

ATLANTA HISTORY CENTER



Yesterday, Today, and Tomorrow: SUPPORTING THE FUTURE OF ATLANTA HISTORY CENTER

The year 2016 marks ninety years since fourteen civic-minded Atlantans founded what has become known today as Atlanta History Center. In preparation for this milestone event, we have been transforming our campus to improve nearly every aspect of who we are and how we serve the Atlanta community. As we move toward completion of our physical campus improvements, we continue to build upon our mix of exhibitions and engaging adult, family, and educational programming. A well-managed endowment has allowed the History Center to become the dynamic institution you know today and will lay the foundation for what we can do tomorrow.

What is the Endowment?

The Atlanta History Center's endowment is a permanent, self-sustaining source of funding. Endowment assets are professionally managed and annual distributions determined by trustees. Each year, endowment earnings fund over \$3.5 million in annual support of key History Center projects and other designated areas of interest.

What would be missing at Atlanta History Center without the endowment?

Endowment support allows the History Center to provide engaging, interactive experiences and programming to serve the diverse needs of our audience. No two visits to the History Center are the same thanks to our family festivals, author programs, award-winning student programs, and exhibitions.

What types of gifts benefit the endowment?

Unless otherwise designated by the donor, all planned gifts directly benefit the Atlanta History Center's endowment. Any donor wishing to invest in the future of the History Center may make a gift of any size at any time to the endowment. For many of our long-time donors and members, making a gift to the endowment is a natural addition to their annual support and serves as a symbol of their commitment to Atlanta History Center in perpetuity.

I am interested in seeing my endowment gift support my favorite Atlanta History Center program. How can I do this?

Your gift to the endowment can be designated to one of four pools of support: conservation and care of our collections, historic houses and gardens, education and exhibitions, and greatest needs. If you are unsure where your favorite History Center program or activity lies, our development staff can help you identify the best way to direct your gift.

How can I learn more about making an endowment gift?

The Atlanta History Center's development staff is excited to share the story of the endowment and the important role it plays in the History Center's activities today and tomorrow.

For more information, please contact Cheri Snyder, Vice President of Development, at **404.814.4056** or **CSnyder@AtlantaHistoryCenter.com**.