

Let's Build House of Korea Together @ Balboa Park, International Cottage Area



Jung Joo Hwang
Founder/President
House of Korea
j4hwang@ucsd.edu

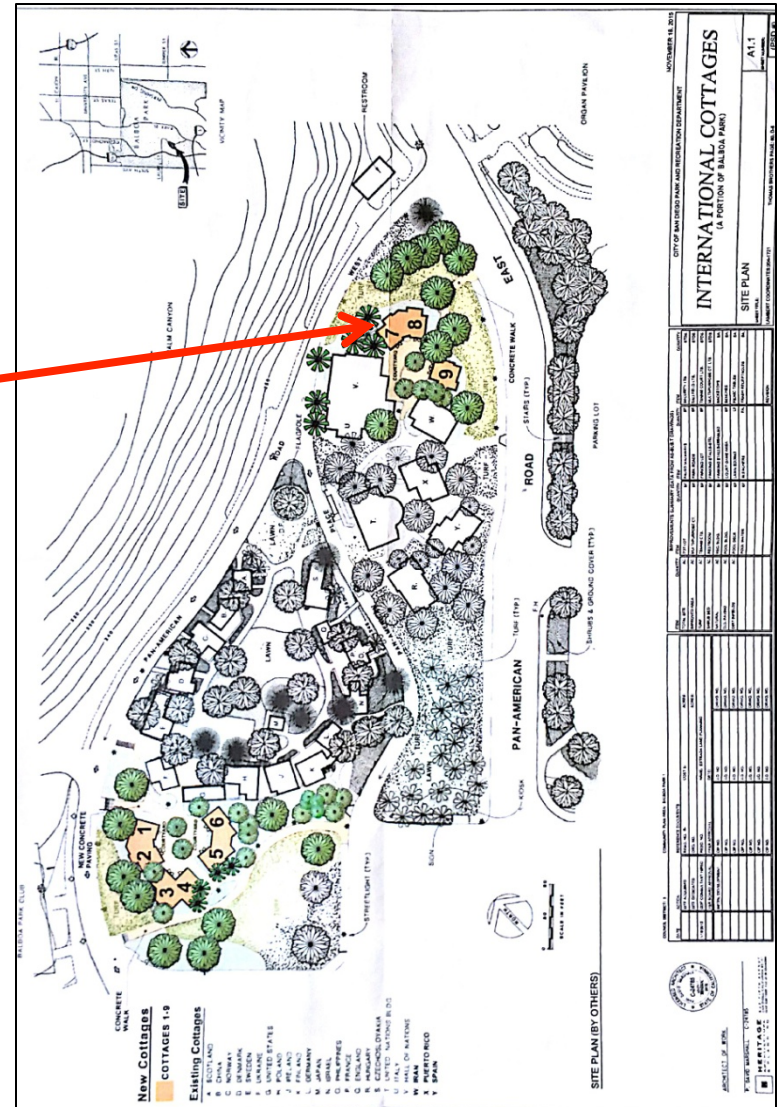
What is House of Pacific Relations International Cottages?

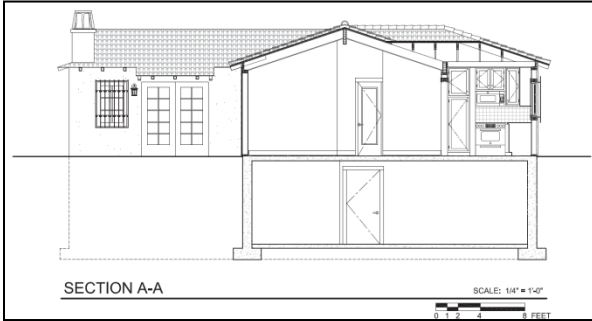
- The House of Pacific Relations (HPR), located in San Diego's Balboa Park, is a consortium of 'houses' representing 33 countries
- The HPR promotes multicultural goodwill and understanding through educational and cultural programs
- The park contains historic 1935 Exposition cottages plus 4 new cottages, 18 houses, where HPR member countries can offer visitors a window to their culture, history and traditions



New International Cottage Initiative

- 9 Houses (India, Mexico, Philippines, Turkey, Peru, Panama, Columbia, Palestine, & Lebanon) have been working on for several years, recently got Balboa Park permission, and now work on General Development Plan to build cottages
- One of 9 Houses has difficulty to put \$250,000 due on 1/3/2016. 100% of this fund in the bank is required by SD City to issue Entry Permit to the Park
- President of this House with HPR President invited HoK whether HoK would like to share the cottage equally by depositing \$125,000. This proposal was approved by NIC on 12/13/2015.
- Upon official withdrawal of this House from NIC on 2/7/2016, House of Korea has opportunity to solely own this cottage and responsibility to raise \$250,000





HoK Cottage?

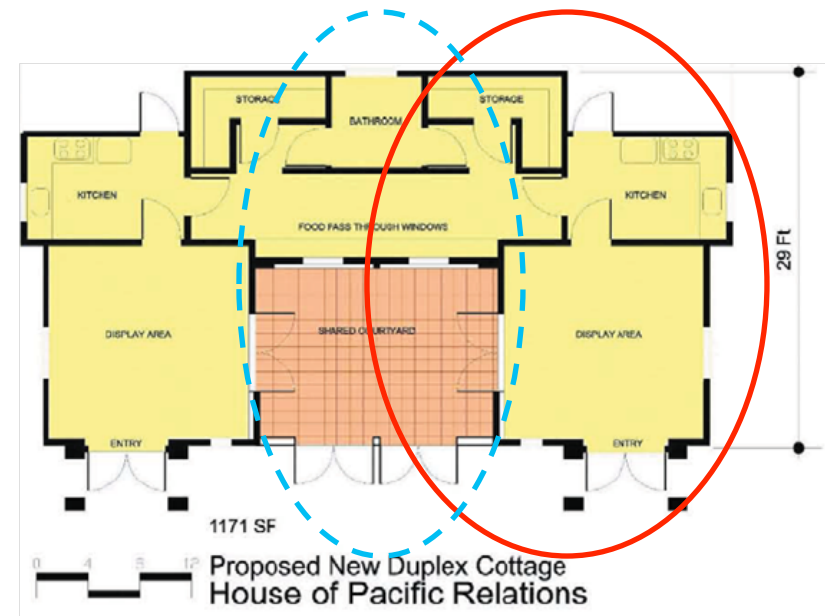
What HoK get for \$250K?

- Own “red circle area”
 - Display area, kitchen, storage
- Share “blue circle area” with another House
 - Courtyard, bathroom

Short Term Future Plan of NICC

- Ground breaking ceremony in Summer/Fall 2016 & start construction depending on El nino
- In 2017, finish construction except interior specific display (10 months from starting date)

- \$200,000 construction
- \$20,000 cottage design
- \$10,000 precise map amendment
- ~\$8,000 room tiles materials
- ~\$10,000 kitchen equipment



HoK Cottage Fund Raising Plan [1/2]

Outline of Fundraising Plan

- Organize Fund Raising Committee/ Advisor to target \$250K fundraising and define strategy
 - 3 years plan
- Outreach potential donors
- Online fund raising
<https://www.gofundme.com/4aka5usk>
- Apply government matching fund grant in late 2016
- Borrow from HoK members without interests
- Plan/start fund raising events
 - Hosting event at Balboa Park
 - Restaurant sponsor event
 - Hospital sponsor event
 - Gala event, etc.

Example of Donor Recognition

- Diamond level
>\$50,000
 - Platinum level
\$10,000-49,999
 - Gold level
\$5,000-9,999
- tile (Korean design) on HoK cottage wall
- Silver level
\$1,000-4,999
 - Bronze level
<\$1,000
- names on TV display screen



Example wall from House of Spain

How to Engage Yourself?!

Become a Leader/Advocate

- Spread HoK Cottage Initiatives among your network
- Donate gift fund directly to HoK between 12/13/2015 and 11/30/2016:
As HoK is 501(c)(3) non-profit organization, your donation is 100% tax deductible
- Donate fund via on-line (if no need for tax-exemption letter)
<https://www.gofundme.com/4aka5usk>
- Contact HoK with creative funding ideas and volunteering heart/time/gift

How to Donate?

- Make a check to “House of Korea” with note of “HoK Cottage gift fund”
- Mail your check to
3825 Elijah Court #332,
San Diego, CA 92130
- Wire your money to
Bank Name: Chase
Bank Address: 8807 Villa La Jolla Drive,
La Jolla, CA 92037, USA
Bank Branch Phone: [1-858-554-0091](tel:1-858-554-0091)
Swift Code: CHASUS33 (for Intl. wiring)
계좌명: House of Korea
계좌번호: 550973577
Routing No: 322271627

House of Korea Info.

Mission of House of Korea

This corporation is an educational, cultural, non-political, non-sectarian, non-profit organization under Section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code. The primary objectives and purposes of this corporation shall be

1. to foster public learning of Korean art, culture, history, and value;
2. to outreach to diverse communities in San Diego;
3. to volunteer at social and cultural activities;
4. to educate and promulgate international understanding and partnership between people of Korean descent and other nationalities represented by the House of Pacific Relations.

Contact Info

- Phone: (858) 740-6896 or (323) 577-8898
- E-mail: houseofkoreahpr@gmail.com
- Website: www.house-of-korea.org
- Facebook: House of Korea at Balboa Park
- www.facebook.com/groups/590384494383017