10' (i.e. donor trees).

SUBMISSION REQUIREMENTS

Please respond with:

- One page "Letter of Interest" including contact information
- Eight - ten images of applicant's recent work demonstrating capacity to realize a large-scale project with a similar scale and scope of work
- Resume or CV, not to exceed two pages

Format:

- Letter of Interest, samples of artists work, and resume/CV should be saved as a pdf or word document
- Images must be JPEG format, "high" or "fine" quality, file size not to exceed 2 MB per image. Image file names should include artist's last name and be numbered, e.g. "Smith-01."

Email your Letter of Interest submission to Les Helmuth, lhelmuth@vmrc.org by 5 pm, Wednesday, September 19. Letters of interest and supporting documentation may also be submitted on a flash drive and received by 5 pm on Sept 19 to: VMRC Foundation, ATTN: Les Helmuth, 1491 Virginia Ave, Harrisonburg, VA 22802. Submissions will not be accepted after the deadline.

TIMELINE

Sept 19, 2018, 5 pm: Letter of Interest are due to Les Helmuth, lhelmuth@vmrc.org

Sept 24, 2018: Finalists announced and invited to submit proposals

October 31, 2018, 5 pm: Proposals due from finalists

November 9, 2018: Contract signing with selected artist

July/August, 2019: Installation of art work TBD

FINALIST SELECTION PROCESS

The VMRC Foundation staff and Donor Recognition Task Force will review the proposals. All finalists will be invited to arrange a tour of VMRC to explore and exchange ideas to get a better sense of the spirit and character of VMRC, as well as see the possible spaces for placement.

Finalists will be invited to submit proposal by Oct 31, 2018:

- Project concepts including funding level, not to exceed one page
- Concept drawings or visual references
- Estimated dimensions, 2-D or 3-D
- Special requirements for installation (infrastructure implications)

SELECTION CRITERIA

- Effectiveness of Recognizing Donors
- Artistic excellence
- Visual Impact
- Project costs do not exceed budgetary maximum
- Demonstrated ability to artistically represent the vision of VMRC

Finalists are expected to attend the public installation of the work in July or August, 2019 (date TBD).

ATTACHMENTS

Attachment A – Vision, Mission, Value statements for VMRC

Attachment B – campaign brochure

Attachment C – Oak Lea renovation for lobby & courtyard

Donor Recognition Task Force:

Don Albright, Barbara Gautcher, Les Helmuth, Anne Pauley, Kate Renalds, Merv Webb