

FROM HIDDEN GEM TO
CROWN JEWEL
An Enduring Legacy

The Cici & Hyatt Brown Museum of Art, Science & History is transforming in every way—renewing our spaces, enriching our experiences, strengthening our mission, and elevating our identity to match the future we envision. **From Hidden Gem to Crown Jewel: Welcome to The Brown.**

This transformation is guided by a thoughtful master plan that charts a bold, community-centered future. We invite you to join us in shaping that future through the Crown Jewel Campaign, focused on three priorities:



Construct a Landmark for Cultural Enrichment

Through this campaign, we will create a highly visible and iconic building to serve as a stunning showcase for our beloved collections and rotating exhibits. This new museum will stand as a cultural beacon for our community, inspiring engagement and drawing visitors from near and far.



Unify the Museum's Campus for a Cohesive Experience

We will connect our buildings to tell one seamless story. A unified campus will amplify our mission to be the premier destination for art, science, and history in the region, offering visitors a comprehensive and enriching experience.



Step into a Bold New Identity

We will embrace a new identity that captures the essence of the Museum's mission and pursuit of discovery. This transformation will increase our visibility, expand our resources, and solidify our role as a cornerstone of the community.

YOUR GIFT MAKES AN IMPACT:

An Enduring Legacy

The Browns are lifting our community effort in a remarkable way. For every dollar contributed toward our \$25 million fundraising goal, they will give three more—adding \$75 million to their original \$75 million gift and bringing the campaign to a powerful \$175 million.

Ways to Support the Crown Jewel Campaign

Together, we can turn The Brown into a crown jewel that shines for generations to come. There are several meaningful ways to contribute, allowing every donor to make an impact in a way that aligns with their capacity and vision:

● Make a One-Time Gift

Provide immediate support that moves the Museum closer to our \$25 million community goal—unlocking the Browns' extraordinary 3-to-1 match.

● Commit to a Multi-Year Pledge

Increase the power of your giving through a pledge fulfilled over several years. Multi-year commitments help sustain momentum and allow us to plan boldly for the future.

● Explore Naming Opportunities

Honor your family, commemorate a loved one, or leave a legacy by funding spaces, exhibits, or programs within the reimagined Museum.

● Give Through Your Donor-Advised Fund or Family Foundation

Support our transformation from Hidden Gem to Crown Jewel while aligning with your philanthropic strategy.

● Make a Gift of Stock or Other Assets

Maximize tax advantages and amplify your giving through appreciated securities or alternative gift types.

● Leave a Legacy Gift

Ensure the Museum continues to educate, inspire, and serve for generations by including The Brown in your estate plans.

Every contribution, whether immediate or long-term, helps transform the Museum from a treasured hidden gem into a true crown jewel for our community.

We welcome your questions and would be honored to talk with you about how you can be part of this transformational moment for the Museum. For more information, contact:

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