



AIA150 Capital Campaign

2007 Annual Report

December 2007

A Word from Our National Chairs

It would be unrealistic to expect that the citizens and prominent leaders of any nation would take much interest in celebrating the founding date of one of its professional societies. From the beginning of their deliberations the 2003 AIA Blue Ribbon Panel, charged with designing an appropriate recognition of the American Institute of Architects' sesquicentennial, recognized this truth and rejected the notion of simply throwing a big party. The panel wisely envisioned the AIA's 150th anniversary as an opportunity to give a lasting gift to the American public. How? By broadly and creatively sharing the value of our profession while building a significant public legacy for the benefit of communities and their leaders around the nation for years to come. This was both the genius and the key to the success of the AIA150 initiative.

The response of our profession and its corporate supporters to this opportunity has been truly remarkable. To ensure this vision will be accomplished, they have made financial commitments in excess of \$10 million. This achievement, unprecedented in the Institute's first 150 years, warrants the most sincere expression of gratitude for members and friends who have enabled this success.

It has been our pleasure to have co-chaired the national AIA150 Capital Campaign. Together we extend our appreciation to all of you who have planned the campaign, served on its leadership teams, participated in shaping and implementing its initiatives, and given generously to ensure its success. Surely all of us can be proud of being part of this great endeavor, knowing that the resulting benefits for our profession and its members will long endure.

Norman L. Koonce, FAIA, and Ronald Skaggs, FAIA



The Year in Review

This year was not only a year of celebration but also a year the public became more aware of how the power of architecture can produce a lasting legacy. For centuries architects have used the design process to help citizens find their voices and realize a

vision for communities and to offer the opportunity to celebrate their heritage while addressing emerging architectural challenges and trends. We have been given the opportunity to change the world through design in the places where we live, work, and play. Never before in the history of the AIA has such an effort been made and never have we been more successful in such an effort.

Sponsors

We thank our many [sponsors](#) for their incredibly generous contributions this year. This report will demonstrate the amazing outcomes of your support. None of this would have been possible without you.

Blueprint for America

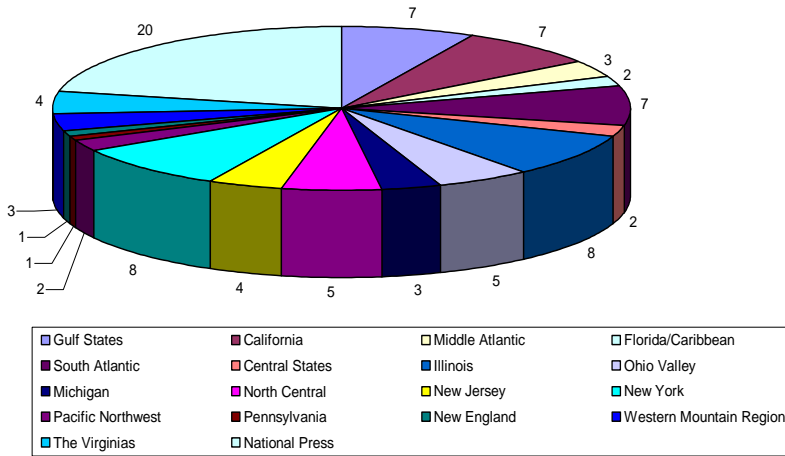
When the AIA150 campaign began, it was charged to focus on a celebration of past accomplishments and look for new opportunities that would unite architects in service to communities all across America. Nothing has accomplished that more than the Blueprint for America. Through their state and local components, AIA architects are participating in Blueprint initiatives that use community engagement, in a collaborative process, and quality design as keys to improving a community's livability. Blueprint initiatives are meant to be a gift to the community from the members of the AIA.

For most of us, it's enough that this work is done in the true spirit of giving back to the community. But it also helps the AIA reach out to the general public in helping them understand what architects do and how they can make an impact. Our mission isn't complete. It's just begun. As these projects continue to make a difference in daily lives, our legacy will live on.

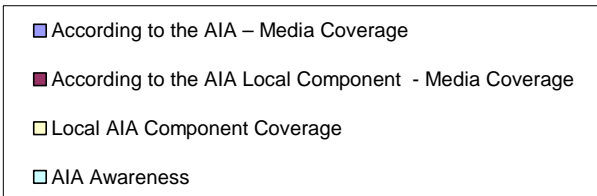
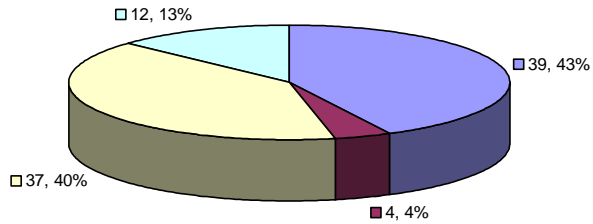
Since the Blueprint for America started, we have funded more than 150 projects in 47 states and U.S. territories (including the District of Columbia). A complete list of those projects is available on our [Web site](#).

As you can see from the charts below, media response to this program has been superb. We have had press coverage in almost every AIA region in the United States with varying degrees of market penetration. Some of the media outlets that have covered one or more aspects of AIA150 include National Public Radio, *Wall Street Journal*, *New York Times*, *USA Today*, *Chicago Tribune*, America Online, Slate.com, CNNMoney.com, *Los Angeles Times*, *Washington Post*, and *Atlanta Journal-Constitution*. The media impressions, which estimate total readership of a publication, indicate that 1.3 million people have been exposed to positive articles regarding the Blueprint program.

Media Hits by AIA Region



Types of Articles/Media Hits



America's Favorite Architecture

The *America's Favorite Architecture* exhibit has traveled across the country this year attracting a steady stream of visitors, including school groups of all ages. The press coverage has been widespread with local newspapers covering the exhibit at every site. Since its launch in February 2007 the America's Favorite Architecture Web site has logged approximately 200,000 visits. The chart below shows where the exhibit has been in 2007 and where it is scheduled to go in 2008.

LOCATION	SPONSORING COMPONENT	DATES
Washington, D.C.	AIA National Component	April- July 2007
San Antonio	AIA National Convention	May 2007
Fort Worth	University of Texas, Arlington	September–October 2007
Lincoln, Nebr.	AIA Nebraska	October 2007
Richmond, Va.	Virginia Society, AIA	November 2007–January 2008
Tulsa, Okla.	AIA Eastern Oklahoma, Tulsa International Airport	December 2007–February 2008
Central Valley, Calif.	AIA Central Valley	January 2008
Louisville	AIA Kentucky	February–March 2008
Springfield, Ill.	AIA Illinois	March 2008
Lubbock, Tex.	AIA Lubbock	April 2008
Phoenix	AIA Arizona	April–May 2008
Chicago	AIA Chicago	May 2008
San Antonio	AIA San Antonio	May–July 2008
Rochester, N.Y.	AIA Rochester	June–July 2008
Oakland, Calif.	AIA East Bay	August 2008
Memphis	AIA Memphis	September 2008
Ohio	AIA Ohio	September 2008
New Mexico	AIA New Mexico	October–November 2008
Roanoke, Va.	AIA Blue Ridge	April 2009

Public Service and Outreach



The American Center of Architecture and the 21st-Century Sustainable Workplace

On April 10 the AIA and the American Architectural Foundation (AAF) dedicated the American Center of Architecture ([ACA](#)) in Washington, D.C. The ACA reflects the special relationship and collaboration between the AIA (including the AIA headquarters building) and the Foundation (including the Octagon) in advancing the interests of architects and the public's appreciation of architecture.

The ACA's public outreach efforts include the traveling exhibition, *America's Favorite Architecture*. The exhibit opened in the lobby of the AIA's headquarters building on the ACA campus during Architecture Week 2007 (see *America's Favorite Architecture* above). Other elements of this public outreach are the "Shape of America," a multimedia program featuring the exhibit, and the Blueprint Mosaic, a planned Web site in development. Also included have been local, regional, and national events; seminars on nationally prominent issues; family day events in collaboration with the AIA and the AAF; and press events.

In a related matter, the AIA's Board of Directors continues to explore potential renovations to the Institute's headquarters building to address sustainability. Initial plans have been prepared by the firm Quinn | Evans, and the Board will consider whatever next steps may be appropriate.

Scholarships and Research

The AIA is committed to contributing to the preparation of graduates who will meet future challenges in a swiftly evolving and diverse profession. The AIA has, therefore, established the AIA Component Grant Program, which supports the profession's emerging leaders by offering grants to components with established scholarship programs. The scholarships are designated to defray tuition for students attending National Architectural Accrediting Board-accredited programs. The program reinforces the significance of the AIA in the lives of architects, aspiring students, and their communities.

Funds designated for architecture research will reside with AIA's Board Designated Knowledge Research Fund. Earnings from the interest of this endowment will fund the research activities in the Knowledge Department. Through your generous contributions, the AIA can now supplement such research initiatives as the Upjohn Research Grant and other research grants.

The American Architectural Foundation

The American Architectural Foundation (AAF) is grateful to the AIA for providing, through its AIA150 campaign, funds to match the AAF's Save America's Treasures grant and allow for the continued restoration of the Octagon.

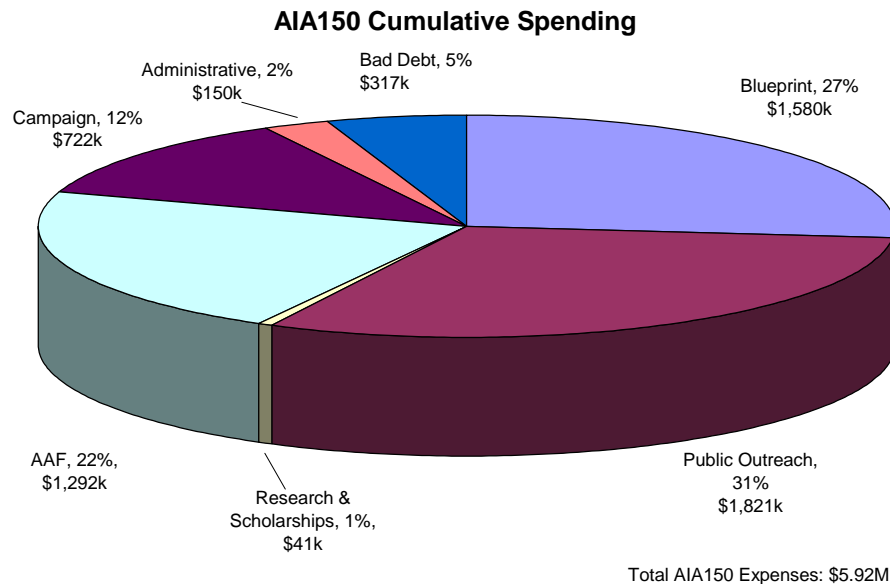
As the headquarters of the AAF and a National Historic Landmark with ties to the founding of the United States and Washington, D.C., the Octagon is an architectural gem that must be continually preserved and protected. In 2005 the Octagon received one of 61 nationally awarded Save America's Treasures grants. This prestigious one-to-one matching grant of \$225,000, in conjunction with funds from the AIA150 campaign, will allow for major exterior preservation projects to occur through 2008.

Thus far exterior woodwork conservation has occurred on the Octagon's rear façade, including conservation, repair, and painting of all windows, sashes, and sills; doors and doorways; and the rear cornice.

In 2008 exterior restoration will continue with major projects, including replacement of the main roof with hand-hewn red cedar shingles; evaluation of the foundation through archaeological excavation; water abatement of the entire rear foundation; replacement of the front portico roof; stone and masonry repair; and continued evaluation of the Octagon's rare coal vault.

Campaign Update—Your Donations at Work

The pie chart below illustrates the allocation of funds thus far from all contributions.



More to Come in 2008

Architecture Week 2008

The celebration of architecture continues with Architecture Week 2008 that will focus on several elements of AIA150 that are mentioned throughout this report, including the launch of the “Shape of America” program; the *Blueprint for America* exhibit; the Blueprint Mosaic; and publication of the AIA150 commemorative book, *Architecture: Celebrating the Past, Designing the Future*.

Shape of America

Imre Communications is developing a pilot episode for “Shape of America” that will be ready for review by the AIA150 Shape of America Subcommittee by the end of the year. “Shape of America” will feature 25 still images of selected projects from the America’s Favorite Architecture poll in PowerPoint-like displays with voice-over narration, similar to a program viewers might have seen on PBS. The program will be distributed through multiple, Web-based channels, including Google™ Earth. It will also have an RSS feed so that updated Web content can be delivered to viewers.

Blueprint Projects Continue

We're not finished yet. With all the projects that are underway across the nation, we've only begun to scratch the surface of possibilities. Since 2006 the AIA has funded 156 Blueprint projects throughout the country. As of the end of 2007, an estimated 40 of these projects have been completed.

Google™ Earth

In 2007 more than 90 Blueprint projects along with their stories were posted on [Google Earth](#) with many more to come. The Web site has received more than 4,500 page views just this past October!

Blueprint Mosaic

The AIA's Blueprint for America initiative is a nationally sponsored program, executed by our components, to help solve urban land use issues. Thanks to the funds raised by the AIA150 campaign, the AIA plans to create a Web site, the Blueprint Mosaic, that will allow users to research and collaborate on Blueprint for America project case studies. The mosaic Web site will house information on all the Blueprint initiatives in one, well-designed site that can be accessed by the public, architects, allied professionals, and community leaders. Although some case studies currently exist, some are still being collected from AIA components. The mosaic Web site will be developed in two phases. User requirements and site design will be determined in Phase 1 and the site will be launched in Phase 2. Phase 2 tasks and costs will be determined once enough information is collected during Phase 1.

AIA150 Publication

With contributions from nearly a hundred authors, the AIA150 book, *Architecture: Celebrating the Past, Designing the Future*, is in production. The book will be ready in March 2008 in anticipation of Architecture Week and the AIA 2008 National Convention and Design Exposition in Boston.