

OLD GLORY, NEW VISION

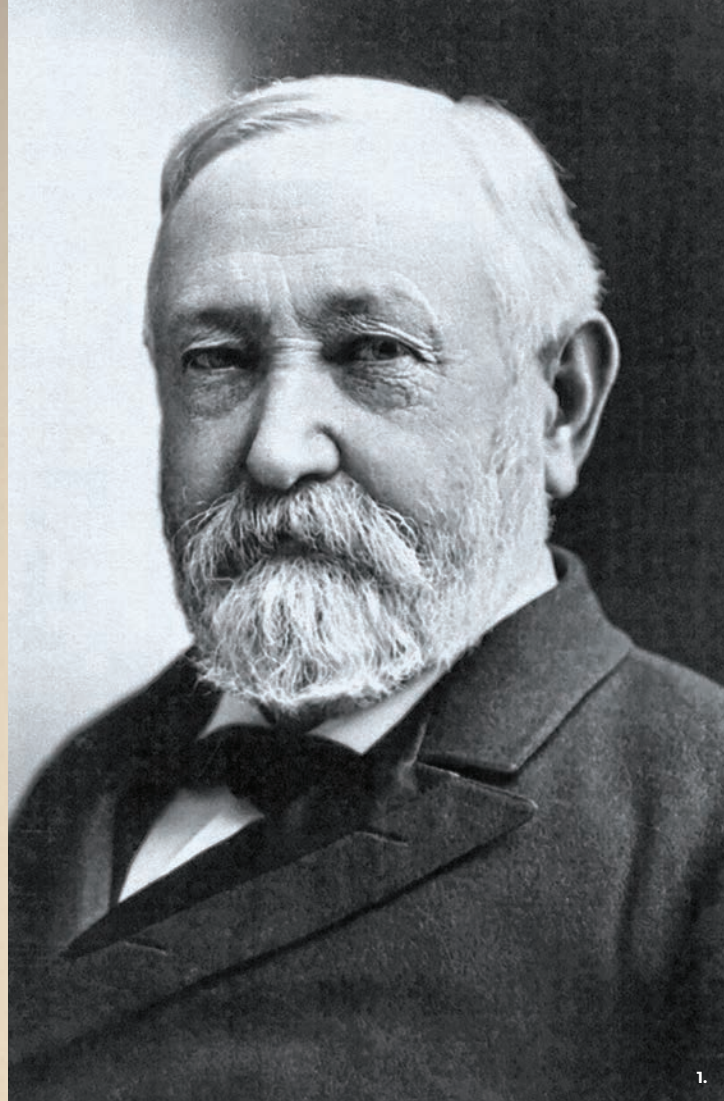
Capital Campaign

THE CASE *for* SUPPORT



BENJAMIN HARRISON

PRESIDENTIAL SITE



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OLD GLORY, NEW VISION

The Case *for* Support

Since the founding of our nation, there have been nearly half a billion American citizens. Of those, 12,415 of us have served in Congress. Just 115 have become Supreme Court justices. And, although we're all told that in America anyone can grow up to be president, only 45 of us have ever done so.

Once you get past the founders, and you've named the presidents of your own lifetime, and you pick out the handful of presidents who loom large in our history books—Lincoln, Roosevelt, Kennedy and Reagan—most of the men who've served as president of the United States tend to fade into the past. There were the ones who wore the powdered wigs, and then the ones with the high collars, the bearded presidents, and so forth.

So it might surprise you to learn that one of those bearded presidents was a leading advocate of his day for African-American voting rights. That he pioneered

the conservation of 13 million acres of land that prepared the way for our national parks—while presiding over a growing nation which saw six states join the Union during his four years in office; that his achievements in international outreach, monetary policy, and antitrust legislation ushered America into the modern era and continue to shape our world today.

And perhaps most important, that he—Benjamin Harrison: Union Army Brigadier General, U.S. Senator, 23rd president of the United States and the only elected one from Indiana—was a unifying force at a time of deep division, a man of unas-

sailable character whose abiding love for the nation he led can still be felt in the tradition he began of flying the Stars and Stripes over schools and public buildings.

In much the same way, it might surprise you to learn that his legacy is alive and well and living at the Benjamin Harrison Presidential Site. Today, in this National Historic Landmark home on Indianapolis's Old Northside, we're helping students learn not only about the past, but how they can make history themselves. We're giving people access to one of their most important rights as citizens—

the right to vote—and being the ground under the feet of immigrants taking their first steps as brand-new Americans. Our programs have already made us a leader among presidential sites. And we have some amazing plans for the future that will continue to raise our relevance to audiences locally and to our peers across the nation.

It's time to do for ourselves—and, frankly, for Benjamin Harrison—what he did for the nation. It's time to fly our flag and claim our place as the most innovative, impactful, and civically engaged presidential site in America.



“OLD GLORY, NEW VISION”

That’s exactly what our \$6 million capital campaign is supporting. Our plan is to create a stunning gateway public space into the Presidential Site that already welcomes over 30,000 visitors a year—along with a welcoming path and neighborway that will make us a larger part of a diverse and growing local community. New signature signage will make the Presidential Site’s presence clear to local traffic. Meanwhile, the prominent new Centennial flagpole will be visible to the more than 170,000 motorists passing through the meeting place of Interstates 70 and 65—quite literally the “Crossroads of America.”

**WE HAVE INSPIRATION.
WE HAVE THE VISION.
NOW WE NEED YOUR HELP.**



Sitting room, Harrison residence

**AMPLIFYING A
BROADER MISSION**

The Presidential Site is a beautiful home and a national treasure. Its interior splendor with its authentic furnishings and extensive collection of artifacts is highly accessible. The entire collection includes 10,000

artifacts that represent a life of significance, of which a noteworthy 75-80% are original to the Harrison family. With its 18-inch thick stone and brick walls protecting its historical contents, the Presidential Site contains more history per square inch than many larger museums and is routinely rated among the most authentic of presidential homes and sites nationally. Its importance is amplified by the broader mission that embodies Benjamin Harrison’s deep and abiding respect for our nation, and the importance of civic engagement. As he noted, “Patriotism should be cultivated – should, in every home, be communicated to the children not casually, but by plan and of forethought.” The Presidential Site brings to life the American system of self-government in relevant and engaging ways.

SUSAN FLECK

**ADVANCING UNDERSTANDING
AND PARTICIPATION**

While the Benjamin Harrison Presidential Site tells the story of the only President elected from Indiana, the innovative programming offered at the Presidential Site advances Harrison’s values of the importance of understanding and participating in government, civic service, and political activities:

- **Future Presidents of America**
Engaging students ages 12 – 16 years old in leadership programs that develop individual confidence, civic literacy, and good citizenship.
- **Transformative Education Programs**
Enriching elementary curriculum that provides practical knowledge about civic participation and its critical importance to our political system to over 17,000 school children annually.
- **Dynamic Citizen Engagement**
Setting a national model of success through our outreach initiatives that include our annual naturalization ceremony, serving as a county-wide voting center, and honoring public service via our annual juror appreciation day.
- **Promotion of Democratic Values**
Hosting national thought leaders on relevant and timely topics through the Mary Tucker Jasper Speaker Series. Guests have included Ron Chernow, whose book *Alexander Hamilton* inspired the Broadway musical, and Brian Lamb, Indiana native and founder of C-SPAN.
- **Honoring Civic Participation**
Bestowing the annual *Advancing American Democracy Award* upon an individual who advances the values of our democracy by elevating participation in greater civic society.



Annual Mary Tucker Jasper Speaker Series, 2019



Naturalization Ceremony, 2019



School children touring the residence



Future Presidents of America program



New Harrison bio by Ray Boomhower



Mentor pinning ceremony, FP, 2019

**FLYING OUR FLAG,
CLAIMING OUR PLACE**

The Benjamin Harrison Presidential Site is committed to an ambitious vision of becoming the most innovative, diverse, and civically engaged presidential site in the United States – and we are well on our way. This American Alliance of Museums (AAM)-credited museum is respected locally and nationally for its quality collection. Our transformative programming is reaching audiences of all ages and backgrounds about the life of Benjamin Harrison and the critical importance of civic engagement and leadership. Our plan and the goal of our \$6 million “Old Glory, New Vision” capital campaign, is to enhance our grounds with the same intention and purpose that we have approached all aspects of our site: to share the

life stories, arts and culture of an American president, and to increase public participation in the American system of self-government.

CHANGING THE DYNAMIC

Even with our large number of annual visitors, visibility is a challenge for the Presidential Site. It’s widely known that prospective visitors drive by, not realizing that beautiful Victorian home they see is actually the home of Indiana’s only elected president. This plan will change that dynamic, not only for the thousands of vehicles driving up Delaware Street daily, but also to the over 170,000 vehicles passing on I-65/70. **The Presidential Commons and Citizenship Plaza** projects will be constructed on the existing south green space (bordered by Delaware, 12th, and Talbott Streets) and

will create a key transition point between the interstate, the adjacent residential neighborhoods, and growing commercial investments on Pennsylvania Avenue. Key enhancements include:

- A beautiful wood and glass, four-season portico with seating and interpretive graphics will greet visitors and is the jumping off point for the multi-use neighborway.
- A Centennial flagpole located next to our country’s founding documents that will be presented in granite and glass viewing cases in Citizenship Plaza
- A new “Neighborway” that will connect Pennsylvania and Delaware Streets improving walkability and bikeability. It will be landscaped and well-lit, include a public art installation, and serve as a vital connector in a socially and economically



diverse neighborhood.

- A Presidential Promenade will allow visitors to follow the “footsteps of the founders,” with a president represented each step along the way, from George Washington to Benjamin Harrison and into the modern era, giving context and greater relevance to history each step of the way.

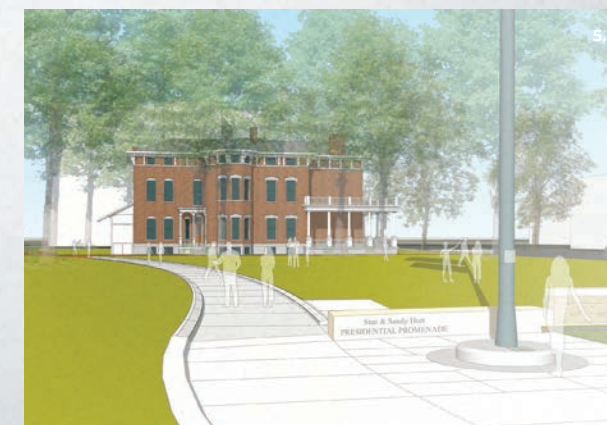
This project will leverage existing amenities and commit them

to an even greater good – providing much-needed greenspace, a welcoming built environment, and a place for neighborhoods, new visitors, and the larger community to convene and celebrate as the Presidential Site becomes a signature gathering place for the naturalization of new citizens, to exercise our civic duties by voting, and coming together as a community and as citizens for more than 30 events annually.

To achieve these ambitious plans for the future, \$6M is needed which will also be used to address maintenance issues in the Harrison’s home as prioritized in our 2019 “Historic Structures Report”, a 400-page analysis of the historical structure and a road map for future infrastructure improvements. We have secured a \$1.5 million matching grant that will match additional philanthropy dollar for dollar through the generosity of our long-time partner, the Arthur Jordan Foundation.

Your financial support of our “Old Glory, New Vision” campaign will be multiplied by this generous matching grant. But even more important, your participation will multiply our efforts locally and nationally to increase public participation in the American system of self government.

1. Presidential Commons and signature signage 2. Neighborway and public art 3. Presidential Commons and Citizenship Plaza project 4. Citizenship Plaza, Centennial Flagpole 5. Presidential Promenade: every step will recognize a preceding presidential administration



Old Glory is a symbol of pride and perseverance; a beloved symbol of our nation and our will that has stood the test of time. Just as Old Glory is living symbol of our country and our patriotism, Benjamin Harrison represents our country’s proud tradition of public service, statesmanship, and what it means to be an American citizen. The Presidential Site will advance Benjamin Harrison’s legacy by equipping citizens of all ages to take part in civic education, discourse, and action like never before.

It’s time to be bold—to plant our flag and stride forward with conviction.

Harrison did, and we will too.

Join us.

“That one flag encircles us with its folds today, the unrivaled object of our loyal love”

—Benjamin Harrison



OLD GLORY, NEW VISION



THE CASE FOR SUPPORT

Hail to the Chief

Benjamin Harrison served as our nation's 23rd president (1889–1893) following the Civil War and the challenge of Reconstruction. The nation was struggling to find its identity, with lingering wounds of the war and slavery. His legacy was created by significant unifying efforts including:

- Advocating for African-American voting rights
- Setting aside 13 million acres of public domain land for national forest reserves
- Instituting the practice of displaying the American Flag over public buildings and schools
- Establishing the Pan-American Conference
- Expanding the Navy from only three modern steel war ships in 1889 to 22 ships by 1893
- Adding six states to the Union (the most of any President)
- Signing the Sherman Anti-Trust Act into law
- Reciting the Pledge of Allegiance at public events

**BENJAMIN HARRISON**

PRESIDENTIAL SITE