



Top Museums Visited

- 1. National Air and Space Museum
- 2. National Museum of Natural History
- 3. National Museum of American History
- 4. National Zoological Park
- 5. Smithsonian Institution Castle

Most Ordered Food at the American Indian Museum's Mitsitam Café

- 1. Cedar Planked Fire Roasted Salmon
- 2. Campfire Buffalo Burgers
- 3. Maple Brined Turkey
- 4. Regional Taco Specialties
- 5. Seasonal Soups

Top 5 Smithsonian Apps

- 1. Leafsnap
- 2. Smithsonian Channel
- 3. Stories from Main Street
- 4. Smithsonian Mobile
- 5. Meanderthal

Most Popular Facebook Posts

- 1. Historical Lunch Boxes
- 2. Scarecrow costume from The Wizard of Oz, 1939
- 3. How did the animals at the National Zoo react to the earthquake?
- 4. U.S.S. Enterprise model, from Star Trek, 1966
- 5. American Bison at the Smithsonian Castle, about 1888

Most Visited Traveling Exhibitions

- 1. Jim Henson's Fantastic World
- 2. Elvis at 21, Photographs by Alfred Wertheimer
- 3. Suited for Space: The Science of the Spacesuit
- 4. Bittersweet Harvest: The Bracero Program, 1942-1964
- 5. Black Wings, African American Pioneer Aviators

Come closer with your smartphone or tablet.

BY THE NUMBERS

Via exhibitions,

websites, social media, educational outreach.

research programs, and

Smithsonian in 2011 than any year in our history.

events, more people

engaged with the



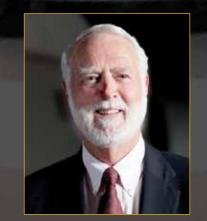
When you see this, use vour smartphone or tablet to scan the code and access a wealth of interactive applications But first, download a barcode reader from



LETTER FROM THE SECRETARY

Amazing things happen at the Smithsonian. Planets are discovered, endangered species preserved, ancient mysteries revealed, art and artifacts seen from new perspectives.

In 2011 we created new ways for people to encounter these experiences, interact with exhibitions, learn more, and share their thoughts. At the National museum of the American Indian, for example,



storytellers, dancers, and other performers help visitors see, hear, and feel the power of centuries-old tribal cultures. When re-enactors at the American History Museum portray the Greensboro lunch counter sit in, a new generation of Americans more deeply understands the fear and courage of those involved in the civil rights movement. And at the Udvar-Hazy Center visitors can now see us restore treasures of American aviation.

Through 134 websites and many new mobile apps, people from all over the world can connect with the Smithsonian. And with almost two million followers and fans on Twitter and Facebook, we are getting feedback on our efforts in real time. An ever-growing number of online lesson plans bring the Smithsonian into classrooms worldwide, and every upcoming exhibition now incorporates digital engagement at the earliest planning stages.

In this annual report, you too can experience the many amazing Smithsonian moments of 2011 and continue to explore them through a variety of digital media. You can hear some of the earliest audio ever recorded, learn about an upcoming atmospheric probe of the Sun, appreciate the many facets of legendary jewelry design, and get the backstory on how a commissioned portrait was created.

We invite you to come closer. And to all who support us, thank you.

S. Way Co

The Bunch of Grapes Brooch is a rare early piece that exemplifies two Van Cleef & Arpels signatures—high quality craftsmanship and nature as inspiration. VC&A collection, photo by Patrick Gries COMECLOSER 2011 / SMITHSONIAN ANNUALREPORT / 4

Grand Designs

Cooper-Hewitt, National Design
Museum Jewelry Exhibition Goes Beyond Dazzling

Seeing millions of dollars worth of gems up close would have been reason enough to attend Set in Style: The Jewelry of Van Cleef & Arpels. But there was a far richer experience in store for the record 172,000 people who came to the Cooper-Hewitt's first jewelry exhibition in more than a decade.

"Ours is the only museum in the U.S. devoted exclusively to design," says curator Sarah Coffin.
"This exhibition was not as much for the jewels as for the opportunity to see recurring design themes across a large body of work from the early 20th century until today."

The exhibition was designed and organized so that visitors could fully appreciate each of the 350 pieces

for its innovation, design theme, and technology.

See-through displays and magnifiers revealed the refined craftsmanship. Original drawings underscored the wide-ranging talent and vision that made the firm a design leader. With videos and close-up displays in bubbles, visitors could marvel at not only the jewels on the front of some pieces, but also the innovative mechanics on the back that made the designs possible. These included the Mystery Setting by which objects could be invisibly held in place without prongs or adhesives.

If you missed this brilliant exhibition, or wish you could see it again, use our popular iPad app or visit the online exhibition at: **cooperhewitt.org/microsites/set-in-style**

The spectacular Bouquet Brooch employs the jeweler's Mystery Setting, a patented combination of color-matched, precision hand-cut rubies that are held in channels that create solid fields of color with no apparent setting.

Courtesy of a California collection, photo by Patrick Gries

AFTER A CENTURY OF SILENCE, EARLY AUDIO RECORDINGS ARE HEARD AT THE AMERICAN HISTORY MUSEUM

In the late 1880s, Alexander Graham Bell entrusted the Smithsonian with more than 200 recordings, documents, and early recording devices invented with his associates at the Volta Laboratory in Washington, D.C. While Smithsonian researchers have long been able to examine most of these materials, they have never been able to play the fragile recordings without risk of damaging them and losing their contents forever.

That is, until a non-invasive optical technique was developed at the Lawrence Berkeley National Laboratory in which a digital map of the disc or cylinder is created, processed to remove "scratches" or "skips" in the surface, and then played back with software. The Smithsonian's Carlene Stephens and her team at the American History museum partnered with the Berkeley lab and the Library of Congress (where this device is installed) in a pilot project to recover sound from six of the Volta Lab's early audio recordings.

In December 2011, crude and somewhat garbled snippets of long silent voices at last were heard. "It's the 11th day of March, 1885," one voice stated. Others recited "Mary Had A Little Lamb," and a portion of Hamlet's famous soliloquy.

"The historical record is so dependent on the visual. So when we can actually hear what the past sounded like, a whole new set of questions presents itself," says Stephens. "What's the accent? Who is talking? Why did they choose to say what they said?"

Though he was once a Regent of the Smithsonian, it wasn't mere generosity that motivated Bell to offer up his recordings. He was vying with other leading inventors of the time, including Thomas Edison and Emile Berliner, to develop the material and process that would become the universal standard for audio recording. By depositing the results of his earliest Volta Lab experiments in sealed tin boxes at the Smithsonian, Bell hoped to establish a record of priority of invention and preserve a body of evidence should his patents ever be disputed.

Ideas and experiments from the Volta Lab foreshadow other important discoveries, including magnetic recordings, soundtracks matched to film, and even fiber optics. "What's striking," curator Stephens finds, "is how many ideas and inventions that someday would change the world came from this one lab."

As more recordings are played, researchers hope to identify the voice of Alexander Graham Bell. Meanwhile, you can hear excerpts from the first six recordings at http://youtu.be/x5BwTVblXk4



Scan to listen to the recordings.

Curator Carlene Stephens handles one of the delicate 19th century Volta Lab recordings from which sound was recovered using non-invasive imaging technology.

Photo by Rich Strauss



IT TAKES TWO

ALICE WATERS AND DAVE WOODY CREATE THE NATIONAL PORTRAIT GALLERY'S FIRST COMMISSIONED PHOTOGRAPHIC PORTRAIT

When photographer Dave Woody won the Smithsonian's 2009 Outwin Boochever Portrait Competition, it was a first for the National Portrait Gallery. Home to more than 20,000 works, this would be the first time a photographic portrait would be commissioned for its permanent collection.

"It is vital to make a good pairing between artist and subject because once the partnership is made, we don't interfere with the process," says curator Ann Shumard. "We don't know how it's going to turn out, but we believe that if the connection is there, the portrait will be great."

Working closely with Shumard and her colleagues, Dave Woody considered several options for his subject, but chose Alice Waters." I felt a connection to her and her work before I even met or talked with her," he says.

Across four days of photographing at her home, garden, and restaurant, it became clear to both that the portrait needed an outdoor setting. Toward late afternoon one day they went to the Edible Schoolyard.

"That's the photo I liked best right away," says Waters, "because I was small and nature was big. I'm standing in this garden that educates kids about the beauty and nourishment of nature. It symbolizes the important work we are trying to do."

"I felt there's a great structural quality to the picture," says Woody.
"There's a mix of pride and humility that I think captures her
feelings toward her life's work."

See the portrait for yourself on the first floor of the National Portrait Gallery, or hear more about the collaboration between Waters and Woody through excerpts of their recent interviews by visiting http://si.edu/content/podcasts/11ARportrait.mp3

SWEAPING THE SUN

The Smithsonian Astrophysical Observatory Seeks Answers to Mysterious Solar Wind

While the sun brings us warmth and light, it also can wreak some havoc here on earth. Solar wind gusts can scramble satellite communications, cut off data streams, and even induce blackouts. A better understanding of how these gusts are created could lead to a better model for predicting when they are likely to occur. That's one of many reasons for the Smithsonian's ongoing collaboration on the NASA Solar Probe Plus mission.

When the spacecraft launches in 2018, the Smithsonian Astrophysical Observatory's Justin Kasper and his team aim to find out how the million-mile-per-hour solar wind forms, and why the Sun's corona is so much hotter than its surface. Such information will lead to more accurate space weather forecasting, especially of solar flares and coronal mass ejections which continuously shower the earth with the magnetically-charged radiation that interferes with so much of our technology.

Kasper is leading development of the Solar Wind Electrons Alphas and Protons (SWEAP) Investigation, a set of instruments that will capture bits of the corona to measure its speed, temperature, and density each time the spacecraft plunges through the atmosphere of the Sun. "From early in my career I've been interested in designing an instrument that could look straight at the sun and see the solar wind during these extreme encounters," says Kasper. "But only at the Smithsonian could I find the encouragement and support to take a risky idea and prove it is feasible."

For a closer look at the 2018 Solar Probe Plus go to http://smithsonianscience.org/2010/09/solar-wind/

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Astrophysicist Justin Kasper points to a million-mille-per-hour solar flare. Kasper hopes the instruments his team is developing for the 2018 Solar Probe Plus will capture bits of the Sun's corona, explaining the mysteries behind the physics of this and other solar phenomena.

Photo by Justin Ides

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When Smithsonian Tropical Research Institute paleobotanist Carlos Jaramillo and his team found a strange new fossil deep in the jungles of Colombia, they at first thought it was some kind of crocodile. But as more team members studied it, they discovered it was a snake. Not just any snake, but the largest one ever known to have existed anywhere in the world.

Working with vertebrate paleontologists Jonathan Bloch of the Florida Museum of Natural History and Jason Head of the University of Nebraska-Lincoln, Jaramillo and his team are finding more fossils and discovering more about the 2,500 pound, 48-foot long Titanoboa and the ecosystem that supported it 60 million yeas ago.

"Titanoboa," says Jaramillo, "is a window on the geological origins of the tropical rainforest and offers evidence of how this dominant predator survived in the climactic conditions of a time we know very little about."

Through a pan-institutional initiative inspired by the Smithsonian Channel, this ancient reptile is getting 21st century multimedia attention. Smithsonian Enterprises, the Smithsonian's business group, has helped millions to learn about the real-life research of Jaramillo and his team. They were the subject of a Smithsonian Channel documentary and a Smithsonian magazine cover story that has brought Titanoboa into nearly 25 million households.

A life-size model of the monster snake, along with videos and augmented reality posters, are all part of a Titanoboa exhibit drawing sizable crowds at the Natural History museum, too. Beginning in 2012 Titanoboa will reach and teach many more as the exhibition travels the United States and eventually visits Panama.



PRESERVING THE PRICELESS

The National Museum of African American History and Culture Finds Much to Treasure Across America

In Los Angeles, a woman clutches a worn blue and white gingham apron in her hands. She believes it belonged to a family member back in the 1930s. A Smithsonian textile expert carefully examines the stitching pattern and gives the woman some news. "When she found out her apron is from the 1860s," says Director of Education Esther J. Washington, "it was an enlightening moment."

As the Save Our African American Treasures program travels from city to city, people learn more about their heirlooms, and connect with curators, historians, and other staff of the National Museum of African American History and Culture, the Smithsonian's 19th and newest museum.

Program Coordinator Tracey Enright credits museum Director Lonnie Bunch with the idea that started the Treasures program. "He believed that the heirlooms many people have in their basements, attics, and garages represent not only family histories, but pieces of African American history that should be preserved."

In almost every city Smithsonian staff see old bibles, documents and quilts. Baseball cards, movie magazines, records, and other 20th century collectibles featuring African American celebrities also are popular.

"People go away understanding there are preservation steps that need to be taken," says Enright. "We give them the tools and processes to make sure these objects, and their stories, live on." Save our African American Treasures recently traveled to Detroit; Dallas; Indianola, Mississippi; and Houston. It is one of many current exhibitions and programs of the National Museum of African American History and Culture. The museum's new building is scheduled to open in 2015 on the National Mall in Washington, D.C.

MO SAUS

L MI A N A C

1838

Photos by Michael Barnes





BOARD OF REGENTS REPORT

As the economic and political worlds change in rapid and unexpected ways, the Board of Regents continues to advance the Smithsonian's mission through engaged oversight and in a constructive partnership with Secretary Clough and his leadership team.



Patty Stonesifer completed her three-year term as Board Chair in January 2012. She now serves as Vice Chair.



France Córdova was elected Board Chair in September 2011. She began her term in January 2012.

Recognizing that the Smithsonian's primary challenge is to continue real and substantial progress in a time of fiscal austerity, the Regents' focus is on securing the resources necessary for the Smithsonian to remain strong and vibrant.

With Congressional Regents leading the way, the Board is actively making the Smithsonian's case for increasingly scarce Federal resources. Its Citizen Regents are assuming leadership roles to support a national fundraising effort and are providing expertise and strategic guidance to grow Smithsonian business initiatives and the endowment. The Board remains convinced that an investment in the Smithsonian is a smart investment in America's future.

Austere times should not prevent the Institution from achieving the excellence expected of its educational programs and research. The Board is focusing its support on a series of promising strategic initiatives. It continues to oversee the implementation of the ambitious strategic plan and efforts to make Smithsonian assets more accessible to all Americans and the world. The Regents look forward to the

additional learning opportunities created for millions of visitors each year by the new National Museum of African American History and Culture and a renovated Arts and Industries Building.

An engaged and vibrant Board is required to build on this progress. The Board continued to strengthen partnerships with Smithsonian museum and research center advisory boards. As part of this effort, it approved creation of new advisory boards for the Smithsonian Astrophysical Observatory and the Smithsonian Tropical Research Institute. Following September 2011 elections, in January 2012 France Córdova, president of Purdue University, succeeded Patty Stonesifer as Board Chair; Ms. Stonesifer became Vice Chair; and Shirley Ann Jackson, president of Rensselaer Polytechnic Institute, became the third member of the Executive Committee.

Despite an uncertain fiscal forecast, the Regents continue to support and foster creativity and innovation at the Smithsonian and look forward to a future of enormous promise.

Restoration of the 1881 Arts and Industries Building began in 2011 with the replacement of its 1980s-era windows and roof and the securing of the roof trusswork. This work is made possible using a combination of public and private funds.

Photo by Martin Stupich

FINANCIAL REPORTS

FISCAL YEAR ENDING **SEPTEMBER 30, 2011**

FINANCIAL REPORT

The Smithsonian finished the year in sound financial position, benefitting from the continued strong performance of its business operations and private fundraising. The endowment stood at \$971 million at the end of the fiscal year.

The Smithsonian receives funding from direct federal government appropriations, from other governmental entities, and from private sources. Public dollars conserve our national collections; sustain basic research; educate the public, operate, maintain, and protect the large Smithsonian museum and research complex; and provide other administrative and support services.

Private funds leverage federal dollars, allow the Smithsonian to undertake new ventures, and they provide the critical difference for carrying out innovative research, expanding and strengthening national collections, developing and building new facilities, opening state-of-the-art exhibitions, and reaching out to America's diverse communities.

The 2011 annual audit was conducted by KPMG LLP. For a complete set of audited financial statements, contact the Office of the Comptroller at (202) 633-7250.

ENDOWMENT REPORT

The Smithsonian's endowment continued to provide a stable, growing stream of payouts for current expenditures. The endowment's primary objectives are to generate sufficient returns over the long term (five to 10 years) and to maintain spending without depleting the real value of its assets. The endowment began the fiscal year with assets of \$977 million and ended it with assets of \$971 million. The endowment payout provided \$53.8 million for program support and operations. The endowment benefited from \$39.8 million in additions from contributions and an investment return of 0.7%, reflecting the roller coaster year in financial markets. The endowment's long-term asset allocation is shown in the table below.

ASSET ALLOCATION

Hedge Funds	35%	
Global Equity	25%	
Emerging Markets	10%	
Fixed Income & Cash	10%	
Real Assets	10%	
Private Equity & Venture Capital	10%	

REVENUES

IN PERCENT, FY 2011

62%	
15%	
11%	
5%	
4%	
3%	
	15% 11% 5% 4%

EXPENSES IN PERCENT, FY 2011 47% Salaries & Benefits Other Operating Expenses 39% Capital Expenses 14%

FINANCIAL ACTIVITY

IN MILLIONS OF DOLLARS, FY 2011 AND 2010

	2011	2010
Operating Revenue	\$1,150	\$1,139
Operating Expenses	993	980
Increase in Operating Net Assets	157	159
Increase (Decrease) in Other Assets	(57)	44
Total Increase (Decrease) in Net Assets	100	203

FINANCIAL POSITION

IN MILLIONS OF DOLLARS, FY 2011 AND 2010

			2011	2010		
	Trust	Federal	То	Total Funds		
Assets	\$2,048	\$1,469	\$3,516	\$3,416		
Liabilities	336	405	741	740		
Net Assets	1,712	1,064	2,776	2,676		

GROWTH IN NET ASSETS

IN MILLIONS OF DOLLARS, OVER FIVE YEARS

2011	\$2,776
2010	\$2,676
2009	\$2,473
2008	\$2,394
2007	\$2,495

SMITHSONIAN ENTERPRISES REPORT

Smithsonian Enterprises provides unrestricted funds to the Institution and its museums through the operation of revenue-generating activities that include museum stores, restaurants, IMAX theaters, the Smithsonian Catalog, Smithsonian and Air & Space/Smithsonian magazines and associated websites, Smithsonian Channel, Smithsonian Books, product licensing, and travel programs for adults, families, and students.

Smithsonian Enterprises contributed \$29.1 million in net gain to the Institution in fiscal year 2011, an increase of 4.7% over 2010, on revenues of \$138.6 million—the fifth consecutive year of net gain growth.

2011 HIGHLIGHTS

SMITHSONIAN.COM was named "most interesting" of all websites affiliated with magazines in the U.S. by Affinity, a media research company. Affinity also ranked Smithsonian magazine "most interesting" in its ranking of national magazines.

SMITHSONIAN BOOKS published Falling to Earth, the autobiography of Apollo 15 astronaut Al Worden, and it made the Los Angeles Times' bestseller list. Worden conducted more than 30 author events, several of them held at Smithsonian Affiliate museums.

SMITHSONIAN CHANNEL earned acclaim for 9/11: The Day That Changed the World and 9/11: Stories in Fragments, programs that marked the tenth anniversary of September 11, 2001. The latter program coincided with an exhibition about 9/11 shown at the National Museum of American History. The Channel won an Emmy for Hindenburg: The Untold Story and multiple awards at the Houston WorldFest International Film Festival.

RETAIL GROUP expanded its presence by opening a new shop in Union Station in Washington, D.C. Its Price of Freedom store in the National Museum of American History was re-merchandised to sell exclusively made-in-America products, and other stores are increasing their selections of domestic-made items.

LICENSING in partnership with QVC presented four times the amount of live programming aired in fiscal year 2010. The group entered into 14 licensing arrangements with organizations including Subway, Kraft, and Mattel.

For more than 200 years, presidential families in the White House have helped to shape its décor and style. These 1902 brass andirons from the presidency of Theodore Roosevelt were part of the exhibition Something of Splendor: Decorative Arts from the White House at the Smithsonian American Art Museum's Renwick Gallery.

Photo courtesy of White House Historical Association, White House Collection (detail)

PHILANTHROPY REPORT

FISCAL YEAR ENDING **SEPTEMBER 30, 2011**

As this report illustrates, the generosity of individual donors, corporations, and foundations is essential for the Smithsonian to transform itself for the 21st century, realize the vision set forth in its strategic plan, and achieve its full potential.

These gifts allow the Smithsonian to strengthen national collections, create dynamic exhibitions, employ the latest technology, lead research on issues critical to humankind, and innovate on site and online in ways that inspire people of all backgrounds and ages toward lifelong learning.

The Smithsonian gratefully acknowledges the many individuals, corporations, and foundations whose contributions are vital to the Smithsonian's ambitious vision to inspire future generations.

Information on the uses and sources of private dollars contributed to the Smithsonian in 2011 is provided in the graphs and tables below.

PURPOSE OF FUNDS RAISED

IN MILLIONS OF DOLLARS

Facilities & Public Spaces	\$48.3	31%	
Exhibitions, Education & Public Programs	37.5	24%	
Museums & Research Centers, General Support	33.6	21%	
Smithsonian, General Support	21.4	13%	
Acquisitions & Collections	9.3	6%	
Research	7.9	5%	
TOTAL	158.0	100%	

FUNDS RAISED BY SOURCE

IN MILLIONS OF DOLLARS

IN WILLIONS OF D	OLLARS			
Individuals	\$84.9	54%		
Corporations	40.2	25%		
Foundations	28.4	18%		
Other	4.5	3%		
TOTAL	158.0	100%		



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LEADERSHIP GIFTS

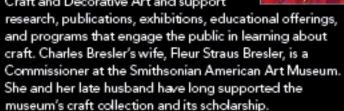
BUILDING A BRIGHT FUTURE FOR THE SMITHSONIAN

We are grateful to 2011's leadership donors, those who have made gifts and pledges of \$1 million or more.

PEOPLE

The Bresler Foundation, Inc.

The Bresler Foundation, Inc. and members of the Bresler family honor the late Charles Bresler with gifts totaling \$2.2 million to the Smithsonian American Art Museum and its Renwick Gallery. The gifts endow the Fleur and Charles Bresler Curator of American Craft and Decorative Art and support



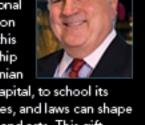
Elizabeth and Whitney MacMillan

Elizabeth and Whitney MacMillan, whose generous support of the Smithsonian began in 1988, advance strategic initiatives with three gifts. A gift to the National Museum of American History endows its associate director for education position. A gift to the National Museum of Natural History supports its strategic plan and creates endowments for education and public engagement as well as for the documentation and revitalization of endangered languages and traditional knowledge. A gift to the Smithsonian American Art Museum helps build its new education center and endows its programs. Elizabeth MacMillan is an American Art Museum commissioner and served on the Smithsonian National Board and the American history museum's board. Whitney MacMillan serves on the natural history museum's board.

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Paul Neely

A gift of \$2.8 million made by Smithsonian National Board Chair Paul Neely endows two fellowship positions. to be known as the Smithsonian National Board Fellows in the James Smithson Fellowship Program, and helps fund this new leadership program. The fellowship program takes advantage of Smithsonian



resources, and those in the nation's capital, to school its participants in how institutions, policies, and laws can shape and impact the sciences, humanities, and arts. This gift continues the donor's generous legacy of support for the Smithsonian, its strategic plan, and its programs.

Russell E. and Wendy Palmer

Russell E. and Wendy Palmer's commitment of \$1 million endows the Russell E. Palmer Leadership Development Program and names 10 annual program participants in honor of Russell Palmer. Program graduates lead in helping the Institution respond to new opportunities and challenges, foster synergy between the various



entities of the Smithsonian, and advance excellence in their disciplines. Russell Palmer serves on the Smithsonian National Board and its Human Capital Work Group, which advises the program. The Palmers have supported the leadership development program since its inception.



PLACES

Airbus

Airbus has generously supported the construction of the National Air and Space Museum's Steven F. Udvar-Hazy Center with a gift of \$4 million. The gift helped complete the Center and its



restoration, archives, and conservation facilities, which now provide for the best possible care of flight artifacts. Allan McArtor, chairman of Airbus Americas, Inc., serves on the National Air and Space Museum Board. Airbus has been a philanthropic partner of the Udvar-Hazy Center since its inception and its Imax theater is named in the company's honor.

Bloomberg

Bloomberg's gift to the Hirshhorn Museum and Sculpture Garden supports



the design and construction of a seasonal inflatable structure that will transform the museum's central courtyard and host annual fall conferences and programming. When completed, the dramatic new structure will be a focal point and home for the national dialogue around art and culture it will inspire. In recognition of Bloomberg's generosity, the structure will bear its name. Bloomberg previously has supported Cooper-Hewitt, National Design Museum.

Goldman Sachs

Goldman Sachs' gift of \$1 million supports the design and construction of the National Museum of African American History and Culture. The



company's philanthropy in previous years has helped renovate and transform the National Museum of American History and has benefitted a wide array of exhibitions, projects, and programs across the Smithsonian since 1993.

Smithsonian Gardens curates close to 9,000 diverse live orchids. Since 1994, Smithsonian Gardens and the U.S. Botanic Garden have shared plants and resources to present an annual orchid exhibition.

Photo by James Osen

William H. Gross

In 2009, William H. Gross's generosity set in motion the plans to construct a new philatelic gallery at the National Postal Museum. The gallery, which will be the largest of its kind, will be named for him when it opens in 2013. William Gross's additional gift this year of \$2 million builds momentum for this project, which will share with the public the Smithsonian's stamp collection and the stories it tells.



Robert and Arlene Kogod

Robert and Arlene Kogod's gift of \$10 million continues their support of the Smithsonian's landmark buildings and invests in the Institution's mission to share learning with everyone. The generous gift provides vital resources that help the Smithsonian envision its future plans for education and outreach



on the National Mall and beyond. The Kogods have given to initiatives across the Smithsonian for more than three decades, among them the Donald W. Reynolds Center courtyard, which is named in their honor, and the position of Assistant Secretary for Education and Access, which their philanthropy has made possible.

Lilly Endowment Inc.

With its gift of \$10 million, the Lilly Endowment Inc. brings closer to realization the much-anticipated National Museum of African American History and Culture building, which will be located at the center of the National Mall. The foundation has previously supported

the Anacostia Community Museum's exhibition Speak to My Heart: Communities of Faith and Contemporary African American Life.

McDonald's Corporation

McDonald's Corporation has provided \$1 million to help build the National Museum of African American History and Culture's new building, which will honor African American history and celebrate the diversity of our nation's culture. The company previously has generously supported the construction of the National Air and Space Museum's Steven F. Udvar-Hazy Center.



LEADERSHIP GIFTS

BUILDING A BRIGHT FUTURE FOR THE SMITHSONIAN

PLACES (cont.)

Mark & Brenda Moore and Family

Through their gift of \$1 million, Mark and Brenda Moore and their family help to ensure the 2015 opening of the National Museum of African American History and Culture. The new museum will invite all Americans to examine how our nation has been, and continues to be, transformed by the African American experience. This is their first gift to the Smithsonian.



The Speedwell Foundation

A gift of \$1.5 million from The Speedwell Foundation will make trips to the National Zoological Park even more



memorable experiences for the Zoo's youngest visitors by making possible the construction of a conservation carousel. The carousel will also educate its young riders and their families about endangered species and how they can be preserved and protected. Foundation trustees Michael and Jenny Messner's gift acknowledges their friendships with and admiration of the work of National Zoo Director Dennis Kelly and Smithsonian Secretary G. Wayne Clough.

Alan and Terri Spoon

Smithsonian Regent Alan Spoon and his wife, Terri, have given \$1.2 million to the Smithsonian through the Alan and Terri Spoon Family Foundation. The gift advances Smithsonian priorities and Cooper-Hewitt, National Design Museum's mission to inspire a better understanding of the impact of design on daily life. A gallery at



Cooper-Hewitt will be named in honor of the Spoon family. Alan Spoon chairs the Regents' Advancement Committee and is a former Regents vice chair and National Museum of Natural History board member. The Spoon's generosity prior to this gift has helped make possible new media projects and the Secretary's Distinguished Scientific Research Fellowship.

Earl W. and Amanda Stafford

Earl W. and Amanda Stafford made their first gift of \$1 million to the National Museum of African American History and Culture in 2010 and this year have made a second gift of \$1 million. Through their generosity, they support the design and construction of the museum and further better understanding and appreciation



of the African American experience in all its dimensions. Their commitment will be recognized by the naming of the Earl W. and Amanda Stafford Center for African American Media Arts in the new facility.

State Farm Insurance Companies

State Farm's \$1.4 million sponsorship enables the National Zoological Park to operate its popular Kids' Farm for five years.



The farm engages young children and families with cows, donkeys, goats, alpacas, hogs, chickens, koi fish, catfish, and rabbits, sparking their interest in domestic and wild animals. State Farm has been a Smithsonian corporate member and its foundation has supported the National Museum of American History.

Target

Target's \$5 million gift to the National Museum of African American History and Culture helps the project make steady progress toward its anticipated 2015 opening. Target's president and chief executive officer, Gregg W. Steinhafel,



serves on the National Museum of African American History and Culture Council. In recognition of the company's generosity, a space in the future museum will be named in its honor. Target's past support has made possible the Smithsonian Center for Education and Museum Studies' Teacher's Nights, education and family programs at Cooper-Hewitt, National Design Museum, and many other programs and initiatives.

Time Warner Foundation

With its gift of \$2 million to the National Museum of African American History and Culture, the Time Warner Foundation



helps celebrate and share stories documenting the African American experience. The museum will recognize the foundation's generosity with a named space in its new facility. Richard D. Parsons, former chairman of the board and chief executive officer of Time Warner Inc., is a member of the museum's Council.

UnitedHealth Group

UnitedHealth Group's gift of \$5 million to the National Museum of African American

UNITEDHEALTH GROUP

History and Culture helps design and build its new building, a venue where a few years from today millions of visitors will gain a deeper understanding of the whole story of America. Anthony Welters, executive vice president of UnitedHealth Group, serves on the museum's Council and is an alumnus of the Smithsonian National Board.

Reginald Van Lee

Through his gift of \$1 million to the National Museum of African American History and Culture, Reginald Van Lee supports the design and construction of the new museum building on the National Mall and helps give voice to a story that is quintessentially Americanone of hope and resiliency, of struggle and pain, of successes and triumphs.



The gift is his first to the Smithsonian and the museum.

Walmart

Walmart's gift of \$5 million to the National Museum of African American History and Culture advances the vision



of establishing the Smithsonian's 19th museum. When it opens in 2015, the new facility will help tell America's whole story to visitors from across the nation and around the world. A space within the new building will be named in recognition of Walmart's generous support. Walmart has previously supported the Smithsonian Latino Center.

Pablo Picasso is shown here with his daughter in a family snapshot. Photos like these were included in Little Pictures, Big Lives: Snapshots from the Archives of American Art. The exhibition featured photos of intimate moments of some of the 20th century's most famous artists.

Photographer unknown



COMECLOSER 2011 / SMITHSONIAN ANNUALREPORT / 24

LEADERSHIP GIFTS

BUILDING A BRIGHT FUTURE FOR THE SMITHSONIAN

PROGRAMS

Hugh Trumbull Adams

A Smithsonian member for many years, the late Hugh Trumbull Adams gave \$2.1 million to the Smithsonian through an estate gift. His gift establishes The Hugh Leander Adams, Mary Trumbull Adams and Hugh Trumbull Adams Memorial Fund, an endowment that helps fund the Smithsonian's work in perpetuity and sustains its museums, scientific research, exhibitions, and outreach.

Anonymous

The Smithsonian Tropical Research Institute's leadership in science of the tropics is advanced by an anonymous gift of \$1.5 million in support of the Rubinoff's Big Bet Endowment. The endowment, named for the Institute's director



emeritus, invests in "game changing" initiatives and ventures that promise to advance frontiers across scientific disciplines. The donor's generosity in previous years has enhanced Institute research, facilities, fellowships, and leadership.

Jahangir and Eleanor Amuzegar

A gift of \$1 million from Jahangir Amuzegar establishes two Freer Gallery of Art and Arthur M. Sackler Gallery endowments. The Jahangir and Eleanor Amuzegar Fund for Contemporary Iranian Art supports acquisition of contemporary art from Persia and related public programs, and the Jahangir and Eleanor Amuzegar Persian



Cultural Celebrations Fund permanently supports an annual program that celebrates Nowruz, the Persian new year, and attracts a local, national, and international audience.

Microsoft Partners in Learning

A gift to the Smithsonian Center for Education and Museum Studies from Microsoft Partners in Learning funds environmentally-focused



distance learning conducted by Smithsonian experts and connects students' exploration of their communities with Smithsonian resources through a collaborative and dynamic platform at shoutlearning.org. Microsoft has previously donated software and enterprise-wide licenses for its SharePoint product to the Smithsonian, and provided financial and technological support to nine museums and programs.

Northrop Grumman Corporation

A gift of \$1 million to the National Air and Space Museum from Northrop Grumman Corporation makes



possible an exhibition about timekeeping and navigation that will explore how technology has aided exploration and discovery for more than 300 years. Time and Navigation is scheduled to open in March of 2013. The company and the Northrop Grumman Foundation also support the museum's Heritage Family Day series and exhibits and programming at the Steven F. Udvar-Hazy Center, as well as the National Postal Museum.

Van Cleef & Arpels

With Van Cleef & Arpels' gift to Cooper-Hewitt, National Design Museum, a record number of visitors were able to see some of the most innovatively designed jewelry of the



20th century and learn about its masterful construction. The firm loaned items and drawings from its archives for display in Set in Style: The Jewelry of Van Cleef & Arpels.

TREASURES

Terra Foundation for American Art

The Terra Foundation for American Art is helping make the Archives of American Art's vast holdings



accessible worldwide with a grant of \$3.068 million for digitization. The grant is the second for this purpose. It creates the Terra Foundation Center for Digital Collections on the Archives' website and establishes the new position of Terra Foundation Project Manager for Online Scholarly and Educational Initiatives. The foundation previously has supported the National Portrait Gallery, Hirshhorn Museum and Sculpture Garden, Freer Gallery of Art and Arthur M. Sackler Gallery, and Smithsonian American Art Museum.

Harry Winston Hope Foundation, Inc.

To celebrate the 50th anniversary of the addition of the Hope Diamond to the National Museum of Natural History's collection, the

HARRY WINSTON

Harry Winston Hope Foundation, Inc. continued the legacy of philanthropy with a generous gift of \$1.1 million. The charitable donation supported the National Gem Collection and museum educational initiatives. The Hope Diamond was donated by Harry Winston, Inc., and the company created a temporary setting for the anniversary.



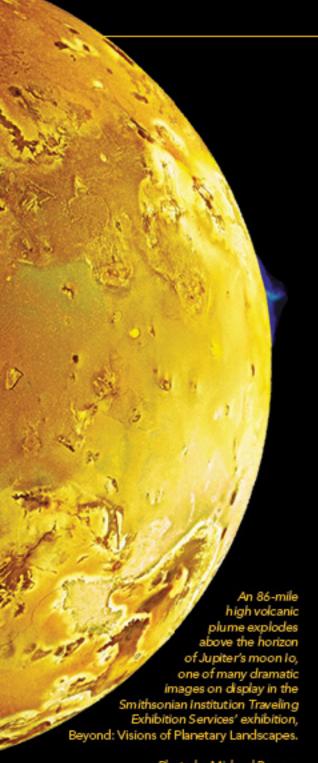
Toussaint Louverture et la vieille esclave by contemporary Senegalese artist Ousmane Sow was the centerpiece of a 2011 exhibition at the National Museum of African Art focusing on major acquisitions of the past decade.

Photo by Franko Khoury

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On March 28, 2011, two clouded leopard cubs were born at the Smithsonian Conservation Biology Institute. They are important additions to the Institute's 30-year effort to create a genetically diverse population of this species. Sa Ming, pictured here, was part of the first generation litter born to Jao Chu and Hannibal at the Institution in 2009.

Photo by Mehgan Murphy



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Artist, Bill Bond. Courtesy USPS

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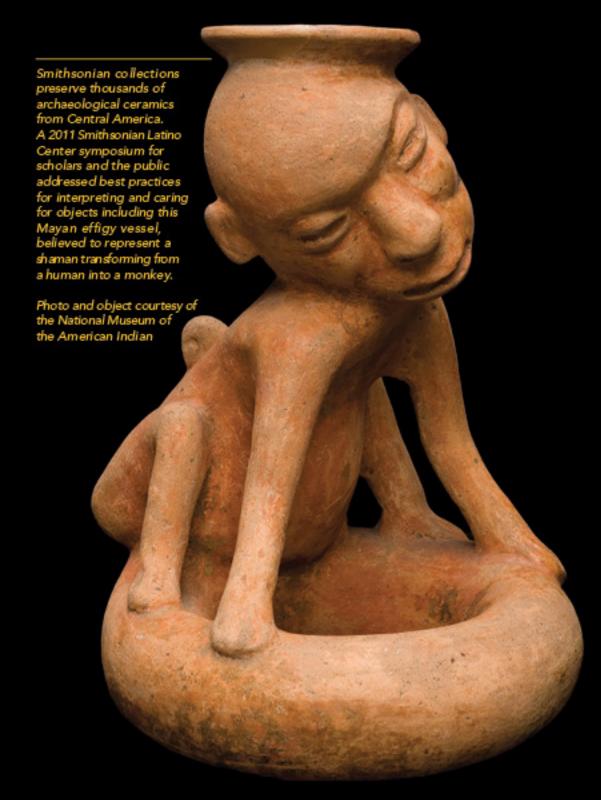
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James Smithson Society members (from left) James Beggs, Marsha Paller, Mary Beggs, and Alan Paller enjoy the 2011 Annual Members Weekend at the National Air and Space Museum.

James Smithson Society members' common vision is to support the Smithsonian and its mission and through their generosity help advance the research, scholarship, outreach, and education that are central to the Institution's strategic goals.

Members this year enjoyed a private tour of the Janet Annenberg Hooker Hall of Geology, Gems, and Minerals with curator Jeff Post; examined Gods of Angkor: Bronzes from the National Museum of Cambodia at the Arthur M.

Sackler Gallery; and visited the National Zoo's Bird House for an after-hours dinner. Members-only gatherings were held in Wisconsin and Los Angeles, and in Florida members toured the Smithsonian Marine Station at Fort Pierce. In April, the Annual Members' Weekend gathered nearly 350 people at the National Air and Space Museum for the gala dinner. At year-end, 453 members from almost every state had contributed a total of \$1.73 million, 14 members had made planned gifts, and many others gave directly to individual Smithsonian museums, research centers, and programs.

With 81,647 members and donors, the Friends of the Smithsonian program is one of the nation's largest museum membership communities. Members enjoyed exclusive tours of and lectures on Telling Stories: Norman Rockwell from the Collections of George Lucas and Steven Spielberg and the Barron Hilton Pioneers of Flight Gallery. Friends outside Washington, D.C. had opportunities to see Smithsonian traveling exhibitions at nearby Smithsonian Affiliate museums, and those in Anchorage, Alaska, could attend an event at the new Arctic Studies Center, Friends contributed \$13.1 million in general support to the Smithsonian in 2011, advancing vital programs and activities, and many Friends chose to make additional gifts or include the Smithsonian in their estate plans.



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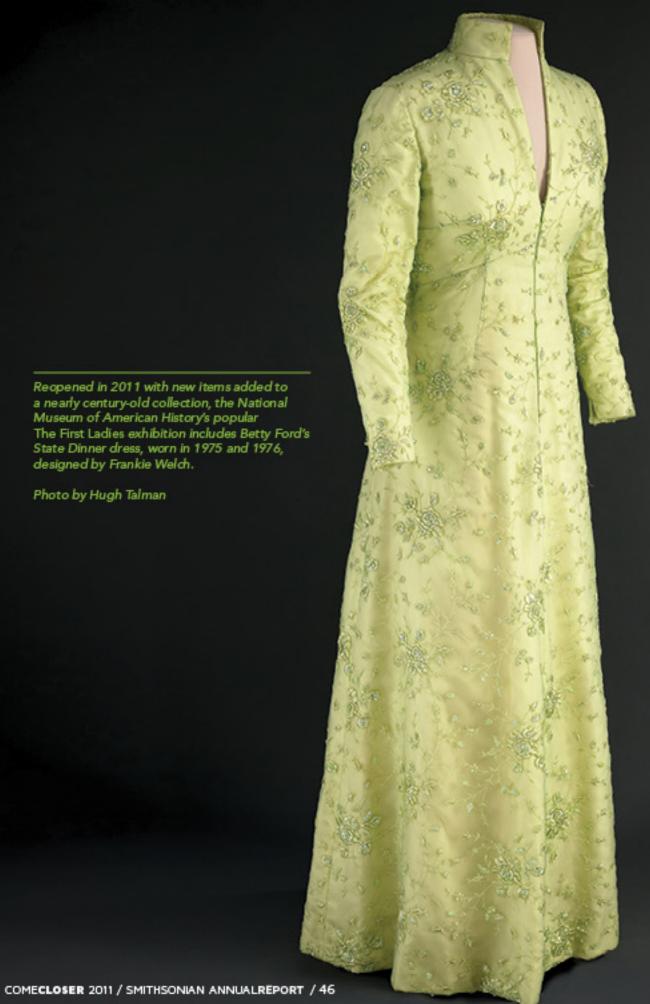
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Reopened in 2011 with new items added to a nearly century-old collection, the National Museum of American History's popular The First Ladies exhibition includes Betty Ford's State Dinner dress, worn in 1975 and 1976, designed by Frankie Welch.

Photo by Hugh Talman



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Leadership of the 2011 Smithsonian National Board: (from left) Paul Neely, Chair, Judy S. Huret, Vice Chair, Sakurako D. Fisher, Vice Chair. Photo by Eric Long

Through its 40 members and more than 165 alumni, the Smithsonian National Board acts as an ambassador. expanding the Smithsonian's place in the lives of people everywhere. It provides advice to the Secretary and other Smithsonian leaders, and it is a vital source of philanthropic leadership and support. National Board members and alumni serve on three Board of Regents' committees and more than a dozen Smithsonian advisory boards.

The Board "friend-raised" in hometowns, hosting the Secretary and other leaders at eight events. Board Chair Paul Neely and Vice Chair Judy Huret made presentations about the Smithsonian in their communities. At the mid-winter meeting in Cambridge, Massachusetts, hosted by the Smithsonian Astrophysical Observatory, attendees learned first-hand about the Observatory's leading role in unlocking the mysteries of the universe, a strategic plan grand challenge. Board committees, individual members, and alumni continue to play important roles in the Smithsonian's leadership development program, website, and in broadening access and branding initiatives.

For fiscal year 2011, National Board members and alumni contributed \$1.172 million in general support, which the Secretary directed to strategic priorities including long-term partnerships with the University of Maryland and George Mason and Arizona State universities. Overall, through its members and alumni, the Board gave \$33.5 million to the Smithsonian, advancing the Institution's mission and investing in its people, places, programs, and treasures.

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In 2011 the National Museum of African American History and Culture added to its collection this red. 1973 Cadillac Eldorado convertible belonging to legendary rock 'n' roll musician Chuck Berry. Photo by Michael Barnes

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Like a portrait, the image of hair can express personal feelings and emotions. This is the territory explored by Chinese-born artist Zhang Chun Hong. My Life Strands was exhibited in 2011 as part of the Asian Pacific American Program exhibition, Asian American Portraits of Encounter, which opened at the National Portrait Gallery in August 2011.