The University of Michigan Museum of Natural History

THE POWER

The University of Michigan Museum of Natural History has a distinguished tradition in the Ann Arbor community dating from 1837, when a "Cabinet of Natural History" was authorized at the first meeting of the Board of Regents. A building was dedicated as a natural history museum in the 1870s to house a collection of over 60,000 specimens. Since that time, the Museum has become a dynamic, evolving organization in the community that engages thousands of local schoolchildren and draws over 135,000 visitors from Michigan and beyond.

Exhibits and creative educational programs inspire diverse audiences to explore scientific research and discovery at every level. Each year, U-M student docents and museum educators interpret world-class collections and research to visitors from the University, local K-12 school groups, and the Ann Arbor community. The Museum was awarded the Kathleen Power Collaboration Award from Nonprofit Enterprise at Work (NEW) and has received recognition...
for its leadership with libraries in five southeast Michigan counties through the award-winning Family Reading and Science Program.

THE OPPORTUNITIES

The University of Michigan is at the forefront of exciting new scientific discoveries about our changing natural world. The Museum is uniquely positioned to serve as the public window into the University’s research. In collaboration with the University’s world-class museums of Paleontology, Zoology, and Anthropology, the University Herbarium, and with several science departments, the Museum provides an unparalleled opportunity for the community to engage with cutting-edge research. Annual activities include community discovery days, public lectures, demonstrations, teacher training days, summer camp, dinosaur tours and theme semesters on a natural history topic.

In 2019, the Museum will take a historic step moving from the Ruthven building, where it has served the public for 96 years, into its home in the newly constructed Biological Sciences Building (BSB). The new museum will be the gateway to the sciences at U-M, a jewel in southeast Michigan, and the hub of science education across the region. This state-of-the-art facility will provide students, faculty, and the community with unprecedented interactive access to current U-M research. In addition, it will provide highly visible naming opportunities in recognition of funding support for the Museum’s work as a teaching laboratory that enables people of all ages to learn about the natural world, engage in inquiry, build their skills as problem-solvers, and become skilled in communicating scientific ideas to the world.

THE IMPACT

The U-M Museum of Natural History’s new building will offer the University of Michigan Credit Union a once-in-a-lifetime opportunity to provide transformational funding support for an institution that is highly visible and valued by the Ann Arbor community, southeast Michigan, and the University at large. A significant gift will help to educate hundreds of thousands of area residents for generations and may be recognized by a naming opportunity of a signature area in the new Museum facility.

Museum Atrium Entry

$2.5M endowed to name*

The new Biological Sciences Building will feature a stunning, five-story atrium entrance into the Museum to delight and engage more than 200,000 students and visitors each year. Exhibit experiences could include a multimedia display on the nature and work of scientific inquiry highlighting the current research activities taking place in the building. The dramatic
signature exhibit, our beloved mastodon couple, will introduce visitors to the nature and
science themes of the Museum. Visitors will be welcomed at the staffed information desk
that will feature digital displays and information about programs and events. The theme of
the lobby, “Our Wonderful World,” may include spectacular nature photography, a gigantic
image of Earth from space on the wall or floor, or other displays. This memorable gateway
will define and enrich the public’s Museum experience. A gift of $2.5M to create an
endowment that would provide ongoing resources for this spectacular and ever changing
entry experience could be recognized by a naming opportunity.

Science Garden

$200,000 expendable plus $50,000 endowed to name*

On the terraced landscape outside the Museum lobby, native plantings will attract native
fauna such as birds, butterflies, and other pollinators. Interpretive elements will encourage
visitors to look closely at the landscape and to consider the way nature and humans interact
here on our campus. Highly visible to all who pass by or enter the Museum, your support
will be noted on outdoor signage and recognized by Museum visitors, students, faculty, and
staff for decades to come. A modest endowment along with the expendable gift will provide
the funds to replace plantings and update the hardscape on an ongoing basis.

Family Reading & Science Program

$250,000 expendable over 3 years*

Facilitated by U-M students and recent graduates, the Family Reading & Science Program
serves more than 3,000 children and parents each year. The award-winning program is a
collaboration between the Museum and dozens of public libraries in Washtenaw and four
neighboring counties. The Museum provides a series of three, monthly themed workshops
at each library location. These workshops are free and introduce participants to science
facts, concepts, and vocabulary through fun-filled learning activities that foster positive,
constructive interactions between parents or caregivers and their children.

Now in its 15th year, the Family Reading & Science Program has successfully served to
increase family involvement in children’s science learning, promote scientific interest and
understanding, and encourage lifelong learning behaviors. The program culminates each
year with a theme-based “Discovery Day” at the Museum. Funding support for this program
would be widely recognized in the variety of posters, fliers and other literature that we
distribute through local libraries, as well as on campus, to publicize this popular program.

*Payment of all pledges may be made over a number of years.
For more information about these or other opportunities please contact:
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