

AIA150 OVERVIEW

In the life of every organization, there is a time that stands out clearly as its defining moment. And the opportunity for The American Institute of Architects (AIA) to make a difference has perhaps never been greater—or more urgent. Our ability to step forward confidently is a tribute to the vision of the AIA’s leaders, the dedication of our corporate and philanthropic partners, and the talents of our members, all of whom contribute meaningfully to the vision that defines AIA150, the moniker for the programs and activities that will mark the Institute’s sesquicentennial anniversary in 2007.

By committing to the development of lasting legacies, the campaign effectively shifts the focus of the 150th anniversary from a celebration of past accomplishments toward bold new undertakings that unite architects in service to communities all across America. As a carefully crafted plan for our future, AIA150’s funding priorities are well grounded in the AIA’s most cherished values and well suited to the complex realities of today’s world.

AIA150’s ambitious but attainable fundraising goals are outlined on the pages that follow.



THE BLUEPRINT FOR AMERICA

The flagship program of AIA150, the Blueprint for America engages the profession in service to communities across the nation, working collaboratively with government officials and business leaders, engaging citizens in dialogue, sharing basic community design principles, identifying neighborhood conditions in need of improvement, and, along the way, demonstrating the visionary role of architects in creating a better quality of life for all.

AIA members, working through more than 280 AIA state and local components, will collaborate with mayors, local government officials, other professionals, and their fellow citizens to define and advocate a shared vision for healthier, safer, and more dynamic communities. The component-led initiatives will tackle such issues as accessibility, affordable housing, homelessness, sprawl, disaster preparedness, and renewal of infrastructure, among others. Selection of projects will be guided by the unique needs identified in each community and the criteria in the AIA Center for Communities by Design's "Ten Principles of Livability."

The Blueprint for America will reinforce the legacy of stronger, more livable communities for years to come. The campaign will fund a wide range of Blueprint activities, including:

- \$2 million in **IMMEDIATE SUPPLEMENTAL GRANTS TO AIA COMPONENTS** to aid in launching Blueprint initiatives.
- A national Blueprint for America **ELECTRONIC MOSAIC** that highlights local initiatives, demonstrates best practices and solutions, and emphasizes the valuable role of citizen-architects in enabling communities to achieve a desired future.
- A **NETWORK OF WELL-TRAINED "CHAMPIONS"** dedicated to project success.
- A **TRAVELING EXHIBITION** celebrating the outcomes of this momentous undertaking and spotlighting exceptional projects. The exhibit will open at the national component in Washington during Architecture Week 2008 and then travel the country.

PUBLIC SERVICE & OUTREACH

As much as 2007 offers an occasion to reflect on the profession's rich heritage, years from now history will record AIA150 as a defining moment—a time when we began to realize a vision for elevating and enriching the human experience through architecture. New and existing public service and outreach programs to be funded by the AIA150 campaign include:

- **THE 150 BEST BUILDINGS**, a national public poll that identifies the nation's favorite buildings and encourages a dialogue about how and why these buildings inspire us and promote the value of good design; a traveling exhibition featuring the 150 best buildings will open during national Architecture Week 2007.
- **THE SHAPE OF AMERICA**, a national radio series modeled after the highly successful "Shape of Texas" program; these two-minute radio spots will generate greater public awareness and understanding of the value of architecture.
- **ARCHITECTURE: CELEBRATING THE PAST, DESIGNING THE FUTURE**, a commemorative book for the AIA's 150th anniversary, and *Building the Culture of the Architects' Professional Society—150 Years of The American Institute of Architects*, a virtual history of the Institute.
- Many **LOCAL, REGIONAL, AND NATIONAL EVENTS** calling attention to the 150 years of service by members of the AIA and highlighting the contributions made by architects and firms in the communities they serve.

This milestone in the life of one of the nation's most esteemed professional organizations will be further symbolized through the renaming of the existing American Architectural Foundation (AAF) and AIA campuses as **THE AMERICAN CENTER OF ARCHITECTURE (ACA)**. It is perceived that the ability to attract the public's interest in and involvement with the architecture profession will be greatly enhanced simply by making this change.



21ST-CENTURY WORKPLACE INITIATIVE

The 21st-Century Workplace Initiative will showcase the **VERY BEST IN SUSTAINABLE DESIGN, PRODUCTS, AND PRACTICES** while creating an optimum work environment for others to emulate. The master plan for the AIA headquarters building will serve as an inspiration to clients and design professionals alike by promoting high-profile leadership in forging a green future.

This initiative will study ways to make the building more welcoming to visitors through improvements to the entrance and reconfiguration of the reception desk. As well, sustainable/environmental improvements will provide increased energy efficiency through consideration of such strategies as a green roof, reglazing, and wind turbines.

This funding element includes provisions for:

- **DEVELOPMENT OF A MASTER PLAN** for the AIA headquarters building for (a) achieving a more effective and inspirational work space and (b) greening the building as a sustainable design demonstration project for public and professional education.
- Dissemination of knowledge and insight gained throughout the 21st-century **DESIGN DEMONSTRATION** project educational initiative.

SCHOLARSHIPS & RESEARCH

Strengthening existing **ARCHITECTURE SCHOLARSHIP** endowments, especially those that encourage minorities to pursue degrees in architecture, reaffirms the AIA's commitments to academic rigor and diversity, and ensures there will be an adequate cadre of design professionals to meet future challenges.

So, too, will knowledge-based **ARCHITECTURE RESEARCH** prompt discovery and lead toward the smarter, more effective practice of architecture. By providing architects with research findings and knowledge relevant to their practices, this endowment will stimulate basic and applied research at the academic and institutional levels on priorities ranging from national market trends to product development and scientific discovery. Funded initiatives will directly benefit practitioners, equipping them to design for the greater benefit of those they serve—their clients and their communities.

The campaign seeks to bolster existing endowments by investing \$1 million in each of these funding priorities over the next several years.

THE AMERICAN ARCHITECTURAL FOUNDATION

As part of The American Center of Architecture, the **OCTAGON**, which shares its site with the AIA national headquarters building, will serve as a place of influence and public outreach. Among the most prominent symbols of our nation's architectural heritage, The Octagon is a testament to vision and an example of design excellence. A National Historic Landmark, the Octagon served as President Madison's executive residence when the White House was burned in the War of 1812, and in 1897 it became the first national headquarters of the AIA. The campaign will allocate funds to the AAF, owner of the Octagon, to perform needed maintenance and to endow the Octagon's future preservation.

In addition, the AAF's 20 percent stake in the campaign also includes provisions for programmatic dollars to be allocated in support of education and outreach initiatives such as the **ARCHITECTURE AND DESIGN EDUCATION NETWORK (A+DEN)**, a national program to promote education about architecture and design for teachers and students in K–12 schools.

The Octagon, courtesy of The Octagon, The Museum of The American Architectural Foundation. Photographer: Robert C. Lautman



BUILDING MOMENTUM

This historic undertaking, the first-ever AIA-led capital fundraising initiative, has enjoyed tremendous success in developing a core leadership team and in securing influential gifts from prominent members of the architecture community. Already, nearly \$3.5 million has been invested toward a \$12.5 to \$15 million fundraising goal.

Donors can be confident that their gifts and pledges will be put to immediate good use. Early commitments of unrestricted funds have been applied toward the Blueprint for America, the most urgent of AIA150's funding priorities. Continued success requires that we secure six- and seven-figure pace-setting investments from AIA members and member firms, building product suppliers and manufacturers, service providers to architects, construction firms, contractors, engineers, and many of the Institute's longtime friends and collaborative partners who share our vision for the profession and the communities and clients we serve.

We invite you to join us in preparing for the surprises of a changing world and confronting the increasingly diverse challenges posed to our communities. We envision new roles for citizen-architects to create profound legacies of natural beauty, ecological balance, long-term stability, and environmental health for future generations. Each campaign gift decision affects the next, and your financial involvement at a leadership level will surely inspire others to give generously.





A SPECIAL OPPORTUNITY

We find ourselves at a moment of great opportunity. Together, we have the chance to build on the important accomplishments of 150 years of service to the nation by committing to an even brighter future, one that is bold, transformable, and achievable.

This campaign boldly aspires toward the AIA's ideal of "ever-increasing service to society," validated by the profession's contributions, secure in our core competencies, and alive with hope. We invite you to be a part of this unprecedented effort that is AIA150.

On behalf of the American Institute of Architects, its more than 75,000 members, board of directors, capable staff, and loyal friends and partners, we ask that you consider investing in these compelling fundraising priorities over a multi-year period.

A CALL TO ACTION

As outlined here, unrestricted gifts to the campaign will be directed to its most urgent funding priorities. And, as you also know, gifting options and pledge payment plans offer donors great flexibility. In fact, gifts and pledge payments may be made in a number of ways, with emphasis on those that can be used immediately. Pledged and outright gifts may be paid by check, stock, electronic funds transfer, and credit card (for convenience or reward points). Moreover, charitable commitments are payable over a five-year period or longer. Information on gifting strategies is available, and charitable gifts to AIA Legacy are tax deductible to the fullest extent allowed by law.

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