



In Partnership with:



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FRIDAY 6 APRIL 2018

## BEYOND BORDERS: LINKING GLOBAL SCOTTISH DIASPORA THROUGH TARTAN CENTS

**Launching to coincide with the 20<sup>th</sup> Anniversary of New York Tartan Week**

Tartan Cents, launching today, is a pilot programme which is being designed to create a platform to mobilise Scotland's US based diaspora through an innovative grant funding platform that will support iconic Scottish regeneration projects.

Working with Scotland's Towns Partnership, and US-based Patronicity, the platform supports community crowd-granting for towns and cities across Scotland. The programme will seek contributions to link up Scottish diaspora around the world to strengthen community links in the homeland by building bridges and sharing stories.

There are an estimated 6.6 million direct descent Scots-Ulster Scots currently residing in the United States alone. It is also estimated that there are between 28-40 million Scottish descendants globally, with only 7-10% of the Scottish population living in Scotland.

The three pilot projects, 'The Forbes Legacy, Pittencrieff House Project,' the 'Adam Smith Birthplace Initiative' and the 'Spirit of Scotland' project based in Ayrshire, have now been launched alongside the twentieth anniversary of New York Tartan Week.

Tartan Cents is founded on the premise that Scotland matters well beyond her borders. For centuries, we have created innovation, be it in the arts or industry, while our kin have left her shores to carry the name and culture forward.

By working locally, while connecting globally, Tartan Cents invite all who live in Scotland along with members of the diaspora, those who love her heritage, cities, and culture to create a better Scotland for all to live, work, play, and visit.

The pilot projects for Tartan Cents are based in Dunfermline and Kirkcaldy in Fife, and in Girvan, South Ayrshire. Each project has already secured thousands of pounds in match funding and donations to reach their fundraising targets.

The Dunfermline based **Pittencrieff House** project is inspired by General John Forbes' legacy. Pittencrieff House, which stands in Pittencrieff Park near to the birthplace of Andrew Carnegie, was the family home in Scotland. From here, General Forbes left to fight for what is now modern America and to found the city of Pittsburgh in 1785.

The house is a living symbol of our Scottish-American shared history, yet it is all closed up. With generous support, we can jointly bring about the transformation which will allow our community and your heritable community to access its unique transatlantic story.

The aim is to create community events, education projects, exhibitions and vibrant activity to make the house the essential hub of this Park for all.

The **Adam Smith Global Foundation** are seeking to connect the past, the present and the future of the 'Son of Kirkcaldy, Father of Nations'.

Kirkcaldy is the birthplace of world renown philosopher and economist. The Birthplace initiative is seeking to raise £100,000 to support and continue Smith's heritage and legacy, which started nearly 300 years ago. 'The Wealth of Nations' was first published in 1776, the same year as the Declaration of Independence, influencing America's Founding Fathers.

Their international ask is to purchase and return Adam Smith's garden back to its former glory as an 18<sup>th</sup> Century Merchant's Garden, and for Smith – the boy, the man, the philosopher, and the economist, to be brought back to life using augmented reality technology.

**Spirit of Scotland** will be an Augmented Reality Town Trail, based in Girvan, South Ayrshire, six miles from the Trump Turnberry Resort and Golf Course. By incorporating clever digital content, easily accessible from smartphones and tablets and a sign-posted trail which leads you through wonderfully-interpreted stopping points, the project will be creating something special for the enjoyment of the entire community.

The intention is to create this trail during 2018, to coincide with the 350th Anniversary of Girvan receiving its historic Burgh Status. The trail will walk in the footsteps of Robert the Bruce, King of Scotland in 1306 and learn about the spider which inspired him to keep fighting. March forward in time to explore the life of Robert Burns, Scotland's national poet, who produced traditional ballads, romantic songs and thought-provoking poems and re-live the lives of local fisher-folk, the Irish weavers, whisky smugglers and hear stories about the man-eating cannibal called Sawney Bean.

The Tartan Cents project is the brainchild of Phil Prentice, Chief Officer, Scotland's Towns Partnership and Rob St. Mary, Director of Outreach at Patronicity, Detroit - a Scottish descendant in the United States. The concept was initially launched at the Scotland's Towns Conference in Paisley in November 2017.

Phil Prentice of Scotland's Towns Partnership said:

"This year is the twentieth anniversary of New York Tartan Week, a week of celebrations of all things Scottish. Scotland's story is one of invention, migration and immigration and the cultural identity linked to strong social values.

"Scotland invented most of the modern world, from penicillin, to roads and bicycles, to the television and telephones.

"The Tartan Cents concept is an innovative first, looking at global connections to support the Scottish homeland."

Rob St. Mary, Patronicity, said:

"Patronicity has helped dozens of communities in the United States create better places to live, work, and play through the power of crowdfunding over the past 5 years.

"We are honoured that our first international foray is Scotland, for several reasons. First, we know the innovative spirit of Smith, Watt, Carnegie, and so many others still burns bright inside today's Scots. That fire can help make stronger, more vibrant communities for all.

Second, a very personal one, Scotland is the homeland of my mother who emigrated to the U.S. with my aunt and grandparents in 1970. I still have close family and ties in Scotland. I feel many of us who share this great heritage have sought a meaningful way to connect back home.

"I see Tartan Cents, in partnership with local communities, as a way to give back to a place that has given us so much."

[ENDS]

## Further information:

Images of the three projects can be found on [Dropbox here](#).

The Tartan Cents Pilot project will launch from Friday 6 April to Friday 4 May and is available to view at <https://www.patronicity.com/tartancents> @TartanCents #TartanCents

Scotland's Towns Partnership is Scotland's largest towns' collective; representing and promoting the diversity of our towns and places, and supporting those organisations and groups that have an interest in or ownership of them.

Patronicity is a civic crowdfunding & crowdgranting platform, bringing together local citizens and sponsors to support great initiatives in their communities.

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## Further information regarding the three projects:

### **Pittencrieff House Project – The Forbes Legacy, Dunfermline**

Opening up this historic house for local and international community, engagement and education.

<http://Patronicity.com/Forbes>      [@supportourhouse](#)

Video: <https://youtu.be/ccKQsoWOJdU>

### **Adam Smith Birthplace Initiative, Kirkcaldy**

Becoming Part of the Legacy – Help bring the heritage and culture of Adam Smith back to life for our and future generations.

<http://Patronicity.com/AdamSmith>      [@adamsmithglobal](#)

Video: <https://youtu.be/MnTZM6Zv5kk>

### **'Spirit of Scotland', Girvan**

Follow the spirits of Scotland as they bring tales of a bygone era to life through a new community created Augmented Reality experience!

<http://Patronicity.com/SpiritOfScotland>      [@SpiritOScotland](#)

Video: <https://youtu.be/SRyKRkxeM4c>

## 2. Information for Partners and Projects

The purpose of this overview is to outline the key elements of the Tartan Cents programme and its projects within one accessible document for all.

Section 2 of this document includes a press briefing that is currently being distributed to media and wider partners as an introduction to the Tartan Cents Pilot Programme and Projects. It is embargoed until the official launch on Friday 6 April.

### 2.1. About Tartan Cents

Tartan Cents is founded on the premise that Scotland matters well beyond her borders. For centuries, we have created innovation, be it in the arts or industry, while our kin have left her shores to carry the name and culture forward. By working locally, while connecting globally, Tartan Cents invite all who live in Scotland along with members of the diaspora, those who love her heritage, cities, and culture to create a better Scotland to all to live, work, play, and visit.

### 2.2. Key Information

Landing Page: <https://www.patronicity.com/tartancents>

All donations will be given in Pounds Sterling using the flexible funding model

Launch date: **Friday 6 April**

4-week fundraising window, proposed closing date: **Friday 4 May**

Partnering with American Scottish Foundation, and awaiting final advise from French Duncan to ensure tax compliance with charitable donations via 501(c)(3).

@TartanCents #TartanCents

Key contact information:

Alison Jones	Scotland's Towns Partnership	<a href="mailto:alison@scotlandstowns.org">alison@scotlandstowns.org</a>
Rob St. Mary	Patronicity	<a href="mailto:rob@patronicity.com">rob@patronicity.com</a>

### 2.3. About Tartan Cents Projects

#### 2.3.1. Pittencrieff House Project – The Forbes Legacy, Dunfermline

Opening up this historic house for local and international community, engagement and education.

<http://Patronicity.com/Forbes>      [@supportourhouse](https://twitter.com/supportourhouse)

Video: <https://youtu.be/cckQsoWOJdU>

Scotland and America share a very special relationship built on our interwoven history. Your contribution can bring this historic house back to life.

The house is a living symbol of our shared history, yet it is all closed up. With your generous support we can jointly bring about the transformation which will allow our community and your heritable community to access its unique transatlantic story.

From here, General John Forbes left to fight for what is now modern America and to found the city of Pittsburgh in 1785. This stunning house, Pittencrieff House, was his family home in Scotland.

The house stands in a beautiful park, and on the other side of the boundary wall the great philanthropist, Andrew Carnegie, was born in a weaver's cottage in 1835. He too went to Pittsburgh where he made his fortune and then bought this house and the park to give to the people in trust, in perpetuity at the turn of the last century.

Like Forbes and Carnegie so many of your roots are here in Scotland and like them you can be part of strengthening this special relationship yet again.

Our project is to bring the house to life, to make it accessible to all and to tell its story through unique graphic interpretations – combining essential access with the Scottish American story.

We will create community events, education projects, exhibitions and vibrant activity to make the house the essential hub of this Park for all.

We have already raised £10,000 and we are only just starting. Your support can make the vision become reality by multiplying this amount many times over and enabling additional match funding to be drawn down.

This is a unique opportunity to bring a tangible part of your truly Scottish American heritage to life.

Contact:                    Nora Rundell                    [NRundell@carnegietrust.com](mailto:NRundell@carnegietrust.com)

### **2.3.2. Adam Smith Birthplace Initiative, Kirkcaldy**

Becoming Part of the Legacy – Help bring the heritage and culture of Adam Smith back to life for our and future generations.

<http://Patronicity.com/AdamSmith>                    [@adamsmithglobal](https://www.instagram.com/adamsmithglobal)

Video:                    <https://youtu.be/MnTZM6Zv5kk>

From the roots of moral philosophy to 'The Wealth of Nations'. Adam Smith helped to shape the modern world. Now is the time to help his hometown of Kirkcaldy and share this Scotsman's legacy for generations to come.

**From Kirkcaldy to the World:** We need your support to help our Birthplace initiative projects showcase, celebrate, and continue Smith's heritage and legacy, which started nearly 300 years ago when the world-renowned philosopher and economist was born in Kirkcaldy, Scotland in 1723.

Adam Smith's greatest influence were his mother, Margaret Douglas, and his coastal hometown of Kirkcaldy. This is evidenced by correspondence from Smith to David Hume and other influential thinkers of the time.

Importantly, from his Kirkcaldy home Smith went on to write his famous works – 'The Theory of Moral Sentiments' (1759) and 'The Wealth of Nations' first published in 1776, the same year as the Declaration of Independence influencing American's Founding Fathers.

We have already brought back to life the only building that remains of Smith's Estate. This building, which was the family summer house situated at the foot of Smith's Garden, was in private ownership. The Adam Smith Global Foundation raised the funding to buy and restore the building, at a cost of £1.2 million, into the Adam Smith Heritage and Visitor Centre.

Your donation will allow us to develop and share Smith's home town through our Birthplace Initiative projects.

**The Next Stage – Smith’s Garden:** The next stage in our journey is to return Smith’s garden back to the Global Community. We can only achieve this with your support. This project will bring the garden and its listed heritage back to life. The garden will be purchased from private ownership and be restored to its former glory as an 18<sup>th</sup> Century Merchant’s Garden. The Garden which formed part of Smith’s estate is of major historical importance and should play an important part in continuing his story. We have already raised £68,000 towards the Garden Project and are seeking your investment of £50,000 to allow us to complete this Global Project.

**Meet the Man – Engage in His World:** Our second project seeks through the medium of augmented reality to bring Smith – the boy, the man, the philosopher, and the economist back to life. Using augmented reality technology anyone can follow in his footsteps around his beloved hometown. They will have the opportunity to see, hear and engage with his family, his friends, witness firsthand the influences that shaped the man and his groundbreaking work. We have already secured £10,000 towards this project and are seeking your support to raise the required £40,000 to enable us to fulfil our vision of walking with Adam Smith.

**Every £, Every \$ Matters!** Now is the time to become part of Smith’s journey connecting the past, the present and the future. Your support will make it possible to share Adam Smith’s legacy, which started in Kirkcaldy, Scotland and influenced the development of our great nations. His influence continues to be felt globally which is how he has truly earned the title ‘Son of Kirkcaldy, Father of Nations’.

Contact: Hazel Cross [Hazel.Cross@fife.gov.uk](mailto:Hazel.Cross@fife.gov.uk)  
Marilyn Livingstone [marilyn.livingstone@adamsmithglobalfoundation.com](mailto:marilyn.livingstone@adamsmithglobalfoundation.com)

### 2.3.3. ‘Spirit of Scotland’, Girvan

Follow the spirits of Scotland as they bring tales of a bygone era to life through a new community created Augmented Reality experience!

<http://Patronicity.com/SpiritOfScotland> @SpiritOScotland

Video: <https://youtu.be/SRyKRkxeM4c>

Join Scotland's young people and help us create an Augmented Reality trail to keep the history and heritage of our little corner of south west Scotland alive!

We are a community-based partnership determined to make a difference to a special town in beautiful Ayrshire. This small town called Girvan has faced many challenges over the years. However its small population makes for a tight-knit community of enthusiastic volunteers with diverse skills and backgrounds willing to work together to make change happen!

**The Connection Begins:** Embracing change, the community in 2017 explored various possibilities of how to generate a digital trail that would capture the town's heritage and preserve it for future generations and visitors alike. To get a snap-shot of our explorations – please just click [here](#). A lot of the research has already been done. We are now ready to embark on the big adventure: Creating our own town experience.

**Creation of our vision:** With YOUR help we can make the most of our town’s potential by creating a really exciting and dynamic family experience about Scotland’s rich heritage associated with the south west of Scotland.

Spirit of Scotland will be an Augmented Reality Town Trail looking through the eyes of a young boy from the past. By incorporating clever digital content, easily accessible from smartphones and tablets and a sign-posted trail which leads you around wonderfully interpreted stopping points, we will be creating something special for the enjoyment of the entire community.

By involving music and various art forms it will bring together tales of Scotland's rich history. So come with us on our journey to keep our heritage alive!

Walk in the footsteps of Robert the Bruce, King of Scotland in 1306 and learn about the spider which inspired him to keep fighting. March forward in time to explore the life of Robert Burns, Scotland's national poet, who produced traditional ballads, romantic songs and thought-provoking poems. Re-live the lives of local fisher-folk, the Irish weavers, whisky smugglers and hear stories about the man eating cannibal called Sawney Bean!

**The Journey forward:** The community are keen to reach out to the young people of Girvan, for them to learn the skills required to create this new history archive fit for the digital age.

**Together with YOUR help we will be able to:**

- Work with local script writers to record stories from Scotland's past
- Train young people in theatre skills, film production and costume making
- Professionally film our historic characters and create Augmented Reality
- Inspire the next generation by working with the local schools to create way-markers
- Work with local artists to design marketing materials to promote the new trail
- Make the town more attractive by establishing new seating and landscape areas linked to the trail

The trail will take in our harbour, our historic 'Stumpy Tower', the beach and locations associated with Robert the Bruce, King of Scotland and Robert Burns, Scotland's celebrated king of poetry.

We will make connections to the tiny island of Ailsa Craig (a volcanic rock also known as 'Paddy's Milestone'), the iconic island that produces granite for curling stones world-wide! We will also look to make connections with neighbouring attractions such as Culzean Castle, loved by General Dwight D Eisenhower and ancestral home to the Kennedy Clan.

By bringing to life stories from south west Scotland, we will connect into the heart of Scotland's history. Click here to get an idea of the kind of material we want to collect and then transform into new experiences.

**Be part of history:** We need £75,000 to catapult us forward into the past! With generous donations from local supporters we have already raised £10,000. If we reach our Crowdfunding Goal of £40,000 we will be in a position to receive more pledged cash and in-kind support.

YOUR support will pay for creating the digital content for our heritage experience including training young people in theatre performance, writing, music, producing film and designing the promotional materials such as leaflets, panels and signposts. Additional support would allow us to improve landscaping and create attractive community spaces where people can exchange ideas and create new stories!

Our intention is to create this trail during 2018, to coincide with the 350th Anniversary of our town receiving its historic Burgh Status. A tremendous way for the community to celebrate this historic mark in time.

Contact: Ros Halley [hello@tartanjigsaw.co.uk](mailto:hello@tartanjigsaw.co.uk)