

# REBUILDING THE FUTURE

*For the immigrant spirit in each of us.*

NATIONAL  
CZECH &  
SLOVAK  
MUSEUM &  
LIBRARY



HOLLAND-AMERICA LINE.  
T.S.S. **RJNDAM**  
from Rotterdam, Date **26 SEP 1923**  
Manifest Sheet No. **5** List No. **6**

Name of Passenger and address of destination  
*Barbara Vikiene*  
*Op 401 - John Vikiens*  
*264 N. Chicago St. Kenosha*  
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# BUILDING ON THE STRENGTH OF GENERATIONS

The National Czech & Slovak Museum & Library represents the endurance of people who endeavored through centuries to protect and improve their way of life. It honors people who searched for truth. The people who struggled to be free, to be themselves, who settled new lands, learned new ways, yet retained their cultural identity and heritage. And the museum and library embodies the spirit of Czechs and Slovaks making history today.

The NCSML celebrates the immigrant spirit in each of us.



“I am pleased to give my full support to the National Czech & Slovak Museum & Library as its leaders plan and build a new future. The Museum is a wonderful source of information and education, of treasured memory and ongoing hope. Its courageous campaign to recover from disastrous flooding is in keeping with the resilience shown by the Czech and Slovak peoples, who have kept their language and culture alive through centuries of repression. The Czech and Slovak story has vital lessons for us all about the value of freedom and the importance of showing respect for basic human rights. By supporting the museum and library, we can keep that story alive for generations to come.

The Honorable Madeleine K. Albright  
U.S. Secretary of State, 1997-2001  
NCSML National Advisory Board



# REBUILDING THE FUTURE

*For the immigrant spirit in each of us.*

On June 13, 2008 the world watched in disbelief as Cedar Rapids, Iowa and the National Czech & Slovak Museum & Library were inundated by the worst flood on record – a flood that exceeded predictions not by inches, but by feet.

The damage was unimaginable, and it looked as if an icon had been lost. But in the footsteps of the early immigrants, in typical American fashion, the NCSML board took stock, and began planning for not just a recovery, but a renaissance.



With your encouragement and support we began to see beyond the immediate scope of disaster to a bold vision. It is now clear that **our mission to be the nation's foremost institution preserving and interpreting Czech and Slovak history and culture is more relevant and more achievable than ever.**

Despite the waves of challenges presented by the flood, our organization is strong. We have a solid balance sheet and cash reserves that have allowed us to not just stay afloat, but to put in place a bold, actionable plan that is built upon past achievements and that will ensure that the stories we tell will be enjoyed by generations to come.

The time is now. With your support we can achieve the vision. In 2012, just four years after the flood, we will invite you to stand with us when we unveil an icon and celebrate a truly national museum.

*Sue Plotz Olson*

Sue Plotz Olson  
Board Chairman

## State of the Museum and Library

- Accredited by the American Association of Museums.
- Six to eight exhibitions and 150 programs and events per year.
- More than 50 area schools served annually. In 2007, nearly 3,000 students toured the museum on study trips.
- 1,500 members from across the U.S.
- Library collection of more than 30,000 items; artifact collection more than 9,000 items.
- \$2 million in invested endowment and 36 members in the Legacy Society, which honors those who have named NCSML in their estate plans.
- No debt.

## Hall-Perrine Challenges NCSML to Raise \$6 Million

The NCSML has received a \$3 million challenge grant from The Hall-Perrine Foundation for its plan to rebuild. Hall-Perrine will contribute \$1 for every \$2 raised, so \$6 million in committed pledges or cash is needed to meet the \$3 million challenge.

Receiving this challenge grant from The Hall-Perrine Foundation is a catalyst for recovery and expansion of the museum and library. The grant recognizes the sound planning, inspired vision and financial feasibility that promise the successful implementation of the NCSML recovery plan.

The board, staff and members of NCSML are extremely thankful to the Hall-Perrine Foundation for their endorsement of our mission and vote of confidence for our rebuilding.

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*"The National Czech & Slovak Museum & Library ... is a wonderful tribute to two cultures and two peoples and to the contributions the Czech and Slovak immigrants and their descendents have made, and continue to make, to our great nation."*

President Bill Clinton

From his speech at the dedication of NCSML  
October, 21, 1995



Michal Kováč, President of the Slovak Republic and Vacláv Havel, President of the Czech Republic pictured with President Clinton.

## Rebuilding the Vision

Since the flood of 2008, we have been a museum and library coping with damage to all five of our buildings. Needless to say, a lot of thought has focused on bricks and mortar. But buildings are like the covers of books. They hold the stories that live inside. What makes a museum important is its message; what it makes us think, how it makes us feel, and how it compels us to act.

The NCSML's messages are inspired by the values that Czechs and Slovaks espoused, fought for, and gave meaning to – freedom, identity, family, democracy, sacrifice and leadership. These timeless values of the immigrant Czechs and Slovaks are just as important today as they have been throughout history. They hold lessons for all of us who desire to know ourselves and our heritage and deserve to be actively revisited at a time when they were never more vital. You will find their influence in all we do.

**Enriching art and culture.** Freedom allows the celebration of a rich, old world culture that is revealed through dance, music, fine art, food and the material expressions of culture – costumes, textiles, crystal, glass, porcelain, garnets and more. These important components of the NCSML collection are celebrated for the pure joy they bring and the meaning they hold.

**A library of significance.** Ours is a library that not only houses a collection that now numbers more than 30,000 rare items, but also actively captures primary source materials from individuals, families and organizations – oral histories, personal papers, photographs and periodicals. Researchers worldwide consult these for their work.

**An exhibit experience that transcends walls.** A new permanent exhibition will place actual stories in the context of the history of the homelands and immigration using the lens of Czech- and Slovak-Americans, who, over one hundred and fifty years, helped form our nation. Educational curriculum and activities for thousands of school children are derived from this experience. Additionally, local and national visitors will find old world history and culture and new world struggles and stories to engage their minds and kindle their imaginations.

**Fostering important dialogue.** Picture a national center where these important ideas, events and values that transcend time and place are examined and discussed. Can a museum facilitate this kind of discovery? Yes, it can. And it must. By 2034, minorities are likely to comprise just under half of the population. Communities will need new and better ways to develop understanding across cultures and appreciation of what it is to be an American. The NCSML has never shied away from difficult issues and will continue to be a safe place for dialogue on important contemporary topics, often offering the opportunity to interact with national and international experts.

The NCSML is recognized as a leader...a destination...a resource. We are embarking on a path that ensures our work remains relevant, a plan that advances our national mission well into the future. It's an exciting time, please join us!

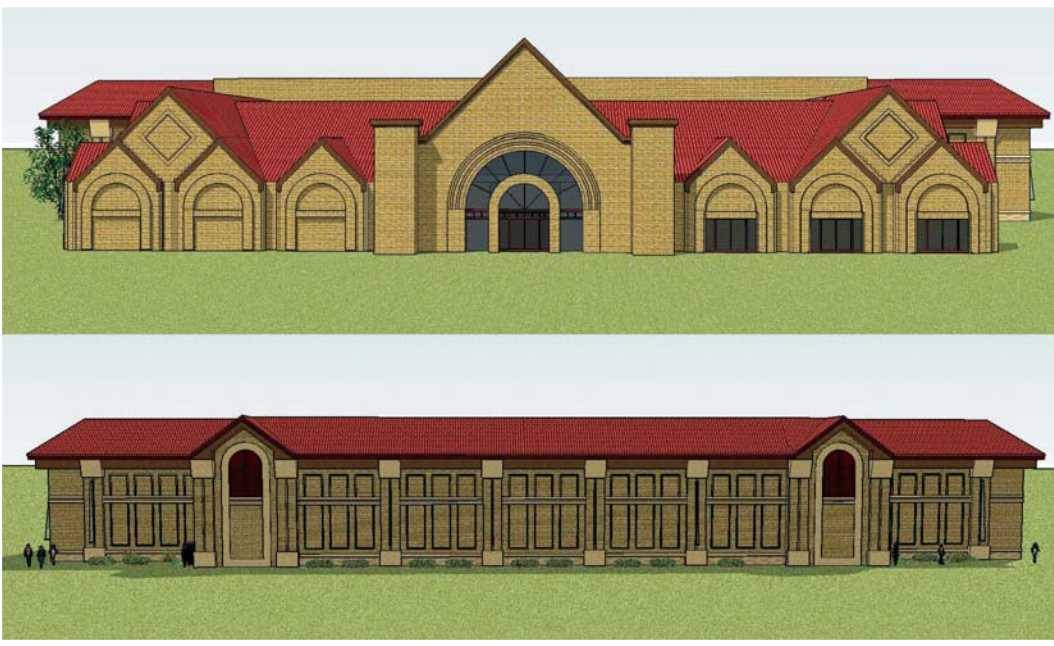


Sincerely,

Handwritten signature of Gail Naughton in black ink.

Gail Naughton  
President/CEO

Drawing courtesy of Durrant



The floor level is projected to be raised three feet above the 2008 flood level and placed on top of a parking facility.

## The future home of the National Czech & Slovak Museum & Library

In his speech on the ten-year anniversary of the formation of Czechoslovakia, the first president of democratic Czechoslovakia T. G. Masaryk said,

*“We began with empty hands... yet we have stood the test.”*



The new 50,000-square-foot museum and library will feature:

1. A monumental move! The flood-damaged building will be saved and incorporated into the design of an expanded museum and library after being moved to a new higher foundation.
2. A permanent exhibition doubled in size, covering the dramatic immigration story of Czech- and Slovak-Americans.
3. A 5,500-square-foot library and archives that will encompass genealogy services, oral histories, and research.
4. Multi-purpose public and educational programming space that will seat 250 at tables and 400 for programs.
5. Three galleries for permanent and temporary exhibitions.
6. A 55-seat theatre for films, lectures, and programs.
7. Outdoor amphitheater for heritage, musical, and theatrical programs.
8. Collections, original artwork and artifacts on display throughout the building.
9. A terrace with views of the river and downtown skyline.
10. Protection from future flooding: The museum will be elevated three feet above the 2008 flood level.
11. Underground parking for 65 vehicles.
12. LEED certified energy efficient design.



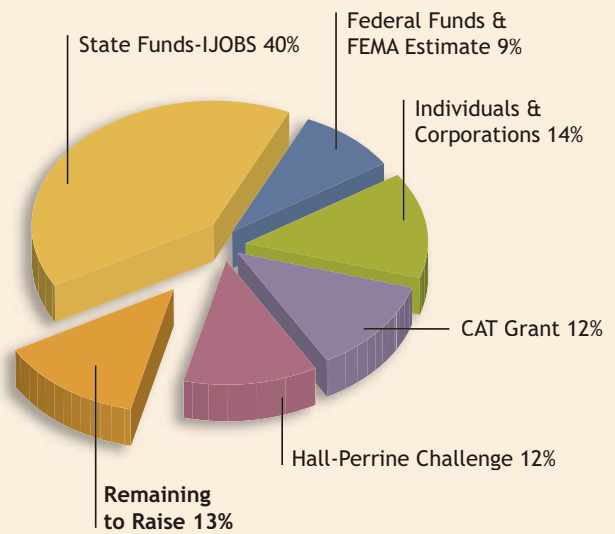
Drawing courtesy of Durrant

## How will an expanded operation be sustained?

The NCSML has carefully planned and budgeted for the new operation. For example:

- With the same frugality that saw us through recession and disaster recovery, the board of directors has pledged that our vision will be backed by cash and pledges – in hand – before we move an ounce of dirt.
- A minimum of \$2 million will be added to the endowment, providing interest earnings every year toward the operating budget.
- A professional marketing study concluded that the time is right for expansion, that it will be financially sustainable and that doing so will allow us to address the unmet needs of our local, regional and national audiences.
- The building itself is being designed to save operational costs. Geothermal heating and other energy initiatives will result in a savings of more than 45 percent annually over base Iowa Energy Code. The NCSML has received a grant from the Iowa Office of Energy Independence to partially fund these investments.

**Sources of Funds** Cash or Pledges as of August 1, 2010



## Goals for Rebuilding the Future:

While the new museum and library is the largest phase of the plan, it is only one of five major projects to complete recovery from the disaster of 2008. With an endowment to generate additional revenue to support increased operations costs, the goal for rebuilding totals \$25 million.

### Rising Above Exhibition and Kosek Building

Renovation in Czech Village.....	\$1,800,000
Historic Buildings Restoration.....	\$200,000
New Museum and Library.....	\$16,000,000
New Permanent Exhibition.....	\$2,500,000
Replacement of Infrastructure/Disaster Expenses.....	\$2,500,000
Endowment.....	\$2,000,000
<b>TOTAL.....</b>	<b>\$25,000,000</b>



## LEARNING FOR LIFE

The NCSML is a place where students gain better understanding of themselves, and the immigrant groups that contributed to the building and expansion of the United States from a Czech and Slovak perspective. Here, they learn about the life and culture from both historical and contemporary points of view of two important European countries. Students and youth groups visiting the museum and library have a unique opportunity to learn how neighborhoods grow and change over time, what influence citizens have within a community, and how people rise above adversity.



## Significant Economic Impact

The National Czech & Slovak Museum & Library draws international and national visitors and dignitaries to Cedar Rapids and Iowa. Before the flood the NCSML was the most visited museum by tour groups to Cedar Rapids. It hosted 35,000 visitors per year, providing **more than \$1.1 million in annual economic impact**, according to the 2008 Economic Impact Study by Americans for the Arts.\* The NCSML contributes to a diverse cultural environment and a vibrant quality of life within Cedar Rapids and the State of Iowa, serving as an active partner in attracting new businesses and employees to the area.

*\*A conservatively estimated 12,000 out-of-town visitors stayed an average of two days, each day spending \$46.12 on hotels, restaurants, and other attractions and events.*

## Your Gift Makes a Difference

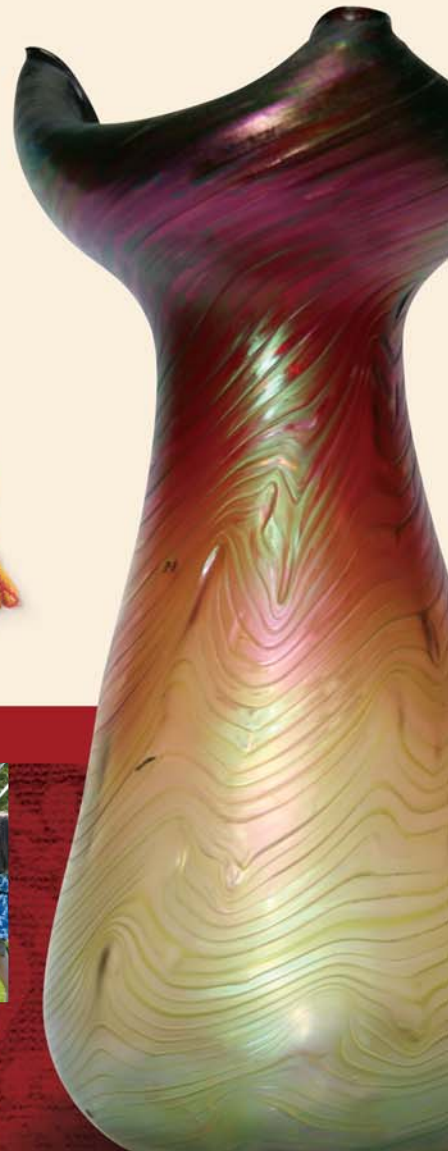
Since its humble beginning in 1978, the NCSML has been turning big ideas into reality. At this moment, it is an organization poised for a monumental transformation. Making a capital investment in our mission today will allow us to (1) *Serve* as a cultural center for the society of tomorrow; (2) *Preserve and interpret* stories of freedom and identity through innovative exhibitions and exceptional educational programs; (3) *Rebuild* the museum campus for the future.

Our vision is ambitious, but it is attainable if we use the full measure of our capacity and our imagination. Please join us.



*“My heritage is both Slovak and Czech and I credit the values my family instilled in me – hard work, determination, and perseverance – for my success in life. The National Czech & Slovak Museum & Library is very important to me, and to the preservation and teaching of those values to new generations. My compliments to the NCSML for its brilliant recovery plan – it promises an exciting future.”*

Captain Gene Cernan  
NASA Astronaut



## Campaign Leadership

### Honorary Campaign Chairs

The Honorable Madeleine K. Albright, U.S. Secretary of State, 1997-2001  
His Excellency Peter Burian, The Ambassador of the Slovak Republic  
Captain Gene Cernan  
Peter Siš  
His Excellency, Petr Kolář, The Ambassador of the Czech Republic

### Campaign Chairs

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George Drost  
Ed Hemphill  
Sally Mason  
Robert Petrik  
Richard and Barbara Pivnicka  
Gary and Cathy Rozek  
Juraj and Julie Slavik  
Dyan and John Smith

### Campaign Cabinet

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Lu Barta Barron  
Robert Becker  
Terri Christoffersen  
Kathy Eno  
Robert F. and Janis L. Kazimour  
Frank Mitvalsky  
Ron Olson  
Sue Plotz Olson  
Danielle Rings  
Jim Sattler  
Robert Tomanek  
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Craig Van Dyke  
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Mr. Herb Sklenar  
PhDr. Martin Votruba  
H.E. Peter Burian, The Ambassador of the Slovak Republic  
The Ambassador of the Czech Republic  
PhDr. Michal Lukeš, The National Museum in Prague  
PhDr. Peter Maráky, The National Museum in Bratislava

## Ways to Rebuild the Future

Your gift or pledge is accepted in:

Cash, credit cards, checks, securities and gifts-in-kind.

A donor may pledge any amount to the campaign and this pledge may be paid over a period of time, not to exceed five years.

## Donor Recognition Wall and Named Space Acknowledgements

All gifts of \$1,000 or greater will be acknowledged on commemorative donor recognition plaques that will be permanently displayed in the National Czech & Slovak Museum & Library Grand Hall.

There are a limited number of opportunities to name spaces in the museum and library for gifts of \$10,000 or more. A special acknowledgement plaque will be displayed in the named space.

Gifts of less than \$1,000 will be acknowledged in a commemorative publication, permanently kept in the library.



The first major step in the NCSML's recovery was the opening of the Kosek Building in Czech Village featuring the exhibition, *Rising Above: The Story of a People and the Flood*, plus a classroom, administrative offices and museum store. The exhibition tells the story of the Czech and Slovak settlement in Cedar Rapids and the story of the flood, now an indelible part of their history.

