



EDO CULTURAL & EXHIBITION CENTER & 5-Year Fundraising Strategy

A Legacy Project for Edo People in the DMV

**Presented by the Fundraising Committee
May 2, 2026**

Why is Edo Cultural & Exhibition Center (ECEC) Needed?



- No dedicated Edo cultural center in DMV
 - First Edo-owned cultural institution in DMV
 - DMV includes high African + African-American population
- Need for a centralized meeting venue
- Establish a legacy project for the younger generations
 - Avoid risk of losing cultural identity across generations



The Vision

- A permanent cultural, exhibition, and community hub
- Host events, exhibitions, education programs
- Serve as revenue-generating institution

Project Objectives

- Preserve and promote Edo cultural heritage
- Establish cultural and educational center
- Create sustainable revenue streams
- Community identify and education legacy
- Strengthen diaspora engagement and identity

Potential Revenue Sources for ECEC



General Admission tickets

- Annual Edo Cultural Festival and expos
- Trade fairs and exhibitions

Event Hosting & Rentals

- Weddings, corporate events, & conferences
- Community celebrations and office spaces

Gift Shop/Cultural Marketplace

- Edo artifacts

Food & Beverage

- Edo cuisine restaurant / café

Cultural Education Programs

- Language and cultural heritage workshops
- Youth programs

ECEC Phased 5-Year Implementation Strategy



Phase 1: Short-term

- 0-12 Months
- **Start with revenue currently in hand**

2026 Fundraising event

- **Ongoing \$50 from 10 member network**
 - Scheduled to end in December 2026
 - Projected funds = \$54,000 (assuming 108 members participation)

Phase 2: Bridging Phase

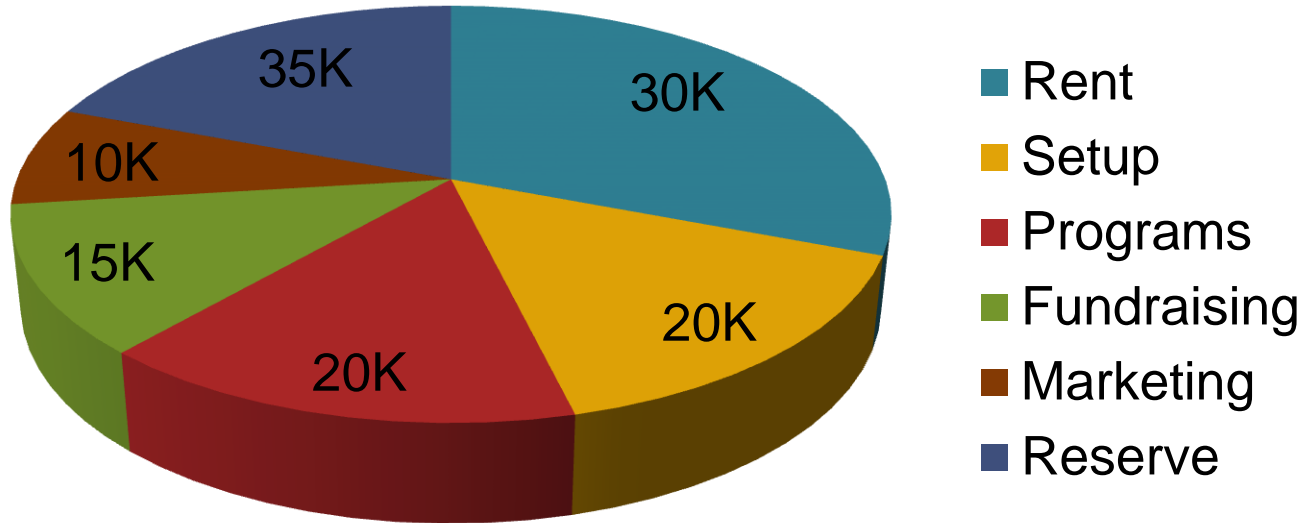
- 12-36 Months



Phase 3: Long-term

- 36-60 Months

0-12 Months (Phase 1) What Can be Done Immediately?



Tentative budget allocation assuming (\$130K Constraint)

0-12 months Plan



Months (Estimated)	Key Actions	Indicators / Tentative Cost
1-2	<ul style="list-style-type: none">• Member buy-in• Approve strategy	Member buy-in and strategy approved
2-3	<ul style="list-style-type: none">• Identify a small multi-use facility for rent	\$30,000 for rent
3-6	<ul style="list-style-type: none">• Complete renovation and basic setup	\$20,000 for renovation/setup
4-8	<ul style="list-style-type: none">• Start usage of center as discussed earlier	\$20,000 for programs setup
6-10	<ul style="list-style-type: none">• Host 2–3 revenue-generating events	\$15,000 for fundraising events planning
10-12	<ul style="list-style-type: none">• Launch marketing and increase revenue generating events• Transition into broader fundraising	\$10,000 for marketing/branding
0-12 (entire period)	<ul style="list-style-type: none">• Maintain reserve and monitor performance	\$35,000 as reserve

Pilot Phase

12-36 months Plan (Phase 2)

What is Next After Pilot?



Months (Estimated)	Key Actions	Key Indicators
12-18	Pilot stabilized and consolidated	<ul style="list-style-type: none"> • Consistent monthly events/programs • Financial monitoring
18-24	Expand earned revenue and credibility	<ul style="list-style-type: none"> • Higher non-donation income and better cash flow visibility • Build stronger case that the center can sustain activity • Growing supporter pipeline
24-30	Build institutional capacity	<ul style="list-style-type: none"> • Partnership credibility • Clearer long-term requirements • Events and programs at the center scaled
30-33	Prepare the capital campaign and expansion of fundraising	<ul style="list-style-type: none"> • Major-donor pipeline and campaign infrastructure • Higher confidence among members and external supporters
33-36	Enter scale-up transition	<ul style="list-style-type: none"> • Transition point from bridge stage to scale-up • Operational continuity while capital efforts grow

36-60 months Plan (Phase 3) Scale-up



Months	Strategic focus	Primary outputs	Readiness test before moving on
36-60 (Tentative target \$2.5 Million)	<ul style="list-style-type: none"> • Capital campaign • Site control and construction start • Launch and stabilization 	<ul style="list-style-type: none"> • Lead gifts, donor pipeline, campaign cabinet, public campaign case • Land/site secured, design and construction planning, funding milestones • Permanent center opening, diversified operations, stewardship plan 	<ul style="list-style-type: none"> • Are major commitments strong enough to support a site decision? • Can EAWDC build without jeopardizing operations and governance? • Is the center operating as a sustainable institution rather than a one-time project?

Full Launch

Long-term Project Cost Estimate (From 2020)



ECEC PROJECT COST ESTIMATE	
LINE ITEMS	ESTIMATED COST (\$)
<u>BUILDING/FACILITY COST</u>	
Building cost at \$100 per SF for a 12,000 SF facility	1,200,000.00
Contingencies @ 10%	120,000.00
Building design and engineering @ 10%	120,000.00
Land acquisition (2 to 4 acres)	400,000.00
Land development and engineering	150,000.00
Art & Exhibition acquisition & procurement	140,000.00
Sub-Total (Capital Cost)	\$2,130,000.00
<u>OPERATIONS AND MAINTENANCE FOR 2 YEARS</u>	
Employee salaries (Manager & Admin Asst)	300,000.00
Facility maintenance & repairs	15,000.00
Utilities (electricity, gas, water & phone/comms)	30,000.00
Legal and professional fees	10,000.00
Insurance	10,000.00
Office supplies and expences	5,000.00
All year fundraising expences	10,000.00
Sub-Total (Maint & Operations Cost)	\$380,000.00
TOTAL ESTIMATED COST (CAPITAL + O & M for 2 years)	\$2,510,000.00

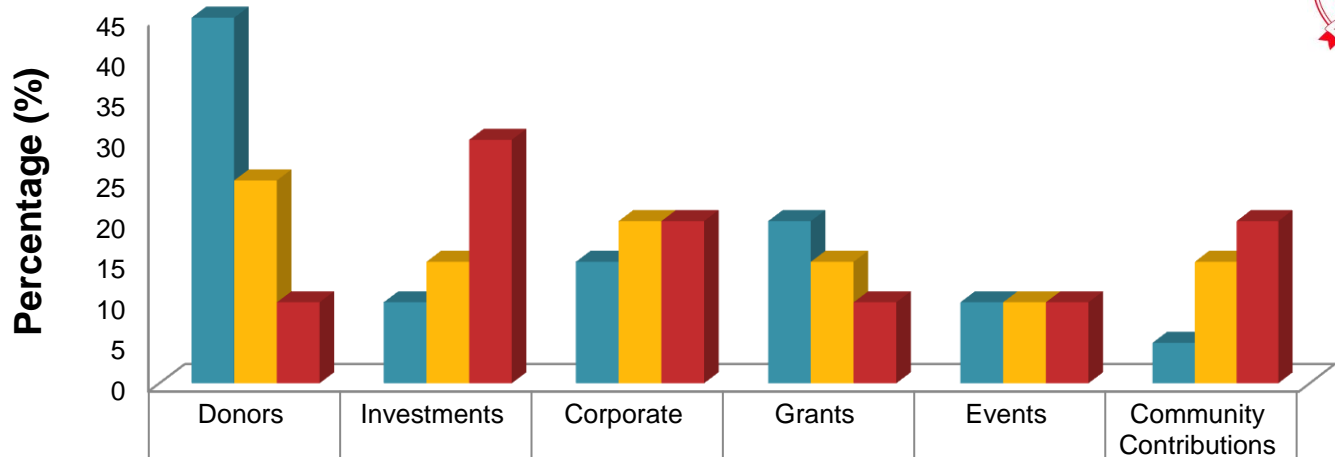
2020 ECEC Original Design



2026 ECEC Upgraded Design



Projected Funding Sources - Phased over 60 Months (5-Years)



	Donors	Investments	Corporate	Grants	Events	Community Contributions
0-12 Months	45	10	15	20	10	5
12-36 Months	25	15	20	15	10	15
36-60 Months	10	30	20	10	10	20

Potential Funding Sources

- ✓ Donors (Members/Philanthropy/High impact donors)
- ✓ Investments (Equity/Impact Investors)
- ✓ Corporate Sponsorships
- ✓ Grants (Foundations/Government)
- ✓ Events (Galas/Cultural Events)
- ✓ Community Contributions (Short-term Center Income)

4/29/2026

Funding Source: Donors (Members/Events/Corporate/Community)



Donations/Members Responsibilities

- Every member contributes or raises funds
 - **Such as the ongoing \$50 from 10 member network**
- Solicit for investors and corporate sponsorship
- Sell event tickets and tables for gala events
- Promote campaigns in networks, whenever possible
- Build donor prospects
 - Recruit recurring donors
 - One time donations
- Asset based donations
- Crowdfunding and digital campaigns
- Legacy and planned giving

Funding Source: Donors (Members/Events/Community)



Time of Year	Sample Year-round Event to Raise Funds
Spring	Annual Gala (big fund raiser)
July	Annual Picnic (can combine traditional food fair (ticketed))
September/ October	Edo Cultural Festival (ticketed) and Fashion Show/Art Exhibitions
December	Annual Christmas Party (can combine with comedy/music from artist) (ticketed)





Funding Source: Investments

- Members or non members to invest in the center
 - Investors receive a percentage of profit
- Will be based on contractual agreement
- Details will be provided to potential investors

Funding Source: Grants



Position grant writing under:

- Cultural preservation
- Community development
- Education & workforce
- Economic development

Tier	Grant Size	Target	Strategy
Tier 1	\$5K–\$25K	Local/DC grants	Quick wins. Establish credibility
Tier 2	\$25K–\$100K	Regional/national foundations	Program expansion
Tier 3	\$100K–\$500K+	Federal + major philanthropy	Capital campaign

Grant Plans



Immediate (0–12 Months Enhancement)

- Hire/assign **Grant Lead (volunteer or consultant)**
- Submit **5–10 Tier 1 grants**
- Secure **at least 2 institutional partners (museum/university)**
- Launch **grant-ready program pilots**

Months 12–60 Enhancement

- Build grant revenue (Tier 2 & 3)
- Use grants to:
 - Fund and expand programs
 - Develop long term framework, feasibility study
 - Build credibility for capital campaign



Some DMV Fundraising Targets for Grant

Community Foundations

- Greater Washington Community Foundation
- Community Foundation for Northern Virginia
- Prince George's County Community Foundation

Cultural and Institutional Partners

- Smithsonian Institution
- National Museum of African Art
- National Museum of African American History and Culture

Universities (Grant and Program Partnerships)

- Howard University
- University of Maryland
- Georgetown University

Embassies & International Channels

- Embassy of Nigeria, Washington DC

Risk & Mitigation



- Slow fundraising → start small
- Donor fatigue → diversify
- High costs → phased build
- Low visibility → strong storytelling



THANK YOU FOR LISTENING

Questions?