

# NEW DARBE MEHR BUILDING PROJECT

*“The future belongs to those who believe in the beauty of their dreams.”*

- Eleanor Roosevelt



# NEW DARBE MEHR PROJECT, NY *HISTORY*

- AT THE CURRENT LOCATION SINCE 2001
- A BEAUTIFUL SITE BUT BUILDING IS LESS THAN ADEQUATE
- INTENT WAS ALWAYS TO EXPAND OR BUILD NEW. AFTER A DETAILED STUDY, BUILD NEW WAS THE PREFERRED OPTION - A COUPLE OF ATTEMPTS TO BUILD DID NOT MATERIALIZE AFTER THE INITIAL EXCITEMENT
- AT THE MAY 2010 DMZT AGM, A QUESTION WAS ASKED, “WHAT ARE THE TRUSTEES DOING REGARDING A NEW BUILDING AND THE \$880K BALANCE IN THE NEW BUILDING FUND?”
- ANSWER WAS, “NOTHING, WOULD YOU LIKE TO LEAD THE EFFORT?” .....AND THE REST IS HISTORY!



# NEW DARBE MEHR PROJECT, NY

## *FORMATION OF NDMI, LLC*

- ABOUT 10 LIKE-MINDED PEOPLE MET TO DISCUSS WHAT THEY WOULD BE WILLING TO INVEST TOWARDS THIS EFFORT
- OBJECTIVE WAS TO NOT USE COMMUNITY MONEY INITIALLY AND FAST TRACK THE PROJECT. WE COULD NOT START & STOP AGAIN. FAILURE WAS NOT AN OPTION.
- AN LLC WOULD BE FORMED AND INITIAL MONIES SPENT UNTIL THE PROJECT CROSSED THE “TIPPING POINT”
- AT THIS POINT THE BALANCE WOULD BE DONATED TO THE BUILDING FUND. IF THE INITIATIVE WAS A NO-GO, THE LLC WOULD BE DISSOLVED
- PLAN WAS FORMULATED WHICH WAS ACCEPTED BY THE DMZT TRUSTEES
- **NEW DARBE MEHR INITIATIVE, LLC** WAS FORMED WITH 16 MEMBERS CONTRIBUTING A TOTAL OF \$500,000 ON OCTOBER 10, 2010



# NEW DARBE MEHR PROJECT, NY

## THE EXCITING FIRST STEPS

*OCTOBER 2010-MAY 2011.....\$0 TO \$1.5 MIL*  
*IMPOSSIBLE TO IMPROBABLE*

- INFORMATION FLYER PREPARED EXPLAINING THE “WHAT, WHY, WHY NOW, AND HOW” OF THE PROJECT
- BASED ON THE NEEDS IDENTIFIED BY NDMI, ZAGNY, IZA, DMZT, ARCHITECT DINYAR WADIA DESIGNED THE BUILDING WHICH REQUIRED 6 DESIGN CHANGES TO SATISY ALL FOUR GROUPS
- WITH A COST ESTIMATE OF \$4 MIL AND COLLECTION/PLEDGES OF \$ 1.5 MIL (NDMI-500K; DMZT-680K; EARLY PLEDGES) PROJECT WAS UNVEILED IN DETAIL TO THE COMMUNITY AT THE MAY 2011 DMZT AGM



# NEW DARBE MEHR PROJECT, NY AFTER THE HONEYMOON

*MAY 2011 – MARCH 2013.....\$1.5 MIL TO \$2.5 MIL  
IMPROBABLE TO PROBABLE TO LIKELY*

- INVESTED IN BROCHURE SHOWING THE BUILDING FAÇADE, INTERIOR FLOOR PLAN, FUNDING NEEDS AND TIMELINE
- NDMI WAS THE INITIAL DRIVING FORCE. FORMED FUND RAISING & BUILDING COMMITTEES WITH INCLUSION OF DMZT TRUSTEES, NDMI, ZAGNY AND IZA MEMBERS
- INVESTED IN A BUILDING MODEL (12K). FORMULATED RECOGNITION & ROOM NAMING PROGRAM
- MARCH 2012: PROJECT UPDATE. MODEL UNVEILED. SPONTANEOUS DONATION AND CHALLENGE MATCH BY AASHISH & DINYAR DEVITRE NETTED \$81K
- GOOD PROGRESS WITH SITE PLAN APPROVAL PROCESS, BUT FUND RAISING HAD SLOWED
- HONEYMOON OVER AND IT WAS TIME TO REKINDLE THE SPARK



# NEW DARBE MEHR PROJECT, NY

## THE TIPPING POINT

*MARCH 2013 – MARCH 2014.....\$2.5 MIL TO \$3.5 MIL*

### *LIKELY TO DEFINITE*

- GROUP SUNDAY LUNCHESES TO UPDATE, ANSWER Q's, AND ASK FOR DONATIONS
- INTRODUCED TO BEHRAM IRANI, AN EXPERIENCED PROFESSIONAL IN THE CHARITABLE GIVING AREA, WHO HAD PLAYED A KEY ROLE FOR THE DALLAS DARBE MEHR
- AUGUST 2013: BEHRAM ENTHUSIASTICALLY PRESENTED A 'FUND RAISING 101' TO GIVE THE FRC A CLEAR UNDERSTANDING ABOUT FORMAL BROCHURES, GIFT TABLE, AND ASKING TECHNIQUES
- DETAILED BUILDING DESIGN WAS COMPLETED AND FORMAL ESTIMATE OBTAINED FOR THE BUILDING (\$3.5 MIL) and SITE IMPROVEMENT (\$1.0 MIL)
- FRC FELT THAT ANNOUNCING A START CONSTRUCTION \$ TRIGGER POINT WOULD MOTIVATE GIVING



# NEW DARBE MEHR PROJECT, NY THE TIPPING POINT

*MARCH 2013 – MARCH 2014.....\$2.5 MIL TO \$3.5 MIL*

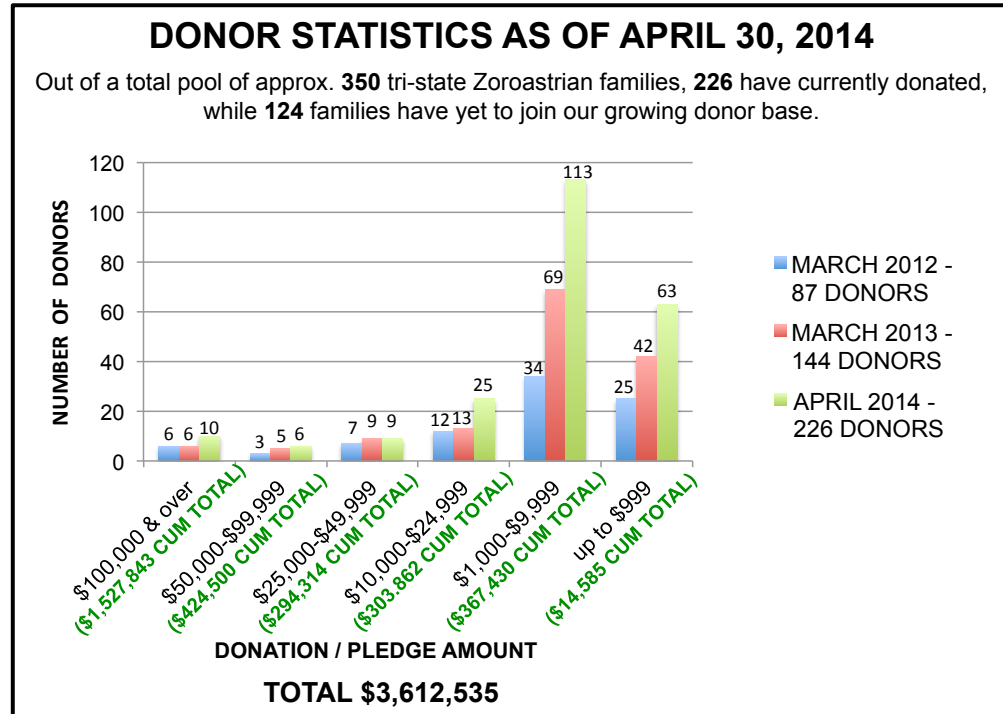
## *LIKELY TO DEFINITE*

- FRC PROPOSED THAT A PRE DETERMINED START CONSTRUCTION \$ TRIGGER POINT BE ESTABLISHED SINCE WAITING TO COLLECT THE ENTIRE PROJECT COST BEFORE STARTING CONSTRUCTION COULD RESULT IN LOSING MOMENTUM.
- AFTER CONSIDERABLE DELIBERATION WITH DMZT IN SEPTEMBER 2013, A START CONSTRUCTION TRIGGER POINT OF \$3.5 MILLION WAS AGREED UPON. HOWEVER IT WOULD BE CONTINGENT ON A COMMUNITY VOTE IN DECEMBER 2013
- THE IMPETUS WAS UNBELIEVEABLE AND SUPPORTERS INVESTED AN ADDITIONAL 700K BETWEEN SEPTEMBER AND DECEMBER 2013, EVEN BEFORE THE VOTE WHICH LATER PASSED BY A 91% POSITIVE VOTE





# CAPITAL CAMPAIGN STATISTICS: DONORS





# NEW DARBE MEHR PROJECT, NY

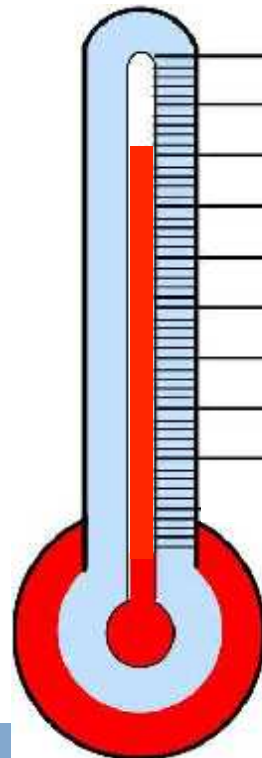
## *CURRENT STATUS*

- FINAL SITE PLAN APPROVALS WERE OBTAINED FROM POMONA VILLAGE ON MARCH 13, 2014
- THE “TIPPING POINT” HAD BEEN PASSED AND WITH THE FINAL PERMIT IN PLACE, A CEREMONIAL GROUNDBREAKING WAS SCHEDULED FOR MARCH 29, 2014. THE EVENT WAS VERY WELL ATTENDED AND WAS A RESOUNDING SUCCESS
- \$300K TO CROSS THE START CONSTRUCTION TRIGGER POINT OF \$3.5 MILLION WAS RAISED THAT VERY EVENING
- THE BUILDING CONTRACT WAS AWARDED TO REDCOM ON MAY 9, 2014
- THE LAST \$1 MILLION HAS YET TO BE RAISED DURING THE CONSTRUCTION PERIOD OF 18 MONTHS
- WE EXPECT TO HAVE THE BUILDING COMPLETED BY LATE 2015



DESTINY IS NOT A MATTER OF CHANCE. IT IS A MATTER OF CHOICE.  
IT IS NOT A THING TO BE WAITED FOR. IT IS A THING TO BE ACHIEVED.

- WILLIAM BRYAN



**\$4.5 MILLION TARGET**

\$3.6 MIL MAR 2014 – LIKELY TO DEFINITE.....**YES WE CAN!**

\$2.5 MIL MAR 2013 – PROBABLE TO LIKELY.....**HONEYMOON OVER**

\$1.5 MIL MAY 2011 – IMPROBABLE TO PROBABLE.....**EXCITEMENT**

\$0.5 MIL OCT 2010 – *IMPOSSIBLE TO IMPROBABLE*.....**DOUBT**



# NEW DARBE MEHR PROJECT, NY

## *HURDLES*

- **LOCATION** – SOME FEEL THAT THE CURRENT LOCATION IS NOT IDEAL
- **SIZE** – SOME QUESTION THE SIZE OF THE NEW BUILDING AND WHETHER FUTURE GENERATIONS WILL USE IT AND BE ABLE TO SUPPORT IT
- **DMZT** – INITIALLY SOME DMZT TRUSTEES FELT ISOLATED/THREATENED AND WERE NOT ON BOARD
- **100% OF THE LOCAL COMMUNITY NOT COMMITTED** – APATHY FROM SOME AFFLUENT MEMBERS
- **SUPPORT FROM OUTSIDE THE NY ZOROASTRIAN COMMUNITY** – LACK OF MONETARY SUPPORT FROM OUTSIDE THE COMMUNITY, EXCEPT FOR TWO LARGE (\$200K EACH) COMMITMENTS FROM ZOROASTRIANS OVERSEAS



# NEW DARBE MEHR PROJECT, NY

## *WHAT WE WOULD DO DIFFERENTLY*

- GET DMZT TRUSTEES SUPPORT AND COMMITMENT AT THE OUTSET
- “CURB OUR ENTHUSIASM” SO AS NOT TO LEAD SOME TRUSTEES/OTHERS TO FEEL WE WERE RUSHING AND TAKING UNDUE RISK
- LESS PUBLIC COMMUNICATION & PUBLIC “ASKING” TO MAKE ONE ON ONE “ASKING” MORE EFFECTIVE
- AVOID DONOR FATIGUE BY NOT HAVING FREQUENT FUND RAISERS



# NEW DARBE MEHR PROJECT, NY

## *WHAT WE DID RIGHT*

- ✓ INITIATED THE PROJECT WITH LIKE MINDED MOTIVATED INDIVIDUALS.....OUR CHAMPIONS!
- ✓ FORMED NDMI, LLC WITH GOOD SEED MONEY TO KICK START THE EFFORT
- ✓ INVESTED IN A MODEL
- ✓ FORMED VARIOUS COMMITTEES INVOLVING MEMBERS FROM EACH GROUP/ASSOCIATION
- ✓ FORMULATED A GOOD RECOGNITION POLICY ALONG WITH ROOM NAMING RIGHTS
- ✓ HELD VARIOUS FUND RAISERS: BIG & SMALL, MATCHING EVENTS, SMALL LUNCHEES, YOUTH EVENTS, WHICH WERE ALL EFFECTIVE AND SUCCESSFUL
- ✓ ADOPTED A CAN-DO ATTITUDE WITH ENTHUSIASM AND HARD WORK WHICH WAS CONTAGIOUS
- ✓ HAD POSITIVE EXPECTATIONS AND STAYED AHEAD OF THE GAME



# NEW DARBE MEHR PROJECT, NY

## *10 RULES OF THE GAME*

- |                      |                                       |
|----------------------|---------------------------------------|
| ① DREAM TEAM         | FEW GOOD LIKE MINDED CHAMPIONS        |
| ② LEAD BY EXAMPLE    | ENTHUSIASM IS CONTAGIOUS              |
| ③ FLYING START       | SEED MONEY AND INDEPENDENT ACTIONS    |
| ④ COMMUNICATE        | HEAR, LISTEN, UNDERSTAND              |
| ⑤ ASK UNABASHEDLY    | ALL & ANYONE - ONE MORE CALL!         |
| ⑥ PRIORITIZE         | FOCUS, DO, MOVE ON                    |
| ⑦ JUST DO IT         | CANNOT HIT HOME RUNS WITHOUT SWINGING |
| ⑧ MAP & MEASURE      | SUCCESS BREEDS SUCCESS                |
| ⑨ LEARN & IMPROVE    | PRACTICE MAKES PERFECT                |
| ⑩ BE ENTREPRENEURIAL | NO RISK NO GAIN                       |



# NEW DARBE MEHR PROJECT, NY *CONVENTIONAL V/S ENTRPRENEURAL STYLE*

## **CONVENTIONAL CORPORATE STYLE PROJECT**

- PLAN, IDENTIFY ALL NEEDS, WAIT UNTIL ALL RESOURCES ARE IN HAND, EXECUTE WITH PERCEIVED ZERO RISK
- SLOW WITH DANGER OF PROJECT LOSING STEAM AND FAILING

## **ENTREPRENEURIAL PROJECT**

- ENTREPRENEURSHIP IS DEFINED AS “THE PERSUIT OF OPPORTUNITY BEYOND THE RESOURCES CURRENTLY AVAILABLE”
- PLAN, IDENTIFY NEEDS, START WITH LIMITED RESOURCES, MOTIVATE, STRETCH, JUST DO IT! RESULTS WILL FOLLOW
- FAST WITH MEASURED RISK OF FAILURE







**IT IS IN DREAMING THE  
GREATEST DREAMS.....**

**SEEKING THE HIGHEST  
GOALS.....**

**THAT WE BUILD THE  
BRIGHTEST TOMORROWS**