

# Defining the Cutting Edge of Contemporary: The Manetti Shrem Museum of Art

*A PROPOSAL RESPECTFULLY SUBMITTED TO* *mandy and tom shrem*



jan shrem and maria **manetti shrem museum** of art

**UCDAVIS**



Dear *Alumnus* *Alumnus*,

In fewer than four years, the Manetti Shrem Museum has gone from opening its doors as UC Davis' newest crown jewel to claiming a distinctive niche among the nation's top museums. During that same time, with the support of close friends like you, our ambitions have only grown. Though the COVID-19 pandemic has required us to reimagine operations for the time being, we are leveraging digital tools to continue deepening and broadening audience engagement with the arts.

As board leaders and respected philanthropists—and, *Alumnus*, as an alumnus—you understand the powerful role philanthropy plays in taking UC Davis' greatest strengths to the next level. As a young institution arising out of a legacy of risk-taking and innovation, the Manetti Shrem Museum has the unique flexibility to become a best-in-class model that redefines how university museums engage with students, artists and the public. Your investment in our trajectory will make a critical difference in just how far we can go.

In this proposal, we invite your consideration of a leadership campaign gift to the museum that combines capital and endowed components to maximize the visibility and value of your philanthropy while extending its impact over time. Naming our community education room—the museum's most prominent space—for the family of an esteemed alumnus would be one of the most powerful ways to showcase your philanthropic leadership at UC Davis. A complementary gift to endow a program area close to your hearts would provide long-term stability for the museum while leveraging a matching gift sponsored by our founding donors.

On behalf of the Manetti Shrem Museum, please accept my deepest gratitude for your family's generous commitment to our excellence and support of the dynamic institution we call home. I look forward to continuing our conversations around how, together, we can reach ever-greater heights.

Warmly,

**Rachel Teagle**

Founding Director, Manetti Shrem Museum of Art

manetti shrem  
museum



## A Shared Vision

*Norman van Dierendonck*, UC Davis and the Manetti Shrem Museum of Art would not be where we are today without the passion and generosity of philanthropic visionaries like you. *Norman*, as a valued member of the museum's advisory board, you provide essential insights and bring an enthusiasm that motivates our staff as well as your volunteer peers. *Norman*, as an Aggie yourself, you know the caliber of education and thought leadership UC Davis offers its community, and we greatly appreciate the perspective you bring to the UC Davis of 2020 as a philanthropist, business leader and former student.

We share your belief in UC Davis' capacity for greatness and public service across the disciplines, including in the arts. Chancellor Gary

May's 10-year strategic plan has refined our priorities, focused our resources and challenged us to accomplish things we've only dreamed of in the past. **In responding to the big questions, big challenges and big ideas of our time, our aim is to make a distinctly UC Davis difference in a changing world.**

With the launch of our ambitious comprehensive campaign, now is a key moment for volunteer leaders to help realize our shared vision by igniting philanthropic momentum with a targeted gift. Based on our recent conversations and what might work best for you, we have designed a giving opportunity for your consideration that would pay dividends for the Manetti Shrem Museum as well as your family legacy.



## An Invitation

manetti shrem, we are pleased to present you with a signature opportunity to make a campaign leadership gift to the Manetti Shrem Museum. We have structured this investment in the future of the arts at UC Davis to maximize the value of your philanthropy, provide you with flexibility, and deepen your partnership with our university in meaningful ways.

This plan includes for your consideration:

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A \$1M ~~lifetime~~ gift to name the museum's community education room, our most prominent space

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A \$1M ~~lifetime~~ gift to the museum's endowment, with a variety of allocation options, that will help to sustain our programs in perpetuity

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In the following pages, we describe in further detail how your gift can be tailored to amplify your family's impact on UC Davis' creative excellence, now and for generations to come.

## The Opportunity

The Manetti Shrem Museum is positioning itself as a nationally renowned center for creative experimentation and entrepreneurship where fine art history, practice and education blend into one immersive experience that is approachable and inviting to the public. With the same passion for the unconventional that first brought prominence to the arts at

UC Davis decades ago, the museum invites new thinking and the open exchange of ideas through transformational art experiences.

Your visionary partnership will be essential to meeting our highest aspirations for the museum's future, and your support at this pivotal time will serve as powerful inspiration to others. **A leadership gift to our campaign**

**will elevate our capacity to become a best-in-class university museum while aligning your family legacy with the leading edge in accessible arts innovation.**

This comprehensive ~~\$1M~~ *\$1.5M* ~~insurance~~ gift combines a capital naming opportunity with a synergistic investment in our programming endowment.





## *Naming the community education room*

The community education room is our most visible space, used for art-making, classes, public lectures, student activities, celebrations, dance, public rentals and so much more. As the dynamic heart of our museum, this vast multi-use space serves the UC Davis community and other visitors

from morning to night. With its entrance located just inside the museum's main doors, the 125-person venue changes the way the museum is perceived and experienced by all. We look forward to reopening this centerpiece of our museum as soon as it is safe to do so—and, after being so limited in their activities, we anticipate that future

visitors will value opportunities for in-person engagement more than ever.

**With your \$~~1 million~~ naming gift, we envision the community education room becoming *Museum Anthropology* Hall, or we would be pleased to work with you to tailor a name of your choosing in recognition of your gift.**



Once our physical museum reopens, the community education room will return to being used for non-arts activities 80% of the time, including for classes ranging from industrial engineering and animal husbandry to math and English literature. For so many students, these classes become introductions not just to course material but to museums themselves. Those who first get to know the museum through a class, reception or event in the community education room frequently take the next steps of exploring our galleries, speaking with staff, connecting with artists or learning about their own capacity for creative exploration.

We consider this the community education room's greatest impact: **By lowering the barriers to entry for a wide variety of audiences, we are changing how an entire generation engages with the world of museums and art.**



The significance of this access is amplified when considering that nearly half of incoming UC Davis undergraduates are the first generation in their families to attend college. Naming the community education room would celebrate these students' successes as well as the life-changing introduction to the world of art museums that the space provides.

Aligning your family name with the museum's most prominent space would represent a key endorsement of the important activities housed there. In addition, your gift would help our museum achieve a significant financial milestone, allowing us to retire our current debt to the university chancellor.



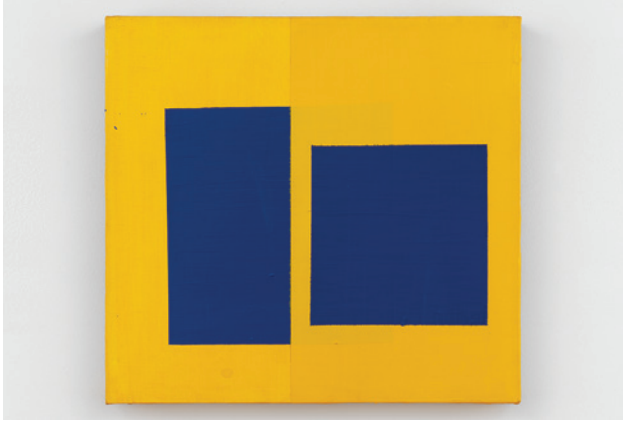
## *Investing in our endowment*

Supporting the museum's endowment, which generates a reliable source of income in perpetuity, is a critical way to ensure that our programs continue to thrive and serve the community over the long term.

**Your \$~~100,000~~ gift to endow a high-priority program will provide dedicated financial resources for the Manetti Shrem Museum to transform our students' connections to art, promote emerging artists, push creative boundaries, and impact the broader community with a wide variety of events and resources.**

Endowed funds to which your gift could be directed include the Art Acquisition Fund, the Artist Discovery Fund and the Art Studio Fund.

We look forward to discussing with you which of our program areas speaks most to your philanthropic passion, and to working with you to develop a name for the fund in recognition of your gift.



## The Art Acquisition Fund

Hundreds of pieces of art have been donated to the museum since we opened in November 2016, and we have relied entirely on the goodwill and generosity of the community to build our collection. Having dedicated funds available for acquisition would allow us to purchase masterpieces when rare opportunities present themselves. A gift to name the Art Acquisition Fund would help us achieve our goal of becoming the primary repository of works by UC Davis' first-generation art faculty—trailblazers in forward-thinking styles like California Funk, which was born on our campus.

**As the largest generational transfer of art in U.S. history takes place, those who seek a home for their collections will look to us.** A gift to name the Art Acquisition Fund will prepare us to acquire defining pieces that will put our museum on the map—and the *manetti shrem* name will be recognized as the family who made it possible.



## The Artist Discovery Fund

Fresh perspectives inspire fresh ideas and new conversations about art. Without access to exhibition and promotion opportunities, however, many artists—especially those from backgrounds underrepresented in the art world—may never reach the audiences who are most eager to view their work. The Artist Discovery Fund will support new or emerging creative voices and facilitate solo exhibitions for promising artists. These artists will enjoy a residency and a museum exhibition experience, whether in-person or online, that will highlight their work and connect them with audiences throughout the region.

A gift to name this fund would position our museum as a leader in celebrating progressive art and amplifying diverse voices—**associating your family's legacy with innovation and equality in fine art for generations to come.**



## The Art Studio Fund

The Manetti Shrem is the first university museum in the nation to have a wet art studio, and we continue to explore the possibilities for how we can maximize the use of this unique asset. We have held free, open art-making activities in this space that complement the exhibitions shown in the galleries, hired UC Davis MFA students to plan activities, and held mini-classes in studio art here such as “Sketching the Human Form.” There remains a vast diversity of art education that could be hosted in this state-of-the-art space to benefit families, professional artists and students of all ages.

A gift to name the Art Studio Fund would **allow us to continue to push the boundaries of the traditional museum experience** by inviting all of our audiences to explore their inner artists through an undeniably rare public resource.

A campaign gift toward our endowment would be doubly timely thanks to a recent pledge made by our founding donors Jan Shrem and Maria Manetti Shrem. Mr. Shrem and Mrs. Manetti Shrem have offered to match the first \$3 million raised toward our endowment—a target we intend to exceed.

**As a significant early contribution toward this match, your gift will have an outsized impact at this most critical moment in our museum's development and in UC Davis' campaign.** We would be happy to share more information about the matching program at your request.



## The Right Place at the Right Time

Across the arts, academics, research and athletics, UC Davis is rising. The university is exceeding expectations at every turn—and with your support, our excellence and leadership will continue to expand.

Embedded in UC Davis' rich culture of innovation and cross-disciplinary collaboration, the Manetti Shrem Museum's philosophy and mission center around groundbreaking creative experimentation and open access to art. All of our exhibitions and experiences are free and open to the public, and we are proud to be a powerhouse of campus creativity—a place where students and visitors find personal, meaningful connections to art that enriches lives and communities.

The museum is reinvigorating UC Davis' fine art tradition and raising the profile of the arts in our region—inviting engagement with the creative process, encouraging interdisciplinary collaboration and risk-taking, and celebrating the entrepreneurial spirit of artists as they weather both challenges and successes.

**We invite you to be a part of our future as much as you are a part of our present. Together, we will lift the creative possibilities at UC Davis to even greater heights.**



## With Gratitude

Thank you for your consideration of this timely opportunity to elevate the Manetti Shrem Museum to a new level of artistic and public impact. Your investment in our shared vision will help us to thrive as a model university museum and

a beacon of creative leadership—and your partnership will enable us to build a legacy of greatness that benefits students and communities for many years to come.

We are grateful for your generous commitment to the museum and to UC Davis, and we

look forward to discussing further how our university can support you in achieving your philanthropic goals. Together, we will advance the Manetti Shrem Museum as a leading incubator of fine arts innovation, where the Thiebauds of tomorrow find their voice.





## Ways of Giving

We respect that, for each donor who wishes to provide significant philanthropic support, there are personal, financial and gift planning aspects to consider. We will work with you to realize your philanthropic vision and develop the gift plan that best meets your needs. At your request, we can also work with your tax and financial advisors.

Following are various gift types and their associated benefits. You may wish to consider a mix of gift types to help you achieve both your philanthropic and financial objectives.

### Cash Gifts

- Are the simplest and most popular giving method
- Can be tax deductible in the year they are given

### Gifts of Securities

- Include stocks, mutual funds and bonds
- Can avoid capital gains taxes
- Can provide an income tax deduction for the full fair market value of long-term, appreciated securities

### Gifts of Real Property

- Include land, farms, personal residences, and rental or commercial property
- Can avoid capital gains tax on appreciated assets
- Can provide an income tax deduction for the full fair market value of long-term, appreciated property
- Can eliminate property expenses and taxes
- Can provide continued use for life through a retained life estate gift

### Bequests and Living Trusts

- Establish the UC Davis Foundation as a beneficiary of your estate
- Can provide an estate tax deduction equal to the value of the gift
- Offer flexibility by allowing you to provide for family first

### Retirement Plan Gifts

- For current gifts, utilize the IRA Charitable Rollover provision (for donors aged 70½ and older)
- Name the UC Davis Foundation as a beneficiary
- Can eliminate income tax on the plan distributions
- Preserve the plan's full value for gift purposes

### Life Income Gifts

- Include charitable remainder trusts and gift annuities
- Can provide potential tax savings on income, estate and capital gains
- Generate income for you and/or your loved ones for a fixed period of time or until your passing
- Distribute the remaining assets to the UC Davis Foundation