MESSAGE from the CAMPAIGN CHAIR
From the moment I first entered the Swope several decades ago, I was inspired by the Museum’s extensive American art collection, engaging programs, and stimulating exhibitions. Over the years I have come to appreciate how many lives the Swope has touched and its intentional efforts to enhance the culture and economic vitality of the Greater Wabash Valley.

The Swope is truly a cornerstone of American art, and I am proud that it continues its more than 80-year commitment as an important community asset while remaining, as Sheldon Swope directed, accessible to all without an admission charge.

The beautiful style and extraordinary history of the Swope Building provide the perfect setting for our collection. The building is now more than 100 years old, yet its foundation is solid and its structure is strong. However, we must provide upgrades to ensure that the collection is protected and accessible for future generations to enjoy. To address these challenges, we have been engaged for the last four years in a $6,000,000 comprehensive campaign.

I am proud to say that having generated more than 70 percent of our goal, we are now entering into the public phase of the campaign, asking all citizens of the Wabash Valley and beyond to participate.

This campaign addresses improved capacity to preserve and protect the collection, enhance museum accessibility for our patrons, and build upon a legacy of success through endowment growth.

The initial vision for this capital campaign began in 2012 and many inaugural campaign committee members continue to serve the Swope. Their efforts paved the way for us to focus on our major areas of need today. Great Art for All: A Campaign for Tomorrow honors the tremendous efforts of so many to preserve the past and build for the future. On behalf of our exceptional board and devoted staff, I invite you to extend our cultural and economic impact by contributing to our campaign efforts.

Respectfully,

Bradley V. Balch
Campaign Chair and Secretary of the Board of Managers
THANKS TO THE VISION AND INSIGHT OF TWO INDIVIDUALS – SHELDON SWOPE, WHO ENDOWED THE CREATION OF AN ART MUSEUM IN DOWNTOWN TERRE HAUTE NEARLY A CENTURY AGO, AND OUR FIRST DIRECTOR, JOHN ROGERS COX, WHO ASSEMBLED THE MUSEUM’S AMAZING CORE COLLECTION – OUR COMMUNITY CONTINUES TO ENJOY A TRULY GREAT CENTER FOR AMERICAN ART: THE SWOPE ART MUSEUM.
Sheldon Swope believed that to be truly great, a community needs a great art museum that is accessible to all. For nearly a century, Terre Haute residents and visitors from around the world have experienced critically acclaimed art by renowned artists and have never paid an admission fee.

Since its opening in 1942, the Swope Art Museum has received recognition within the arts community as a great museum. To this day, our downtown presence in the Swope Building contributes to our vibrant community, enhancing its culture, education, and economy.

In recent years, we have made significant upgrades to the Swope Building’s roof, façade, and windows. With Great Art for All: A Campaign for Tomorrow, we can make additional infrastructure improvements and build the museum’s endowment, assuring that the Swope will continue to serve our community for years to come.
The Swope has flourished as a recognized center for American art since it first opened its doors in 1942. Major museums worldwide have shown their admiration and respect for the Swope by featuring individual works of art from its collection for special exhibitions. For example, in 2013, Edward Hopper’s *Route 6, Eastham*, 1941 (pictured above), was loaned to New York City’s Whitney Museum for its “Hopper Drawing” exhibit. In the past, the Hopper had traveled from Terre Haute to Tucson and to museums throughout Europe. John Rogers Cox’s *White Cloud*, 1943/46, was shared with thousands of visitors to the Smithsonian American Art Museum. Thomas Hart Benton’s work, *Threshing Wheat*, 1938/39, has graced the Kunsthalle Mannheim, Germany, and traveled from the Art Gallery of Ontario; to Crystal Bridges, Arkansas; to Pinacoteca do Estado de São Paulo, Brazil; and to The White House.
1. **Preserve and Protect the Existing Collection**: $2,550,000

2. **Enhance Museum Accessibility for All Patrons**: $950,000

3. **Ensure a Successful Future by Growing the Endowment**: $2,500,000
GREAT ART for ALL GENERATIONS

PRESERVE AND PROTECT THE EXISTING COLLECTION

We will preserve and protect our cherished collection by updating a deteriorating HVAC system, improving collection storage and restoration, and making necessary electrical upgrades.

GOAL
$2,550,000

The Swope Art Museum’s collection is valuable, renowned, and treasured. This gem in our community must be preserved and protected so future generations can enjoy these works of art.

Monetary appraisals have assigned significant value to the artwork the Museum holds in trust. The Swope’s value is confirmed through recognition from outside the community, such as USA Today’s 2010 list naming the Swope one of “10 great places to see art in smaller cities.”

Another measure of the Swope’s value is its accreditation through the American Alliance for Museums, first earned in 1972. The AAM reviews the designation every 10 years, and the Swope has earned re-accreditation for each of the four 10-year cycles since. Less than one percent of all museums in the United States have a perfect record of AAM accreditation. Accreditation informs museums of strengths and weaknesses in the professional standards for care of their collections and assures potential lending partners that their works will be in a safe environment.
A Campaign for Tomorrow will fund improvements to collection storage and the building’s HVAC system that are essential to preserve and protect the collection and maintain accreditation. It will also provide for necessary electrical upgrades to the building.

**RENOVATE COLLECTION STORAGE**
Modernizing storage for the Museum’s more than 2,000 works of art involves replacing the current wooden racks and flat files with metal racks for paintings and metal flat files for works on paper. These changes will protect our collection and meet professional standards. The more efficient storage system also will maximize use of the available storage area and provide the additional space necessary for our staff to prepare exhibitions safely.

**REPLACE THE HVAC SYSTEM**
The Swope’s HVAC system is inefficient and in constant need of repair. Daily fluctuations in temperature and humidity put the collection at risk. A new HVAC system will better protect the collection and enable us to assure other museums that we have proper climate controls, thereby improving the quality and scope of our exhibitions.

**MAKE NECESSARY ELECTRICAL UPGRADES**
Over the years, we have made improvements to the building’s electrical system when necessary, but upgrades are needed as we transition to a new HVAC system and make other improvements. Now is the time for us to address this important infrastructure issue.

One of “10 great places to see art in smaller cities.”

*USA TODAY, NOVEMBER 26, 2010*
In order to ensure our patrons are best cared for while visiting the Swope, we will replace our existing elevator and provide alternative fire escape options.

As we strive to create innovative programs and bring in new audiences of all ages and abilities, and as we work to make the Swope a museum for the 21st century, we must assure that the Museum is accessible to all.

REPLACE THE EXISTING ELEVATOR

The Museum is in need of a new elevator to ensure that the treasures we house are accessible for people with disabilities, for the elderly, and for young families. A new elevator will help us fulfill Sheldon Swope’s vision of an art museum that is available to everyone.

The existing elevator dates to the 1940s. It is antiquated, and while it has been “grandfathered in,” it fails to meet the minimum standards of the Americans with Disabilities Act. A person in a wheelchair can barely squeeze into the elevator. Those visitors whose mobility is limited or require assistance and those families with young children in strollers will find the new elevator easier to access and more welcoming and convenient for all.
Moreover, most of the Museum’s works of art cannot be moved using the existing elevator and must be carried up and down the steep steps. A new, larger, and more modern elevator will improve the safety, not only of the art but also of the people who move the art.

Finally, the existing elevator is inadequate for caterers who set up for our increasingly frequent events. A new elevator will improve access for them and will facilitate access to the third floor, which we will use more and more often for large, public events such as award presentations and fundraisers.

**UPDATE FIRE ESCAPE ROUTE**
Currently, use of the third floor area is limited for patrons until we address appropriate fire escape updates. The final location and type of egress remains to be determined, but improving the fire escape will allow us to make better use of the third floor space and will improve building safety.

“The Swope Art Museum is essential in making Terre Haute a unique community. We love the activities the Swope offers, and one of our favorites is First Fridays. We are always there, sharing in the exhibits, speakers, special music, excellent food, wonderful people, and fun educational activities for children. All of these make it the destination center for First Fridays. Beyond that, the excellence of the art collection and the way it is displayed and explained raises the level of sophistication and exposes us all to art that is not expected in communities of our size. Having a museum of this caliber invites us to experience and delight in art in new ways, challenges us to learn and see more in our world, and lifts the quality of life for us all.”

-Philip Ewoldsen & David Rose
When the Swope opened in 1942, *Art Digest*, which at the time was one of the most popular magazines in the field, sent a reporter from New York to cover the event. The April 1, 1942, issue proclaimed, “Terre Haute’s New Museum [is] one of the new art centers of America.” The reporter was particularly impressed by Swope’s provision in his will that admission to the Museum would be “free of charge...forever.” He wrote, “At the Swope Art Gallery the man in overalls and the man in tails enter on equal terms.”
Growing the endowment will ensure a successful future for the Museum and our community.

**GOAL**

$2,500,000

Sheldon Swope was a man with a vision for his community – for our community – that Terre Haute would have a great museum open to all. It was his directive that admission to the Museum would be “free of charge...forever.”

“free of charge...forever.”

**SHELDON SWOPE**

It is through income from The Swope Trust and other investments that the Museum meets its most basic responsibilities to steward the irreplaceable treasures in its collection. Private support from individuals, event revenue, voluntary individual and corporate memberships, and sponsorships of exhibitions and programs contribute to this effort. But to maintain this vision and the quality of services we offer, we must develop a stronger base for sustainable support.

**BUILD THE ENDOWMENT**

Each of these sources of income is critical and appreciated. However, the Swope’s future rests on increasing private support, through both annual giving and a substantially expanded endowment. Supporting the Museum at a level commensurate with the quality of the collection will ensure a more secure financial foundation.

A strong endowment will:

- create a steady, ongoing source of income that will keep the doors open and allow the boards and staff to focus on the essential purposes of the Museum: interpreting, conserving, and preserving the collection and providing additional programming for people of all ages.

- make the Museum more sustainable; establish it as a stable, fiscally responsible institution; enhance its prestige and credibility; and allow donors to create a legacy.

- allow the boards and staff to create, plan for, and realize a vision for the collection and program expansion and present exhibitions that highlight new interpretations of American artists and topics in American art.
CAMPAIGN GOAL
$6,000,000

We need your help in our efforts to secure the Swope’s future. With your support we can ensure that this great museum, which the people of our community have enjoyed since 1942, will have an even greater impact tomorrow.

In launching Great Art for All: A Campaign for Tomorrow, the boards of the Swope recognize that raising $6,000,000 represents a significant challenge, and that it will take dedication and effort from many people to reach this goal. We realize, too, that every gift is important, and that with your generous gifts, the funds raised will position the Swope for a strong and exciting tomorrow.

Thank you for your support!

No other organization does more to be progressive, stay relevant, and make Terre Haute proud than the Swope Art Museum. It is the crown jewel of our arts community and worthy of our continued and increasing investment. The Swope’s contribution to the arts, through its focus on American art and Wabash Valley artists, brings value to our community. The museum promotes art education through 5th grade tours, arts camps, the Second Saturday Studio, and other progressive programming initiatives. It plays a central role in the “things to do” category in Terre Haute, and its world-class reputation boosts local tourism and economic development. We welcome everyone to invest in the risk-taking, progressive-thinking legacy of the Swope’s founding members and do their part to make Terre Haute’s crown jewel stand out.

-Jen & Jeff Perry