



Smithsonian Campaign

SMITHSONIAN **LATINO CENTER**

# Leadership Message



**EDUARDO DIAZ**  
DIRECTOR  
SMITHSONIAN LATINO CENTER

The United States Latino community is remarkably diverse. For most, this country has been home for one or more generations. On many levels, U.S. Latinos live on the nexus between their countries of origin and their communities of residence. The Smithsonian Latino Center is helping them navigate native and foreign-born realities, as we show our fellow citizens that we are part of the U.S story.

The center has helped Smithsonian museums present dozens of exhibitions showcasing Latino contributions in science, art, history and culture — on site, online and through national traveling shows.

Through the Young Ambassadors Program, we have shown Latino teens and young adults that they have “stories worth telling,” to quote one young alumnus, and helped them proudly claim their cultural identity.

The Latino Museum Studies Program prepares historians, anthropologists, museum leaders and other scholars for positions of leadership. With the federally supported Latino Initiatives Pool, the Latino Center has directed funding in support of nearly 400 Latino content projects across the Smithsonian.

Private giving through the Smithsonian Campaign will enable us to expand our presence and connect more Latino communities to America’s museum. This mission grows increasingly essential as U.S. Latinos grow in numbers and influence.

We invite your support.

A handwritten signature in dark ink, appearing to read 'Eduardo Diaz', written in a cursive style.

## OUR GOAL **\$4 MILLION**

There is no better home for the Latino story than the Smithsonian, which belongs to every American. The Latino Center works across the Smithsonian and with affiliated museums to highlight and advance understanding of Latino history and U.S. Latino contributions to the arts, humanities and science. Through the Smithsonian Campaign, we will expand our role in sharing these legacies and nurture the next generation of Latino leaders.



LA RUMBA SUPER MERCADO

CAFE SODA SANDWICHES LA RUMBA SUPER MERCADO LA RUMBA REPOSTERIA  
HELADOS • BEER • ICE • FRUTAS • VEGETALES • SANDWICHES • SODAS • DULCES

ICE SODA CAFE

ICE COLD BEER

CAFE

# Telling the Latino Story

The history of Latinos in the U.S. is a great American history, and you can't truly understand our nation without it.

— RAUL YZAGUIRRE  
FORMER U.S. AMBASSADOR  
TO THE DOMINICAN REPUBLIC;  
FORMER CO-CHAIR,  
SMITHSONIAN TASK FORCE  
ON LATINO ISSUES

**Emilio Sánchez, *Untitled, Bronx Storefront, La Rumba Supermarket, late 1980s, watercolor on paper, Smithsonian American Art Museum, Gift of the Emilio Sánchez Foundation.***  
© Emilio Sánchez Foundation.

The Smithsonian Latino Center, created in 1997, is dedicated to representing the foundational role of Latinos in building the United States and connecting Latino communities to Smithsonian treasures and resources. We create and support initiatives that inspire appreciation for Latino achievements.

Since more than 53 million U.S. Latinos constitute the largest minority in the country, our goal is to assume a more prominent role within the Smithsonian and the nation. Ultimately, we aim to create a permanent national space dedicated to telling their story and are laying the foundation for this bold, next step.

Through the Smithsonian Campaign, we will build on our development of leaders, content specialists, exhibitions, research, collections and public programs to tell America's story in all of its diversity, through the lens of the Latino experience. We are seeking to bring a traveling exhibition across the country to promote our efforts.

## PIONEERING PRESENCE

Our signature strength is our ability to partner with other museums on exhibitions and public programs and education initiatives that widen their impact. Campaign gifts will enable us to expand our role as incubator and catalyst within the Smithsonian.

## NURTURING YOUNG LEADERS

Your support will strengthen the Smithsonian's unique ability to expose the next generation of arts and science leaders to these fields and recruit new people who bring the Latino perspective to the Smithsonian. Twenty percent of the nation's teens and adults are Latino. Programs will empower promising young and early professional Latinos with experiences and tools for new possibilities and connect them with mentors who share their heritage and knowledge.

## BUILDING OUR FUTURE

Your investment will help us to sustain and expand the pioneering work of our experts, and offer financial stability for the future. Gifts to endow the director's and curator positions will ensure that we retain these talented leaders and their positions for the long term.



# Our Campaign Priorities

The center has a vital role to play in helping our nation understand that diversity is not a problem but an asset. As human beings we are all equal, but we are not the same — and that is good.

—CARLOS TORTOLERO  
PRESIDENT AND FOUNDER  
NATIONAL MUSEUM OF  
MEXICAN ART

**Central American celebration at the National Museum of the American Indian. Courtesy of the National Museum of the American Indian.**

## STRENGTHEN COLLABORATIONS

We seek a total of \$2 million to support exhibitions and programs. Upcoming exhibition and research projects include Caribbean Indigenous Legacies and Latino D.C. History, as well as the Regional Exhibition Fund. Public programs and educational resources include Hispanic Heritage Month Family Day, iDescubra! Meet the Science Expert, Cultural Expressions and the Latino Virtual Museum. Gift opportunities with naming recognition include a research fund and display cases and walls at the National Museum of American History.

## DEVELOP NEXT GENERATION LEADERS

Investments totaling \$1 million are needed to cultivate and train museum content specialists and young leaders. Gift opportunities include support for the Young Ambassadors Program, Latino Museum Studies Program, internships and fellowships.

## BUILD PIPELINE FOR THE FUTURE

We seek \$1 million to sustain and grow the Smithsonian Latino Center. Our goals and aspirations beyond the campaign require additional funding. Naming recognition will be offered for gifts of \$3 million to endow a curator's position, \$5 million to endow the director's position and \$10 million to support the Latino Center.

FOR MORE INFORMATION, CALL 202.633.0978  
OR VISIT [SMITHSONIANCAMPAIGN.ORG](http://SMITHSONIANCAMPAIGN.ORG).

The Smithsonian Campaign will transform a national treasure into a catalyst for change. Please join us as we raise \$1.5 billion to spark discovery, tell America's story, inspire lifelong learning and reach people everywhere.

The Smithsonian Latino Center is raising \$4 million of the Smithsonian Campaign's overall goal.

 SmithsonianCampaign

COVER **2013 Young Ambassador at  
Maya Cultural Astronomy Workshop.**  
PHOTO MICHAEL BARNES



Smithsonian Latino Center

[latino.si.edu](http://latino.si.edu)

**OFFICE OF ADVANCEMENT**

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