



SMITHSONIAN
NATIONAL MUSEUM OF
AFRICAN AMERICAN HISTORY AND CULTURE

Leadership Message



LONNIE G. BUNCH
DIRECTOR
NATIONAL MUSEUM
OF AFRICAN AMERICAN
HISTORY AND CULTURE

THIS NEW MUSEUM will be a place where all Americans and visitors from around the world can learn about the richness and diversity of the African American experience, what it means to their lives and how it helped shape this nation.

The extraordinary museum building on the National Mall will be a beacon that reminds us of who we were, the challenges we still face and what we can become.

Through the Smithsonian Campaign, you can help to create an unprecedented opportunity to explore and revel in African American history and culture.

Your gift will enable the museum to tell a compelling part of the nation's story through interactive exhibitions, featuring new research and new technologies, and to engage new audiences now and for generations to come. We invite your support.

Thank you.

A handwritten signature in black ink that reads "Lonnie G. Bunch". The signature is written in a cursive style with a stylized "L" and "B".

OUR GOAL \$250 MILLION

The National Museum of African American History and Culture represents a national initiative of profound cultural importance. It will tell a more complete American story by looking at the nation's history through an African American lens. The Smithsonian Campaign will support the construction of the new museum and create exhibitions and public programs designed to stimulate a dialog about race in America and foster a spirit of reconciliation and healing.



CASE FOR SUPPORT

Building a New National Museum

We invite you to invest in building the museum, growing our national collection of African American treasures and presenting America's story in all its diversity.

Defending Freedom, Defining Freedom: The Era of Segregation 1876-1968, gallery

In the years after Reconstruction, African Americans not only survived the challenges set before them, they crafted an important role for themselves in the nation.

BUILDING A NEW NATIONAL MUSEUM

The National Museum of African American History and Culture was established by an Act of Congress in 2003 as the Smithsonian's 19th museum. It will be the nation's largest museum devoted exclusively to exploring African American history and culture.

The museum already exists with a temporary gallery in the Smithsonian's National Museum of American History, through a wide range of public programs and an online presence. Its nearly 400,000-square-foot building will open on the National Mall in 2016.

The new museum will bridge a major gap in our national memory by focusing on a wide arc of history — slavery, reconstruction, the Harlem Renaissance, migrations to the North and West, segregation, the Civil Rights Movement and beyond. It also will address contemporary issues and celebrate African American creativity and cultural expression.

CAPITAL CAMPAIGN

The American people, through federal appropriations, are providing half the funds for the building's architectural design and construction and the installation of permanent exhibitions. The museum is raising the balance through private philanthropy.

PERMANENT GALLERIES

Exhibitions in the 11 galleries will be organized to trace American history from the 15th century to the present. They include *Slavery and Freedom; Defending Freedom, Defining Freedom: The Era of Segregation 1876-1968; Beyond 1968; Making a Way Out of No Way; Power of Place; Musical Crossroads; Military Gallery; Visual Arts; Taking the Stage; Sports; and Cultural Expressions.*

PUBLIC SPACES

The three-tiered building with its distinctive bronze-colored corona was designed as a green building to achieve LEED gold certification. Other design elements will reflect the faith, hope and resiliency of the African American spirit. Campaign gifts will help the museum to become a 21st-century center for learning, collaboration and exchange.



Our Campaign Priorities

By investing in this museum, I want to help ensure that we both honor and preserve our culture and history, so that the stories of who we are will live on for generations to come.

—OPRAH WINFREY,
FOUNDING DONOR

The nearly 400,000-square-foot museum will have a three-tiered, bronze-colored corona and other architectural elements designed to express the faith, hope and resiliency of the African American spirit.

Our priority is to fund capital costs associated with building the new national museum.

MUSEUM GALLERIES, EXHIBITIONS AND PUBLIC SPACES

Gift opportunities with naming recognition start at \$3 million and will fund permanent galleries, museum exhibitions and public spaces, such as founding donor walls, theaters, a museum shop, classrooms, a cafeteria, the central hall and the VIP Reception Suite and Terrace.

GIFT OPPORTUNITIES WITH PERMANENT RECOGNITION

- Founding Donors—\$1 million or more
- Leadership Donors—\$100,000 to \$999,000
- The 2015 Society—\$25,000 to \$99,000

FOR MORE INFORMATION, CALL 202.633.4751
OR VISIT SMITHSONIANCAMPAIGN.ORG.

The Smithsonian Campaign will transform a national treasure into a catalyst for change. Please join us as we raise \$1.5 billion to spark discovery, tell America's story, inspire lifelong learning and reach people everywhere.

The National Museum of African American History and Culture is raising \$250 million of the Smithsonian Campaign's overall \$1.5 billion goal.

 SmithsonianCampaign



The American people, through Congressional appropriations, are financing half the cost of the museum's construction on the National Mall. The museum is raising the balance through private philanthropy.

COVER The National Museum of African American History and Culture's permanent home will open in 2016, adjacent to the Washington Monument.



Smithsonian
*National Museum of African American
History and Culture*

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