

## THE NCLC CAMPAIGN

# Building for Marketplace Justice

A Center for  
Consumer  
Expertise  
and  
Advocacy

For the first time in its 36-year history the National Consumer Law Center is undertaking a \$2.5 million fundraising campaign to buy an office building - a home for NCLC and a resource for the community of consumer advocates at large. It will be a center dedicated to consumer justice, a place where our advocates use their expertise and the tools of consumer law to protect vulnerable consumers from exploitation.

A building of our own will be more than just bricks and mortar: it will help guarantee long term financial strength and a lasting commitment to consumer justice. It will mean converting rent into more advocacy benefiting more consumers. It will mean more resources for building and supporting the consumer justice community. And it will create a foundation for even more growth, advocacy, and activism in the future.

NATIONAL  
CONSUMER LAW  
CENTER



To raise \$2.5 million by 2008 will require the help of many. We'll need your help, too. Please support The NCLC Campaign: Building for Marketplace Justice.

## CAMPAIGN COMMITTEE

Chair  
Bryan Kemnitzer

Members  
Mark A. Chavez  
Timothy E. Eble  
Jonathan Kravetz  
James C. Sturdevant

NCLC  
Executive Director  
Willard P. Ogburn

# Kemnitzer Heads Campaign

“NCLC is about excellence, compassion, decency. That’s why I think this campaign is so important. We need to ensure that NCLC will be able to carry on its commitment to excellence,” said Bryan Kemnitzer in publicly announcing the NCLC Campaign: Building for Marketplace Justice. “I strongly support the campaign and am committed to helping the Center buy a home of its own.”

As both Campaign chairman and chairman of the NCLC Partners Committee, Kemnitzer has been the point man in the Campaign since the beginning, planning and strategizing, energizing staff and volunteers, and reaching out on behalf of NCLC for support for the building campaign.

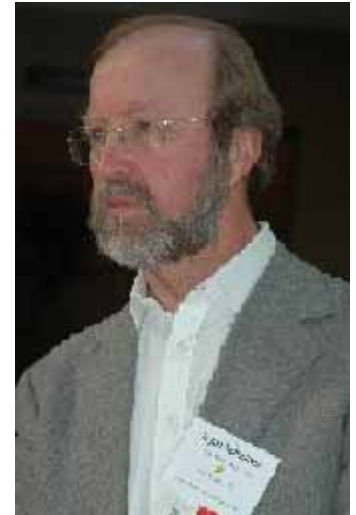
Kemnitzer and his wife Nancy Barron were quick to make their own generous Cornerstone commitment to the campaign (that on top of many generous donations to NCLC in earlier years). They set a fine example.

Kemnitzer and Barron are partners in the firm Kemnitzer, Anderson, Barron & Ogilvie, the largest and longest standing California firm specializing in California lemon law, auto dealer fraud, and class action litigation.

They are frequent speakers at NCLC conferences and contribute to our publications, as well as being active in the greater community of consumer advocates. Kemnitzer has tried more than 30 cases to a jury and handled many additional court trials.

“This is not about an expensive address, decorator furnishings, or artwork on the walls,” said Kemnitzer. “If you saw the office they’re in now you’d know they don’t care about that. What they do care about is helping vulnerable consumers, the little guys who are at the mercy of scam artists and greedy corporations and businesses. This campaign is about assuring that NCLC will have the financial stability to do just that well into the future.

“I urge everyone to make a donation to the campaign,” said Kemnitzer. “And don’t stop with your own donations. Ask your colleagues to help out, too.”



Bryan Kemnitzer

## CONTACT

For information on the NCLC building campaign, please contact:

Suzanne Cutler  
National Consumer  
Law Center  
77 Summer St., 10 th Fl  
Boston, MA 02110

617 542-8010  
scutler@nclc.org

# Cornerstone Colleagues

Each of the Cornerstone supporters listed below has made a commitment of at least \$25,000 to the building campaign during its pre-public phase. Without their support a building of our own was unthinkable, unachievable. With their generous commitments we're well on our way to a Building for Marketplace Justice.

Roy Barnes

Elizabeth Cabraser

Mark A. Chavez

Cotchet, etc.

Timothy E. Eble

Robert S. Green and wife

Bryan Kemnitzer and Nancy Barron

Jonathan and Janny Kravetz

Michael P. Malakoff

Jenkins & Mulligan

John Roddy

James C. Sturdevant

Also providing generous support to the campaign are

Thomas Tarter

Willard P. Ogburn

Kathleen E. Keest

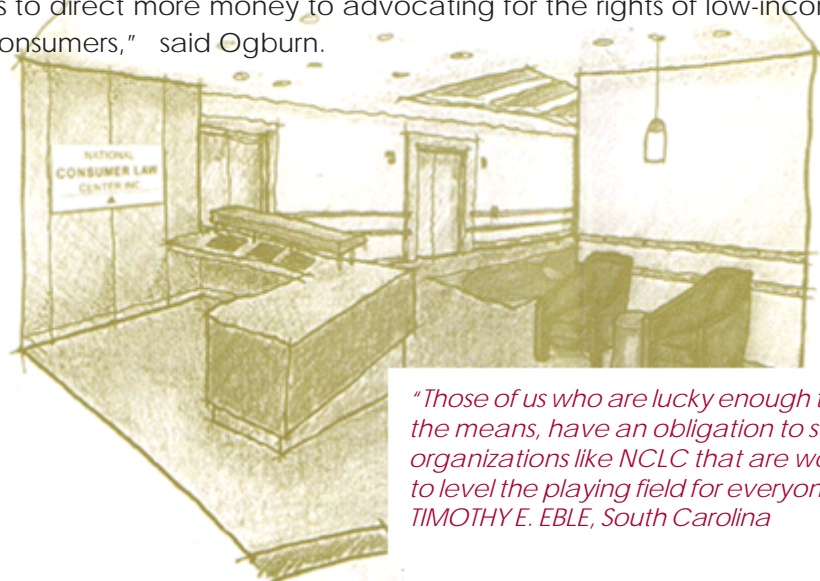
# Purposeful and Ambitious

This is the most ambitious, purposeful fundraising endeavor in NCLC's history. "We are not lightly undertaking this campaign," said Willard P. Ogburn, NCLC executive director. "It is an enterprise begun with hopes and dreams for a more secure future, but rooted in sound analysis and planning."

We're still scouring Boston for the idea space, but our experienced advisors - realtors, architects, attorneys, and bankers - anticipate we should have on hand at least \$2.5 million to cover a down payment, and related costs. The total price of a small Boston office building will likely be in the \$5-6 million range.

We're confident that our mortgage payments will be less than our current lease of \$300,000 a year (signed during a market upswing). The reduced space costs will mean more money for advocacy, while building equity for the future.

"A building of our own will allow us better control our costs, and enable us to direct more money to advocating for the rights of low-income consumers," said Ogburn.



*"Those of us who are lucky enough to have the means, have an obligation to support organizations like NCLC that are working to level the playing field for everyone."*  
TIMOTHY E. EBLE, South Carolina

# Support from NCLC's Good Friends

Early gifts and pledges made by NCLC's Partners Council and other generous supporters have put NCLC well on the path to meeting our \$2.5 million goal. We especially appreciate that these supporters stepped forward early, demonstrating their confidence in the Center and setting an example for all.

Leading the way is **Mark A. Chavez** who directed a very sizable *cy pres* to the Center that was the catalyst for the campaign, and then followed up with a generous personal donation to the Cornerstone Fund. Chavez, of Chavez & Gertler, LLP, knows NCLC well - he is both a member of NCLC's Partners Council and its board of directors.

"NCLC is the best resource a consumer attorney has, and its one of the best friends vulnerable consumers have," said Chavez. "Those are two very good reasons for helping them as much as I can."



Mark A. Chavez

Chavez specializes in consumer class actions, unfair business practices, banking litigation and complex civil litigation. He and his firm have been responsible for some of the largest recoveries ever achieved in consumer cases. Chavez is active in many professional organizations, including Consumer Attorneys of California, National Association of Consumer Attorneys, and Trial Lawyers for Public Justice.



Michael P. Malakoff

"Consumers face a daily barrage of solicitations for credit, goods, and services. Yet their resources are few when those solicitations and sales practices are deceptive, misleading, or fraudulent," said **Michael P. Malakoff**, of Malakoff Doyle & Finberg, PC. "I know from years of practicing consumer law that the laws regulating the consumer marketplace are complex and confusing. NCLC is *the* consumer law expert and I value their clarity, guidance and assistance." That's why, before even being asked to help out, Malakoff says he made a significant gift to the campaign. He has a long history of making generous gifts to NCLC and we appreciate his generosity of spirit.

Malakoff has substantial class action litigation experience in high risk, complex class action cases. He's also member of NCLC's Partners Council, and has been a speaker at our conferences and contributed to our manuals. He was a charter member of the board of the National Association of Consumer Attorneys.

# How You Can Help

Every gift counts, no matter it's size. Beyond the dollar goals, we want the support of everyone - each gift tells us you recognize the significance of our work for low-income families and consumers and encourages us in our efforts. Whether your means are great or small, we hope you'll be as generous as possible. Realistically, we know we'll need several more sizeable gifts to guarantee the success of this campaign, but we value small gifts, too. If all our friends and colleagues support us in this campaign, even small gifts will add up to big money, enough for NCLC to buy a building of our own. If you've ever attended one of our conferences, referred to one of our manuals, participated in an NCLC list serve, or relied on NCLC's legal expertise and advocacy in any manner, we're putting the shoe on the other foot. Now we're asking for *your* help.

## Add Your Name to the Wall of Justice

A Wall of Justice will publicly recognize those who have made significant gifts to the campaign. Located in a prominent space in our new home, the wall will permanently list names of generous donors in the categories of giving to the left.

## What's in a Name?

Nearly as old as the custom of philanthropy is the tradition of attaching one's name, or the name of someone you wish to honor, to a gift. We have established a number of named giving opportunities in response to the interest of those supporters who recognize the importance of philanthropy and, by attaching their names to gifts, hope they may inspire others.

The Campaign has identified several naming opportunities, but until our home building is actually in hand, specific naming areas may necessarily change. In all cases we welcome the chance to work with donors to identify appropriate naming opportunities.

Please call Suzanne Cutler or Willard P. Ogburn at 617 542-8010 if you would like to talk about naming possibilities.

<u>Room</u>	<u>Units</u>	<u>Gift Size</u>
Building Floor	3	\$250,000
Reception Area	1	\$200,000
Meeting Center	1	\$150,000
Staff Conference Room	1	\$125,000
Media Center*Named	1	\$ 50,000
Consumer Law Archives	1	\$ 40,000
Advocate Offices	15	\$ 30,000

\* Taken - no longer available

### CATEGORY

#### Gift Size

CORNERSTONE  
\$25,000 and up

BENEFACTOR  
\$20,000-\$24,999

GUARDIAN  
\$10,000-\$19,999

ADVOCATE  
\$5,000-\$9,999

PATRON  
\$1,000-\$4,999

### THE NCLC CAMPAIGN

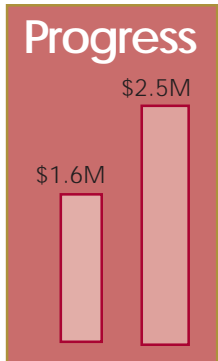
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# Partners Take the Lead

When fundraising professionals refer to the silent phase of a capital campaign, it is that period of time when an organization gathers some of its longtime friends and supporters together and quietly works with them to evaluate and plan for an upcoming campaign. In the past few years NCLC has been doing just that with the help of its generous and hard working Partners Council and Campaign Committee.

This silent phase is also the time that NCLC began the campaign's nucleus fund, cultivating leadership level commitments that typically add up to between one third and one half of the total campaign goal. In NCLC's case we've raised \$1.6 million on our goal of \$2.5 million. Our Partners are the ones who have gotten us this far - we rely on them for their advice, their hard work, their willingness to speak on NCLC's behalf, and their own gifts of support.



"Now we're opening up the campaign to the larger community of consumer advocates and hope they'll step forward as generously as our supporters have during the silent phase," said James Sturdevant who has been active on the Campaign Committee and set an example with his own donation at the Cornerstone level. "I urge as many who can to add their support to the Campaign."

## Your gifts add up with a pledge

If you'd like to make a meaningful gift to the Building Campaign, but prefer not to do it all at one time, we encourage you to make a pledge and pay off your commitment over several years. Even a series of seemingly modest gifts become significant over five years, much like building a structure brick by brick.

Just complete the pledge information to the right and return it to us. NCLC, 77 Summer St., 10th Fl., Boston, MA 02110

I pledge \$\_\_\_\_\_ to the NCLC building campaign, to be paid in full by \_\_\_\_\_(date). I expect to pay \$\_\_\_\_\_ each year until the pledge is completed.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
Phone \_\_\_\_\_

Please charge my first payment of \$\_\_\_\_\_ to MC/Viza/AMEX to the name above. Account # \_\_\_\_\_  
Signature \_\_\_\_\_

## NCLC Partners' Council

*Leadership for NCLC*

Chair: Bryan Kemnitzer

Roy E. Barnes

Bernard E. Brown

James L. Brown

Elizabeth J. Cabraser

Sheila Canavan

Mark A. Chavez

William H. Crowder

Michael D. Donovan

Timothy E. Eble

Cary L. Flitter

Robert S. Green

Aurora Dawn Harris

Kathleen E. Keest

William M. Krieg

Robert I. Lax

Seth R. Lesser

Michael P. Malakoff

C. Knox McLaney, III

John T. Murray

John Roddy

Howard Rothbloom

James C. Sturdevant