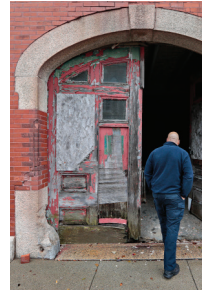
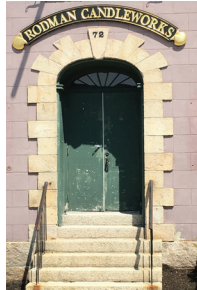


WHALE OPENS DOORS

PAST, PRESENT AND FUTURE



WHALE has been on a mission to open doors for preservation, community development, cultural heritage and more for the past six decades. We opened the door to the possibility that a disinvested and deteriorating historic waterfront had potential, opportunity and value.

We opened the door to partnerships that saw investment, development and creative visioning of what has become a center for history, art and community, as well as a National Park. We opened the door for new housing opportunities and homeownership for city residents. We have opened doors on spaces for artists to display, create and connect. We opened the door on cultural and vibrant performing arts venues and iconic museum properties. We opened the door to opportunity, possibility, collaboration and the impact that investing in our past will make on our future.

But we don't open doors alone, we do it with YOU. As someone who has supported WHALE in the past, you value what we do for the New Bedford community. Since 1962, our work has impacted what matters to you and helped preserve architecture, neighborhoods, and most importantly, stories, history and culture.

Help us open new doors for community development, preservation and revitalization across the city by donating to our 2024 annual appeal today!

Thank you for your partnership and support!
Erin D.A. Miranda, Executive Director



A LOOK BACK AT 2024



Steeple Playhouse opened its doors after a decade long rehabilitation of the former First Baptist Church. Now a performing arts venue stewarded by Your Theater, Inc., it is a testament to preservation, partnership and perseverance.



Places that Matter: New Bedford successfully launched in May. This tool combines community nominated resources and demographics to show places for opportunity and investment.



Public programming was on the docket for the year, with a winter speaker series in partnership with the Rotch-Jones-Duff House Museum and Gardens, along with a return to AHA! and a newly launched Historic Homeowner Workshop series.



WHALE celebrated the amazing accomplishments of 9 local individuals and organizations with the return of our annual Preservation Awards.

WHAT DOORS WILL YOU HELP OPEN IN 2025?



OPPORTUNITY: WHALE projects create jobs, housing, arts and cultural venues, help stabilize neighborhoods, encourage community focused development and more. In 2025, work on the Hillman Street Firehouse will be underway, restoring this 19th century firehouse and former civil defense headquarters and creating 8 units of housing.



COLLABORATION: We focus on being a partnership-driven organization and supporting our partners historic initiatives, from the Zeiterion Theatre to the Cape Verdean Association's Cultural Community Center at the Strand Theater and Island Park. WHALE is a go-to resource, partner and ally for preservation and development efforts city wide, and is an active participant in efforts to invest and revitalize New Bedford neighborhoods.



ENGAGEMENT: Increasing our educational programs and workshops is only the first step in expanding our engagement with the community. From free AHA! offerings to inspiring speaker series, we are looking to grow creative ways to share the stories of our work and impact and find new ways to connect our mission to all who live, work and visit New Bedford.

WHALE has opened many doors, through our projects, our programs and our people. And we will open even more with your support. Every gift makes a difference.

Thank you for supporting our mission and donating to our 2024 Annual Appeal today!

Please cut and return this card in the enclosed envelope to WHALE or visit www.waterfrontleague.org to donate securely online.

\$2,500 \$1,000 \$500 \$250 \$100 \$50 Other \$

Name: _____

Address: _____

Phone: _____

Email: _____

Card#: _____

Exp. Date: _____ CVV Code: _____

CC Billing Address: _____

Zip Code: _____ Signature: _____

Check payable to WHALE enclosed

Please charge my credit card

Donations of \$1,000 and above are eligible for a 50% Community Investment Tax Credit (CTIC)!

WHALE is a 501(c)3 nonprofit, charitable organization. In accordance with IRS regulations, your contribution is fully tax deductible.