

## **MINUTES OF THE SEPTEMBER 12, 2024, ADVANCEMENT COMMITTEE MEETING**

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) held a meeting on September 12, 2024, at the Capital Gallery Building in Washington, D.C. in conjunction with the public launch of the Smithsonian Campaign for Our Shared Future. Participating were Committee Chair Christine Udvar-Hazy and Committee members Jane Abraham; Lyndon Barrois, Sr.\*; Don Chen; Kathy Hopinkah Hannan; Allan M. Holt; Cheryl Neal; Denise O’Leary; Jorge Puente; and Franklin D. Raines\*.

Present by invitation of the Committee were Secretary Lonnie Bunch, Inspector General Nicole Angarella\*, Chief of Staff to the Secretary Greg Bettwy, Deputy Assistant Secretary for Advancement Zully Dorr, Deputy Chief of Staff to the Regents Kate Forester, Special Assistant to the Regents Mallory Gianola (recorder), Director of Campaign Strategy Laura Gleason; Sant Director of the Smithsonian National Museum of Natural History Kirk Johnson, Chief Advancement Officer at the National Museum of Natural History Virginia Kromm, Associate Director for Advancement Joanne Leese, Chief Legal Officer Jennifer McIntyre\*, Assistant General Counsel Anne Nelson\*, Deputy Director of Principal Gifts Rachel Niehoff\*, Director of Principal and Planned Gifts Ashley Rogers\*, Director of Investment Operations Allen Rumanyika, Assistant Secretary for Advancement Robert Spiller, and Under Secretary for Science and Research Ellen Stofan.

### **CALL TO ORDER AND WELCOME**

Committee Chair Christine Udvar-Hazy called the meeting to order at approximately 10:15 a.m. and reviewed the agenda. Mrs. Udvar-Hazy also welcomed Don Chen and Kathy Hopinkah Hannan to their first Committee meeting since being appointed as Campaign Co-Chairs.

### **REVIEW OF THE MAY 6, 2024, MEETING MINUTES**

Upon motion duly made and seconded, the draft minutes of the May 6, 2024, Committee meeting were approved.

### **REVIEW AND APPROVAL OF GIFTS**

Deputy Assistant Secretary for Advancement Zully Dorr presented seven gifts for the Committee’s review and recommendation to the Board of Regents. The motions presented to the Committee included: the naming of a space at the National Zoo and Conservation Biology Institute, a policy exception for an estate gift to the Hirshhorn Museum and Sculpture Garden, the establishment of two quasi-endowments to support the National Museum of Asian Art, a change to the naming of a space at the National Air and Space Museum, a gift and space naming for the National Zoo and Conservation Biology Institute, and a gift and space naming for the Hirshhorn Museum and Sculpture Garden.

\* Participated virtually

Ms. Dorr noted that all proposed actions except for the one noted adhered to applicable Smithsonian directives and the Institution's guiding principles, policies, and procedures, as set forth by the Board of Regents.

Upon motion duly made and seconded, the following actions were approved for recommendation to the Board:

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Adrienne Arsht to the Smithsonian's National Zoo and Conservation Biology Institute and names the Adrienne Arsht Giant Panda Vista for 10 years.

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the late Thomas H. Stoner and authorizes the Hirshhorn Museum and Sculpture Garden to allocate the gift for current use in support of the Sculpture Garden Revitalization.

**VOTED** that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of the National Museum of Asian Art to support curatorship for Japanese art of in the field of Japanese art. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

**VOTED** that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of the National Museum of Asian Art to support purchase of Chinese and Japanese language publications. Funds will also support related aspects of selection, acquisitions, cataloging and care of publications. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

**VOTED** that the Advancement Committee recommends that the Board of Regents approves the updated name of the RTX Living in the Space Age Hall from the date of Regents' approval of the name change until the 10th anniversary of the reopening of the hall to the public.

**VOTED** that the Advancement Committee recommends that the Board of Regents accepts the gift and recognizes the generosity of David M. Rubenstein to the Smithsonian's National Zoo and Conservation Biology Institute and names the David M. Rubenstein Family Giant Panda Habitat, for 10 years.

**VOTED** that the Advancement Committee recommends that the Board of Regents accepts the gift and recognizes the generosity of David M. Rubenstein to the Hirshhorn Museum and Sculpture Garden and names the Bettie and Robert Rubenstein Sculpture Galleries for 20 years from the date the Sculpture Garden reopens to the public or until the next complete renovation of the Sculpture Garden, whichever occurs last.

## **NOTABLE GIFTS AND GRANTS**

In addition to gifts that require approval by the Board of Regents, the Committee had an opportunity to review and ask questions on the notable gifts and grants received since the May Committee meeting.

## **NATIONAL MUSEUM OF NATURAL HISTORY CAMPAIGN UPDATE**

Kirk Johnson, Sant Director of the Smithsonian's National Museum of Natural History and Virginia Kromm, Associate Director of Advancement and Communications at the National Museum of Natural History updated the Committee on current fundraising efforts and ways the Campaign will advance both National Museum of Natural History ("NMNH") and Institution-wide science fundraising priorities. Dr. Johnson outlined his vision for the museum and shared current funding priorities, including debt payoff and a renovation of the Baird Auditorium. The museum's strategy and fundraising efforts are based on four signature initiatives which underpin the museum's strategic plan: 1) The Inclusive Science Initiative; 2) Our Unique Planet; 3) The Ocean Science Center; and 4) The People in Nature Experience.

## **ADVANCEMENT UPDATE**

Mr. Spiller first reported on the Smithsonian's fundraising progress for fiscal year 2024. As of July 31, 2024, the Smithsonian had raised \$263 million towards its \$300 million goal. Mr. Spiller informed the Committee that the Office of Advancement expects to exceed the FY 2024 fundraising goal and attributed the success in part to an increase in leadership and principal gifts of \$1 million and above. The Committee also discussed current commitments in progress and donor retention for the national membership program.

Next, Mr. Spiller updated the Committee on Campaign planning, reviewed the Campaign dashboard, and shared details on upcoming Campaign events, including the public launch of the Campaign which will take place September 12 through September 14, 2024, in Washington, D.C. As of July 31, 2024, the Smithsonian had raised \$1.97 billion towards its \$2.50 billion Campaign goal. Mr. Spiller also noted the Smithsonian has engaged a full roster of campaign ambassadors and co-chairs, who have a deep commitment to the Institution and its mission and vision. As the public face of the campaign, these volunteer leaders will work closely with the Secretary Bunch and Mr. Spiller to reach people across the country and further fundraising efforts both pan-Institutionally and for each museum, research center, and program.

To conclude, Ashley Rogers, Director of Principal and Planned Gifts and Rachel Niehoff, Deputy Director of Principal Gifts presented a proposal to expand engagement efforts with financial advisors to increase awareness about the Smithsonian's mission and giving opportunities. Ms. Rogers and Ms. Niehoff noted the top cities and states with high concentrations of wealth managers for potential engagement. The Committee discussed ways to increase investment from this sector and provided feedback that will be incorporated in the proposal.

## **ADJOURNMENT**

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 11:55 a.m.

Respectfully submitted,

Christine Udvar-Hazy, Chair