

Help us save la vieille maison

The most well-preserved post-exile Acadian structure in Canada.

Goal:

We must act now to raise funds of \$50,000 for immediate repairs to the roof of “La Vieille Maison” in Meteghan, Nova Scotia. The house has been identified by the American Association of Geographers as *the most well-preserved post-exile Acadian structure in Canada*.

Your donation will help save this invaluable Acadian heritage property from an existential collapse.

Phase 1 (July 1st-July 31st):

Sell rare art

Saltwreck Inc. has raised \$15,000 from Aldric (private investor) to launch a rare art campaign. The artwork is a 25 limited edition map of *Le Grand Dérangement* and the print is infused with DNA from the Belliveau apple tree.

- 1/25 goes to Aldric Robicheau (as part of the investor contract).
- The next twelve editions will be sold for \$3,000-5,000 to select individuals. This is part of a pre-sale campaign to expedite fundraising efforts.
- The next ten editions will be auctioned off online, to reach a global audience of collectors/ Acadians.
- The remaining 2 editions will be held for phase 2.

Phase 2 (August 1- 15)

Crowdfunding with a chance to win art

- *August 1st, The Société Vieille Maison Association* is to launch a campaign on Kickstarter. Every \$50 contribution will give the donor one additional chance at winning the 24th edition of the Grand Derangement rare art.]
- Example: If a donation of \$200 is made, the individual donor would receive four tickets (one ticket per \$50) into a draw to win the artwork.

- Draw will take place during *Le festival acadian de clare* events(TBD).

Silent auction

The last edition, 25/25, will be sold at boatskeg distillery in West Pubnico during a silent auction. The silent auction will take place from August 8-15th. Pubnico is preparing “la semaine acadienne” which aims to spark Acadian entrepreneurial and community engagement in the village. This is all happening in the days leading up to the “Grou tyme”, a nationally broadcasted Acadian day celebration, and mega concert happening there at Dennis Point Wharf, August 15th.

Phase 3 (August 15-Sept 30th)

Sell 8x10 fine art prints

Adolphe created a beautiful sketch of “La Vieille Maison”. Saltwreck will use its production and marketing expertise to assemble and sell fine art quality prints. Prints will be sold at physical locations in Southwest Nova Scotia to save shipping costs, and increase the donation %. All profits go towards the fundraising efforts (see attached sketch or the art).

Phase 4 (September 30th - onward)

A new beginning

Once the roof is repaired, Saltwreck and DNA technology see many ways to monetize the existing assets through online sales channels and digital marketing efforts.

- Sell digital downloads on etsy
- Sell fine art prints on etsy
- NFT's
- A new edition of rare infused art, ex: The Adolphe iconic pose infused with lilac from the property.