ONLY ONE CHANCE . . . . . RIGHT NOW!
THE MISSION OF THE HISTORIC STANLEY HOME FOUNDATION IS TO PURCHASE, RENOVATE, PRESERVE AND OPERATE ROCKSIDE, THE F.O. STANLEY HOME, AS A CULTURAL CENTER FOR LOCAL HISTORY EDUCATION. THE HOME WILL BE AN ENDURING REMINDER OF THE EVOLUTION AND DEVELOPMENT OF ESTES PARK AND ROCKY MOUNTAIN NATIONAL PARK.
FROM KURTIS KELLY
Estes Park History Portrayalist

As a history re-enactor, I marvel at the Historic Stanley Home as an ideal setting to celebrate the amazing stories of its original occupants. To enter this home is to be drawn immediately into its charm. Securing this historic treasure as a public site would be an economic, educational, and cultural “win” for our community, as it would become a destination for locals and visitors of all ages.

When I enjoy festivals at our town’s Indoor Event Center, or relish the sounds of Celtic rock at Scottish Fest, or cheer the Rooftop Rodeo, I’m reminded that these joys are possible thanks to F.O. and Flora Stanley’s gift of 54 acres of meadowland to our residents. These annual events happen thanks to a place we call Stanley Park. Now it’s time to match F.O.’s philanthropy by acquiring the home ready to honor his inspiring story and legacy.

Let’s not miss this once-in-a-lifetime opportunity to acquire the Stanley Home for our civic benefit.

FROM JAMES H. PICKERING
Historian Laureate, Town of Estes Park

When F.O. Stanley, but recently recovered from a bout of tuberculosis, purchased land on which to build a summer home, there was as yet no Town of Estes Park, the community to whose subsequent growth and development over nearly four decades he would commit both his time and resources. The Stanley Home, like the nearby Stanley Hotel, which it preceded by some four years, stands as an enduring monument to a visionary individual who through ingenuity, courage, and persistence found ways to harness the emerging technological forces of the twentieth century to make those dreams a reality. “The Grand Old Man of Estes Park” they called him, and rightfully so. From his time until our own, the influence of F.O. Stanley continues to be felt throughout the Estes Valley.

It is for this reason that the efforts being made by The Stanley Home Foundation to purchase and maintain the Stanley Home at Rockside are so important. It is an architectural treasure that, like its neighbor to the west, Rocky Mountain National Park, whose creation F.O. Stanley did much to facilitate, deserves to be preserved for the use and enjoyment of future generations. The Stanley Home is a gift from the past to both the present and the future. And no one would be more appreciative, or more supportive of these efforts, than Mr. Stanley himself.

This cannot happen, of course, without the full support, financially and otherwise, of the Estes Park community and those, and they number into the millions, whose lives have been similarly touched and enriched by the physical beauty of the Estes Valley and the legacy of Freelan Oscar Stanley.

FROM TOM SHAMBURG
President/CEO of The Stanley Home Foundation on behalf of the Board of Directors and Community Advisory Group

The words written on this page by Dr. Jim Pickering and Kurtis Kelly, are likewise embraced by over 550 townspeople on our First 500 list. Our supporters have indicated that the effort to save Rockside, The Stanley Home, means a great deal to them.

The supporters of the mission to save the Stanley Home feel that upon its purchase in September 2019, Estes Park will have the historic house museum of the one most responsible for building the wonderful community and destination it has become. Preserving it for the enjoyment and benefit of thousands of locals and visitors is imperative.

In 2017, our plan was made known to the neighbors surrounding the home and to the Town of Estes Park. We have been told by many that the process of working with neighbors and working with the Town to make our mission beneficial to all was a model for building consensus.

In late August 2018, our Town Trustees unanimously approved our operating plan. After gaining Town approval, the final step of gathering funds puts the fate of saving this wonderful place in the hands of the many donors who will make this dream a reality.

Now is the time for this dream to come to fruition. Time is of the essence. Please contact Tom Shamburg at stanleyhistorichome@gmail.com or at (970) 415-0139, to learn how you may be one of the many who collectively will accomplish one of the finest achievements for community good that this astounding town has seen.
THE HISTORIC STANLEY HOME FOUNDATION
INFORMATION TO KNOW
NOVEMBER 2018

The Foundation from Inception to Present Day

• The Foundation has no successor entities. It is an entirely new creation.
• Formed as a Colorado non-profit corporation in October 2016.
• Received its IRS tax-exempt status in June 2017, as a public charity.
• Hosted tours to 300 locals and visitors in August 2017 for Centennial Day.
• Formed a Community Advisory Group in December 2017 to assist Board.
• Applied to Town of Estes Park for permission to operate as a house museum in April 2018.
• Established a First 500 Support Group in June 2018.
• The Estes Park Planning Commission unanimously approved operating plan in July 2018.
• The Estes Park Town Trustees unanimously approved operating plan in August 2018.

Next Steps for the Historic Stanley Home Foundation

• Secure $1,950,000 in resources to purchase the 4.4-acre Rockside Stanley Home Site, which includes
the home, carriage house and 3 acres of open space.
• Pursue placement on the National and State Registers of Historic Places.
• Close on the Historic Stanley Home purchase in September 2019.
• Apply for a Permanent Conservation Easement on the site after closing.
• Initiate five-year renovation program after closing.
THE HISTORIC STANLEY HOME FOUNDATION
Sources and Uses of Funds to Purchase The Stanley Home
2018-2019

ANTICIPATED SOURCES OF FUNDS

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>DONATIONS FROM LEAD INDIVIDUALS</td>
<td>$500,000</td>
</tr>
<tr>
<td>DONATIONS OF INDIVIDUALS UNDER $100,000</td>
<td>650,000</td>
</tr>
<tr>
<td>FOUNDATION GRANTS</td>
<td>350,000</td>
</tr>
<tr>
<td>CORPORATE GIFTS</td>
<td>250,000</td>
</tr>
<tr>
<td>OTHER SOURCES</td>
<td>200,000</td>
</tr>
<tr>
<td>TOTAL FUNDS TO BE SECURED</td>
<td>$1,950,000</td>
</tr>
</tbody>
</table>

ANTICIPATED USES OF FUNDS

<table>
<thead>
<tr>
<th>Use</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>PURCHASE OF THE HOME, CARRIAGE HOUSE AND STRUCTURE FOR GIFT SHOP AND OFFICE</td>
<td>$1,300,000</td>
</tr>
<tr>
<td>PURCHASE OF THE TWO TRACTS OF OPEN SPACE</td>
<td>400,000</td>
</tr>
<tr>
<td>PURCHASE OF FURNISHINGS INCLUDING ITEMS ORIGINAL TO THE 1904 HOME</td>
<td>100,000</td>
</tr>
<tr>
<td>ADMINISTRATIVE AND FUNDRAISING COSTS</td>
<td>150,000</td>
</tr>
<tr>
<td>TOTAL FUNDS TO BE USED</td>
<td>$1,950,000</td>
</tr>
</tbody>
</table>

- CLOSING ON THE PURCHASE IS ANTICIPATED BY SEPTEMBER 2019
THE HISTORIC STANLEY HOME FOUNDATION
PLEASE GIVE GENEROUSLY TO SAVE THE STANLEY HOME IN 2018-2019

WHY SHOULD YOU FINANCIALLY SUPPORT THE STANLEY HOME CAMPAIGN?

• This home is an extremely important piece of Estes Park’s history.
• The legacy of F.O. Stanley is one of great philanthropy and citizenship.
• The home at 114 years old is in excellent condition.
• The home will be a venue for education and enjoyed by thousands.
• Though our town will change, preserving the best of our history is important.
• Heritage tourism is popular. The Visitor Center recognizes only two historic homes. We need the Stanley Home to be an additional option.
• It is highly unlikely that a future strong effort such as this will be launched.

WHAT IS THE PROBABLE OUTCOME OF NOT PURCHASING THIS HOME RIGHT NOW?

• The home might be demolished and replaced by a new structure.
• The home interior would likely be altered, destroying its historic character.
• The 3 open space acres would probably be built on, as is permitted by its zoning.
• The home could be moved to another site, ending an intact original site.
• Any of these concerns are probable if the Foundation is not the future owner.

HOW DO I COMMIT FINANCIALLY TO SAVE THE STANLEY HOME?

• CONTACT TOM SHAMBURG BY PHONE, EMAIL OR WEBSITE (CONTACT INFO ON BACK COVER)
• REQUEST A MEETING BY CONTACTING TOM SHAMBURG
• MAIL YOUR CHECK MADE PAYABLE TO THE HISTORIC STANLEY HOME FOUNDATION AT P.O. BOX 2130, ESTES PARK, CO 80517
• SECURE PLEDGE FORM FOR GIFTS WITH MULTI-YEAR INSTALLMENTS
• MAKE GIFT BY CREDIT CARD OR PAYPAL ON OUR WEBSITE

FROM BILL PINKHAM, OUR HONORARY CHAIR OF THE COMMUNITY ADVISORY GROUP:

“The Stanley Home is an enduring record of our Estes Park past, which will enable families to step into the lives of F.O. and Flora Stanley. Examples exist across the country of historic properties that have been left in disrepair or turned into time shares or condominiums. Once a piece of history is destroyed, it is lost forever. We must not let that happen to the Stanley Home and property!”

FROM PEGGY LYNCH, A MEMBER OF OUR COMMUNITY ADVISORY GROUP:

“With a private buyer, I would give this property a very slim chance of retaining its original ambience. There is no doubt that the two additional lots would be sold separately and have homes built on them, crowding the pristine look of the current home. Mr. Stanley gave this town the entire Stanley Park as a gift in time to preserve land for recreation and entertainment. Let’s keep his home preserved for future families so they can see how the ingenious F.O. Stanley lived in 1904.”
THE HISTORIC STANLEY HOME FOUNDATION
A GRASS ROOTS EFFORT TO SAVE THE HISTORIC STANLEY HOME
THE FIRST 500 LIST OF SUPPORTERS

This is a list of hundreds of citizens of Estes Park who probably lend their names to demonstrate that saving this home is an effort that matters greatly to them.
HELP
SAVE THE
STANLEY
HOME!

Photos by Marsha Hobert,
Photos by Marsha &
Janea Smith,
Janea Smith Photography
Layout Design
by Marsha Hobert