



THE PEOPLE'S HOUSE

A WHITE HOUSE EXPERIENCE

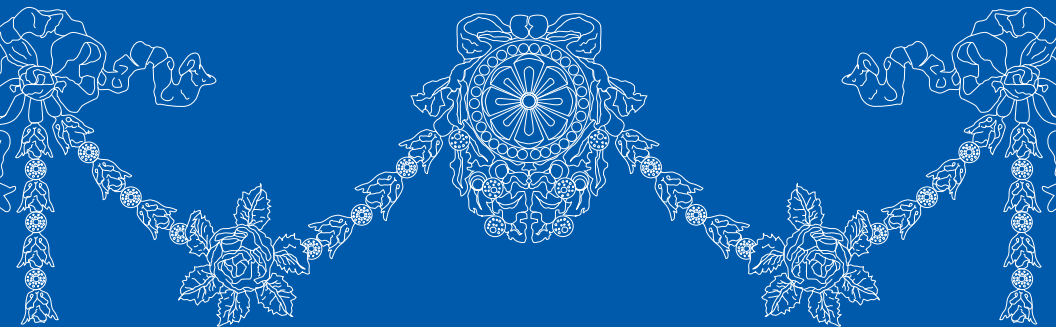


At The People's House: A White House Experience, White House history comes to life.

Visitors explore the Executive Mansion's iconic spaces, stories, and fine and decorative arts on a previously unimaginable scale.

In a time of division and declining civic engagement, The People's House provides a unifying experience—absent of politics—that sparks enthusiasm for our country's history and democracy through the lens of the White House.

**Your support of The People's House will ensure
it can continue to do so for generations.**



Ways to Support The People's House

Starting at \$50,000

The People's House provides an unparalleled educational experience and creates access to White House history like never before. With your investment, exhibits are continually refreshed through cutting-edge technology to ignite a deeper understanding and appreciation for our nation's past and present.

Gifts for immediate use empower The People's House team to capitalize on opportunities as they emerge. Donors will see the immediate impact of their generosity since these gifts can be quickly deployed to address pressing funding opportunities and timely exhibits.

Endowed gifts ensure enduring excellence at The People's House by providing stable, consistent funding that will span generations. Through an endowment, donors signal their long-lasting commitment to the mission of The People's House.

Planned gifts are a way for donors to leave a legacy at The People's House, one that will ensure their dedication to civic education lives on. There are several ways to establish a planned gift—many with significant tax benefits. If you are interested in a planned gift, our experts can provide guidance on which may be right for you.





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Ensure Seamless Access for Every Visitor: Accessibility Endowments

\$1 million

We are pleased to present accessible exhibits and viewing experiences for our guests. The People's House goes beyond the basic requirements and designs world-class learning experiences for everyone. **First Lady Pat Nixon brought wheelchair accessibility to the White House in 1971, 20 years before the Americans with Disabilities Act was mandated. We carry on this tradition by ensuring The People's House welcomes all.**

With endowed funds devoted specifically to accessibility, we will proactively maintain and implement best practices and the latest technology to ensure all visitors—regardless of physical, visual, auditory, or other differences—have the best immersive learning experience possible.

Current accessibility initiatives include:

- Improving exhibits for deaf and hard-of-hearing visitors
- Collaborating with other D.C. museums to offer coordinated low-sensory museum hours
- Translating our exhibits and immersive learning experiences into more languages





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Named Giving Opportunities in The People's House

You can signal your dedication to the mission of The People's House: A White House Experience with a gift to name one of its spaces. Your gift will provide long-term financial support to The People's House while also tying your name (or the name of a loved one you wish to honor) to education through the lens of White House history.

Honoring Your Generosity

Physical recognition of your gift may include:

- Architectural lettering prominently placed in your named space, showcasing your chosen recognition name
- A plaque adjacent to the named space to honor your commitment
- Your name listed on the donor recognition wall on the ground floor

As a leading donor to The People's House, you will also receive:

- Annual reports on the progress and achievements of The People's House
- Invitations to exclusive events



The Reach of the White House (Third Floor)

\$20 million | Entire 3rd Floor

The third floor serves as the launchpad for the Association's education mission, reaching teachers, corporate and government leaders, and learners of all ages. The third floor includes:

- Gathering spaces to convene thought leaders and industry experts
- Classrooms to host students and educators alike for collaborative learning experiences
- A recording studio to expand our digital reach
- Offices where the teams behind The People's House continue to bring history to life



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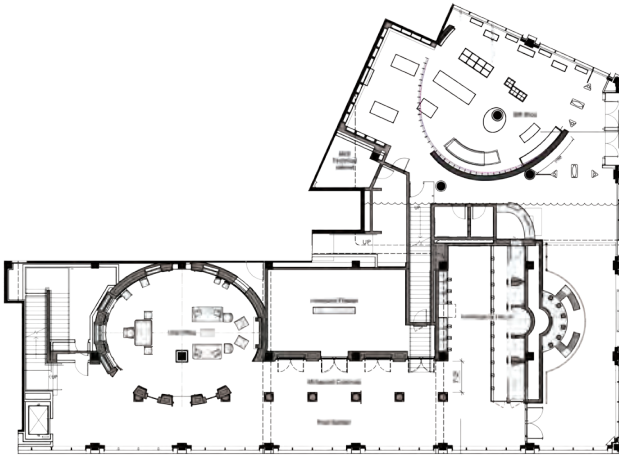


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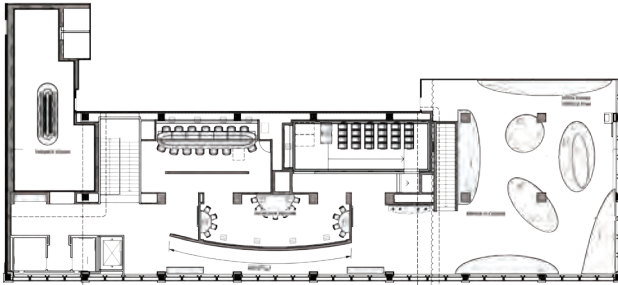


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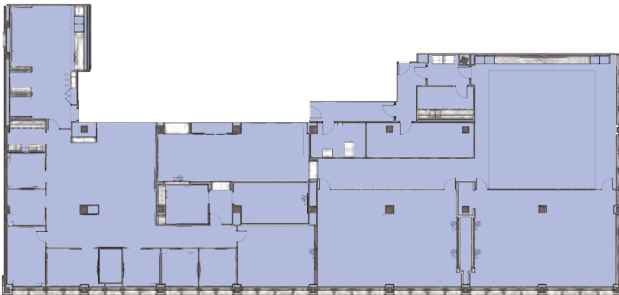




First Floor



Second Floor



Third Floor

■ The Reach of the White House (Entire Third Floor)
\$20 million

Stories in Objects Gallery

\$10 million | 2nd Floor

Even the simplest objects can tell a remarkable story. From inaugural gowns to Air Force One, the interactive model objects in this expansive gallery provide glimpses into the wide-ranging history of the White House.



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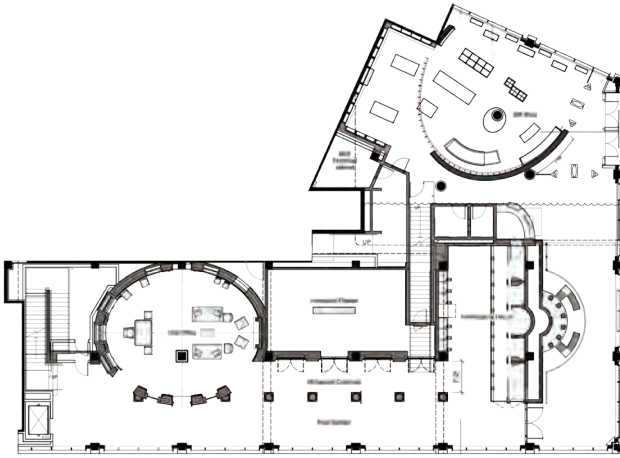


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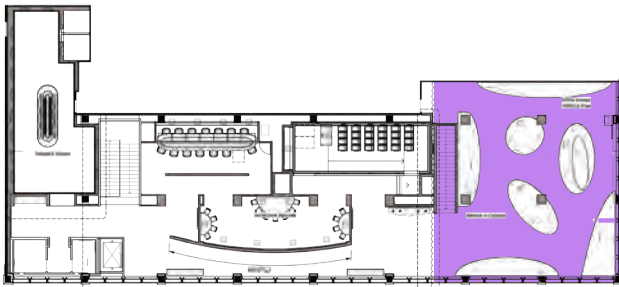


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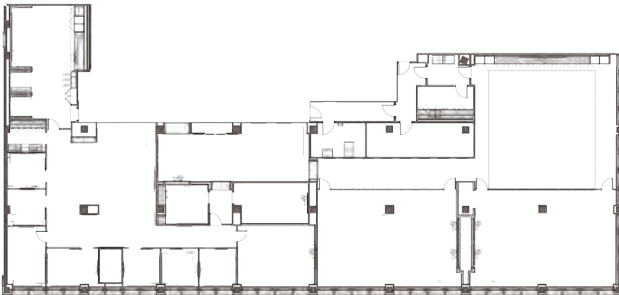




First Floor



Second Floor



Third Floor

 **Stories in Objects Gallery**

\$10 million

Immersive Digital Transformation Theater

\$10 million | 1st Floor

Experience the rooms of the State Floor—the East Room, Green Room, Blue Room, Red Room, and State Dining Room—as they evolve through history in 360° immersive, interactive projection. When guests gesture towards furnishings, works of art, and artifacts, they unlock an unmatched level of knowledge on the objects and stories of these spaces.



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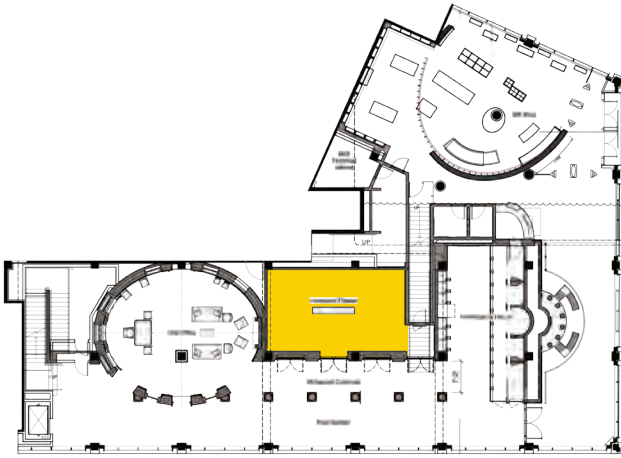


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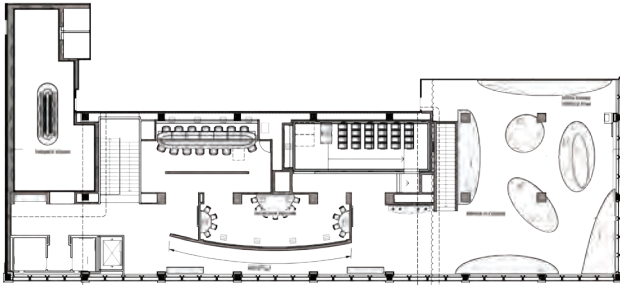


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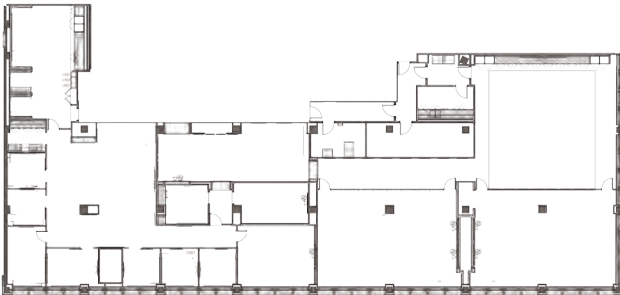




First Floor



Second Floor



Third Floor

 **Immersive Digital Transformation Theater**
\$10 million

The West Colonnade

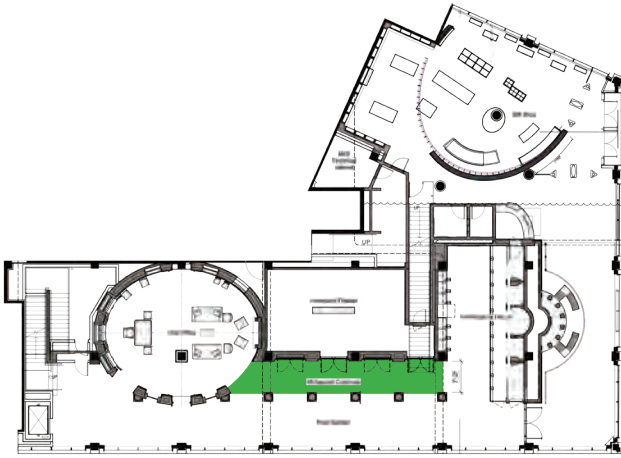
\$2.5 million | 1st Floor

Visitors walk the President's famous 45-second commute past the Rose Garden to the Oval Office. The ever-changing reflections in the windows along the West Colonnade become glimpses into the past.

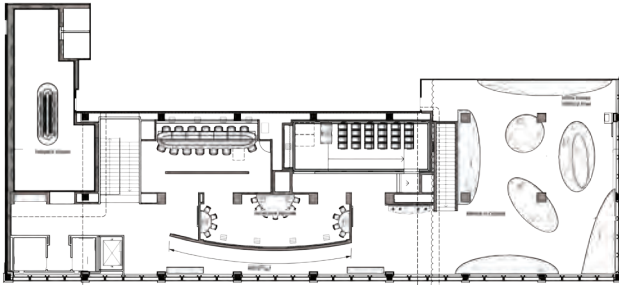


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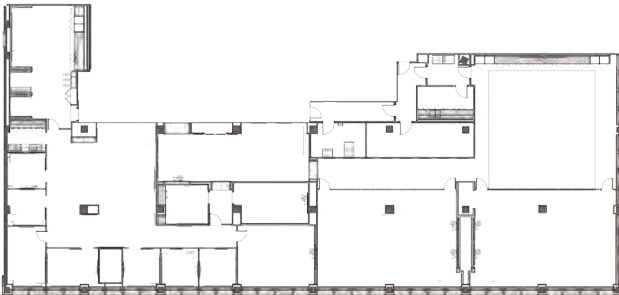




First Floor



Second Floor



Third Floor

 **The West Colonnade**
\$2.5 million

The Rose Garden

\$2.5 million | 1st Floor

Bordered by the Oval Office and the West Colonnade, the Rose Garden is a gathering space that mirrors the spirit and intention of the Rose Garden of the White House. The iconic outdoor South Lawn welcoming space has been used for press conferences, State Dinners, and even White House weddings over the years. It is a place where collaboration, diplomacy, and celebrations happen.



PHOTO © CONNOR MCLAREN

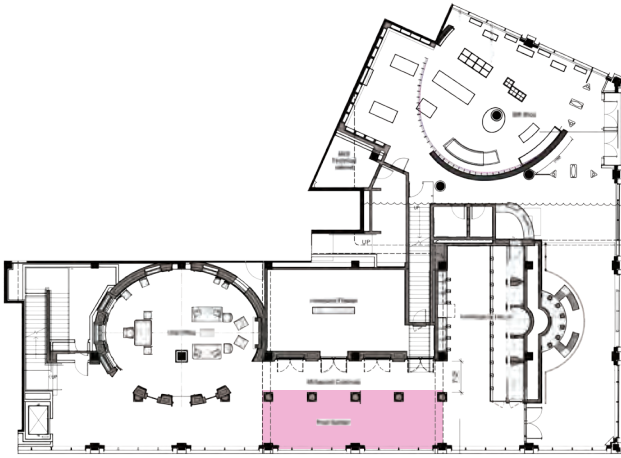


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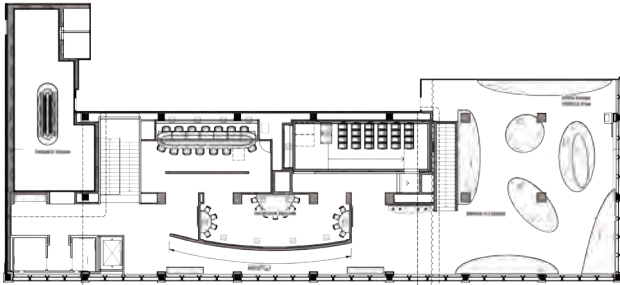


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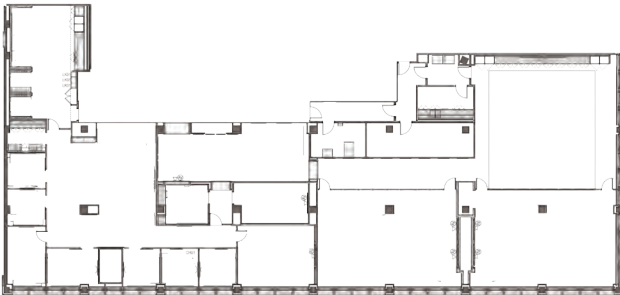




First Floor



Second Floor



Third Floor

 **The Rose Garden**
\$2.5 million

Third-Floor Entrance Hall

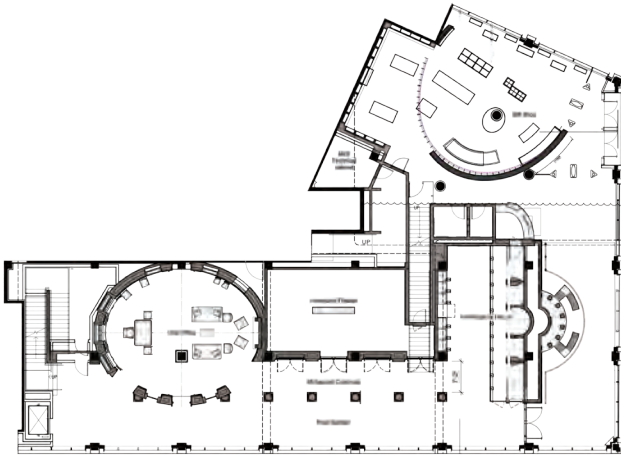
\$1 million | 3rd Floor

The entrance hall welcomes leaders, teachers, and lifelong learners onto the third floor, serving as a gateway to the collaborative spaces where they will engage with White House history. The entrance hall also offers an incredible view of the actual White House, reminding visitors that all the history explored throughout the museum lives just across the street.

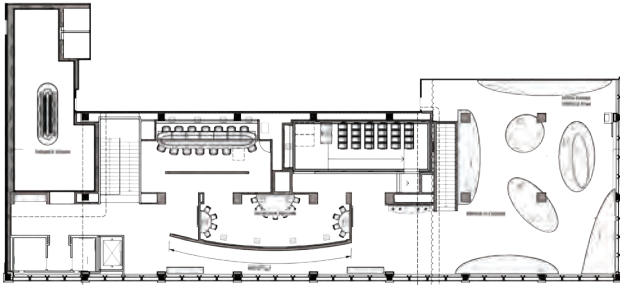


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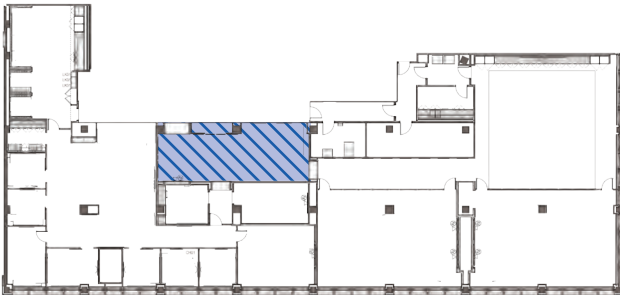




First Floor



Second Floor



Third Floor

 **Third-Floor Entrance Hall**

\$1 million

Classroom

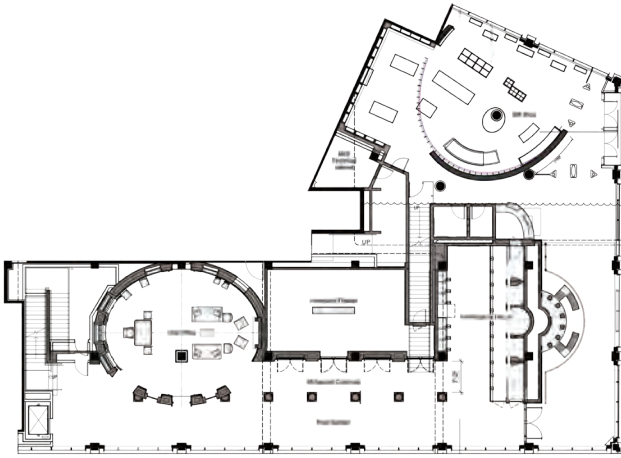
\$500,000 | 3rd Floor

Whether doing hands-on activities with students on field trips or hosting educators from across the country at the White House History Teacher Institute, The People's House classroom is a collaborative learning space where White House history is explored, engaged, and absorbed.

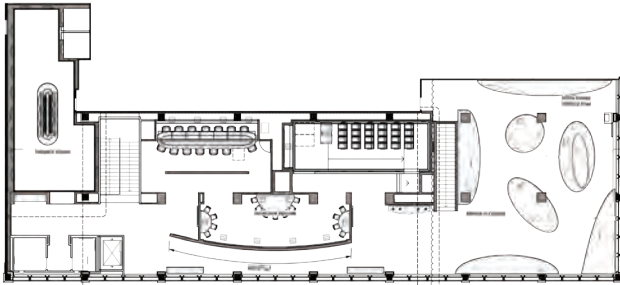


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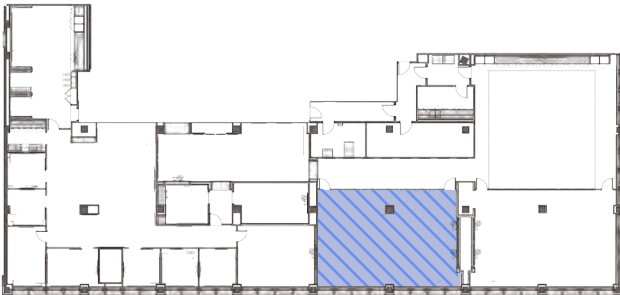




First Floor



Second Floor



Third Floor

 **Classroom**

\$500,000

Leadership Offices

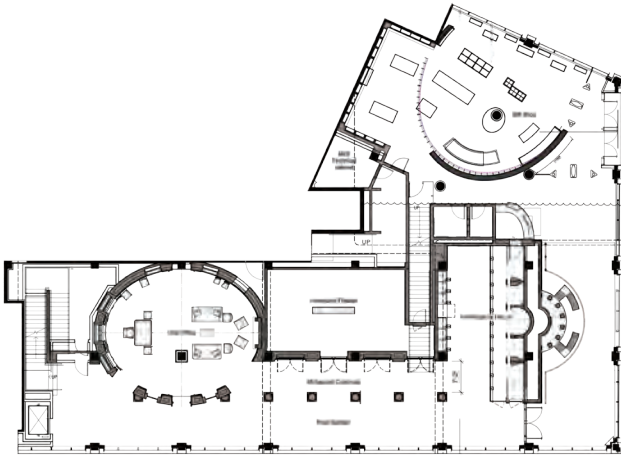
\$250,000 - \$300,000 | 3rd Floor

The leadership offices are where the vision and innovation of The People’s House take shape. In partnership with the researchers and educators at the David M. Rubenstein National Center for White House History, The People’s House team brings authentic historical narratives and precise images to life through immersive technology, dynamic exhibits, and bespoke educational experiences.

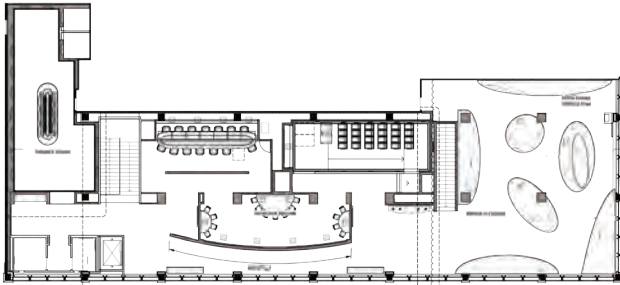


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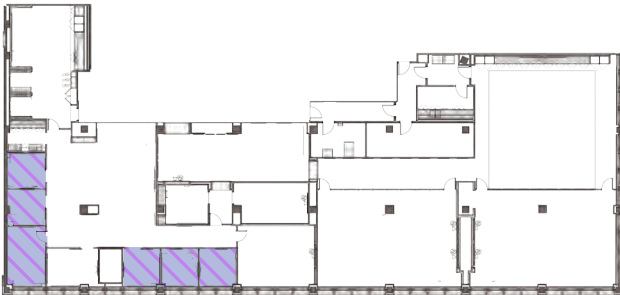




First Floor



Second Floor



Third Floor

 **Leadership Offices**
\$250,000 - \$300,000



THE WHITE HOUSE
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