

Thomas Jefferson MONTICELLO

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www.monticello.org

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We hold these truths

Jefferson by Jamie Wyeth, 1975
Image courtesy of the artist

THE CAMPAIGN FOR MONTICELLO

We hold these truths to be self-evident,
that all men are created equal, that they are endowed by their
Creator with certain unalienable Rights, that among these
are Life, Liberty and the pursuit of Happiness.



Thomas Jefferson's home and masterpiece, Monticello, is a touchstone for all who seek to explore the enduring meaning of "Life, Liberty and the pursuit of Happiness." Since 1923, the Thomas Jefferson Foundation has worked to restore Monticello, seek out original furnishings, reacquire plantation lands, and expand educational programs, on and off site. After nearly a century we are within sight of returning the house and mountaintop to their Jeffersonian appearance, and reaching new milestones through outreach and scholarship about Jefferson and his world.

Join us in *holding these truths* for future generations, and ensure that this UNESCO "masterpiece of human creative genius" will continue to reveal, engage, and inspire.

We hold these truths

THE CAMPAIGN FOR **MONTICELLO**

CAMPAIGN PRIORITIES

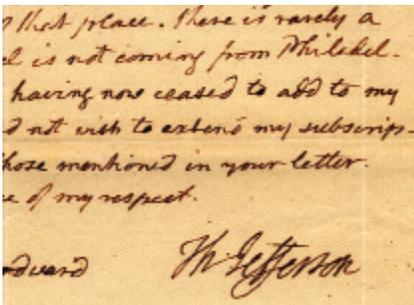
We Hold These Truths is a \$65 million campaign to safeguard and share the mountain and the mind of Thomas Jefferson.



- ✳️ **RESTORE** Jefferson's iconic home and mountaintop
- ✳️ **SECURE** the long-term preservation of Monticello's signature scholarship and excellence across programs and departments



- ✳️ **INSPIRE** future generations onsite and in America's classrooms
- ✳️ **ENGAGE** a national and global audience in a dialogue with Jefferson's ideas



GIVING TO MONTICELLO

As a private, nonprofit organization, the **Thomas Jefferson Foundation** receives no government funding for Monticello's general operations, and visitor ticket sales cover less than 50 percent of our operating costs. The Foundation relies on the private support of donors like you to accomplish our mission of preservation and education.

EACH YEAR

- ✳️ Close to **440,000 PEOPLE** visit Jefferson's mountaintop home—the only home in America recognized by the United Nations as a World Heritage Site.
- ✳️ More than **3 MILLION** visit our website, monticello.org.
- ✳️ Monticello's K-12 guided student field trips serve more than **65,000 STUDENTS**.
- ✳️ More than **153,000** walkers, runners and bikers enjoy the Saunders-Monticello Trail.
- ✳️ The Center for Historic Plants sells seeds and plants to over **18,000 PEOPLE**, preserving horticultural heritage.

Every gift to Monticello makes an impact.



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THE CAMPAIGN FOR MONTICELLO

EDUCATING THE NEXT GENERATION

Thomas Jefferson believed that an educated citizenry was essential to a thriving democracy. To promote his civic vision, Monticello has developed experiential programming for students and teachers across the country.

For the 65,000 schoolchildren who visit annually, the mountaintop is a special kind of classroom—part exhibit, part seminar, part research laboratory. Generous gifts from SunTrust, the Hunter Smith Family Foundation and other organizations and individuals make it possible for schools from underserved communities to visit Monticello at no cost.

The Monticello Teacher Institute supports the nation's most gifted middle and high school teachers in their quest to educate and inspire. Every summer, we welcome 25-35 teachers to the mountaintop for a professional development program. Participants explore digital innovations in teaching America's founding principles, and become peer leaders within their

respective communities—connecting Jefferson's ideas to issues of contemporary society. Support for the 2015 and 2016 sessions of the Monticello Teacher Institute comes from the Arthur Vining Davis Foundations.



Students from a local school explore Monticello's Entrance Hall



Monticello Teacher Institute

..... ——— ❁ ———
Your gift matters • Help us safeguard Monticello's educational initiatives and broaden access for students and teachers
.....

PRESERVING THE HOUSE AND LANDSCAPE

Monticello is a work in progress, just as it was during Jefferson's lifetime. A recent donation from Caterpillar Inc. and Carter Machinery has enhanced our efforts to protect Jefferson's mountaintop in perpetuity.

In January 2015, Carter Machinery commissioned and installed a complete backup power solution for Monticello, donated by Caterpillar. The state-of-the-art generator set provides emergency power to the house and other key buildings.

"These generous donations from Caterpillar and Carter Machinery will help to safeguard Monticello—an American treasure and UNESCO World Heritage Site—for future generations," said President Leslie Greene Bowman.



The team from Carter Machinery at Monticello on installation day

..... ——— ❁ ———
Your gift matters • Help us protect the house, and its stories, in perpetuity
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We hold these truths

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THE CAMPAIGN FOR **MONTICELLO**

THE DAVID M. RUBENSTEIN VISITOR CENTER



On May 1, 2015, the Thomas Jefferson Foundation announced that Monticello's award-winning visitor complex has been designated the **David M. Rubenstein Visitor Center**. The 42,000 square-foot facility, which includes the **Carl and Hunter Smith Education Center**, is one of the only visitor centers in the country to earn LEED Gold Certification. Located on the lower slope of Monticello Mountain, it serves as the 21st century gateway to Jefferson's timeless home, housing innovative exhibitions, a powerful introductory film, resources for young visitors—including the hands-on Griffin Discovery Room—and the Museum Shop.

A \$10 million gift from Mr. Rubenstein was the catalyst for **The Mountaintop Project**, a multi-year initiative to reveal Monticello as Jefferson knew it, and share the stories of the people who lived and labored on the 5,000-acre plantation. Along with generous support from other individuals, organizations and foundations, Mr. Rubenstein's contribution helped fund the restoration of Mulberry Row and the upper floors of the house, as well as critical infrastructure upgrades.

At the official launch of **We Hold These Truths: The Campaign for Monticello**, Mr. Rubenstein announced a second \$10 million gift in support of Phase II of the Mountaintop Project, which continues restoration of Mulberry Row and the house. "David's generosity has had enduring impact on Monticello's dual mission of education and preservation," said President Leslie Greene Bowman. "He is a visionary philanthropist and one of the great caretakers of American history, and we are profoundly grateful for his transformational support."

JOIN THE CAMPAIGN

There are many ways to make a gift to Monticello:

❁ **INDIVIDUAL GIFTS**

Contributions of any size help us learn and share more about Thomas Jefferson and his world.

❁ **FOUNDATION & CORPORATE GIFTS**

Monticello is proud to partner with foundations and corporations who share our commitment to excellence.

❁ **PLANNED GIFTS**

Consider shaping your legacy through a planned gift to Monticello.

❁ **MATCHING GIFTS**

Leverage the power of your donation by participating in your employer's matching gift program.



For more information, please visit
monticello.org/campaign