

## Capital Campaign Fact Sheet

### Overview

Launched in early 2009 with lead gifts to support the museum's building expansion, endowment and transitional programming, SFMOMA's capital campaign reached a milestone of more than \$610 million raised, with contributions to date from nearly 1,200 donors. The funding covers the complete cost of the \$305 million building expansion, adds \$245 million to the museum's endowment and supports \$60 million in program and operating costs needed during the museum's three-year On the Go period. Fundraising continues for the museum's endowment in support of the museum's programs, including but not limited to education, art commissioning and exhibition programs.

### Capital Campaign Leadership:

- Expansion Campaign – Charles Schwab, Chair; Diana Nelson, Vice Chair
- Community Campaign – Dolly Chammas and Chris Meany, Co-Chairs

*Where Art Can Take You: The Campaign to Transform SFMOMA* has also made the following possible:

### Newly endowed curatorial positions:

- Helen and Charles Schwab Director, Neal Benezra
- Thomas Weisel Family Curator of Painting and Sculpture, Janet Bishop
- Deborah and Kenneth Novack Associate Curator of School Initiatives, Julie Charles
- Baker Street Foundation Associate Curator of Photography, Erin O'Toole
- Barbara and Stephan Vermut Associate Curator of Public Dialogue, Deena Chalabi

### Newly named major spaces:

- Doris and Donald Fisher Collection Galleries – new galleries on floors 4, 5 and 6
- Gina and Stuart Peterson White Box – new, double-height space on floor 4
- Pritzker Center for Photography – new center for photography on floor 3
- Roberts Family Gallery – new, free-to-the-public gallery on Howard Street
- Helen and Charles Schwab Hall – the central gathering place for the new museum
- Joyce and Larry Stupski Entrance at Minna Street – newly reconfigured entrance on Minna Street for programs and school groups
- Pat and Bill Wilson Sculpture Terrace – new outdoor sculpture terrace featuring the living wall on floor 3

### Media Contacts

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