

January 12, 2012

Friends,

What an incredible year it has been at the American Museum of Magic. 2011 was truly a year of firsts for the museum:

- **Our first fundraiser**—Michigan’s Speaker of the House, Jase Bolger, performing card tricks at the museum on a balmy May evening. We attracted nearly 100 people who all enjoyed seeing the museum ablaze with light at night and filled with laughter. Jase Bolger was wonderfully entertaining for being “only” an amateur.
- **Magic for kids**—Our first-ever magic camps for youth were a resounding success! This year we convened two over-subscribed multiple day camps (20+ students in each camp) for kids who came from across the state. Students learned the secrets of the art, designed costumes, chose stage names, practiced their stage comportment, worked to perfect their illusions with magician John Dudley, and held a stage show for their parents as a grand finale. The one comment we heard again and again is “What are we going to do next summer??”
- **Finding new ways to connect**—The museum was awarded a \$150K grant from the Institute of Museum and Library Services to conduct a two-year visitor study to help us build strong ties to our audience through new programs and exhibits. The Magic Museum was one of only 6 museums in the state which were recognized with this much sought after funding.
- **Magic in the museum**—Beginning with the appearance of Jeff Grow in May, the museum hosted a number of magicians who brought live performance to the museum. Attendance numbers swelled with each visit, and we finished out the year by having magic in the museum every weekend in October. Live performance at the Magic Museum? We’re just getting started.

All of this was made possible with talented and hard working leadership, the active participation of local volunteers, individual donations, and the financial support of foundations, state, and federal agencies. For us to continue to flourish, we need to ask for YOUR support today. Unlike other institutions, the American Museum of Magic has no endowment and earned income accounts for only a small percentage of our annual budget.

Several years ago a well-known illusionist described us as the “Smithsonian of magic,” signifying both the significance of the collection and the potential of the institution. Listen to what we have planned for 2012:

- An expansion of our summer magic camps to other communities within the state. Battle Creek, Grand Rapids, and Ann Arbor camps are being planned for 2012
- A loan of important collections to an upcoming exhibition on magic at the Chicago Historical Society
- A July fundraiser, which will bring well-known “Tonight Show” magician Doc Eason to Marshall
- More magicians in the museum during summer weekends and more magicians presenting as part of our summer public events

For this work to be realized, we need your support TODAY. Please send your tax-deductible contribution to us in the enclosed envelope or make a donation on our website using your credit card. The need has never been more urgent for this organization. Your contribution will allow us to continue the magic that has touched the lives of so many in 2011.

Help work your own magic for 2012. Help us realize our tremendous potential with a tax-deductible donation to the American Museum of Magic—TODAY.

Bradley L. Taylor
Chair, Board of Trustees
American Museum of Magic

P.S. This just in! We have just been awarded a Michigan Humanities Council grant of \$15K will allow the museum to conduct oral histories with Michigan’s living magicians and development new content to enhance our website and help develop a new exhibit on magic in Michigan, a topic close to the heart of our founders, Bob and Elaine Lund.