

# True North

THE CAMPAIGN TO GO WORLD-CLASS ... FAST

*The sooner we have your support,  
the faster we can go*




ANCHORAGE MUSEUM

As all eyes now turn North...



What happens in Alaska — what changes in Alaska — those things now matter to everyone on Earth.



Alaskans are living inside one of the biggest, most complex stories of our time. The world is watching.

Arctic sea ice — to name just one iconic feature of that story — is melting with unprecedented speed, described by scientists as a “steeply negative trend.”<sup>1</sup>

And what comes in its wake? Shipping, for one.

By 2016, luxury cruise ships will traverse the formerly “unconquerable” Northwest Passage for the first time. They will carry guests in pampered comfort over “a mystical Pacific-Atlantic sea route far beyond the Arctic Circle that for centuries captured the imaginations of kings, explorers and adventurers” — as the sales catalog serenades.

For so many reasons, people now see the Arctic as a harbinger — a “canary in a coal mine,” so to speak ... revealing new truths about the planet and humanity’s future.

And who will tell that big, unfolding story to the world?

Who will tell the *real* story, the twisting story, the *unsuspected* story, the *many-faceted* story ... a story that weaves together social, political, cultural, scientific, historic and artistic threads ...?

Guess who.

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<sup>1</sup> Skeptical Science: Getting skeptical about global warming skepticism, August 2013

**THE ULTIMATE GOAL:**

# To earn the title of “best” Northern museum in the world.

Says one expert, “There’s an Arctic frenzy.” The moment is now. All eyes have indeed turned North.

We believe (and hope you’ll agree)...

**The Anchorage Museum is in exactly the right place**, downtown in Alaska’s largest, most visited city...

**...With the right people on the bus.** Our veteran team of curators, researchers, exhibit specialists and technologists are working on 200 ideas at any given time. (We invite you to take our behind-the-scenes tour and meet some of these fascinating experts!)

**...And the right partnerships.** You can’t tell a story this big by your lonesome.

We are eager collaborators ... especially with the region’s original residents. The Indigenous people of Alaska were the earliest humans to set foot in the Americas. They arrived thousands of years before any humans had learned to farm or smelt metals. Arctic and sub-Arctic Indigenous groups adapted and thrived in one of the planet’s most challenging environments. The Museum celebrates their remarkable cultures, languages,

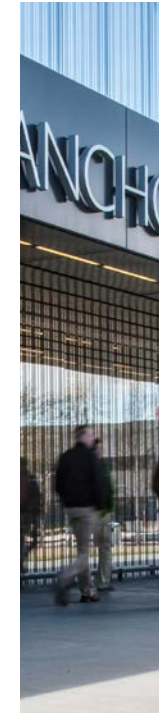
traditions and continuity, spotlighting contemporary Native cultures through exhibitions and residencies.

The Smithsonian Institution’s been with us since 1992, when it opened its Arctic Studies Center here.

And recently we helped found the Northern Art Network. It includes over a dozen cooperating art and cultural museums across the top of the world, in Norway, Sweden, Finland, Russia, Canada and the U.S.,

all the Arctic nations together in one cooperative effort to tell a vast and complex story.

**...To take on the urgent and demanding job** of telling the Arctic’s emerging story to the public — both on-site at the Museum ... and online, making it accessible to curious minds worldwide.



## A SHORT RECENT HISTORY OF THE MUSEUM AND ITS TRAJECTORY

**2010:** The Anchorage Museum doubles in size. It was Step One for TRUE NORTH, you might say: we added space, so we could do lots more programming.

**2010:** A new hands-on “discovery center” for children opens — and quickly becomes a top family attraction, earning delighted reviews on TripAdvisor. The consensus: “Amazing!”

**2010:** The museum debuts a world-class exhibition of 600 Alaska Native artifacts on long-term loan from the Smithsonian. The new exhibit was 22 years in the making.



**2010:** (Busy year!) Our new Thomas Planetarium opens. This next-generation theatre offers audiences (including countless school groups) an unmatched, 3-D enhanced experience of the stars, brown bears, the break-up of super-continent Pangaea, Alaska’s hallmark Northern Lights and other wondrous natural phenomena ... via Digitalis technology, the world’s leader in planetarium design.

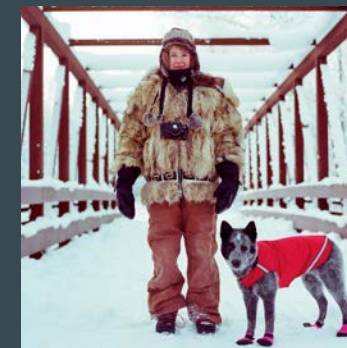
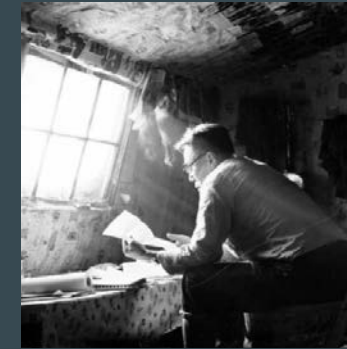
**2013:** The museum’s Polar Lab artists-in-residency program launches. The Rasmuson Foundation provides major funding, along with the Andy Warhol Foundation for the Visual Arts. Polar Lab invites noted artists for long-term residencies and partnerships, to create challenging new works inspired by the contemporary Arctic.



**2014:** The Anchorage Museum becomes an official Smithsonian Affiliate, opening up all sorts of new possibilities for major-league educational collaboration.

**2009–2014:** Visitorship and membership both rise 30 percent.

**OTHER MAJOR CAPITAL PROJECTS** are underway at the museum. Among the upgrades: expanding the museum’s exhibit space from 50,000 to 75,000 square feet. A key objective of the TRUE NORTH campaign is to fill that vast new space brilliantly.



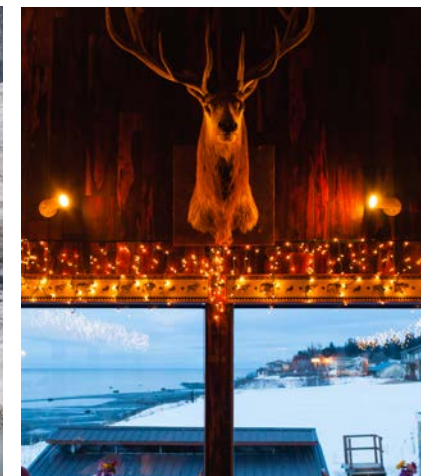
We need you with us  
on this journey.



Dear True Believers in Alaska,

**IT'S SIMPLY THIS:**

The Anchorage Museum cannot transform  
into a Northern storyteller of international  
reputation without your help.





Every gift makes a difference. Admissions, city support, and other earned revenue cover only 80% of annual operations and programming.

Your donations make up the balance. The new programming proposed by TRUE NORTH is 100% donor dependent. It is only possible through your generous support year after year. (P.S.: thank you.)

Major gifts, of course, move things along faster. Major gifts can also leverage additional community support, through matching gift appeals. Matching gift appeals can be anonymous or in your name.

And then there are “planned gifts” — charitable bequests and such things. Adding a gift to your will for the Anchorage Museum is one of the most important gifts you can make. It is a major gift to the community and to generations to come. Plus: you don’t need to be rich to make a major contribution. Just 1% of your estate will likely add up to a handsome sum. (P.S.: We’re here to help, if you’re interested in this option.)



Here's our promise: the Anchorage Museum will tell the world's *biggest, most balanced* story of the changing North.

**Thanks to you:** our true believers.

**Thanks to you:** who want the Arctic's story accurately recorded and deeply told. The Anchorage Museum will convey the many voices of the North, both historical and contemporary, offering a range of programs for families, travelers, locals and online.

**Thanks to you:** proud Alaskans.

**Thanks to you:** the Anchorage Museum's caring, long-standing and visionary supporter family. You've made every other big advance over the years possible! (Just saying...)

# True North

*Your gift is a story about you ... and what you truly love!*





**ANCHORAGE MUSEUM  
AT RASMUSON CENTER**

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Anchorage Museum/Chuck Choi  
Kathleen Carlo, *No maagh hut' aaneh*  
(detail), photographed by Chris Arend