

# WINTERTHUR ANNOUNCES RECORD-SETTING \$50 MILLION COMPREHENSIVE CAMPAIGN

## *Campaign for Winterthur Enters Public Phase With Over \$33 Million Raised*

**WINTERTHUR, DELAWARE**—Winterthur Museum, Garden & Library today announced the public phase of the Campaign for Winterthur, a comprehensive \$50 million initiative for strategic endowments over the next five years. It is the largest comprehensive campaign in Winterthur's history.

"The comprehensive Campaign for Winterthur will sustain and enhance Winterthur's position as a world-class institution by focusing on endowments in four key areas: collections, acquisitions and exhibitions; garden; library; and academic programs," said Dr. David P. Roselle, Director of Winterthur. "The successful funding of these goals will carry us forward with a unified purpose as well as the critical support necessary for advancing our mission."

Dr. Roselle has led the quiet phase of the campaign for the past three years with Winterthur Director of Development Robert R. Davis. He noted they have raised over \$33 million from "our closest friends and supporters" during this phase. This is the first major fund-raising campaign by Winterthur in twenty years.

"The Campaign for Winterthur is the result of a recognition by Dr. David Roselle and Robert Davis of the need for a more comprehensive approach to ensuring Winterthur's future," said Rodman Ward, outgoing Board Chair and one of the architects of the campaign. "Together with the Board and Winterthur's closest advocates, we joined in initiating a paradigm shift in the institution's funding approaches and general operations. It is gratifying to see how far this vision has come in such a short time."

The four primary goals that define the focus of the comprehensive campaign highlight Winterthur's most pressing needs:

1. Enrich the visitor experience – provide quality programming and services to audiences of all ages.
2. Strengthen intellectual leadership – ensure that Winterthur remains on the cutting edge of material culture studies and conservation science.
3. Enhance the garden and estate – ensure that Winterthur's naturalistic garden continues to inspire and delight visitors while providing new learning experiences for an avid public.
4. Invest in the collections – guarantee that Winterthur continues to preserve and enhance its world-renowned collections.

In concert with the Campaign for Winterthur, a complementary campaign was launched to increase Winterthur's core membership by 5,000 individuals and build community awareness of Winterthur's programs and offerings. The membership goal was achieved in the campaign's quiet phase.

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The Brown Horticulture Learning Center, completed in 2012 and enjoyed for an array of programs, is a lead effort of the Campaign for Winterthur. Image courtesy of Winterthur.

### **MEDIA CONTACT**

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Winterthur—known worldwide for its preeminent collection of American decorative arts, naturalistic gardens, and research library for the study of American art and material culture—offers a variety of tours, exhibitions, programs, and activities throughout the year. General admission includes a tour of some of the most notable spaces in the 175-room house as well as access to the Winterthur Garden and Galleries, special exhibitions, a narrated tram tour (weather permitting), the Campbell Collection of Soup Tureens, and the Enchanted Woods children's garden. \$20 adults; \$18 for students and seniors; \$5 for ages 2–11.

### **Museum hours**

10:00 am- 5:00 pm, Tuesday- Sunday.

Winterthur, located on Route 52, six miles northwest of Wilmington, Delaware, and five miles south of U.S. Route 1, is closed on Mondays (except during Yuletide), Thanksgiving, and Christmas Day.

Winterthur is committed to accessible programming for all. For information, including special services, call 800.448.3883, 302.888.4600, or TTY 302.888.4907, or visit [winterthur.org](http://winterthur.org).



**WINTERTHUR**

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Endowments provide perpetuating funding for positions, programs, and other institutional priorities, and form the core of Winterthur's long-term strategy. The Campaign for Winterthur will provide endowments for critical leadership positions that include Directorships of: Winterthur; Museum Collections; Academic Affairs; Garden & Estate; and Conservation. In addition, endowments will be provided for: Estate Historian; Senior Scientist; Senior Furniture Conservator; and Curatorial positions in Textiles, Prints & Paintings, Ceramics & Glass, and Metals.

### **Collections, Acquisitions, and Exhibitions**

An early initiative of the Campaign for Winterthur was the 2012 endowment of the John L. & Marjorie P. McGraw Director of Collections position, made possible by a \$3 million gift by John L. and Marjorie P. McGraw. With more than 90,000 objects in its collections, Winterthur's current campaign aims to enhance the collections through their interpretation, preservation, and conservation. Long-term, Winterthur's goals include creating a dynamic atmosphere where fresh perspectives on material culture and the decorative arts can bring these world-class collections to life for diverse audiences. The Campaign for Winterthur will help make possible a variety of interpretive formats ranging from exhibitions and scholarly publications to new digital formats. In addition, funds raised for exhibitions will provide critical support for the preparation, research, and technical and conservation needs associated with the display of rare materials.

Educational programming, public programming in the form of lectures, workshops, and performances, improvements to onsite program venues, conservation labs, and exhibition preparation spaces are among the endowment opportunities. Also among endowment strategies designed to preserve and enhance Winterthur's renowned collections are storage and cataloguing improvements, conservation support, and maintenance and updates of the Scientific Research and Analysis Laboratory (SRAL).

### **Garden**

A lead effort of the Campaign for Winterthur was the 2012 adaptive renovation of an original estate greenhouse, which today is enjoyed as the Brown Horticulture Learning Center. This renovation was made possible by a \$1 million gift by Alice Cary Brown and W.L. Lyons Brown. This \$1 million project is already fully funded, completed, and enjoyed by many through an array of programs.

Additional endowments focus on garden internships and programming; restoration projects in the Quarry, Reflecting Pool, and Glade; tree endowment; walking trails; and plant acquisition, and others.

### **Library**

The Winterthur Library is a leading research center for the study of art, material culture, and everyday life in America from the 1600s to the 1900s. Campaign goals for the library and its more than 100,000 volumes, nearly 3,000 manuscript record groups, and prolific archival materials and photos, include the endowment of an acquisitions fund, support for developing and strengthening the digital humanities, and improvements to infrastructure and technology.

### **Academic Programs**

Winterthur is an academic institution where education is tantamount. Winterthur sponsors two noted graduate programs in conjunction with the University of Delaware: the two-year Winterthur Program in American Material Culture, and the three-year Winterthur/University of Delaware Program in Art Conservation. Each provide essential academic training and intellectual support for established scholars and rising stars in the fields of material culture studies and art conservation. The Campaign for Winterthur aims to increase funding for current students and provide additional early career development for alumni of both programs.

Dr. Roselle noted that Winterthur is in a favorable position to launch the comprehensive campaign at this time. In addition to being the first such effort in two decades, Winterthur's leadership has established a well-managed and efficient organization, and Winterthur's Board of Trustees, staff, constituents, and volunteers all are committed to the organization. Also, a feasibility study conducted for the campaign garnered the full Board of Trustees support.

"We are confident that our defined goals will be met through Board member commitments; major gifts from individuals, corporations, and foundations; and smaller membership-driven donations," Dr. Roselle said. "We invite everyone to join us during this public phase to ensure that Winterthur not only remains on the cutting edge of public outreach and scholarship but sustains its role as a national treasure for generations to come."

“We are delighted to enter the public phase of the campaign and look forward to working together with our friends in the community in the coming years,” Katharine Booth, Board Chair, added.

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