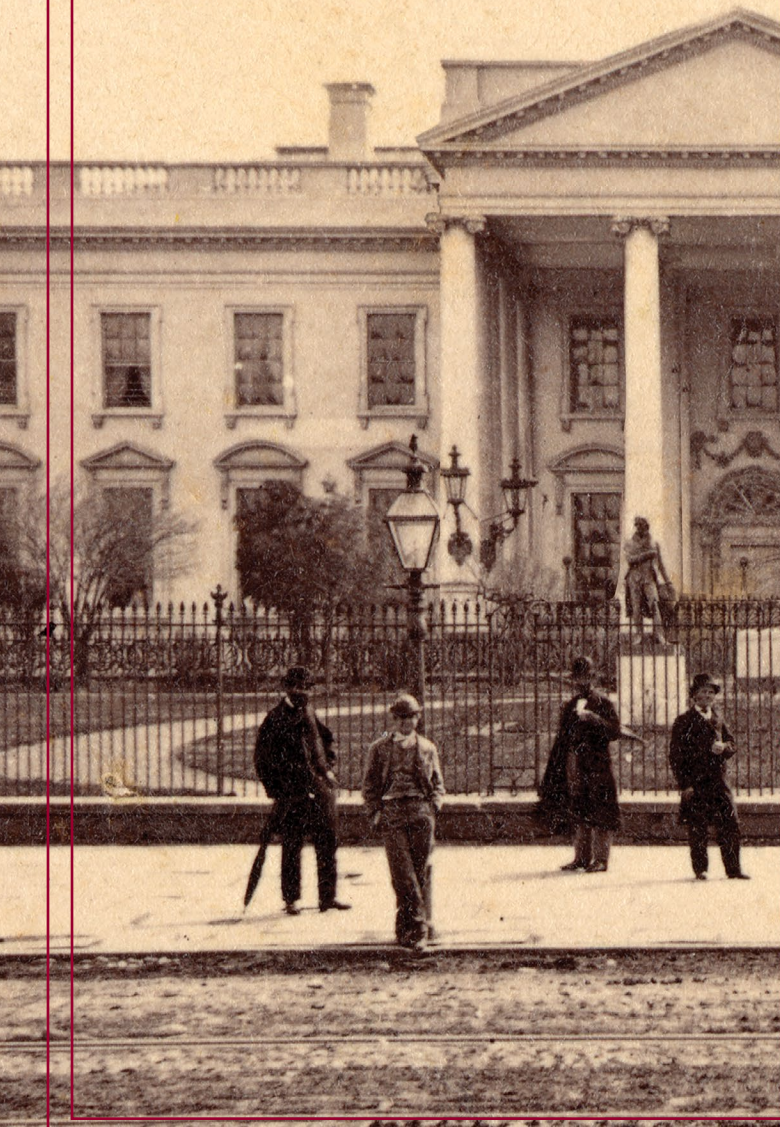




A CAMPAIGN TO SECURE
THE NEXT 250 YEARS OF
WHITE HOUSE HISTORY





A CRITICAL MOMENT

America is celebrating 250 years of independence.

From a bold declaration in 1776, through the trials of war, seasons of peace, and periods of resilience, each generation has shaped the cause of freedom and kept the great American experiment going. **Now it is our turn.**

Built under the supervision of George Washington and home to every president since John Adams, the White House has been our country's most constant and recognizable symbol of democracy, leadership, and strength. Its history parallels the American story.

Today, like many times throughout our 250 years, the United States faces significant challenges. But we also have significant opportunities. **We must use this moment of reflection and celebration to heal division, connect with our history, and reinvigorate our civic education and engagement.**

To honor how far we have come and invest in where we are going, the White House Historical Association is launching the \$150 million America 250 campaign. **This is about more than preservation; it is about education, connection, engagement, and shaping the future of the United States of America.**

CHALLENGES

30%

CIVIC LITERACY



70%+ of Americans fail a basic civic literacy quiz.¹

58%

BELIEVE CIVIC EDUCATION FALLS SHORT



93% of Americans agree civic education is important to the country's success but only 42% believe we are doing a good job at it.¹

13%

PROFICIENCY IN U.S. HISTORY



Only 22% of American 8th graders are proficient in civics and 13% are proficient in U.S. history.²

84%

UNCOMFORTABLE DISCUSSING PUBLIC AFFAIRS



75% of Americans endorse democracy as the best form of government, but only 16% feel comfortable talking about politics with anyone.³



A NEED FOR STRONG, ENGAGING CIVIC EDUCATION

Our country faces many challenges related to civic education and engagement. Many feel disconnected from our history. Civic knowledge has steeply declined. And overwhelming amounts of news and information can cause people to disengage from the democratic process.

The unique history of the White House plays a critical role in addressing these existential challenges.

¹ U.S. Chamber of Commerce Foundation
2024 Civics in America Report

² 2022 National Assessment of Educational Progress

³ McCourtney Institute for Democracy's
Mood of the Nation Poll 2023



THE POWER OF WHITE HOUSE HISTORY

At the center of the American story stands the White House, a symbol of democracy and witness to world-changing moments. It embodies who we are, where we come from, and where we are going.

First Lady Jacqueline Kennedy deeply held this belief, which is why, in 1961, she established the White House Historical Association, the non-profit, non-partisan partner to the White House.

In the past 65 years, Mrs. Kennedy's spark of vision has grown into an organization that has brought White House history to life for millions of people across all 50 states and around the world.

Many generations have looked to the White House for national and global leadership. In the same way, we believe White House history plays a crucial role in reviving the civic health of our country. **With the help of donors, the White House Historical Association will become the national leader in American history education and civic engagement.**

OUR REACH TODAY

HISTORY ON DEMAND



5.2 million views and downloads of the *White House 1600 Sessions* podcast, the *White House History Live* video series, and other multimedia learning resources

YOUNG LEARNERS



1 million+ students reached through teachers and in-person and online learning experiences

THE PEOPLE'S HOUSE



270,000+ visitors a year to The People's House

TEACHER INSTITUTE



10,000+ students are reached directly each year through the educators who attend the White House History Teacher Institute





THE AMERICA 250 CAMPAIGN

As America recognizes its 250th anniversary, the White House Historical Association is leading a bold, comprehensive \$150 million campaign to ensure White House history continues to inspire for the next 250 years.

This campaign will strengthen the very foundation of the Association to widen our reach and give our work lasting power.

CAMPAIGN PRIORITIES

1.

TEACH HISTORY & CIVICS AT SCALE

Strengthening critical educational programs to reach more learners

2.

POWER THE STORYTELLERS

Investing in leaders, historians, and educators who study and share White House history

3.

SUSTAIN THE EXPERIENCE

Ensuring The People's House brings White House history to life for generations

PRIORITY



TEACH HISTORY & CIVICS AT SCALE

Strengthening Critical Educational Programs to Reach More Learners

Education is the heart of our mission. It is in everything we do. We form educators. We bring history to life for learners of all ages. We open doors to first-hand historical documents. We share the untold stories of the White House and those who have lived and worked there.

Powered by the David M. Rubenstein National Center for White House History, our high-quality, engaging learning programs and resources are unparalleled in their ability to connect teachers, students, and the public to White House history in meaningful, tangible ways.

Now is the time to push core educational programs to the next level and reach more communities across our country. With the support of donors, we aspire to double our impact to connect with two million learners a year.

PROVEN IMPACT



1 MILLION+ STUDENTS
ENGAGED EACH YEAR

10,000+ STUDENTS
REACHED DIRECTLY
EACH YEAR THROUGH
THE 60 EDUCATORS
WHO ATTEND THE
WHITE HOUSE
HISTORY TEACHER
INSTITUTE

400,000+ STUDENTS
HAVE PLAYED
BRIEF THE CHIEF

581,000+ MONTHLY
USERS ACCESSING
RESOURCES ON
THE ASSOCIATION
WEBSITE

OPPORTUNITIES TO INVEST IN EDUCATION



Fund the
White House
History
Teacher
Institute



Sponsor in-person
programs and events,
such as historian
lecture series and the
Presidential Sites Summit



Power
educational
curriculum
and resource
development



Strengthen
multimedia digital
outreach: video
series, podcasts,
and more





“I LIKE WRITING STORIES ABOUT THE WHITE HOUSE because there are so many things to learn about: sports, history, pets, food, music, transportation, and more. I also like doing the research and deciding which facts to include. I want the people who read my books to feel excited and inspired, and I hope they have a chance to visit the White House.”

—ROCCO SMIRNE, *Author of four children’s books on White House history and one of the Association’s youngest published writers*



“TO MY STUDENTS at a small rural high school in southwest Washington state, the White House seems remote and overly formal—a place not meant for them. After attending the White House History Teacher Institute, I went back to my classroom with this powerful message: The White House isn’t some distant palace. It’s theirs. Those who work there are like them. And someday, if they feel inspired to walk its halls themselves, they will be confident that they have every right to be there because it is and always will be ‘the people’s house.’”

—SHARON CONDITT, *2023 White House History Teacher Institute Attendee and 2025 David M. Rubenstein Master Teacher for the White House History Teacher Institute*

PRIORITY

2.

POWER THE STORYTELLERS

Investing in Leaders, Historians, and Educators Who Study and Share White House History

The White House Historical Association is brimming with talented and committed professionals who believe in the power of teaching history and civics through the lens of the White House.

When we invest in our people, we are not just paying salaries.

We fuel the scholars who create the foundation of our educational resources. We foster the creative minds who bring White House history to life through interactive exhibits. We energize the people who put on high-quality educational programming for students, teachers, and learners of all ages.

To become the leader in history education and civic engagement, we must encourage exceptional talent. Your support recognizes and honors the people who dedicate their time, expertise, and passion to this mission.



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OPPORTUNITIES TO INVEST IN STORYTELLERS

★
Name and fund
a leadership
position at the
Association



★
Support scholars
through
fellowships and
internships



★
Strengthen our
teams who work
in an area you are
passionate about



A FEW FACES BEHIND THE MISSION



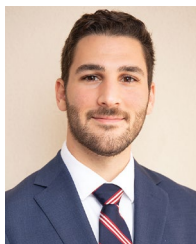
“**THE WHITE HOUSE** belongs to the American people—and so does its history. The Rubenstein Center has always believed that our scholarship, educational resources, and digital assets should be easily accessible and readily available to all. By investing in the team that makes all this content possible, you help us engage with millions of learners through our scholarship, resources, and programming.”

—**DR. MATTHEW COSTELLO**, *Chief Education Officer and the Gerard B. Lambert Foundation Chair in White House History; Director of the David M. Rubenstein National Center for White House History*



“**I STARTED AT** the Association as the Lantry Education Fellow, and I am so grateful for Anne Lantry’s support of my early career. Fellowships like these give graduate students a pathway into full-time work and support the important role the Association plays in advancing historical literacy and civic engagement. In my work, I have seen firsthand how students and teachers become more civically engaged after seeing their own communities reflected in the history of the White House.”

—**ANNA KUTTER**, *Teacher Education Specialist and Former Lantry Education Fellow*



“**THE TEAM BEHIND** The People’s House works 362 days a year to make sure as many people as possible can experience the history of the White House. We welcomed over 100,000 young visitors in our first year and saw curiosity ignite. Now, with America’s 250th anniversary, our team has the opportunity to make White House history even more relevant and engaging to our visitors.”

—**LUKE BOORADY**, *Managing Director of The People’s House: A White House Experience*

PRIORITY

3.

SUSTAIN THE EXPERIENCE

Ensuring *The People's House* brings White House history to life for generations

At *The People's House: A White House Experience*, visitors explore the Executive Mansion's iconic spaces, stories, and fine and decorative arts on a previously unimaginable scale.

The everyday life and rich history of the White House are at visitors' fingertips. They can sit at a full-scale replica of the *Resolute* Desk, attend cabinet meetings to witness historic decisions, learn the stories of those who have kept the White House running for hundreds of years, and so much more.

Support for The People's House helps maintain these cutting-edge exhibits, fosters innovative civic education, and ensures this interactive museum can continue to spark enthusiasm for our country's story and democracy for generations.

THE PEOPLE'S HOUSE: AT A GLANCE



9 EXHIBITS SPANNING 3 FLOORS AND 33,000 SQ.FT.

500+ SCHOOL AND YOUTH GROUPS HAVE VISITED

100,000+ YOUNG PEOPLE VISITED IN FIRST YEAR

270,000 VISITORS PER YEAR, COMPARED WITH ONLY 52,000 VISITORS WHO CAN BE ACCOMMODATED BY THE ACTUAL WHITE HOUSE

VISITORS FROM ALL 50 STATES AND MORE THAN A DOZEN COUNTRIES

OPPORTUNITIES TO INVEST IN THE PEOPLE'S HOUSE



Name an exhibit



Contribute to the accessibility endowment



Support the museum's day-to-day functions







OUR MOMENT TO ACT

America 250 is our moment to invest in the future of civic education and public history—to make sure every citizen feels connected to the principles that built our nation.

With your support, White House history becomes a classroom for understanding our past, navigating the present, and envisioning a bright future. Most importantly, it becomes a unifying symbol of our constant striving to live up to the ideals we proclaimed in 1776.

Be part of America 250. Together, we can ensure White House history continues to inspire for the next 250 years and beyond.

Join us!



PHOTOS © TONY POWELL PHOTOGRAPHY



“OUR MISSION has always been to open the doors of the White House—to history, to learning, to inspiration.

Today, that mission reaches more people than ever before. America 250 is not only a commemoration; it’s a call to action. Together, we can ensure that the White House remains a symbol of freedom, civic ideals, and unity for the next 250 years and beyond.”

—STEWART MCLAURIN

President of the White House Historical Association



THE WHITE HOUSE
HISTORICAL ASSOCIATION



1610 H STREET NW | WASHINGTON, D.C. 20006 | 202-760-2365 | A250@WHHA.ORG

