



THE PRESIDENT
WOODROW WILSON HOUSE

Transformational
Gift Opportunities
at the
Woodrow Wilson
House



Table of Contents

1. Sustaining Our Future of Excellence:
 - a. Opportunities for Mission-Critical Preservation Gifts
 - b. Opportunities for Mission-Critical Talent Investment

2. Building Peace and Powerful Connections—Engaging the Public and Diversifying Audiences: Opportunities to Fund Exhibitions or Events

3. Learning about the Past to Preserve the Future: Opportunities to Support Educational Initiatives and Programming

Sustaining Our Future of Excellence:

Opportunities for Mission-Critical Preservation Gifts

Museum Building Preservation Fund

Goal: \$3,000,000

The President Woodrow Wilson House (c. 1916) urgently requires an upgrade to its critical infrastructure, which includes installing a modern HVAC system, abating asbestos, and upgrading our security and monitoring systems to ensure the long-term preservation and safety of the building and its extensive collections. There is no humidity control, central air conditioning, and the over a century-old heating system is completely defunct, which forces the staff to close the building during extreme temperature waves and jeopardizes the over 8,400 unique and irreplaceable objects in the museum collection. We have completed all the engineering work and the request for proposals.

This fund is essential to the preservation of the Woodrow Wilson House as a historic landmark and a welcoming space for all. Your transformational gift to this fund supports crucial infrastructure improvements, from state-of-the-art climate control systems to ensure preservation, to security enhancements that ensure the safety of our visitors and collections alike. These vital updates protect the historic integrity of the building while making it resilient to modern demands and ready for future needs. A gift to the Museum Building Preservation Fund is more than just an investment in a physical building—it is a commitment to preserving history and enriching the cultural landscape of our community for generations to come.

Collections Preservation Fund

Goal: \$1,000,000

The President Woodrow Wilson House houses over 8,400 unique and irreplaceable objects in its extensive collections. The 1916 museum building has no humidity control, central air conditioning, and the over a century-old heating system is completely defunct, which places these objects in jeopardy of damage.

This fund ensures the long-term safeguarding of priceless artifacts that tell the story of President Woodrow Wilson's life and legacy. Through a transformational gift to this fund, you will directly support the care, conservation, and digitization of invaluable historical items—from Woodrow and Edith's personal effects to documents that shaped a nation. This fund enables us to maintain professional conservation practices, conduct essential restorations, and invest in state-of-the-art preservation techniques, guaranteeing that these artifacts remain accessible and preserved for future generations. A gift to the Collections Preservation Fund is an enduring investment in the heart of our museum's mission: connecting the past to the present and future in meaningful ways.

Opportunities for Mission-Critical Talent Investment

Executive Director Endowment:

Goal: \$5,000,000 (estimated annual need of \$225,000 to cover base salary, benefits, and project budget for core activities)

The Executive Director sets the strategy, vision, mission, and operations of this historic house and museum. The Woodrow Wilson House is a national historic landmark and house museum. The museum promotes a greater awareness of Wilson's public life and ideals for future generations while openly and directly discussing Wilson's challenges, shortcomings, consequential decisions, and leadership style.

The site's current focus is on the themes of American history, women's history, and Wilson's international impact. In addition to telling the many stories derived from the collection of this National Historic Landmark and model historic and presidential site, the role of the Executive Director is to ensure that the Wilson House is a place where people can explore the social movements of the early 20th century and their relevance today, discuss Wilson's complicated and consequential presidency, and to share deeper stories that tie the past to the present.

Senior Manager of Collections Endowment:

Goal: \$3,000,000 (estimated annual need of \$135,000 to cover base salary, benefits, and discretionary project fund)

The museum houses, on-site, a collection of over 8,400 items. This position will safeguard the proper care and stewardship of this unique, 100-year-old collection of gifts of state from around the world, and historic and decorative art. The museum was reaccredited in 2024 by the American Alliance of Museums (AAM). One of the requirements to maintain our reaccreditation is to hire a staff member with collections care expertise. The Wilson House will be required to submit a report to the AAM in 2027 answering how we have addressed the problem of a lack of collections stewardship on staff. Accreditation means the museum "continues to meet National Standards and Best Practices for U.S. Museums and remains a member of the community of institutions that have chosen to hold themselves publicly accountable to excellence." A collections management position is critical to maintaining accreditation.

Senior Manager of Education Endowment:

Goal: \$2,500,000 (estimated annual need of \$112,500 to cover base salary, benefits, and discretionary program fund)

The Woodrow Wilson House Senior Manager of Education position was funded through the National Trust for Historic Preservation for a two-year contract. This contract ends in March 2025. This position is responsible for all educational programs and content at the Wilson House including student leadership programs with the Ronald Reagan Presidential Foundation & Institute and other organizations, coordinating our monthly speaker series, and training tour guides with current information on how to tell the full American story at the Wilson House. The position is vital to engaging audiences, moving conversations forward, and encouraging progress at the museum.

Building Peace and Powerful Connections: **Engaging the Public and Diversifying Audiences** **Opportunities to Fund Exhibitions or Events**

Building Peace and Powerful Connections Endowment:

Goal: \$1,000,000 (estimated annual need of \$45,000 to provide kick-starter funds for public programs and exhibitions like *Fashioning Power, Fashioning Peace*)

Fashioning Power, Fashioning Peace Exhibition and Gala Fund

Lead gift: \$100,000

This fund was established in 2024 to support the *Fashioning Power, Fashioning Peace Exhibition and Gala*.

The fund will:

- Provide extra support for student research on fashion and diplomacy
- Support emerging international designers
- Cover exhibition costs (shipping items to and from museum and supplies)
- Support the cost of staffing for the duration of the exhibition, which will include extended hours for our guides and staff
- Publish the catalogue in print and digitally to reach a wider audience
- Develop and expand educational programs that promote international understanding and peace (symposia, discussions, lectures, speaker series, textile workshops)
- Preserve the Wilson House as a center for cultural and historical enrichment

To show our gratitude, donors contributing \$10,000 or more to the fund will receive the exclusive “Esther Pin,” elegantly designed by Ann Hand. This pin is a symbol of your support for the fund’s enduring impact and our shared goals. This pin is a limited edition and is otherwise reserved for the annual honorees of the *Fashioning Power, Fashioning Peace Exhibition and Gala*.

Individual or Corporate Sponsor for 2025 Gala: \$50,000 or more sponsorship (to be credited at the President’s Circle)

Sponsor for the fundraising event scheduled for Monday, May 5, 2025. Sponsors will be credited at the top of donor acknowledgments for this event in the program. Funds from this event support the museum's operating budget and ensure the ongoing success of this annual signature event. This giving level includes twenty complimentary tickets to the 2025 exhibition and gala.

Wilson and Race, Wilson and Civil Liberties Exhibition:

Lead Gift: \$50,000

Individual or Corporate Sponsor: \$25,000

Sponsor for the upcoming 2025 exhibition on *Wilson and Race, Wilson and Civil Liberties*. This exhibit will explore the lives of several members of key demographics of Washington, DC during Woodrow Wilson's presidential terms. Supported by a HumanitiesDC grant, the museum staff will encourage visitors to think deeply about the consequences of Wilson's legacy on various groups like women, Africans Americans, Jews, Latino/Hispanic, and LGBTQ.

Learning about the Past to Preserve the Future:

Opportunities to Support Educational Initiatives and Programming

Volunteer Scholars Program Endowment

Goal: \$1,125,000 (estimated annual need of \$50,000)

Scholars gain experience under the leadership of respected museum professionals in an educational setting at one of the nation's premier historic house museums. They also participate in educational programming offered via the National Trust for Historic Preservation's Washington Office, when available. We currently contract with a coordinator to oversee the program. Since 2019, we have had 56 Volunteer Scholars participate in our program for one or more semesters. The program is offered three semesters per year. **Endowing this program would allow the Wilson House to offer stipends to their scholars.**

Scholars have access to:

- Hands-on experience at a historic site and museum
- The opportunity to accumulate volunteer hours for the Presidential Volunteer Service Awards and certificates
- An opportunity to produce meaningful work for a site of the National Trust for Historic Preservation
- A mentor from the Wilson House Advisory Council or a former scholar
- Access to speakers and people in the field
- The opportunity to teach or share experiences and skills and to gain professional skills to be used in later careers
- The opportunity to present a culminating project to the greater National Trust and Wilson House audiences

Native Plant Garden Endowment

Goal: \$800,000 (estimated annual need of \$36,000)

The Wilson House native plant garden is an urban green space right in the heart of Washington, D.C. The endowment will support its maintenance and allow visitors to learn about the new sustainable garden and the 200 native perennials that were installed in 2023. This is a place of beauty and learning. This endowment allows the garden to be maintained and cared for ongoing educational programming especially for homeschoolers, yearly open garden days, printing and distributing brochures with a map of the garden, maintaining the garden signs, and more digital information on the different plant types.

Speaker Series Program Endowment

Goal: \$500,000 (estimated annual need of \$22,500)

The Speaker Series invites notable historians, curators, and leaders for a series of talks exploring aspects of the social movements of the early 20th century and their relevance today. Talks explore women's suffrage, activism and protest, racial inequity and its consequences, international diplomacy, war and peace, current events, and the legacy of Woodrow Wilson's presidency. These funds would ensure the series will continue and that sessions will be recorded and maintained on the website for the benefit of the public. This fund will also be used to provide honoraria for speakers to support emerging scholars.

Leadership Education Series Program Endowment

Goal: \$500,000 (estimated annual need of \$22,500)

This program seeks to educate and train the next generation of leaders in our country. Woodrow Wilson believed in the highest ideals of civic responsibility and today, the museum promotes that mission through its leadership education series. The series offers leadership institutions, universities, colleges, and higher education programs the opportunity to customize their modules through tours of the historic house, a lecture by a local scholar or professional, and discussion groups or workshops. Each program is tailored to meet the needs of the institution. Program partners have included the Ronald Reagan Institute for Leadership. The museum seeks to expand this program by inviting local Model United Nations groups. This fund will support hiring staff to lead the program and provide honoraria for speakers.

Scouts Program Endowment

Goal: \$250,000 (estimated annual need of \$11,250)

Edith Wilson became the first Honorary President of the Girl Scouts in 1917 when the organization was only five years old. Mrs. Wilson's leadership of the Girl Scouts while she was First Lady brought national attention to its programming, which helped create the foundation for the internationally recognized organization it is today. The Wilson House offers four different Girl Scouts badges at various levels. Funding for this program subsidizes training and paying guides, and offsetting costs of materials needed for the hands-on projects required for each earning each badge. Funding will also support larger Scout events that include scouts of different levels earning the same badge (e.g. "Democracy Day") or scouts of different levels all working on the same project for the museum (e.g. a garden project day).

Democracy in Action: Civics at the Woodrow Wilson House

Goal: \$250,000 (estimated annual need of \$11,250)

The Wilson House currently offers twelve civics lessons ready-built for secondary education teachers on its website. The museum advocates hands-on learning for a dynamic experience outside of the classroom. The funding for this program supports staffing of all programs and materials needed for practical learning.

Thank you very much for your interest in helping us in transformational ways!