

2018

2019

2020

THE CAMPAIGN FOR CLASSICAL KING FM



2018 2019 2020



THE CAMPAIGN FOR CLASSICAL KING FM

BUILDING CLASSICAL KING FM'S FUTURE



WHAT WE RAISE FUNDS FOR

Broadcasting Studios Relocation - \$3M

- * Construction of on-air, interview and production studios
- * Major broadcasting equipment upgrades for increased reliability
 - * Extensive soundproofing and supplemental air-conditioning
- * Extensive back-up systems for 24/7 operation in all conditions
- * Music collection (10,000+ recordings)
- * Office space for 25-30 staff members

Board-Designated Invested Fund - \$2M

Creation of a new fund that will generate revenue and assure long-term financial stability.

Digital Programming Fund - \$1M

Innovation funds to allow long-term investments in local programming, music education and digital technologies.

Where are KING FM new studios?

Our new broadcasting studios and offices are located at Seattle Center, in Seattle Opera's administrative building. This new location creates fantastic new collaboration opportunities for Classical KING FM, and offer our listeners an upgraded digital listening experience.

Why are you creating these new funds ?

KING FM is a relatively new nonprofit of only eight years, with no endowment and slim reserves. To guarantee its future and its ability to face a crisis, building its financial stability and giving it the means to invest in digital technologies and programming activities is as essential as building its new walls.

Why is KING FM important?

KING FM celebrates the great musical achievements 24 hours a day, including the talented musicians and composers of the Pacific NW.

As the most accessible source of classical music, with a diverse audience of 250,000 listeners weekly, KING FM introduces more people to classical music than any other organization in the region.

As only 15% of Classical KING FM's listeners have ever attended a classical music performance, KING FM's role in engaging new audiences in the arts in our region is essential. All classical music organizations in the Puget Sound rely on KING FM to help them grow larger, more diverse attendance for their performances.

Campaign contact information:

Blandine Van de Velde—blandinev@king.org or 206-691-2975



The Campaign for Classical KING FM - Budget

INCOME	TOTAL	Committed (booked pledges and verbal commitments)		
		Restricted to relocation	Digital programming	Campaign Unrestricted
Government	\$100,000	\$100,000		
Foundations	\$818,750	\$555,618	\$83,132	\$180,000
Individual donors	\$4,751,250			
Board commitments	\$725,225	\$198,653		\$526,572
Other Leadership and major gifts (\$10,000+)	\$3,102,654	\$779,401	\$10,000	\$2,313,253
Community gifts (<\$10,000)	\$923,371	\$889,393	\$1,000	\$32,978
Murdock Trust (conditional to campaign completion)	\$150,000			
Left to raise	\$180,000			
TOTAL	\$6,000,000	\$2,523,065	\$94,132	\$3,052,803
EXPENSES	TOTAL			
		Relocation Fund	Digital Programming Fund	Board-Designed invested Fund
TOTAL	\$6,000,000	\$3,000,000	\$1,000,000	\$2,000,000
Design		\$93,389		
Stantec-Acoustical Consulting		\$28,775		
Owen Richards Architect		\$64,614		
Construction		\$1,477,733		
Sellen Pre-Construction, MEP design		\$53,706		
Building Permit and insurance		\$5,763		
Sellen Construction Build Out		\$1,316,482		
Prime Receptacle Work Stations		\$2,590		
Prime Move & Test Generator		\$25,284		
Doty KFM Exterior Wall, Door signs		\$3,099		
Studio Matthews Graphics		\$68,254		
HP HVAC Generator test		\$2,554		
Equipment and installation		\$876,516		
Utter Associates Technical Design		\$22,860		
Utter Associates Broadcast Systems		\$583,109		
Utter Broadcast, Data Wiring		\$81,783		
Utter Broadcast miscellaneous		\$6,000		
UPS		\$44,007		
Zetta-new radio automation system		\$74,962		
Antennas		\$32,473		
Phone System and Comcast		\$2,394		
Aruba		\$10,027		
Isoutsource		\$18,900		
Soft costs		\$193,911		
Lile Moving		\$5,049		
Computers		\$8,157		
Furniture		\$131,784		
Graphics production		\$44,003		
White boards		\$4,918		
Fundraising		\$358,451	\$40,887	

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REMAINING NAMING OPPORTUNITIES



\$150,000

STAFF WORKSTATION AREA

The staff workstation area is at the center of our offices and home to our announcers, programmers and administrative staff. It includes signage and total of 25 on-air mentions.

Sample display: With generous support from Jane and John Smith



\$100,000

MUSIC COLLECTION

This artistic timeline of diverse classical music composers above our CD collection include special donor recognition. Includes signage and total of 20 on-air mentions

Sample display: Classical KING M is grateful to Jane and John Smith for supporting the music collection.



\$25,000

24-HOUR PROGRAMMING PATRON

Unique opportunity to sponsor a day of programming with a total of 8 on-air mentions.

Sample message: "Support for KING FM, broadcasting from our new studios at Seattle Center, comes from John and Jane Smith. Thank you, John and Jane, for your commitment to classical music."



\$1,000+

DONOR WALL LISTING

Our campaign donor wall welcomes our guests as they enter our studios. The final version of this wall will be a multi-dimensional installation. Giving amounts are reflected by font size. Please contact us for more details and to see a mock-up of the wall or if you wish to honor someone on this wall.

Sample display: Jane and John Smith OR In honor of John Smith

All naming opportunities attached to a physical space are valid for the duration of the lease (min. 15 years).

Several higher amount opportunities are available if you are considering making a greater impact or legacy gift directed to our investment fund.

Please contact **Blandine Van de Velde** at blandinev@king.org or **206-691-2975** for any questions or to discuss anything not listed in this document.

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THE CAMPAIGN FOR CLASSICAL KING FM

CAMPAIGN DONORS

Classical KING FM is grateful to the generous campaign donors who have committed their support of \$1,000 or more to the Campaign for Classical KING FM through June 2020. This campaign enabled the station to relocate to its new building in February 2020 and reinforces its financial stability by creating reserves and a Board-Designated Investment Fund.

\$250,000+

Elias Alvord
Estate of Allen C. Vautier*
Debbie & Rick Zajick

\$150,000-\$249,999

Anonymous
Susan Harmon & Richard Meyer
Nesholm Family Foundation
Mary Pigott
Raynier Institute & Foundation
Tateuchi Foundation

\$100,000-\$149,999

Anonymous
4Culture
Apex Foundation
Diana Carey
The Dale & Leslie
Chihuly Foundation
Lynn & Brian Grant Family
Juniper Foundation
Douglas Smith &
Stephanie Ellis-Smith
Maryanne Tagney & David Jones
Sally Anne West
Bob & Mary Ann* Wiley
Ann P. Wyckoff

\$50,000-\$99,999

Chap & Eve Alvord
Jim & Gaylee Duncan
Lyn & Jerry Grinstein
Gary & Parul Houlihan
Dr. Cris Kelley
Steve & Lynn Mowe
Peach Foundation
Lee and Stuart Rolfe
Family Foundation
Sherwood P. & Judith G. Smith
Su Development
Patricia Tall-Takacs & Gary Takacs
Muriel Van Housen

\$25,000-\$49,999

Anonymous
Steven & Judith Clifford
Susan M. Coughlin & John K.
Laufer
Charley Dickey
Anne E. Gittinger
Joshua Green Foundation
Ciara & Neil Jordan
Ronald E. Miller &
Muriel G. Barker
Yoshi & Naomi Minegishi
The Norcliffe Foundation
Deborah Person

Jon & Patricia Rosen
Craig Sheppard &
Gregory Wallace
Burnley & Jim Snyder

\$10,000-\$24,999

Anonymous (3)
Anne & Geof Barker
Peter & Jane Barrett
Christopher & Cynthia Bayley
Susan & Thomas Bohn
Sylvia & Steve Burges
Sue & Robert Collett
David Corry
Dr. Nancy Ellison
Zanne Gerrard in memory of
Julie T. Gerrard
Lenore Hanauer
William Hoppin
Evelyn & John La Fond
Henry Y. Li
Craig McKibben & Sarah Memer
Robert McNeal & James Kinsella
Earl Michael
Pamela & Donald Mitchell
Linda Nordstrom
PRIME Foundation
Aggie & Chick Sweeney
Don & Gloria Swisher
Moya Vazquez
Kenneth & Rosemary Willman
Carolyn & Vincent Wirkman

\$5,000-\$9,999

Anonymous (2)
Ronald W. Armstrong
Brenda & Bill Barnes
The Chesbro Family
Rob & Janet Coe
Bruce & Miriam Cullen
Helén & David Dichek
Kathleen & Daniel Dow
Kevin P. Fox & Lynne Fox
Gretchen Freed & Matt Loschen
Nancy Goodno
Jeffery Graham & John Longres
Sharon Griggins
Dr. M. Elizabeth Halloran
Darren Hamby
Robert Hirsch
King & Olason PLLC
Kathleen & Paul Lantz
Corina & Greg Linden
Judith Marsden Kroll
Bruce & Jeanne McNae
Martha Noern & Jeffrey Keane
Alan Quigley
Sue & Tom Raschella

James Rodman
Joy Rogers & Bob Parker
John Saum
Gary R. Schmidt
Bert Sullam
David Tan & Sherilyn Anderson
John & Lynne Weidman
Bob & Lindie Wightman
Young Sook Yoon

\$1,000-\$4,999

Anonymous (15)
Anonymous in memory of E.T.
Cooney, Jr.
Susan Allen
April & René Ancinas
Pauline & Byron Anderson
Virginia Anderson
Norman Archibald Charitable
Foundation
Judy Louise Bailey
Bill & Kathy Baird
Judithann & Charles Barnes
Anthony & Lillian Bay
Ruth & Ronald Beck
Yelena Begun
Alison & Skip Bell
Teresa Bell
Rosann Benedict
Rodrigo Blaustein Landazuri
Jack Blaylock & Jane Evans
Kenneth & Jan Block
Leslie Boba
David & Cappri Boitano
Jay & Carol Bowditch
Priscilla Bowerman
Jean Bowman
Bonita & David Brewer
Gary Bromberg
Terry & Dorothy Brown
Basilia Brownell in loving
memory of my mother
Gloria
Mary & Bradford Brumfiel
Danna & Matthew Brumfiel
Gary Bryan
Karen R. Bunney
John Burrage
Susan Byrne
Alan Cai
Ellen Calleja
Scott Carda
E. Anne Carr in memory of
Raymond H. Carr
Gayle & Michael Charlesworth
Carolyn Chawla
Ida Cole
Robert Cole & Jean MacGregor

Consuelo & Gary Corbett
Rodney Cornwall
Colonel Winchell M. Craig, Jr.
USMC (Ret)
Garry & Kathryn Crane
Nathaniel Lee Crosswhite
Ellen Wallach & Tom Darden
Ruth Darden in Memory of
Evelyn R. Donges
Gordon Davidson in memory
of Caroline Feiss
Robert & Angela deGavre
Robert & Nancy de Lambert
Dolores S. Dean
Dr. Susan E. Detweiler
Mary Dickinson
Wayne T. Dodge &
Lawrence Kreisman
Sue Donaldson & Paul Fletcher
Réanne H. Douglass in
memory of Don Douglass
Maria Drury
Phyllis & Roland Dukes
Jennifer & Geoff Dunbar
Louie & Bronwyn Echols
Robert Eichler
Lynda Emel & Carter Bentley
Shue Family Farm Essentials
Project
Daniel J. & Nancy B. Evans
James Eychaner
John & Dennis Farhat
Don & Carolyn Ferrell
Ruth A. Fisher
Jill Fowler
Diane E. Frank
Jane & Robin Fraser
Sonia & Jacob Gabrielson
Ulrich & Ethel Ganz
Allen Gibbs
The Gledhill-Young Family
Melanie Gorhoff
Joseph Grande
Harold A. Gray
Ted and Sandy* Greenlee
Earl Groat
Dina Hansen
C. Scott Harrison
Paul & Marguerite Harvey
Carolyn & Dan Hathaway
Amy J. Haugerd
Elizabeth Hebert
John Hecht & Kenneth Walkky
Janet Hesselien & Muri Sanders
David Hill
Karen Hinkeldey
Amy Huggins

Maryney Hull in Memory of
Tudie Ross
Claire Jackson
Geoffrey Jackson in memory of
Jane Leeson-Jackson
Sharon Johnson
Susan Joslyn
Karol & Leyton Jump
Dave Kaplan
Robert Kaplan & Margaret Levi
Peter Kay
Mary & George Kenny
Michael & Whitney King Family
Virginia King
Dale & Graciela Kingman
E. Katherine Knowlton
Eva & Jon LaFOLLETTE
Ron & Carolyn Langford
G. Layman
Steve Lee in honor of
Phyllis Lee
Lee Family
Susan Lisk
The Lofstedt Family
Drew & Chris Lucurell

Bryan Lung
Jim Lupino
Joy Lyons
Carol McLaren & Richard Kovak
James C. Manlove
Jill Marsden & Ros Bond
John L. Mattson in memory of
Forrest Paul Johanson
Julia Maywald & Tom Donlea
Corenne & Michael McBeth
Sandy McDade
BC & DJ McFarland Foundation
Candace McKenna
Colleen McKenzie
Mary & William McLean
Harriet Mendels
Damon & Betty Meyer
Marta Zekan & Brian Michel
Carolyn Miller
Gordon & Jacquelyn Miller
Mary Mohler & Vincent Jolivet
Egon Molbak
Lucille Month
James Monteith & Marita Caya
Rita & Robert Moore

Joan Moritz
Wynona Morrison
Eleanore Stewart &
Gerald Munoff
Todd & Mary Nelp
Dr. Jay W. Nelson
Philip Nelson & Mary King
Kathleen & Robert Nerenberg
Timothy W. Newcomb
Norah Scully
Dennis & Leslie Noson
Tara O'Brien Pride &
Arrow Pride
Diana C. Oberti
Virginia & Christopher Omdorff
Miles Otoupal
Jessica Papkoff
Norma Patterson
Kirk Paxson in honor of
Charles and Sandra Paxson
Hal Perkins
Jocelyn Phillips & Warren Bakken
Frances & Daniel Pope
Anne Kao & Stephen Potteet
Kenneth Powers

Geoffrey Prentiss
Anne Price
Marilyn & Tom Price
Greg & Megan Pursell
Tom & Carol Quinsey
Brian Rapalee & Amy Stephson
Julia Robinson
Charles Stavig & Candice Reid
Dr. W. Theodore & Donna
Steucl
Delphine & Charles Stevens
Francis Russell & Kent Stowell
Judi Sunde
Cornelia Schneider &
Erik Swenson
Atul & Birage Tandon
Luther Taylor
Whitney & Ron Tjerandsen
Carolyn S. Van
John Van Lierop, Jr.
Thomas & Blandine
Van de Velde
Claudia & Daryl Vander Pol
Max Velichko & Maria Yazykova
Diane Verge
Bella & Carlos Walker

Barbie Snapp & Phil Chapman
Rose M. Southall
Aaron Stachowiak
Kathleen M. Stamm
Mary M. Stanton
Jason Starkie
Charles Stavig & Candice Reid
Dr. W. Theodore & Donna
Steucl
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Claudia & Daryl Vander Pol
Max Velichko & Maria Yazykova
Diane Verge
Bella & Carlos Walker

Maggie Walker
Alexander Wang
Jonathan Weil & Swee Lian Tan
David Weiner
Ken Weiner & Kathy Fletcher
Kristi & Tom Weir
Chuck & Darlene Whitney
Myron & Anita Whitney
Virginia Williams II & Corrie
Anderson, MD
Elisa Williams Warren &
Joseph Warren
Howard Wolvington
Jim & Nancy Woods
Peggie & Daniel Wong
John V. Worthington in
memory of the Rev. Barbara
D. Worthington
Wyman Youth Trust



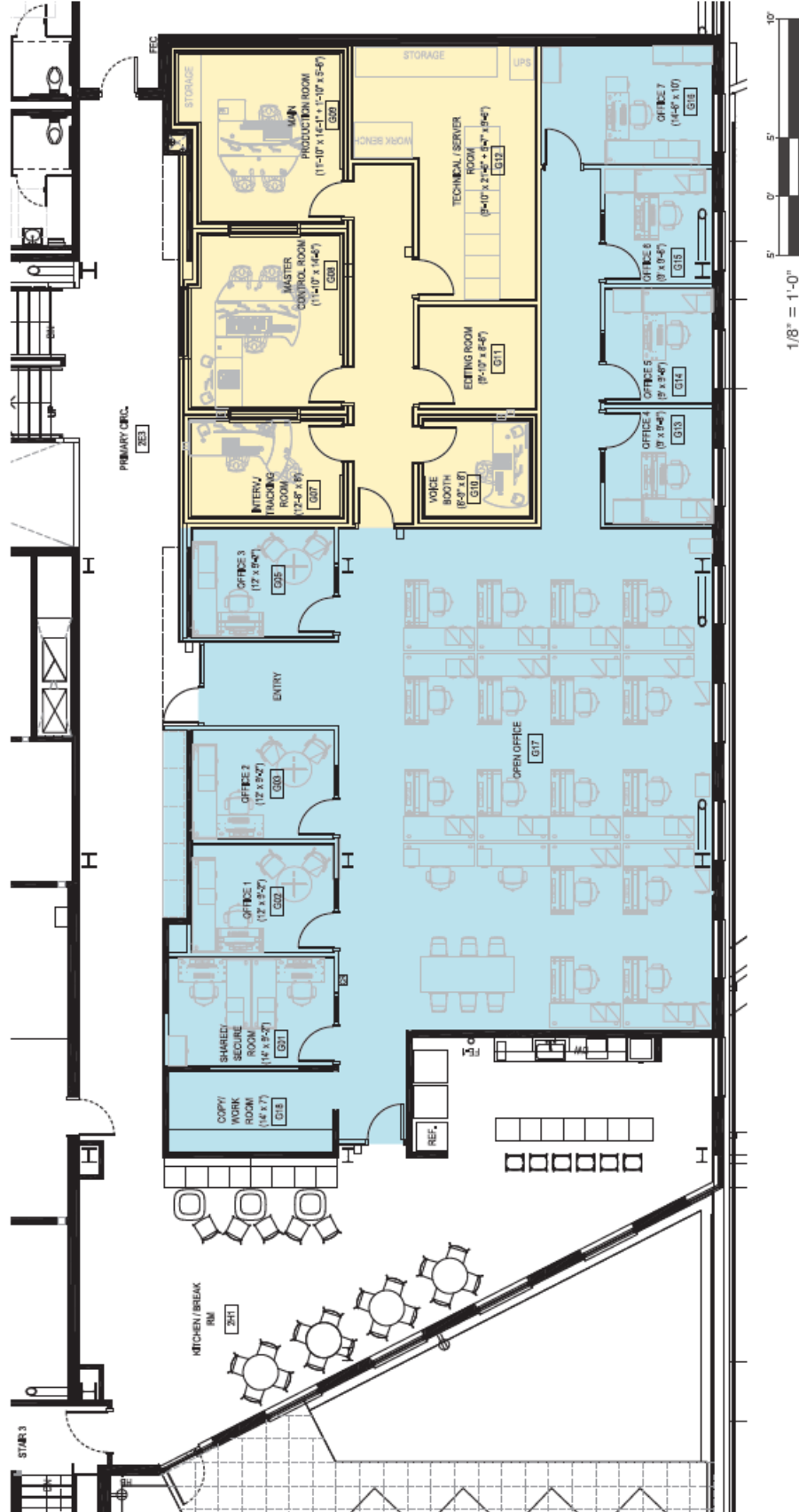
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THE CAMPAIGN FOR CLASSICAL KING FM

CLASSICAL KING FM BROADCASTING STUDIOS AND OFFICES

Floor Plan - February 2020



KING FM @ OPERA CENTER | FLOOR PLAN

JUNE 13, 2019

ORA

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THE CAMPAIGN FOR CLASSICAL KING FM

A Letter from Leslie Jackson Chihuly, Honorary Co-Chair of the Campaign for Classical KING FM

September 2018

Dear Friend of Classical KING FM,

As a longtime listener and supporter of Classical KING FM, I am thrilled and honored to take part in the vision and goals for the Campaign for Classical KING FM. As immediate past Chair of the Seattle Symphony, I am also well aware of KING FM's important role in developing new audiences for all the classical music performance organizations in the region. The programming and service KING FM provides to our community are essential for the sustainability and vitality of our region's musical culture. While KING FM has served the Greater Puget Sound Region for 70 years, it has only operated as a nonprofit for seven years. More than 15,000 of us stepped up to support Classical KING since its transition. However, our market research tells us that we have much work to do in developing its identity as a strong nonprofit arts organization which relies on the generosity of donors to deliver its mission to a growing audience.



This campaign is designed to help KING FM move into a new space by February 2020 when the current lease expires, to build greater financial sustainability, and to support audience development on new digital platforms.

As President and CEO of Chihuly Studio and in my various board roles, I help organizations, many of them arts organizations, build and achieve exciting visions for the future. The vision behind this campaign moves Classical KING FM into the future as the organization it can and must be to support the vibrant, growing arts community in Seattle and the Puget Sound Region. I hope you will join me in supporting The Campaign for Classical KING FM.

Sincerely,

Leslie Jackson Chihuly
President and CEO, Chihuly Studio

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THE CAMPAIGN FOR CLASSICAL KING FM

A Letter from Lyn and Jerry Grinstein, Honorary Co-Chairs of the Campaign for Classical KING FM

September 2018

Dear Friend of Classical KING FM,

There is nothing like fine music, and in our daily lives, nothing brings it to us like Classical KING FM. It creates a non-stress cocoon in our cars and provides a beautiful backdrop to activities at our home. We are everyday listeners just like thousands of people in the Seattle region, and we are part of a diverse community of 250,000 people who every week are inspired and soothed by the power of classical music, and treated to insights into its genesis and complexity by the knowledgeable on-air personalities on KING FM.



We are championing this capital campaign because we know that KING FM is at a pivotal point in its development:

- ◆ It is a relatively young nonprofit institution in Seattle – only seven years since it was transformed from commercial to nonprofit.
- ◆ We have a new CEO – Brenda Barnes – who comes to Seattle from LA where she pioneered ideas at the leading classical station in America for making our music accessible to people of all ages and backgrounds, including those who never dreamed they might actually *like* classical music!
- ◆ KING FM has to move its facilities because the building where it is currently housed will be torn down within two years.
- ◆ Brenda and the KING FM Board share a vision for a sustainable, financially responsible organization that collaborates fully with the other arts institutions and services we also support.

Finally, we applaud this campaign because we understand how important it is for the Pacific Northwest to have an excellent, local classical music service just like other great cities and regions in America. A strong KING FM adds significantly to the quality of life for all of us “everyday listeners.”

Thank you so much.

Sincerely,

Lyn and Jerry Grinstein

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THE CAMPAIGN FOR CLASSICAL KING FM

CLASSICAL KING FM Board of Directors

Christopher T. Bayley, President
Chairman, Stewardship Partners

Jim Duncan, Vice President
Retired Chairman & CEO, Sparling Corporation

Gloria Reeg, Treasurer
Board Trustee, EQ Advisors Trust

Jon Rosen, Secretary
The Rosen Law Firm

Diana Carey
Attorney, Karr Tuttle Campbell

Steve Clifford
Retired CEO, KING Broadcasting Co

Susan MacGregor Coughlin
Board of Directors, Seattle Opera

Naomi Minegishi
Community representative

Charley Dickey
Retired President, Claesen LLP

Kevin P. Fox
Senior Vice President, US Trust,
Bank of America Private Wealth Management

Brian Grant
Psychiatrist

Susan Harmon, Co-Founder & Former
Managing Director, Public Media Company

Neil Jordan, Worldwide General Manager
Health Industry, Microsoft Corporation

Steve Mowe
President, Nick's Custom Boots

Raymond Tymas-Jones, Ph.D.,
President, Cornish College of the Arts

CLASSICAL KING FM Campaign leadership

Campaign Honorary Co-Chairs

Leslie Jackson Chihuly
Lyn & Jerry Grinstein

Campaign Chair

Susan Harmon

Campaign Steering Committee

Chris Bayley, Board President
Jim Duncan, Facilities Committee Chair
Steve Mowe, Development Committee Chair
Naomi Minegishi
Jon Rosen
Craig Sheppard
Burnley Snyder
Doug Smith
Moya Vazquez
Greg Wallace

CLASSICAL KING FM

Brenda Barnes, CEO
Rina Romera, COO

Blaine Shepherd, Program Director
Blandine Van de Velde, Development Director
E.J. Foust, Stewardship Officer

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THE CAMPAIGN FOR CLASSICAL KING FM

Brenda Barnes Classical KING FM CEO



Brenda Barnes was appointed CEO of Classical KING FM 98.1 in January 2018. Prior to coming to Seattle, she was president of USC Radio, responsible for all aspects of managing the classical stations serving Southern California and the Bay Area, with special emphasis on fundraising, relationships with arts organizations and strategic planning.

In the past, Barnes served as general manager at a public radio station in Fort Dodge, Iowa. At WMRA in Harrisonburg, Virginia, she developed a regional network of stations serving the northwestern part of the state. She also served for two years as general manager of WGUC, Cincinnati. She has worked in public radio since 1985.

Barnes currently serves on the board of directors of the Station Resource Group and previously served on the boards of National Public Radio, the Development Exchange and Eastern Public Radio. She also sits on the boards of the Los Angeles County High School of the Arts (LACHSA) Foundation; Yarlung Artists, a nonprofit organization that assists young artists in achieving their career goals; and the Orel Foundation, which is dedicated to the revival of music suppressed by the Nazis.

Barnes holds a bachelor's degree in music from the University of North Carolina, Chapel Hill, and master's degrees in clarinet performance and musicology from Michigan State University and the University of Notre Dame, respectively. In 2009, she earned a doctorate in planning and development studies from USC.

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THE CAMPAIGN FOR CLASSICAL KING FM

Commitment Form

YES! I want to support The Campaign for Classical KING FM to enable its relocation to a new building and give it the financial means to share the love of classical music with everyone in our region.

DONOR INFORMATION (please type or print):

NAME(S) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE ☐ home ☐ work ☐ cell _____ E-MAIL _____

☐ **ONE-TIME GIFT TODAY:** \$ _____

☐ **COMMITMENT AMOUNT:** \$ _____ (all payments must be completed by 12/31/2022)

My/our commitment will be fulfilled as follows:

By 12/31/2020: \$ _____

By 12/31/2021: \$ _____

By 12/31/2022: \$ _____

OR scheduled: **Annually / Semi-annually / Quarterly** starting
_____/____ (mm/yy).

*If you would like to designate part
(or all) of your donation to a specific
fund or purpose, please contact
Blandine Van de Velde at 206-691-
2975 or blandinev@king.org.*

PAYMENT:

☐ By check ☐ First/full payment is enclosed.

☐ Please charge my credit card (for each billing cycle): ☐ Visa ☐ MasterCard ☐ AMEX

Name on card : _____

Card #: _____

Exp Date ____/____ Sec. Code _____

☐ Stock Transfer (please notify us before each stock transfer)

☐ I plan to make a grant recommendation for the amounts outlined above from the following Donor-Advised Fund or Private Foundation: _____

RECOGNITION:

☐ Name to use in all print acknowledgments: _____ ☐ Anonymous

☐ Name to use in on-air acknowledgments: _____ ☐ Anonymous

DONOR SIGNATURE

DATE

**PLEASE MAKE CHECKS, CORPORATE MATCHES & STOCK
TRANSFERS PAYABLE TO CLASSICAL 98.1.**

Classical 98.1 is a 501(c)(3) non-profit and all donations are
tax deductible to the extent of the law, EIN 27-3067797.