

19. What is the GoFundMe campaign for?

Funds raised by our GoFundMe campaign will be used to enable the *Save Red Bank Central Park* citizen group to create and operate a website; print signs, t-shirts, bumper stickers, and banners; host public events; post advertisements; contract specialized services; and take other similar informational and awareness actions.

Our initial goal of \$1,000 enabled us to get organized and begin movement. After quickly meeting that goal and establishing momentum, we raised our game with higher aims, and increased our goal to \$2,500, to enable further progress.

Our mission is to protect all 12 acres of the old Red Bank Middle School property in public ownership in perpetuity, as a central community treasure for the common good.

Our purpose is to foster an informed public debate about the value of public space, the abundance of underutilized commercial properties in Red Bank, and the fate of the old Red Bank middle school property. Our website is *the go-to public clearinghouse* and comprehensive resource for information, documentation, factual analysis and perspective about the future of Red Bank Central Park.

Our strategy is to create a vigorous public awareness campaign that fosters an informed, visionary and energized citizenry to engage and encourage decision makers to act for the common good.