

MINUTES OF THE JANUARY 14, 2025, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a videoconference meeting on January 14, 2025. Participating were Committee Chair Christine Udvar-Hazy and Committee members Jane Abraham; Barbara M. Barrett; Lyndon Barrois, Sr.; Don Chen; Kathy Hopinkah Hannan; Allan M. Holt; Cheryl Neal; José Luis Prado; Jorge Puente; and Franklin D. Raines.

Present by invitation of the Committee were Inspector General Nicole Angarella, Chief of Staff to the Secretary Greg Bettwy, Chief Investment Officer Amy Chen, Under Secretary for Education Monique Chism, Deputy Assistant Secretary for Advancement Zully Dorr, Deputy Chief of Staff to the Regents Kate Forester, Director of Constituent Engagement Charlotte Gaither, Special Assistant to the Regents Mallory Gianola (recorder), Director of Campaign Strategy Laura Gleason; Associate Director for Advancement Joanne Leese, Assistant Secretary for Communications and External Affairs and Chief Marketing Officer Julissa Marengo, Chief Legal Officer Jennifer McIntyre, Associate Director of Advancement for the Office of the Under Secretary for Education Mark Mills, Assistant General Counsel Anne Nelson, Assistant Secretary for Advancement Robert Spiller, Under Secretary for Science and Research Ellen Stofan, and Counselor and Chief of Staff to the Regents Porter Wilkinson.

CALL TO ORDER AND WELCOME

Committee Chair Christine Udvar-Hazy called the meeting to order at 1:00 p.m. and reviewed the agenda.

REPORT OF THE SECRETARY

Chief of Staff to the Secretary Greg Bettwy delivered the report of the Secretary on behalf of Secretary Bunch. Mr. Bettwy updated the Committee on the Smithsonian’s fundraising efforts to celebrate the United States’ 250th anniversary in 2026, including recent and upcoming major gift conversations. In October 2024, the Smithsonian received a momentous \$40 million grant from Lilly Endowment Inc., one of the world’s largest private philanthropic foundations. Specifically, the grant will fund events and programs to bring together people from all backgrounds and communities and reflect on what it means to be an American. Mr. Bettwy noted that the Office of Advancement has enhanced strategies and major gift solicitations planned over the next year, which will support special exhibitions and programming at the Smithsonian’s museums, an extension and expansion of the Smithsonian’s annual Folklife Festival, the temporary reopening of the Arts and Industries Building and Smithsonian Castle, along with special events and digital activities.

REVIEW OF THE SEPTEMBER 12, 2024, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the September 12, 2024, Committee meeting were approved.

COMMITTEE CHARTER REVIEW AND ANNUAL SELF-ASSESSMENT

The Committee reviewed its Charter per its mandate to annually review and assess the Charter and evaluate the Committee's performance with respect to the requirements of the Charter. No modifications to the Charter were proposed. Mrs. Udvar-Hazy also led the Committee's annual self-assessment discussion and solicited feedback regarding the Committee's role, structure, responsibilities, and fiscal year 2024 performance.

REVIEW AND APPROVAL OF GIFTS

Deputy Assistant Secretary for Advancement Zully Dorr presented three gifts and one policy exception for the Committee's review and recommendation to the Board of Regents. The motions presented to the Committee included the naming of three spaces at the Hirshhorn Museum and Sculpture Garden and a policy exception for an estate gift to the Smithsonian American Art Museum. 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 The Bernstein Family Foundation to the Hirshhorn Museum and Sculpture Garden and names the Leo M. Bernstein Family Garden within the Hirshhorn Sculpture Garden for 20 years from the day the Sculpture Garden reopens to the public or until the next complete renovation of the Sculpture Garden, whichever occurs last.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of The Diane and Norman Bernstein Foundation and Josh Bernstein and names the Diane and Norman Bernstein Overlook within the Hirshhorn Sculpture Garden for 20 years from the day the Sculpture Garden reopens to the public or until the next complete renovation of the Sculpture Garden, whichever occurs last.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of The Sakana Foundation and names the Sakurako and William Fisher Family Overlook within the Hirshhorn Sculpture Garden for 20 years from the day the Sculpture Garden reopens to the public or until the next complete renovation of the Sculpture Garden, whichever occurs last.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the late Dr. Andrew J. Cosentino and authorizes the Smithsonian American Art Museum to allocate the gift for the Museum's fellowship program.

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 September 2024 Committee meeting.

OFFICE OF THE UNDER SECRETARY FOR EDUCATION FUNDRAISING PRIORITIES

Monique Chism, Under Secretary for Education, and Mark Mills, Associate Director of Advancement in the Office of the Under Secretary for Education, updated the Committee on the Smithsonian's pan-Institutional education priorities and fundraising goals. The funding opportunities ranged from \$2 million to \$20 million. Dr. Chism outlined her vision for six key education and fundraising priorities, rooted in the *Smithsonian 2027: Our Shared Future* strategic plan: 1) Supporting Learning in K-12 Environments; 2) Beyond the Bell: Positive Youth Development; 3) Educational Technology; 4) Internships and Fellowships; 5) Engaging Rural and Tribal Communities; and 6) STEAM Education.

ADVANCEMENT UPDATE

Mr. Spiller reported that in fiscal year 2024, the Smithsonian raised \$352 million, exceeding the fundraising goal of \$300 million. The Committee also received an update on the Smithsonian's fundraising progress for fiscal year 2025. As of December 31, 2024, the Smithsonian had raised \$116 million towards its \$315 million goal. Mr. Spiller highlighted this was the strongest first quarter on record for the Smithsonian Institution.

Next, Mr. Spiller updated the Committee on Campaign planning, reviewed the Campaign dashboard, and shared details on upcoming Campaign events. A Campaign event will be hosted in Houston on April 3. As of December 31, 2024, the Smithsonian had raised \$2.20 billion towards its \$2.50 billion Campaign goal. The Committee also reviewed the results of a benchmarking and philanthropic analytics study conducted by Grenzebach Glier and Associates ("GG+A"). Mr. Spiller noted that GG+A previously performed a fundraising capacity and prospect portfolio analysis for the Smithsonian in 2022. The Committee reviewed GG+A's observations from both the qualitative and quantitative data analysis performed in 2024 and related recommendations for 2025 fundraising.

To conclude, Laura Gleason, Director of Campaign Strategy, provided an update on the Smithsonian's 250th fundraising priorities and progress. Ms. Gleason highlighted ways the Office of Advancement is working both centrally and with individual units to leverage the fundraising strategy in support of the 250th. The Committee undertook a robust discussion on programming events and fundraising opportunities. Ms. Gleason noted that gifts of \$100,000 or more will be recognized at the Smithsonian Castle throughout the 2026 celebrations.

ADJOURNMENT

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 2:58 p.m.

Respectfully submitted,

Christine Udvar-Hazy, Chair

EMAIL BALLOT

By email ballot completed on October 8, 2024, the Advancement Committee voted to recommend that the Board of Regents approve the following motion, which required approval prior to the next scheduled Advancement Committee meeting to facilitate the timing of related programs and announcements.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of FedEx Corporation and accepts the terms of the sponsorship agreement.

EMAIL BALLOT

By email ballot completed on October 15, 2024, the Advancement Committee voted to recommend that the Board of Regents approve the following motion, which required approval prior to the next scheduled Advancement Committee meeting to facilitate the timing of related programs and announcements.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Amazon.com, Inc. and accepts the terms of the sponsorship agreement.

EMAIL BALLOT

By email ballot completed on December 20, 2024, the Advancement Committee voted to recommend that the Board of Regents approve the following motion, which required approval prior to the next scheduled Advancement Committee meeting to facilitate the timing of related programs and announcements.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of The Boeing Company, accepts the terms of the sponsorship agreement, and names the Boeing Monitoring Station, for a period of 3 years starting in December 2024.