

Honoring the Past
Attending to the Present
Looking to the Future

This is an historic moment at PAAM! Retired Provincetown business woman and PAAM Trustee, Irma Ruckstuhl, has made a challenge like no other before.

She has supported Provincetown, its art and artists, for many years in many ways. Besides employing residents in her businesses, she established a scholarship for painters. She has helped PAAM to pay off loans and equipment. And her leadership gift enabled PAAM to build state of the art galleries that house exhibitions of national significance.

Now Irma has thrown down the "donation gauntlet," and stepped forward with a matching gift challenge. Through the end of 2010, Irma will match dollar for dollar every *Above and Beyond* gift donated by PAAM friends and members.

The purpose of Irma's Challenge is twofold: She wants all PAAM friends and members to make a gift to the Annual Fund that goes **above and beyond basic membership**. And she wants those who already make gifts to PAAM — Annual Fund donors, PAAM Circle members, Partners in Art, Legacy Circle members, Trustees and Committee members — to make a gift **above and beyond their usual commitment**.

Her goal is to see that PAAM gets through the financially difficult winter without its usual struggle, having enough donations to cover the costs of everything — heating, staffing, insurance, the mortgage — \$175,000 during the first quarter of 2011.

So, if you have never made a gift to the Annual Fund, please do. Irma will double the impact of your gift.

If you have already made your PAAM Circle or Partners in Art gift this year, please make another gift. Irma will match your generosity.

If your gift to PAAM is in your will or estate plan, maybe this is the opportunity to join the PAAM Circle, or to participate in the Annual Fund.

Make history alongside Irma! No one has ever offered to match every gift — no matter the amount — in the entire 96 years PAAM has offered programs and exhibitions that are essential to Provincetown residents and visitors!

**DONATE NOW ON
PAAM'S SECURE WEBSITE**

PAAM
460 Commercial Street
Provincetown, MA 02657
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Provincetown
Art Association
and Museum