

Transforming

THE FAMILY HISTORY EXPERIENCE

& Expanding

A NATIONAL TREASURE



American Ancestors[®]

by NEW ENGLAND HISTORIC GENEALOGICAL SOCIETY

A call to action



Dear Friends:

In these pages, we are delighted to share with you a view into our expansion plans for New England Historic Genealogical Society and American Ancestors:

Through this ambitious work, we will enlarge our national headquarters to better serve our growing constituency of nearly 300,000 members, offer new services, and tailor personalized learning experiences to more effectively reach all generations. We will incorporate new and emerging technologies and leverage DNA science breakthroughs, and, concurrently, we will dramatically increase our online searchable content and educational offerings.

As the world's founding genealogical society and as the standard-bearer of genealogical and historical excellence, we are making a critically important, time-sensitive investment in our organization's future success. This will happen in highly visible ways. We were able to acquire an adjacent building at 97 Newbury Street in a bargain sale several years ago, and now we will expand our headquarters into this much-needed new space.

In the following pages, please find plans for our physical and online expansion initiatives. Here you will find a view into new facilities and offerings that help fulfill our strategic potential as America's greatest resource for scholarly examination of the genealogy of the people of the United States and beyond.

We seek your involvement and support in this incredible journey to *transform the family history experience and expand a national treasure!*

With great appreciation and thanks,

Nancy

Nancy S. Maulsby
Chairman of the Board of Trustees

Brenton

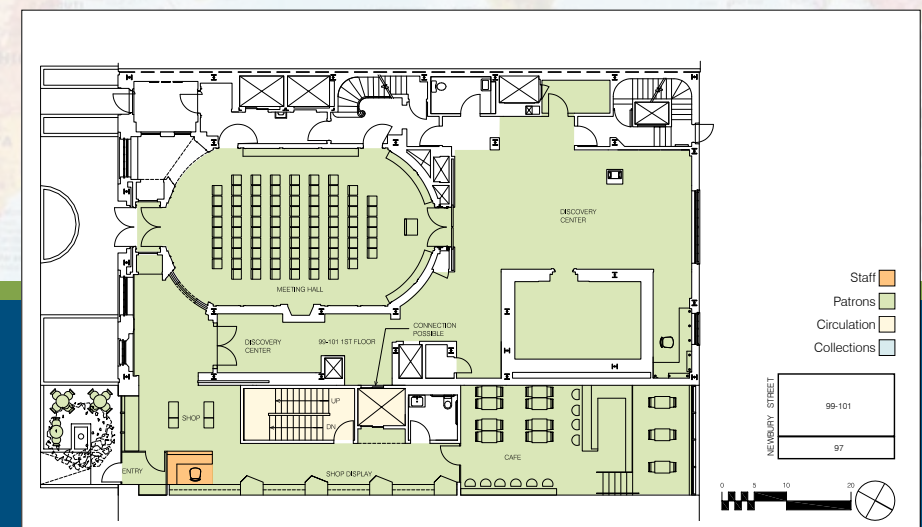
D. Brenton Simons
President and Chief Executive Officer

Expanding our reach

Our historic headquarters expansion will provide urgently-needed space for our growing institution. It will span five floors and will elevate New England Historic Genealogical Society and American Ancestors to a position we have earned over 175 years as a world-recognized destination for all people inspired by the power and importance of genealogy and history, and, most recently, the burgeoning field of DNA technologies.

Here we will engage the public with unparalleled learning experiences and serve both American and international audiences by making available—both in person and through portable, web-based extensions to millions of online users—the finest work of scores of genealogists, historians, educators, curators, and museum professionals.

Our Cornerstone Project design features a large, open, and more welcoming entrance for thousands of visitors, dynamic visitor spaces, new offices for our staff and operations, and state-of-the-art safety technologies to protect people, collections, and facilities.



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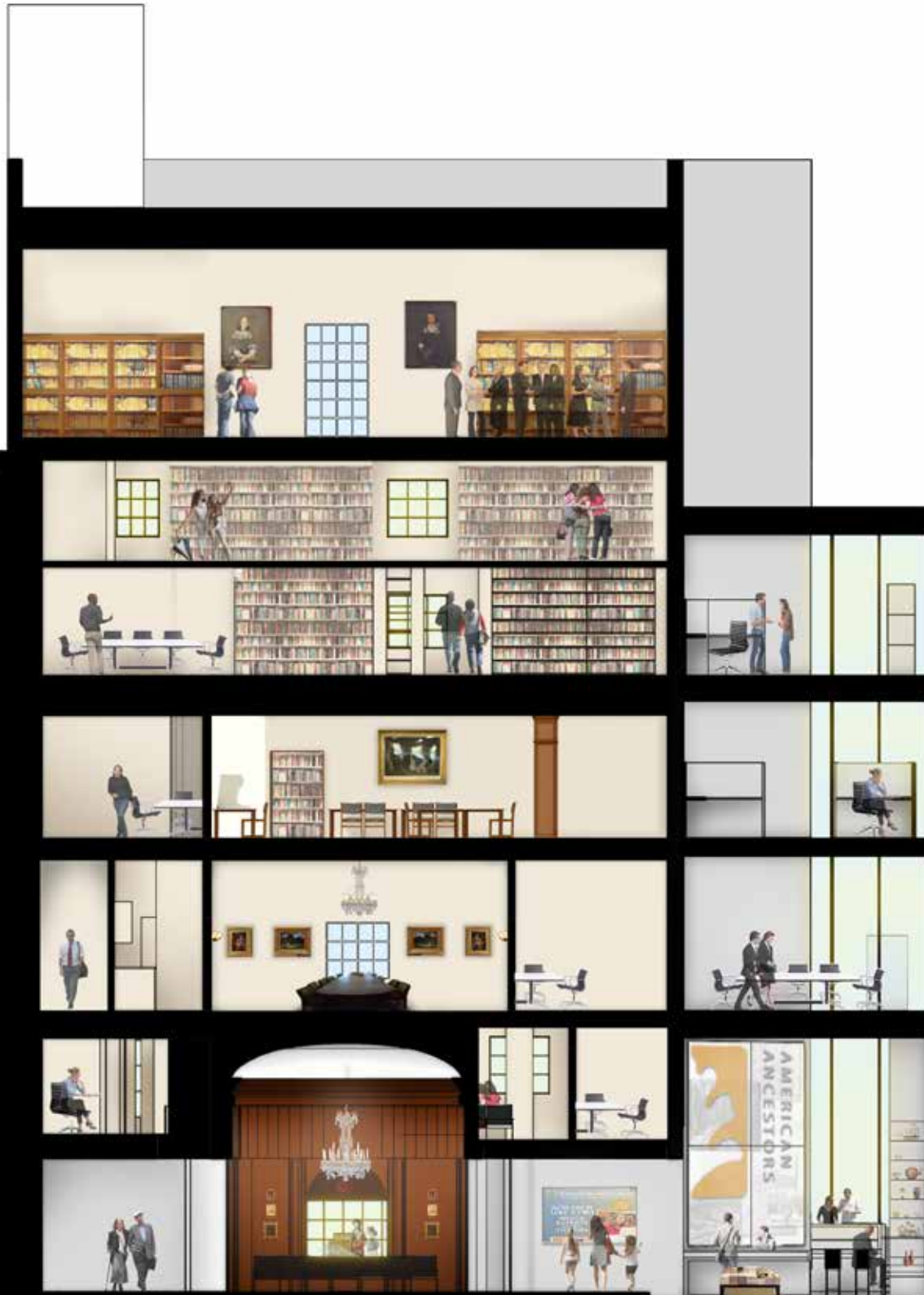
Expanding our reach

Visitors will be drawn to a new, modern facility on Newbury Street, featuring a stunning glass façade and outdoor café-style seating. After being warmly greeted, visitors will enter an expanded **Visitor Complex**, home to a technology-rich, multi-generation friendly **Discovery Center** featuring computer kiosks, visitor recording booths, multi-media presentations, visiting exhibitions and museum installations that explore themes of heritage, freedom, and immigration. The Discovery Center will connect to several other spaces that support innovative family history experiences, including a **Learning Center** and **Lecture Hall** offering programming aimed at new and existing audiences. Visitors will also enjoy a **Museum Store** with an array of family- and local history-themed merchandise, as well as convenient food and beverage services.

Spaces on the remaining floors will include new homes for our **Scholarly Publishing Center**, expanding the footprint for the team that produces the world's leading genealogical publications; the **Jewish Heritage Center's** staff, collections, and archives (including new exhibition space); and a **Business Management Center** supporting internal operations.

A first-floor **Gateway** will link the two buildings, creating an expanded campus network, and a new elevator and a staircase will connect all floors of both buildings. Advanced **Fire Protection**, updated **Mechanical Systems**, and Accessibility Upgrades will be made to the integrated buildings. Large energy efficient windows will be added on Newbury Street, and glass paneling will direct light to offices on the rear side of the building. Two new roof decks will enhance the visitor experience.

This new wing and the expanded first floor **Visitor Complex** will attract thousands of members, families, and tourists visiting Boston. By supporting this initiative, donors will help preserve the great American story for present and future generations—as told through the lives and legacies of countless millions of people who came before us.



OUTCOMES

An expansion of our physical space will allow us to create a lively and popular destination for anyone interested in the pursuit of family history. Project goals include:

- Establishing our headquarters as a national visitor destination
- Increasing visitor attendance and cultivating interest in family history among new audiences
- Engaging and mentoring future generations of genealogists and historians
- Doubling capacity for educational programs through expanded, more welcoming onsite spaces
- Leveraging state-of-the-art digital technology throughout the facility, in keeping with a modern learning experience
- Enlarging space for internal staff use, including meeting rooms and workspaces
- Growing the family history marketplace by serving new and existing audiences, including visiting populations
- Implementing urgently needed safety systems

Serving growing audiences

Enriching our content, both online and in-person

Our expansion project provides the best opportunity to develop new content that will be made accessible in our innovative Discovery Center and also at AmericanAncestors.org. We will gather, digitize, and transcribe materials covering the United States and more than 30 other nations to provide the best experiences for a broad and diverse audience of visitors and online users from around the world.

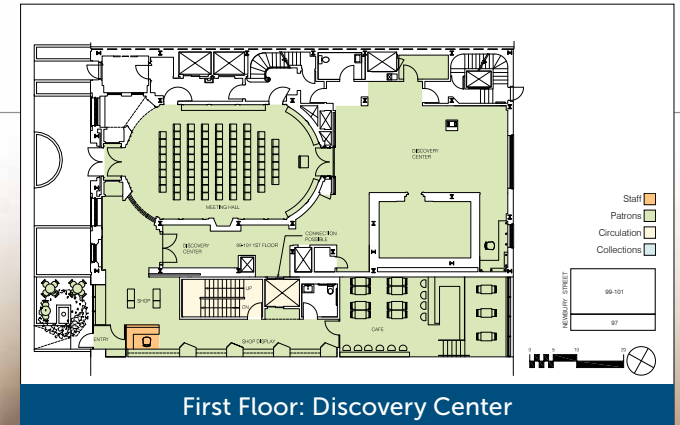
Through collaboration with content partners from across the field, we will augment our leading collections for the United States and the United Kingdom with new international materials covering several continents and countries.



New international content to be developed in support of present and future visitor demographics:

- Brazil
- China
- France
- Germany
- India
- Italy
- Japan
- Mexico

A new Discovery Center



Deepening a sense of belonging

Inspiration is at the core of our personal interactions with members and the public, and it will be a hallmark of our new **Discovery Center**. Through a state-of-the-art museum space using smart technology platforms and interactive design, we will provide exciting and powerful personal experiences to people of all ages and backgrounds.

We will feature several multi-generational activity areas, with touch screens where families and children can learn more about themselves, family history, and how tools such as DNA can be used to deepen an understanding of family origins. From these same screens, more seasoned family historians can search for original records and groundbreaking scholarship—such as our Great Migration Study Project, which documents all immigration to New England between 1620 and 1640 in detail. Visitors will also be invited to record family memories in a **Story Lab**, creating new and important material for their own personal family history archive.

The **Discovery Center** will feature immersive exhibits and online extensions that tell stories of the American experience—from immigration to westward expansion and beyond, and exploration of varied nationalities and ethnicities. School groups, families, and scholars alike will benefit from experiences and content we are uniquely qualified to provide.

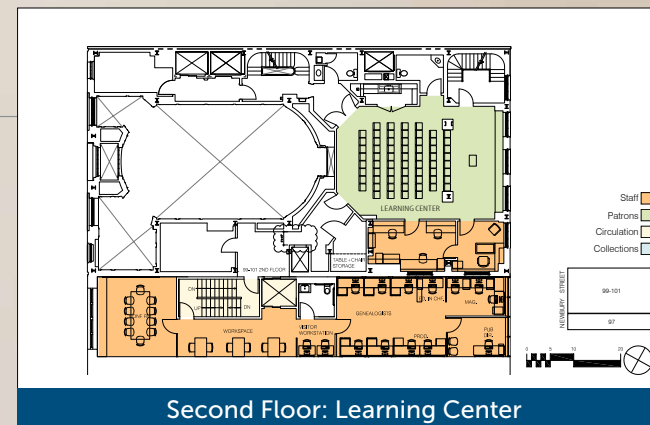
Each of our interactive exhibits will transport visitors, deepen their sense of identity and belonging, and provide a greater understanding of each visitor's place in human history.



A new Learning Center



State-of-the-art facility for in-person and virtual programming with multigenerational audiences, diverse communities, and family history scholars.



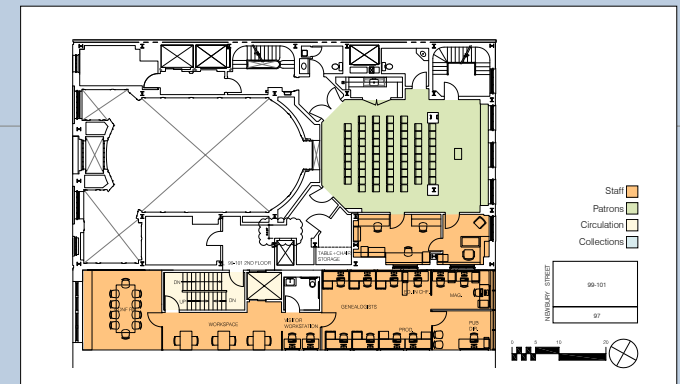
Offering transformational educational opportunities

Reaching more learners is one of our highest strategic priorities.

Our newly redesigned **Learning Center** will provide flexible classroom and broadcast space to reach a global audience of all ages and backgrounds. We will welcome school groups, lifelong learners, and remote audiences—bringing our scholarship, collections, and expertise to the world.

Just as we invest in our physical **Learning Center**, we will develop a virtual visit experience using web-based and mobile technologies, so that members of the public will be able to attend lectures and seminars remotely, receive research assistance and guidance from our professional genealogists via video-chat, access thousands of digitized books in a virtual library, and access billions of database records on any computer, smartphone, or tablet.

A new Scholarly Publishing Center



Second Floor: Scholarly Publishing Center



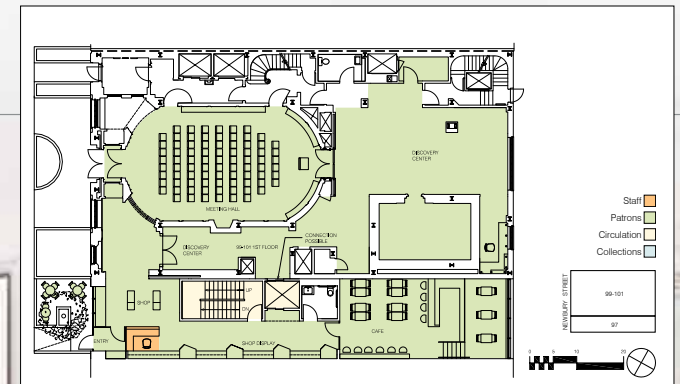
The leader in family history scholarship

For almost two hundred years, we have published the most important sources in family history—articles, source records, compiled genealogies, scholarly compendia such as the Great Migration and Early New England Families Study Projects, methodological guides, and much more, and yet we never had a centralized complex for the production of this authoritative content.

Today, we publish up to twenty books a year in addition to a member magazine, two journals, a weekly newsletter, and an almost-daily online blog. Our new **Scholarly Publishing Center** will combine our editorial, book research, and production staff spaces into a new center where our large volume for scholarly output can be orchestrated in a collaborative setting and provide better tools for our authors, editors, researchers, designers, indexers, production personnel, and project managers.



A new Museum Store



First Floor: Museum Book Store

Experiential destination retail and café experience

Our expanded headquarters will feature an immersive shopping experience with an extensive array of exceptional gifts, books, prints, toys, games, and accessories exclusively curated from our collections.

Working with specialized partners, we will create a vibrant shopping destination that attracts in-person customers and online sales from around the world.

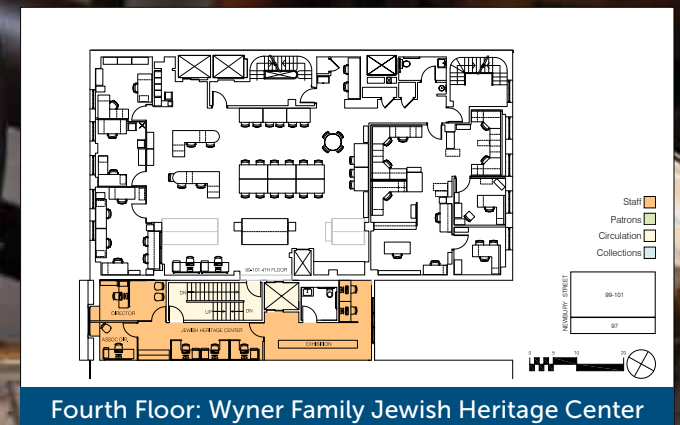
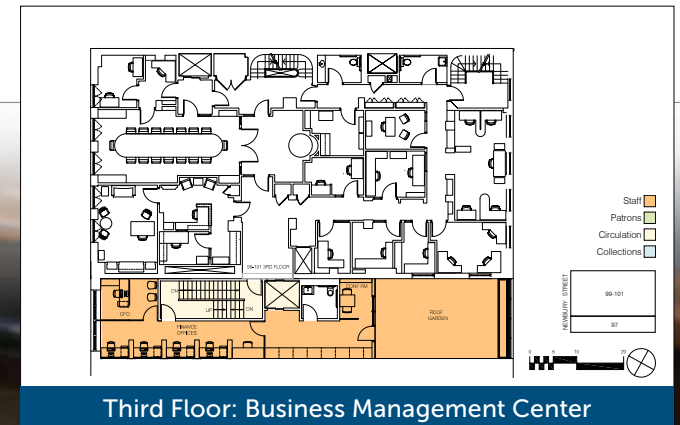
With unique merchandise that celebrates family and explores American history, DNA, diversity, immigration, women's history, and more, our new **Museum Store** will advance our mission and significantly contribute to the financial sustainability of our institution.

Visitors will also be able to enjoy a café-style dining experience with indoor and outdoor seating.

Other new Centers

With an expanded campus, vital activity areas will have dedicated spaces to thrive and grow as they support key internal and external activities.

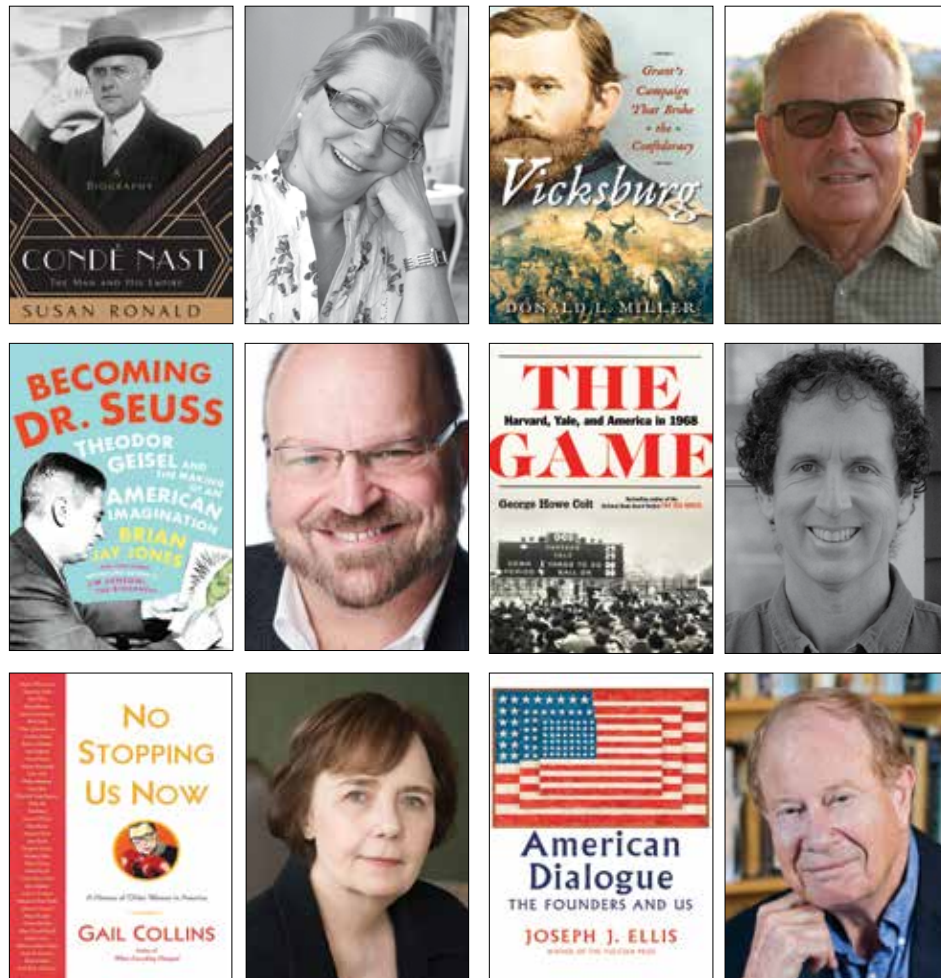
The Jewish Heritage Center will have a devoted space to serve as a destination for researchers and the public to explore the histories of Jewish families and institutions in New England and beyond. In our expanded headquarters, we will engage historians, genealogists, partner organizations, and the general public in the study of Jewish history, culture, and legacies through our extensive archival collections, educational programs, exhibits, and public events.



Our new Business Management Center will centralize our finance and accounting professionals into a single location allowing the team to work more collaboratively and efficiently to support our growing and complex operations. As the largest history nonprofit based in Massachusetts, supported by a full-time staff of more than 100 genealogists, historians, and professionals who serve nearly 300,000 members and millions of online users from around the world, it's imperative that we create effective new workspaces so that we can perform as a national and international industry leader.

Connecting through American Inspiration

Be inspired by today's best-known, best-loved authors. Our new **American Inspiration** series presents best-selling authors and their books exploring themes of personal identity, families and immigration, and social and cultural history. These celebrated writers—including *New York Times* columnist Gail Collins, NPR's Scott Simon, and Pulitzer Prize-winning historian Joseph Ellis—are engaging literary audiences in lively dialogues about their latest works.



New safety enhancements

A vital component of the Cornerstone Project will be the implementation of critical life safety and fire suppression systems to safeguard our most valuable resources: people and collections.

We must make sweeping upgrades to our facilities by utilizing leading technologies and practices for safety and security.

Fire Suppression

We will add a water mist fire protection system that uses small amounts of water to displace oxygen at the site of a fire, as well as cool surrounding areas to prevent a fire from spreading or reigniting. Water mist technologies keep both damage and downtime to a minimum.

The system uses a pure water mist, which is completely harmless to people and the environment. Spaces do not need to be evacuated or closed off for the system to be activated, and they can also be entered while the system is discharging without posing any risk to human life or affecting fire-fighting efficiency.

Facilities and Accessibility Upgrades

In addition to fire suppression, through the Cornerstone Project, we will make Americans with Disabilities Act (ADA) compliance upgrades to the facility, add a new elevator, add a new egress stairwell, mount new emergency lighting, add improved security and intrusion alarms, and supply additional Automated External Defibrillator devices throughout the campus.

How to contribute

Join the Cornerstone Campaign

We are at a pivotal moment in our history, where increasing capacity and increasing engagement will ensure that our track record of excellence and prominence in the field of family history and genealogy will continue for generations to come.

Contributions will ensure our success in three key areas:

Safeguard Financial Sustainability and Grow Operations to Meet Constituent Demand

Gifts will support:

- Exterior and interior enhancements, energy efficiency measures, and ADA compliance
- Upgraded heating, ventilation, and air-conditioning (HVAC) systems
- New fire suppression, electrical systems, stairs, and elevator

Increase Public Access to Diverse Groups and Preserve Legacies in the new Discovery Center

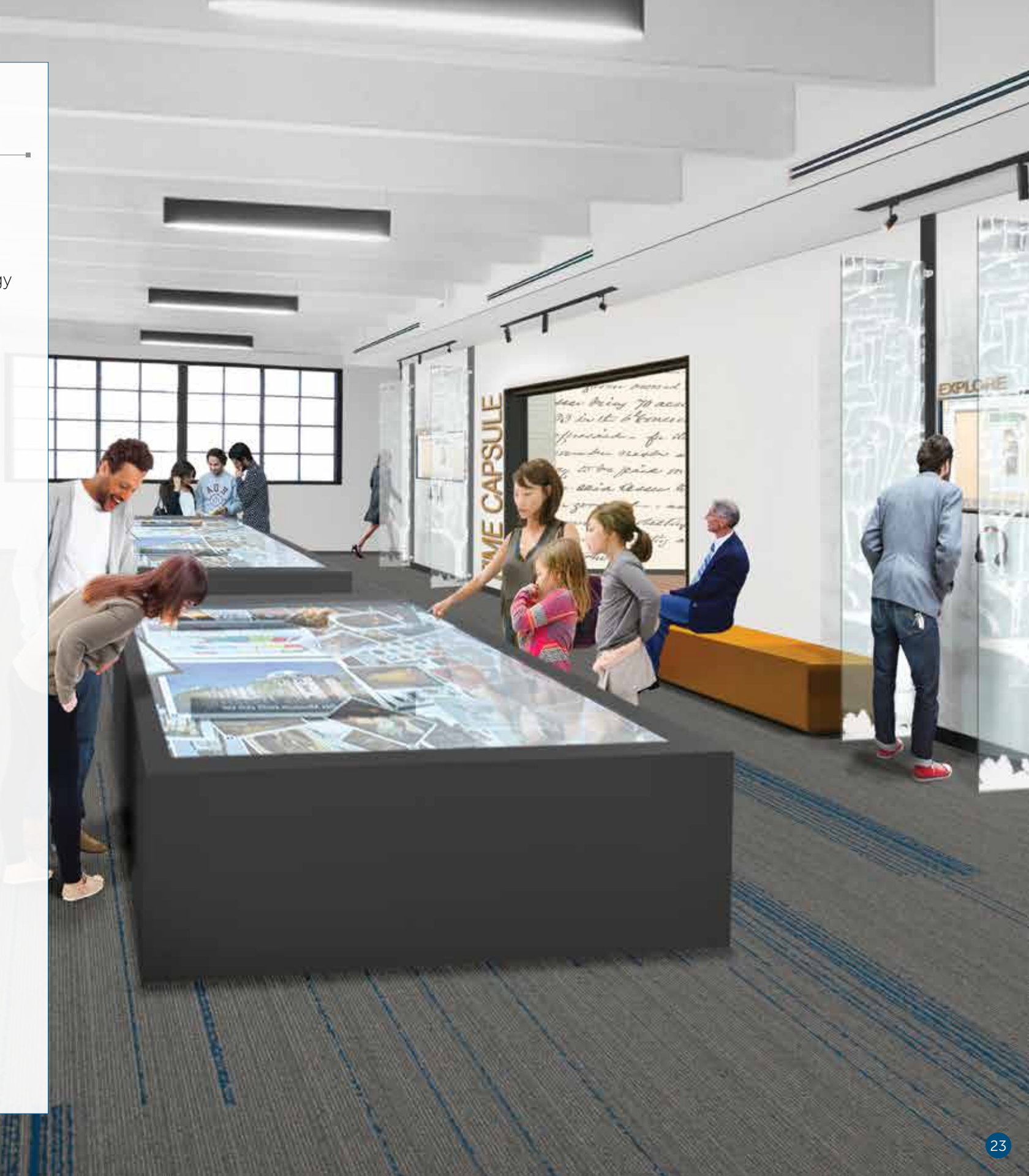
Gifts will support:

- Large first floor openings between both buildings to enhance visitor experience
- Flexible space for exhibits using museum technologies to create interactive visitor experiences
- Engagement of the community, tourists, and shoppers on Newbury Street to learn more about family history through innovative programs and events

Broaden Scholarly and Community Engagement in the new Learning Center

Gifts will support:

- Programs with young people and elders
- Enhanced audiovisual equipment for projection and recording of lectures
- Specialized educational programs and lecture series to meet the diverse needs of members, community groups, and the public



Ways to give

By supporting the Cornerstone Campaign now, we will continue to provide comprehensive expert family history services with historical narrative and cultural context for generations to come.

Your participation will help ensure the success of this campaign.

Gifts of any amount will help to complete this important project and will be acknowledged in the Annual Report following the successful conclusion of the Cornerstone Campaign.

Campaign gifts can be made in a single payment or pledged and paid over a three-to-five-year period with:

- Cash
- Gifts of appreciated securities
- Planned gifts, including IRA distributions and life income arrangements

Please contact Susan Fugliese and our Development Team for more information at 617-226-1218 or development@nehgs.org.

We gratefully acknowledge leadership gifts already made to our Cornerstone Campaign. Our roll of donors will be regularly updated.



To advance the study of family history in America and beyond, we educate, inspire, and connect people through our scholarship, programs, collections, and expertise.

Serving nearly 300,000 members and millions of online users with 1.4 billion records on AmericanAncestors.org.