

Arts Renaissance Fund Benefits Park

The late Floyd Peterson had a dream to make a donation to the Salmon Arm Museum & Heritage Association but he passed away in his sleep in September, 2007. He and his family had a special interest in Haney Heritage Park and over the years they watched the development of Haney Village and were keen supporters. The family donated time, money and artifacts.



Floyd's wife, Barbara, followed through with his dream by donating a generous gift to an endowment fund managed by Shuswap Community Foundation.

The new fund took advantage of matching funds from the BC Arts Renaissance Fund, a provincial initiative to encourage local endowments to grow. The Arts Renaissance Fund was established in 2005 with a \$25 million commitment from BC Government administered by the Vancouver Foundation.

The community responded generously to add to the Peterson's gift. With only a couple of months before the deadline to apply for matching funds, the Heritage Association raised over \$75,000 which, with the matching funds, brought the total endowment fund to \$150,000.

Fund Launches Website at RJ Haney Heritage Village

By Deb Chapman, Museum Curator

Bev Marshall has a sparkle in her voice when she talks about her recent introduction to website design. She admits her computer knowledge isn't sophisticated but realizes the 'Net can be a valuable tool. Staff at Haney Heritage Village agree. They want to get a message out and feel fortunate that Bev Marshall is willing to help.



Thanks to a generous grant from the Foundation, Haney Heritage Village's website has been updated. Funding came in part from the interest earned on the Gordon and Bev Marshall Family Endowment Fund, established by the family in memory of Gordon, a member of the Vintage Car Club who was also fascinated with activities at Haney Heritage Village.

Museums and historical organizations, like any service industry, have to be in touch with patrons, researchers and markets. As part of a marketing strategy, they use the internet to advertise programs, services and events. Reaching a worldwide audience can only be good for business.

"We need to market the operations side of activities at the Village better," said General Manager Gary Cruikshank. "We're really pleased to be moving forward with this new website... When the first bride-to-be called from Montreal, we knew we were on to something!"

Please read the full story on our Projects Page www.shuswapfoundation.ca

Bev Marshall launches a new website, at Haney Heritage Park, with a little technical support from Clyde Tucker, past president of the Foundation.

