



DETROIT RUGBY FOOTBALL CLUB
CLUBHOUSE DEVELOPMENT CAPITAL CAMPAIGN



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February 2016.

Greetings Detroit Rugby Football Club (DRFC) members, friends, and those who have recently been introduced to the club.

In December 2015 the DRFC purchased property (21618 Van Dyke Ave., Warren, MI) with the intent to develop the existing building into a functioning clubhouse to serve our membership and the communities that we intersect with. This is an exciting time for the club!

As a result of individuals' generosity, fundraising, careful planning, and management of club savings over the past 20+ years, the DRFC was able to purchase this property without incurring any related debt. Even though this is great news, the purchase is only a start towards the development and renovation of the building into a first-class clubhouse. Much legwork and elbow-grease remains to be undertaken, as well as capital raised to fund the project.

Presently, the club has savings available to cover initial expenses related to required inspections and related maintenance/repairs to the building, necessary to get our Certificate for Occupancy from the City of Warren. Remaining funds will be used to cover expenses associated with general building maintenance/repairs to prepare for renovations.

Recently we have placed the club's Chesterfield (MI) property up for sale with hopes in recognizing a fair-market-value purchase price. While there is no guarantee that a sale will happen in a timely manner, potential revenue from this sale has been allocated into two clubhouse channels:

1. purchase of the lot adjacent to the clubhouse building, and 2. a "building emergency fund" to address unforeseen expenses related to building maintenance/repair that may arise in the future.

Driving forward, we need your help. This February (2016), the DRFC initiated the DRFC Clubhouse Renovation Capital Campaign in order to raise additional capital necessary to fund the building's renovation. Renovations have been planned and organized into two sequential phases which will be implemented and completed concurrent with the campaign as funds become available. Once our goal is met, and/or renovations completed, the campaign will end.

With your help, the DRFC moves closer towards recognition as the premier rugby club in the State of Michigan both on and off the pitch. This project will position the DRFC as one of only a handful of rugby clubs in the United States to own and operate its own clubhouse.

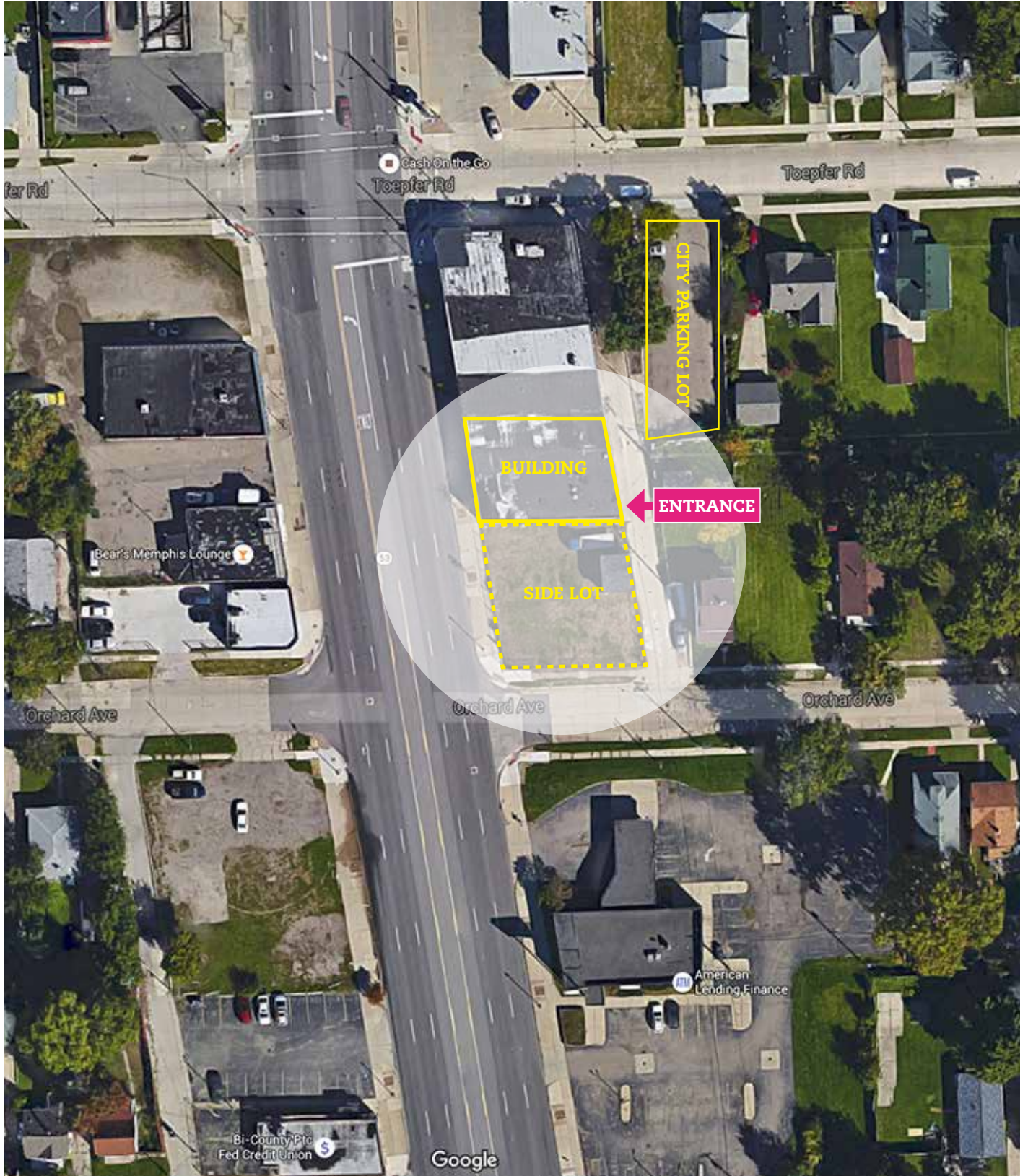
I invite you to review this document which outlines the campaign and renovation details, then decide for yourself how you can become involved with this exciting and transformative project. Please feel free to reach out with any additional questions, and we would welcome the opportunity to sit down individually and discuss the possibilities.

Best regards. Cheers!



Gareth Davies
President – Detroit Rugby Football Club

The property/building is located at 21618 Van Dyke Ave., Warren, MI 48089 approximately .5 mile north of Eight Mile Road
The DRFC purchased the adjacent side lot (21608 Van Dyke) in December 2016.



The property/building is located at 21618 Van Dyke Ave., Warren, MI 48089 approximately .5 mile north of Eight Mile Road
The building interior is approximately 4000 sq./ft. Interior photos correspond with floor plans (pages 9-10)



BUILDING EXTERIOR (VAN DYKE FRONTAGE) W/ADJACENT SIDE-LOT



BUILDING INTERIOR (LEFT 1/3 FROM REAR (MAIN) ENTRANCE - ZONE 1)



BAR AREA (LEFT 1/3 LOOKING TOWARDS REAR - ZONE 1)



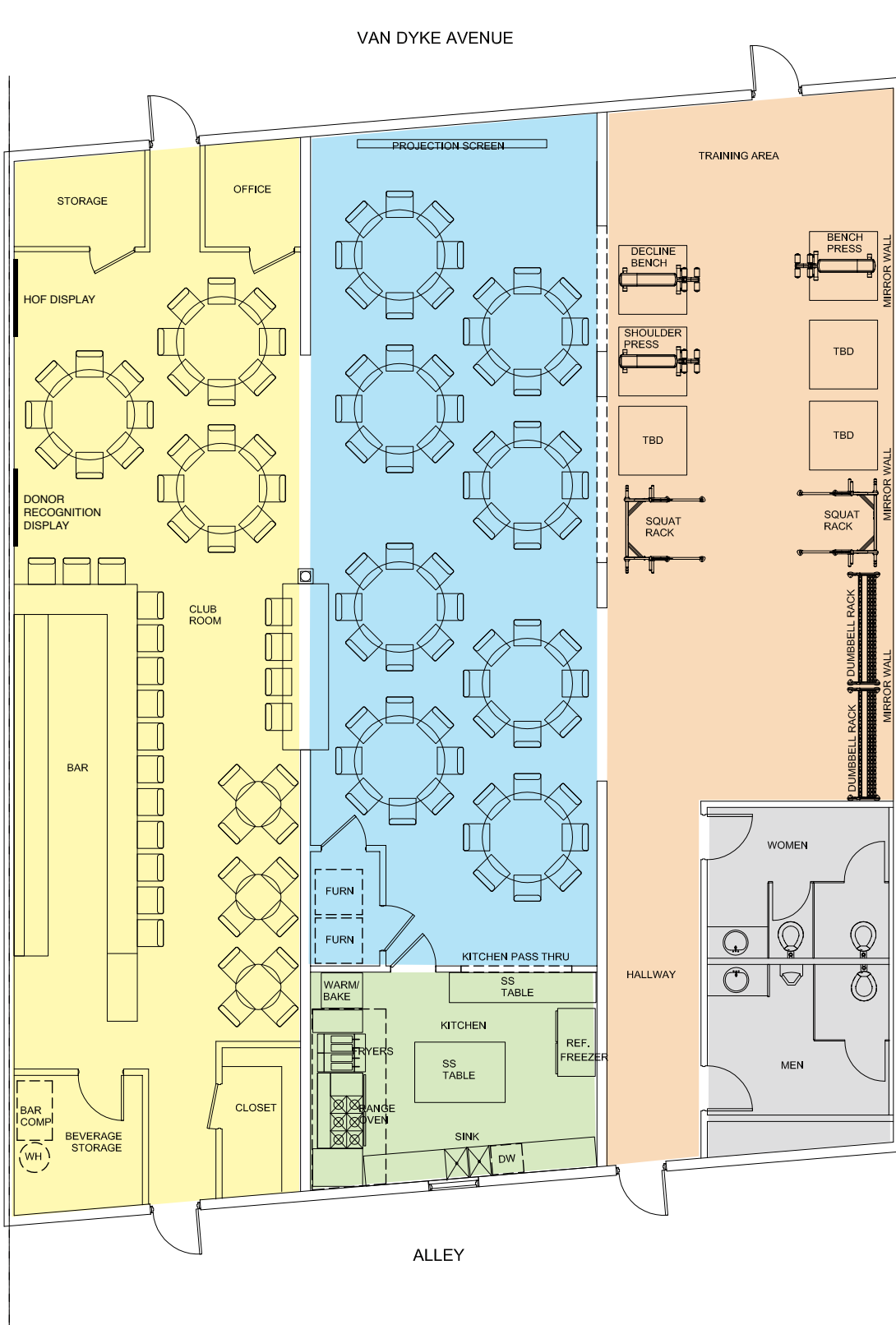
BUILDING INTERIOR (CENTER 1/3 FROM REAR KITCHEN SPACE - ZONE 2)



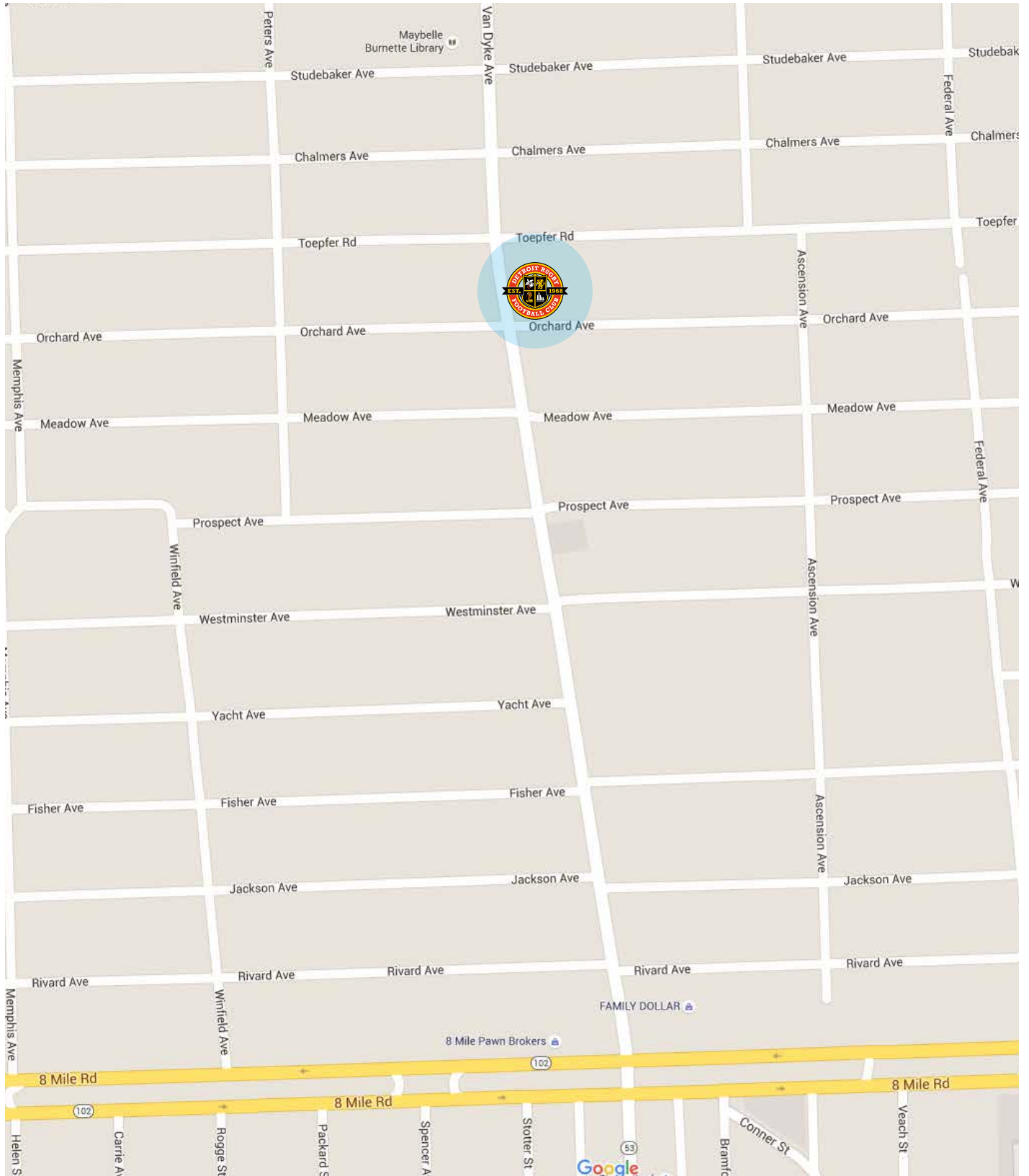
BUILDING INTERIOR (RIGHT 1/3 FROM REAR - ZONE 3)

CLUBROOM + BANQUET/EVENT CONFIGURATION

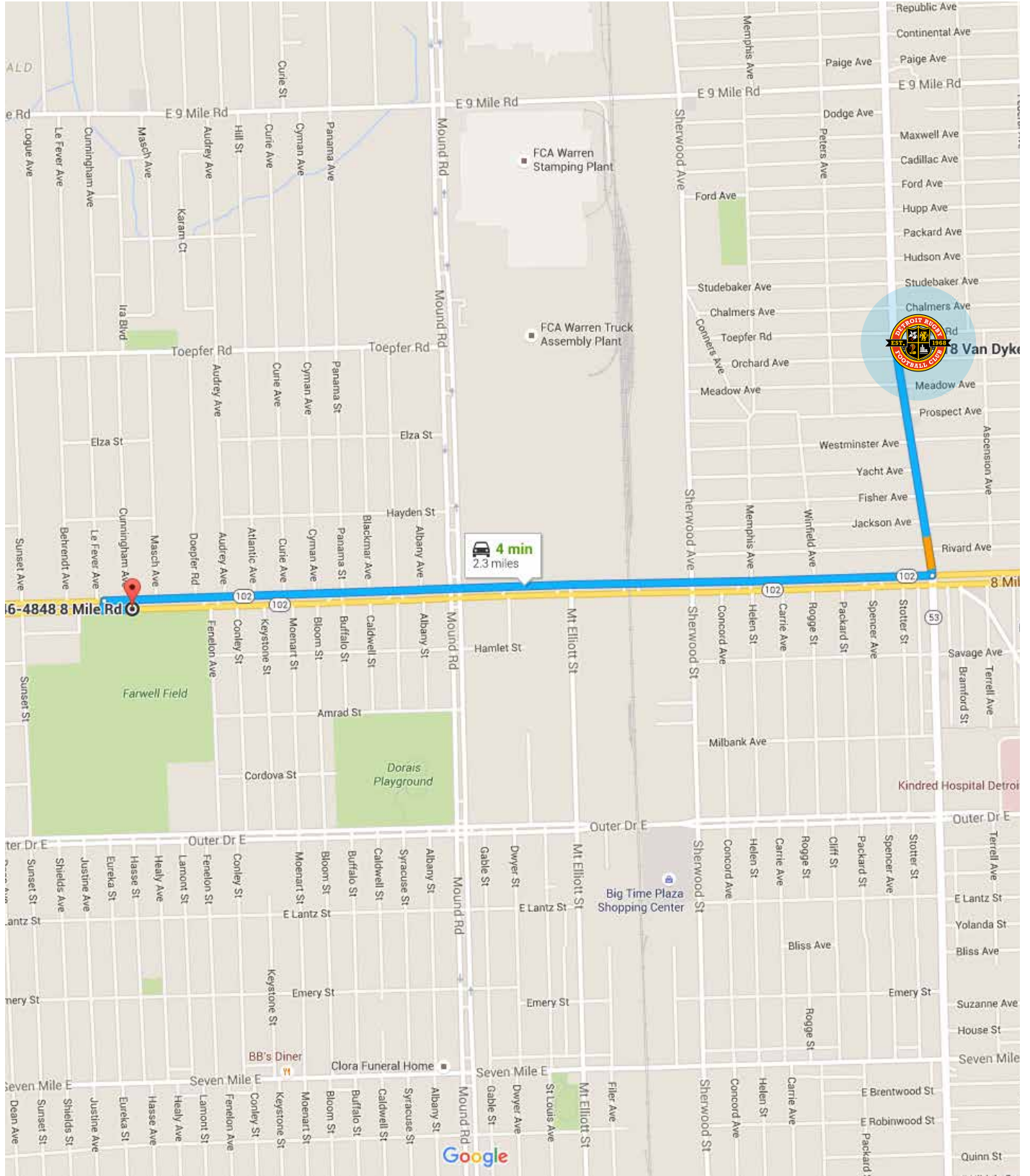
- Zone 1
- Zone 2
- Zone 3
- Kitchen
- Restrooms



The property/building is located at 21618 Van Dyke Ave., Warren, MI 48089 approximately .5 mile north of Eight Mile Road



The property/building is approximately 2.3 miles away from the DRFC's home pitch at Farwell field.



The goal for the Detroit Rugby Club{house} Campaign is to raise \$91,100.00 in capital. It is the objective to use these funds to develop and renovate the DRFC's recently purchased building (21618 Van Dyke Ave., Warren, MI) into a functioning clubhouse serving both our membership and the communities that we intersect with.

Renovation of the building will be implemented and completed concurrently with the campaign through sequential phases. Details of the renovation have been carefully researched and planned through required city inspections, contractor consultations, and determined club needs.

Amenities of the clubhouse are planned to include: meeting and event space, food and beverage service, live entertainment capabilities, televised event viewing, training equipment/space, and restrooms. The clubhouse will also serve as recruitment tool as well as an environment to preserve the history and legacy of the club.

Both during renovations and when completed, the clubhouse will be available for use to the club's entire membership (Men's, Women's, Old Boy's, Old Girl's, Wheelchair teams, and associates), as well as local youth teams and guests. Annual operational expenses will be funded separately through structured member dues, external sponsorship opportunities, and revenue generated from club events and amenities.

On the following pages, we have outlined renovation phases including necessary tasks, services, equipment, and projected costs required to achieve these goals and objectives.

DRFC CLUBHOUSE RENOVATION – DEVELOPMENT & FUNDRAISING TARGET

(✓ = COMPLETE)

The below items (shaded in gray) and associated costs relate to the purchase of the building, Certificate of Compliance requirements (City of Warren), and pre-renovation preparations.

Completion of these tasks is scheduled for March 15, 2016

Costs for these tasks will be paid from club savings.

- 1. BUILDING – purchase ✓
Cost: \$80,000.00
 - 2. HVAC – furnace/ductwork upgrades and maintenance ✓
Projected Cost: \$4,100.00
 - 3. ELECTRICAL – maintenance and repairs ✓
Projected Cost: \$1650.00
 - 4. FIRE – maintenance and repairs ✓
Projected Cost: \$1250.00
 - 5. BUILDING/ROOF – maintenance and repairs ✓
Projected Cost: \$1650.00
 - 6. PAINTING – wall/ceiling repairs and painting ✓
Projected Cost: \$1630.00
 - 7. FLOORING – (zone 1) ✓
Projected Cost: \$7000.00
 - 8. SECURITY SYSTEM – installation ✓
Projected Cost: \$800.00
- PROJECTED COSTS: \$98,080.00**
(paid for from club savings)

Use of proceeds from Chesterfield (MI) Property Sale.

Projected Sale Price: \$60,000–\$75,000.00

- 1. SIDE LOT PURCHASE – land adjoining clubhouse, for use as family/pet friendly play area and beer garden. ✓
Cost: \$30,000.00
- 2. CLUBHOUSE CONTINGENCY FUND (building fund for future / unforeseen maintenance and repair expenses)
Remaining proceeds from sale of land

Phase 1: Renovations

- 1. BAR – evaluation and refurbishment of existing beverage/beer tap and refrigeration equipment, sinks and plumbing, and supplies ✓
Projected Cost: \$2500.00
 - 2. CLUB ROOM & EVENT SPACE – interior renovation (zones 1 + 2) including: demolition, framing, insulation, wall finishes, (drywall, paint, wainscotting), lighting, etc. (in process)
Projected Cost: \$17,000.00
 - 4. FLOORING – (zones 2 + 3)
Projected Cost: \$8500.00
 - 5. FURNITURE – tables and seating (zones 1 + 2) ✓
Projected Cost: \$6900.00
 - 6. FOOD & BEVERAGE SERVICE – supplies including bar glassware, dinnerware, flatware, and serving dishes. (glassware complete)
Projected Cost: \$1000.00
 - 7. ROOF – re-coat existing roof
Projected Cost: \$1500.00
 - 8. A/V SYSTEM – television monitors, large screen projector, audio equipment including installation (zones 1 + 2) ✓
Projected Cost: \$2000.00
 - 9. HVAC – Upgrade to new AC units (x2) ✓
Projected Cost: \$4500.00
 - 10. KITCHEN – planning and build-out of code-compliant (Warren) kitchen for basic operations
Projected Cost: \$10,000.00
 - 11. TRAINING – interior renovation and equipment (zone 3) ✓
Projected Cost: \$1500.00
- PHASE 1 PROJECTED COSTS: \$55,400.00**

Phase 2: Renovations

- 1. DOORS – new entry security doors
Projected Cost: \$6000.00
 - 2. BUILDING EXTERIOR – renovate/update building facade + signage (sign installed. south and east walls in process—June 2018)
Projected Cost: \$13,700.00
 - 3. SECURITY – exterior system (in process)
Projected Cost: \$2000.00
 - 4. FENCING (side lot) – new privacy fencing (in process—June 2018)
Projected Cost: \$6000.00
 - 5. BIERGARTEN (side lot) – family (and pet) friendly beer garden including: building egress and security door(s), landscaping, trellis, tables/seating, grilling equipment, and playscape (patio poured. security doors installed, remainder in process—June/July 2018)
Projected Cost: \$8000.00
- PHASE 2 PROJECTED COSTS: \$35,700.00**

TOTAL PROJECTED COSTS: \$219,180.00
Less Club Investment -\$128,080.00
(includes \$8077.00 in recent donations)

REMAINING CAMPAIGN GOAL: \$ 91,100.00

With a campaign goal of \$91,100.00, we hope that you would consider any donation to the DRFC as an investment into setting the groundwork for the club's future, our involvement in the metro-Detroit community, and preserving its legacy.

Asking for donations is never easy—donating money is sometimes even harder. In hopes of making these requests and considerations more manageable, we have structured donation types for the campaign as listed below, related to specific giving opportunities and recognition levels as outlined on the following page. The intent is to allow flexibility as appropriate to donors individual situations.

The Detroit RFC is a 501©3 charitable corporation and monetary donations are tax-deductible. Donation receipts will be provided.

DONATION TYPES:

Lump Sum: A campaign donation paid in full—cash, check, credit card. This donation type would be considered unrestricted and available for use to offset general costs associated with outlined renovation tasks, services, materials, and/or equipment. If the donor so desires, they may request that their donation be “restricted” and used to offset the cost of a specific renovation task, services, materials, and/or equipment.

Installment: A campaign donation pledge where payments are made in installments over a 12- or 24-month period of time—corresponding with the life of the campaign* and renovations. This donation type would be considered unrestricted and available for use to offset general costs associated with outlined renovation tasks, services, materials, and/or equipment.

**The cumulative sum total of multiple donations made by an individual over the life of the campaign will be recognized as appropriate within the giving level structure.*

PAYMENT OPTIONS:

Check(s): Make checks payable to Detroit Rugby Football Club. Checks can be mailed to: DRFC, 21618 Van Dyke, Warren, MI 48089

Credit Card: Visit the Detroit Rugby Football Club website (<http://www.detroitrugby.org/support-us>) to donate online via PayPal, or payments can be processed in person at club events.

Automatic Checking Account Payments: Information can be provided to set-up secure, online, scheduled payments from your checking account to the DRFC account. Please contact Gareth Davies (248.854.8272 or garethdaviesusa@gmail.com) for additional information on this process.

GIVING LEVEL	DONATION	TYPE	RECOGNITION
Level 1 – Webb Ellis	\$15,000+	Lump Sum or Installment	Appropriate clubhouse recognition TBD with donor as well as Webb Ellis level recognition on permanent donor display.
Level 2 – Platinum	\$10,000 – \$14,999	Lump Sum or Installment	Appropriate clubhouse recognition TBD with donor as well as Platinum level recognition on permanent donor display.
Level 3 – Gold	\$5000 – \$9999	Lump Sum or Installment	Appropriate clubhouse recognition TBD with donor as well as Gold level recognition on permanent donor display.
Level 4 – Silver	\$2500 – \$4999	Lump Sum or Installment	Individual bar stool recognition plaque as well as Silver level recognition on permanent donor display.
Level 5 – Black	\$1200 – \$2499	Lump Sum or Installment	Black level recognition on permanent donor display.
Level 6 – Red	\$600 – \$1199	Lump Sum or Installment	Red level recognition on permanent donor display.
Level 7 – White	\$120 – \$599	Lump Sum	White level recognition on permanent donor display.
Custom	TBD	As necessary, the opportunity to structure a donation as a customized giving plan outside of the above framework is possible. Please contact us for an individual conversation to discuss the possibilities.	

The Detroit RFC is a 501©3 charitable corporation and donations are tax-deductible on an annual basis.

Thank you for taking the time to review these materials and your consideration in making a donation to help the Detroit Rugby Football Club move this exciting project forward.

While this document provides details of the campaign and renovations, often more information is needed to before making an educated decision. Please feel free to contact us for additional information, we would welcome the opportunity to sit down individually and discuss the possibilities.

Gareth Davies – Member at Large, DRFC: 248.854.8272 | garethdaviesusa@gmail.com

Brian Castle – Renovation Committee, DRFC: 248.568.4897 | brian@bacastledesign.com

Russell LaCoursiere – Renovation Committee, DRFC: 313.570.3065 | russell-john@live.com



DRFC CLUBHOUSE CAMPAIGN – CONTRIBUTION PLEDGE FORM

Thank you for consideration and contribution to the DRFC Clubhouse Campaign. All contributions regardless of how large or small will be greatly appreciated and go a long way towards clubhouse renovations. If you are willing to make a contribution to the campaign, please take a moment to fill out this pledge form to make arrangements most convenient for you.

This pledge form can be mailed to: DRFC, 21618 Van Dyke, Warren, MI 48089 — or emailed to garethdaviesusa@gmail.com.

NAME _____

TELEPHONE _____

EMAIL: _____

CONTRIBUTION AMOUNT: _____

PAYMENT TYPE:

- LUMP SUM
- 4 INSTALLMENT PAYMENTS (1 payment every 3 months, over 12 months)
- 6 INSTALLMENT PAYMENTS (1 payment every 2 months, over 12 months)
- 12 INSTALLMENT PAYMENTS (1 payment every month, over 12 months)
- CUSTOM — please contact me to make specific arrangements

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Level 1 – Webb Ellis	\$15,000+	Lump Sum or Installment	Appropriate clubhouse recognition TBD with donor as well as Webb Ellis level recognition on permanent donor display.
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