

CREATING A BUZZ TO HELP A CLIENT SAVE HONEYBEES

**HONEYBEE
DISCOVERY
CENTER
FUNDRAISING
PROSPECTUS**



“Outside of creating an award-winning concept design for the Honeybee Discovery Center, HMC identified our needs and very generously donated their time and expertise to create a beautiful prospectus for us. Having this prospectus gave us the tool we needed to move forward with campaigning and allowed us time to strengthen our organization. We appreciate HMC Architects’ vision and value their attention to detail”

Carolina Burreson

CEO, Board of Directors
Honeybee Discovery Center

For over three-quarters of a century, HMC Architects has provided innovative, sustainable, and progressive solutions to our clients’ challenges. This dynamic thinking is central to the way we work. When you partner with HMC, you will see the difference in the HMC Experience. These examples demonstrate how Design for Good has positively impacted our clients and communities.

**design
for** HMC
good. ARCHITECTS

Goals

A Critical Tool

Engage potential donors, build relationships, and secure financial support for the Honeybee Discovery Center's new building.

Articulate Mission and Vision

Help donors understand the organization's purpose by outlining their goals, objectives, and strategies to achieve its mission and vision.

Provide a Clear, Compelling Case

Present a persuasive case for why the organization needs financial support and what impact the donations will have on their activities and beneficiaries.

Outline Campaign Plan

Describe the campaign's timeline, strategies, and target audiences, and indicate how the funds will be allocated and managed.

Identify Recognition and Stewardship Opportunities

Include recognition opportunities and stewardship plans for donors at different giving levels.

Provide Transparency and Accountability

Show how the organization will report on its progress, results, and impact to donors and stakeholders, and provide information about its financial management practices and governance structures.



Honeybee Discovery Center Fundraising Prospectus



Honeybees and other pollinators have a far-reaching impact on our food security—giving us many freshly grown foods we rely on to survive. In fact, a third of all food we eat is directly or indirectly derived from honeybee pollination.

Much of that food comes from California. According to data from the California Department of Food and Agriculture, California farmers produce more than one-third of the country’s vegetables, two-thirds of the state’s fruits and nuts, and one-third of the world’s processed tomatoes. Yet, this delicate cycle is increasingly threatened. Farmers—with the help of honeybees—have turned water into food for generations. A 2020 study showed a 46 percent decline in some North American bee populations due to climate change, increases in CO2 emissions, years of drought, and an increase in urbanization that has reduced the greater variety of flowers and trees that feed the bees.

Educating the public is the key to change and protecting these vital pollinators. The Honeybee Discovery Center is a nonprofit dedicated to advancing the public’s understanding of honeybees and their relationship to the environment. The center is currently housed in a historic downtown Orland, California, building. The organization’s temporary location was established as a nonprofit educational institution in 2018. While the center is currently open at this small, temporary site, the organization has big plans and envisions an exciting and informative place in California’s heartland to engage more people about this urgent topic, preserve beekeeping history, and protect pollinators for generations to come. Located in the heart of Orland—the Queen Bee Capital of North America—it’s new home—designed by HMC Architects—will be an exciting and innovative place for education and community that complements the local agricultural context.

Project Information

CLIENT:
Honeybee Discovery
Center

LOCATION:
Orland, CA



33%

One-third of all the food we eat is directly or indirectly derived from honeybee pollination.

A bee's wings flap up to

200

times a second.

The distinctive buzzing sound comes from the honeybees nearing

11,499

wing strokes per minute.

Bees have four wings and six legs attached to their thorax.

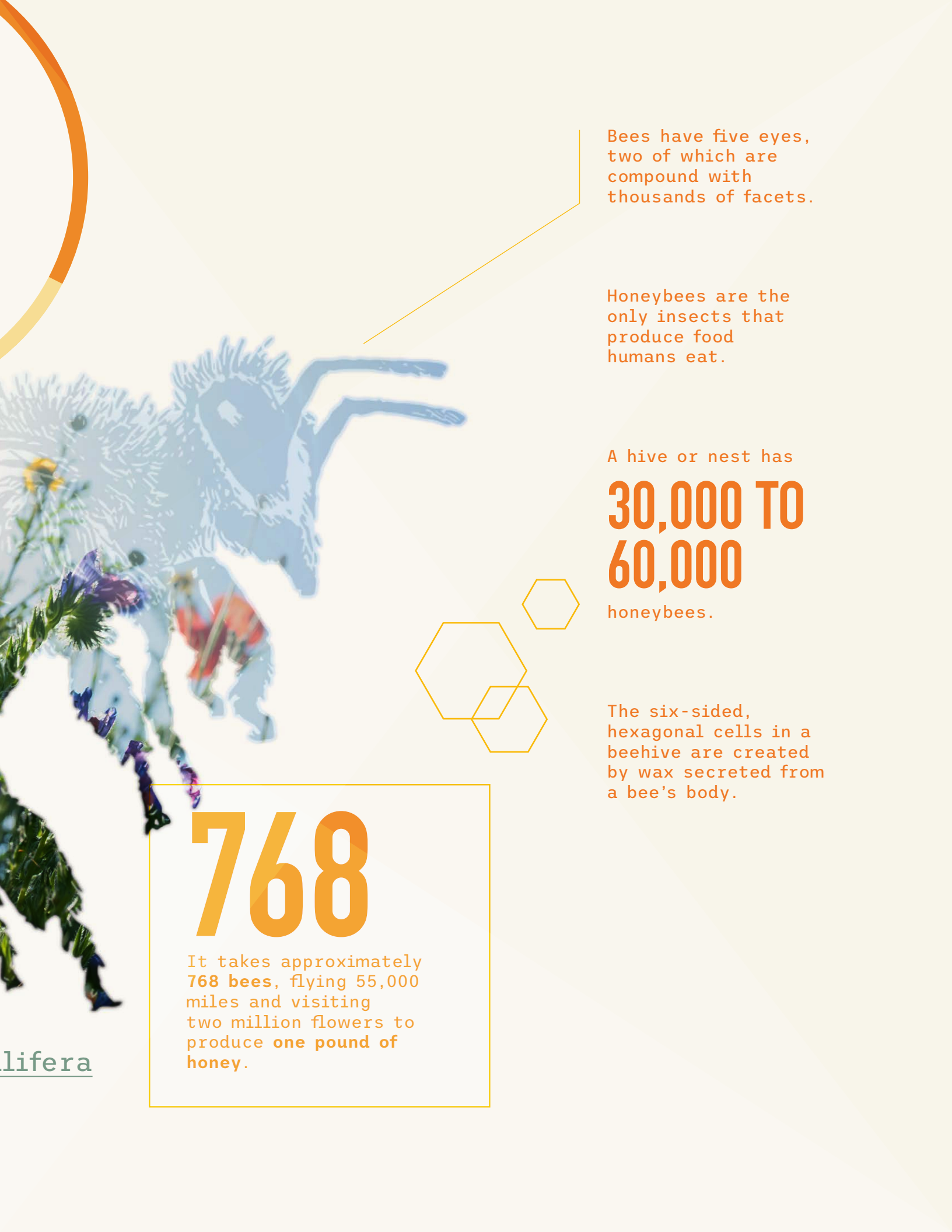
Drones are always males and do not have stingers.



25 MPH

Maximum speed of a flying bee

A. mel



Bees have five eyes, two of which are compound with thousands of facets.

Honeybees are the only insects that produce food humans eat.

A hive or nest has
30,000 TO 60,000
honeybees.

The six-sided, hexagonal cells in a beehive are created by wax secreted from a bee's body.

768

It takes approximately **768 bees**, flying 55,000 miles and visiting two million flowers to produce **one pound of honey**.

lifera

“Vanishing bees is a global and regional threat.”

Buzz Landon

President
California Beekeeper's Association

With an estimated \$8.5 to \$12.5 million required to build the new net zero facility we designed, this nonprofit needed a fundraising campaign to bring the project to life.

HMC designed the building, but this was an opportunity to cast off our traditional architect role and partner with the client to develop a key component of its fundraising efforts. Our purpose is to Design for Good, so we felt a sense of responsibility to invest in a cause critical to the health of these farming families, beekeepers, honeybees and pollinators, and our planet. Ultimately, we knew that if The Honeybee Discovery Center got their new facility built, it will further their mission to advance the public's understanding of honeybees and create and promote a culture of bee awareness.

HMC deployed its in-house creative team—MediaLab—to create a vision for its capital campaign. HMC's MediaLab offers strategic and creative capabilities, including copywriting, experience design, brand identity, storytelling, film and video production, imagery and animation, to help realize a client's vision.

Our goal was to produce and deliver a dynamic prospectus—a critical tool to engage donors, build relationships, and secure financial support for the organization's new Honeybee Discovery Center building. We aimed to articulate the organization's mission and vision, provide a clear and compelling case for support, outline the campaign plan, identify recognition and stewardship opportunities, and provide transparency and accountability.

HMC's MediaLab put their combined decades of creative experience to work for this client and developed a 24-page full-color prospectus they could use for fundraising. The pro bono effort consisted of several steps:

Identify fundraising goals

The first step was understanding the client's needs and priorities, including their funding requirements, target audiences, and the impact they wanted to achieve through fundraising.

Conduct a needs assessment.

This involved gathering information about the client's programs, activities, and beneficiaries, as well as their strengths, weaknesses, opportunities, and challenges.

Total Project Costs

- Sitework **8%**
- Building **57%**
- Exhibits **9.5%**
- Sustainable Features **9.5%**
- Soft Costs **16%**



Define the support case.

Based on the needs assessment, the next step was to develop a clear and compelling case for support that outlined the client's mission, vision, and goals and demonstrated how donor contributions would make a difference.

Determine the fundraising strategy.

This involved identifying the fundraising methods and techniques that best suit the client's needs, including direct mail, major gifts, grants, events, and online fundraising.

Develop the fundraising prospectus.

This involved writing and designing the fundraising prospectus that presented the support case and outlined the fundraising strategy, including the campaign plan, recognition and stewardship opportunities, and transparency and accountability measures.

Test and refine the prospectus.

Before launching the campaign, we tested and refined the prospectus to ensure it resonated and effectively communicated the client's message.

Launch the fundraising campaign.

After finalizing and approving the prospectus, the Honeybee Discovery Center launched the fundraising campaign and actively solicited support from donors.

Pollinating Minds with Cutting-Edge Education

Once built, the new Honeybee Discovery Center will be a world-class modern facility dedicated to showcasing honeybees, the pollination cycle, the history of beekeeping, and the interconnectedness between ecology and pollinators. The new center will be one of the world's smartest buildings by achieving net-zero energy, LEED Platinum certification, and Living Building Challenge certification. ●

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design for good.

Founded with the purpose of anticipating community needs, HMC aims to create designs that have a positive impact, now and into the future.

As a 100 percent employee-owned firm, we focus primarily on opportunities to have the most direct contribution to communities — through healthcare, education, and civic spaces.

Learn more at
hmcarchitects.com



THE HONEYBEE DISCOVERY CENTER FUNDRAISING PROSPECTUS



The fundraising prospectus developed by HMC Architects for the Honeybee Discovery Center is the organization's primary fundraising tool and is available for download at www.honeybeediscoverycenter.org