

# SANTA BARBARA MUSEUM OF NATURAL HISTORY



100  
CENTENNIAL CAMPAIGN  
1916 - 2016





## THIS IS WHO WE ARE

We're not your typical structured museum with stiff curators, quiet halls, and strict rules. We like to go outside and get our hands dirty, pick things up and take a closer look, laugh, skip, or maybe even jump for joy. Because learning is messy and we all learn by doing, not sitting. That's why we offer a different approach to discovering the natural world: one where you're free to wander, ask "silly" questions, and explore on your own terms. And when you come here you'll see we're a museum unlike any other. In a nutshell, **we're naturally different.**



## WE ARE NATURALLY DIFFERENT

For 100 years, the Santa Barbara Museum of Natural History has served as a trusted voice when it comes to matters of the natural world and interpreting the beautiful Santa Barbara region.

We know that if people are to respect and protect the natural world they need the opportunity to connect to it. For hundreds of thousands of children, families, and adults, the Museum has provided that connection and we aspire to continue this legacy for hundreds of thousands more.

To best serve our community and visitors of all ages, **we want to evolve.** Our backyard play area on Mission Creek is good. We're ready to make it great. Our butterfly pavilion is lovely but has just one more season in it before needing to be replaced with something better; much better.

Our exhibit halls are legendary and we aim to keep them that way. Rather than replacing the old, we will refresh, update, and innovate; keeping what brought us here, while simultaneously updating our offerings in preparation for a long and prosperous future.

This is important for all of us! The relationship between people and nature is more essential than ever before. In the future, as in the past, your Santa Barbara Museum of Natural History will be the go-to place for connecting and understanding nature and our relationship to it.



Look deep into nature,  
and you will understand  
everything better.

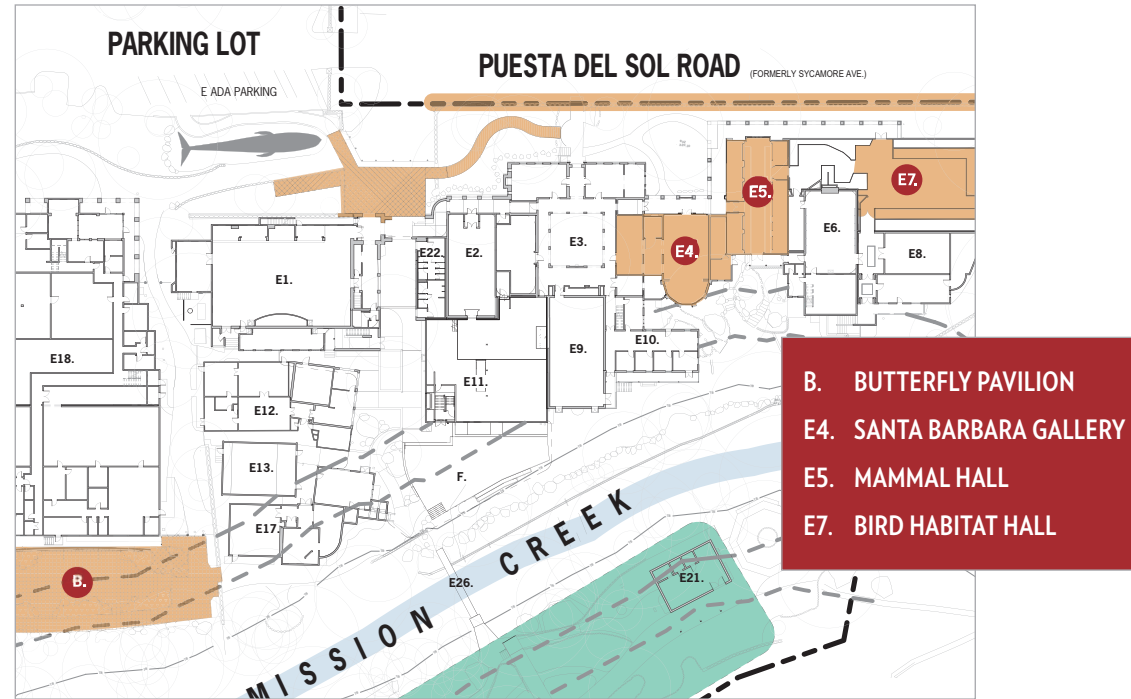
– ALBERT EINSTEIN, WHO VISITED THE MUSEUM IN 1931





We are  
**SKY**  
people,  
**SEA**  
people,  
**LAND**  
people,  
and  
**PEOPLE**  
people.





## CENTENNIAL CAMPAIGN

The Museum is celebrating its Centennial by undertaking a \$30 million capital campaign that will prepare us to serve our community for the next 100 years! The project is broken down into two phases that will begin as funding is secured. Both phases include new gallery programs and experiences, exhibit renovations, and essential Museum infrastructure and site improvements.

The Museum's Centennial Campaign will allow us to upgrade our aging facilities in ways that will vastly improve our visitor experience. It will help expand spaces to tell current and relevant stories, reinforce ourselves as the regional authority for all things natural, and inspire generations of visitors with the artifacts, geology, ecology, and history that make the Santa Barbara region unique in the world. And even more than facts and artifacts, our Museum is poised to truly inspire all that visit with programs, exhibits and hands-on nature experiences that will be literally life changing.

**We've done this for 100 years, and we're about to do it better.**

## PHASE I

The Museum is in need of a little extra love. Our exhibits and programs will bridge the indoor and outdoor experience for visitors.

**MULTI-YEAR MASTER PLANNING, SCHEMATIC DESIGN, AND APPROVALS**  
FUNDED and COMPLETED. **\$7.5 Million**

**NEW AND IMPROVED INDOOR AND OUTDOOR GALLERY EXPERIENCES**  
We'll be making facilities ADA compliant and stroller friendly while we add new exhibits, update cherished halls, tell new stories in new ways and bring current developments in natural history to life. **\$9 Million**

**SITE IMPROVEMENTS**  
It hardly seems possible but the Museum campus is about to become even more beautiful and certainly more accessible to all. **\$1 Million**

**INNOVATION FUND**  
A fund will be dedicated to supporting pilot programs including evaluation of new and improved exhibit concepts and education programs. This fund will provide us with the tools and support we need to continue to stay relevant and keep the Museum innovating and changing. **\$1 Million**



## PHASE II

**NEW AND IMPROVED GALLERY EXPERIENCES**  
After completing the improvements in Phase I, the Museum will begin fundraising and planning Phase II. This will include significant improvements to the Marine, Paleontology, and Chumash Indian Halls.





Connecting people to nature,  
for the benefit of both.

## LEADERSHIP

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David Anderson  
Chris Blau  
Carolyn Chandler  
Hilary Doubleday  
Elisabeth Fowler  
Steve Hicks  
Bobbie Kinnear  
Patty MacFarlane  
Dennis Power

### Advisors

Scott Brittingham  
Paul Doré  
Brian Rapp

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Alexander Power  
Brian Rapp  
Janet Sands  
Brooke Sawyer  
Virginia Sloan

### PRESIDENT & CEO

Luke J. Swetland

### DIRECTOR OF DEVELOPMENT

Caroline Grange

### FUNDRAISING COUNSEL

The Kellogg Organization,  
Inc.

In addition to funding improvements to the Museum, gifts may be made toward establishing research, education, curatorial project funds, and endowments. For more information about the Centennial Campaign or to schedule a tour, please contact President & CEO **Luke J. Swetland** at 805.682.4711 ext. 102 ([lswetland@sbnature2.org](mailto:lswetland@sbnature2.org)) or Director of Development **Caroline Grange** at 805.682.4711 ext. 109 ([cgrange@sbnature2.org](mailto:cgrange@sbnature2.org)).



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