

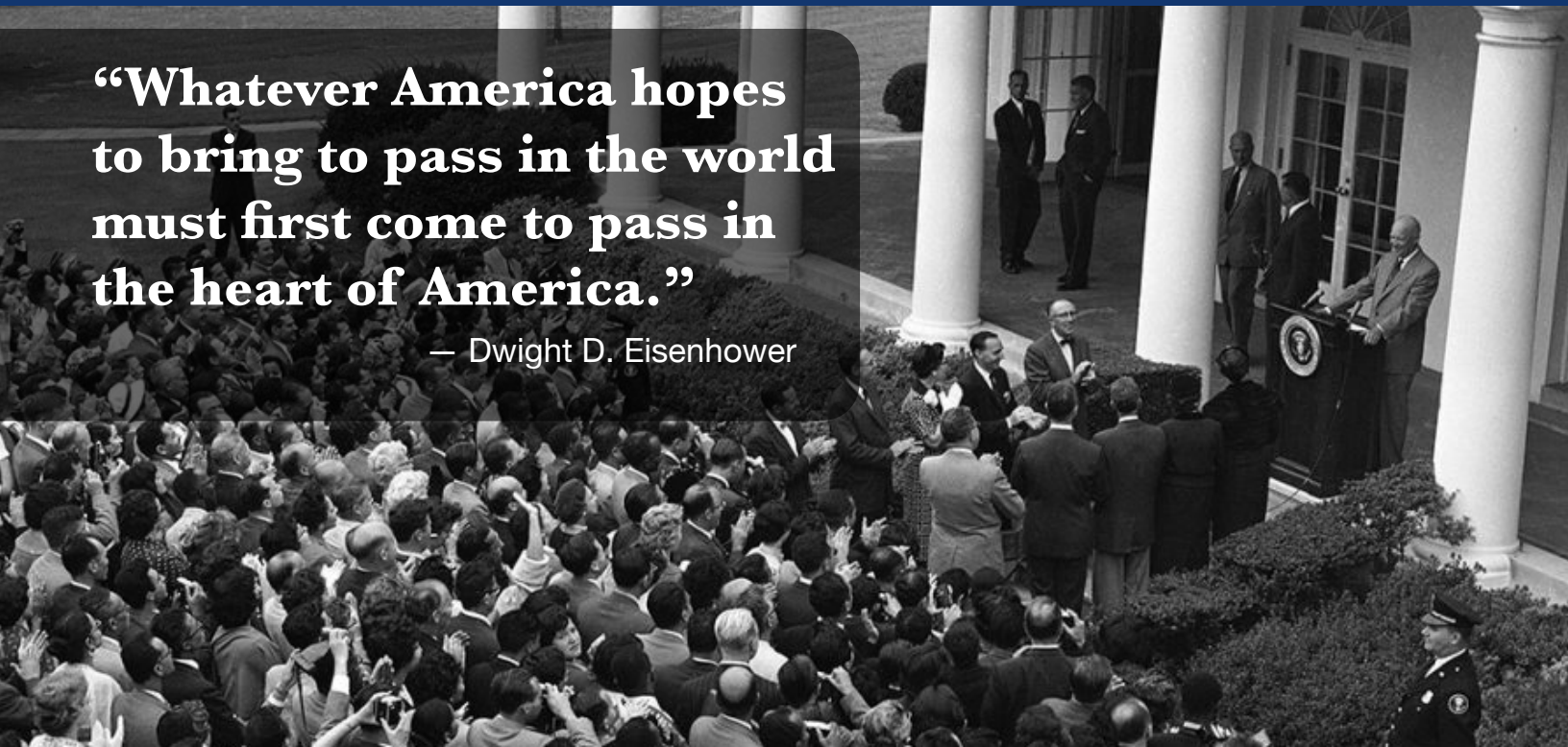


I LIKE IKE

A Campaign Championing Dwight D. Eisenhower's Lasting Legacy

**“Whatever America hopes
to bring to pass in the world
must first come to pass in
the heart of America.”**

— Dwight D. Eisenhower



Dear Friends,

My grandfather often spoke about the “heart of America.” He believed in our nation’s spirit and spent his life dedicated to peace, progress, and prosperity at home and abroad. In fact, it is our shared belief in his vision that ensures his lasting legacy and why people all over the world still say, “I Like Ike!”

The Eisenhower Foundation is dedicated to raising General and President Eisenhower’s example as a standard for Americans to take inspiration from — and to follow. In these pages you will read how the Foundation has served this mission for eight decades and our bold plan for the decades ahead.

I invite you to review this material to better understand the important work we do. I know you will share our excitement in this innovative and far-reaching vision. Your support is crucial so together we can make a significant difference for future generations.

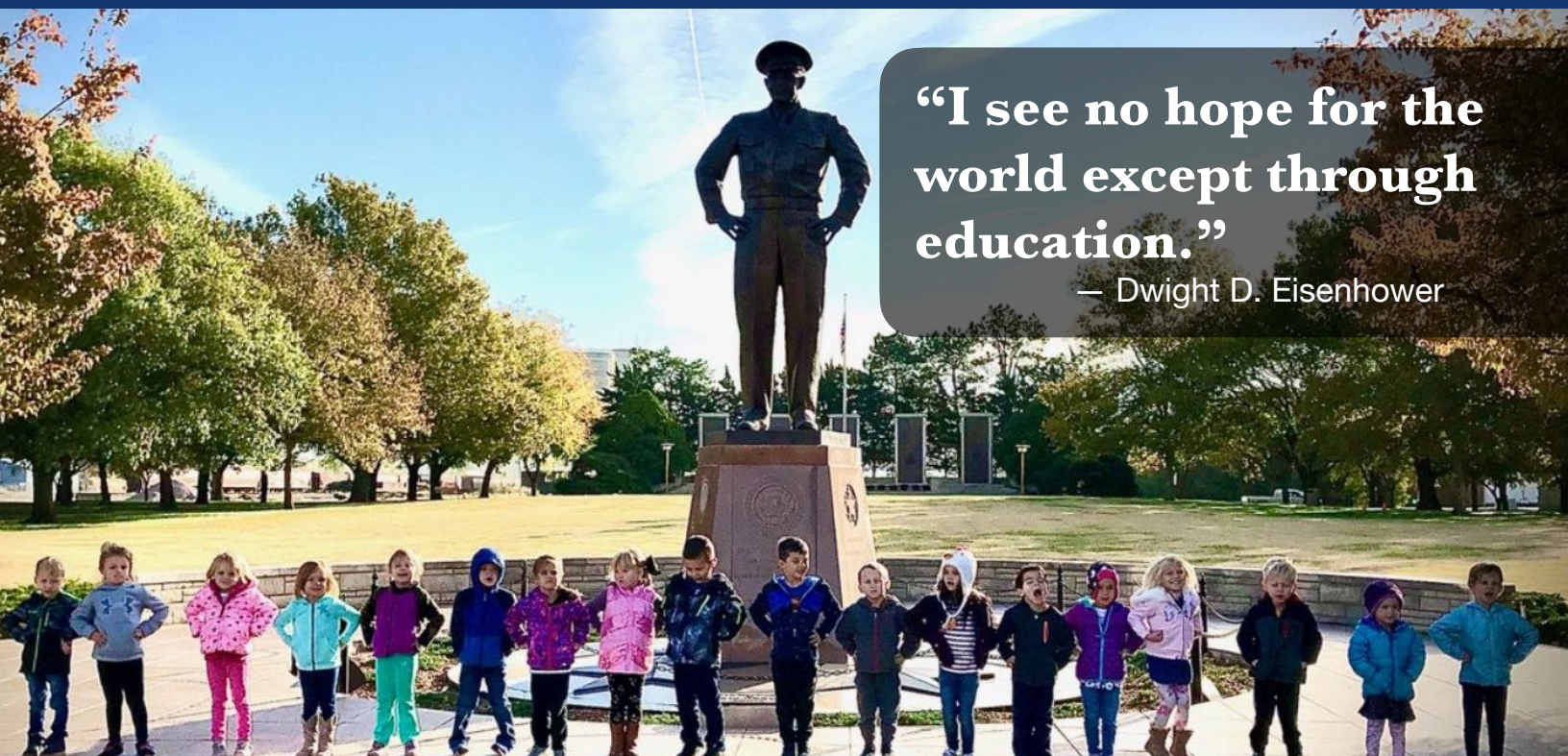
Sincerely,

Mary Jean Eisenhower

Granddaughter of Dwight D. Eisenhower & Board Member



Scan the QR code
to learn more
about our vision.



“I see no hope for the world except through education.”

— Dwight D. Eisenhower

Eisenhower Foundation: Preserving a Lasting Legacy

Since our founding in 1945, the Eisenhower Foundation’s mission has been to champion Dwight D. Eisenhower’s legacy to guide current and future generations to create their own lives of leadership and service.

Until recently, most of the Foundation’s work has been focused on our campus in Abilene, Kansas. First, acquiring land and constructing the five-building Presidential complex and donating it to the National Archives and Records Administration (NARA). Next, developing exhibits and programs to enrich the visitor experience. Then, creating innovative, education materials and lessons for students visiting campus and for staff to share in classrooms across Kansas.

IKEducation learning experiences are unique in the Presidential Library and Foundation system. Created by teachers for teachers, our programs feature topics that illuminate Ike’s life and times through inquiry-based, teacher-endorsed lessons for K-12 students.



Renovated Eisenhower Presidential Museum in 2019



Students participating in
Constitution Day
IKEducation program

“The Constitution Day program coincides with our Social Studies units on The American Revolution and the U.S. Constitution and acts as the kick off to these units. As a teacher, we can't ask for a better kick off than real, hands-on experiences and learning.”

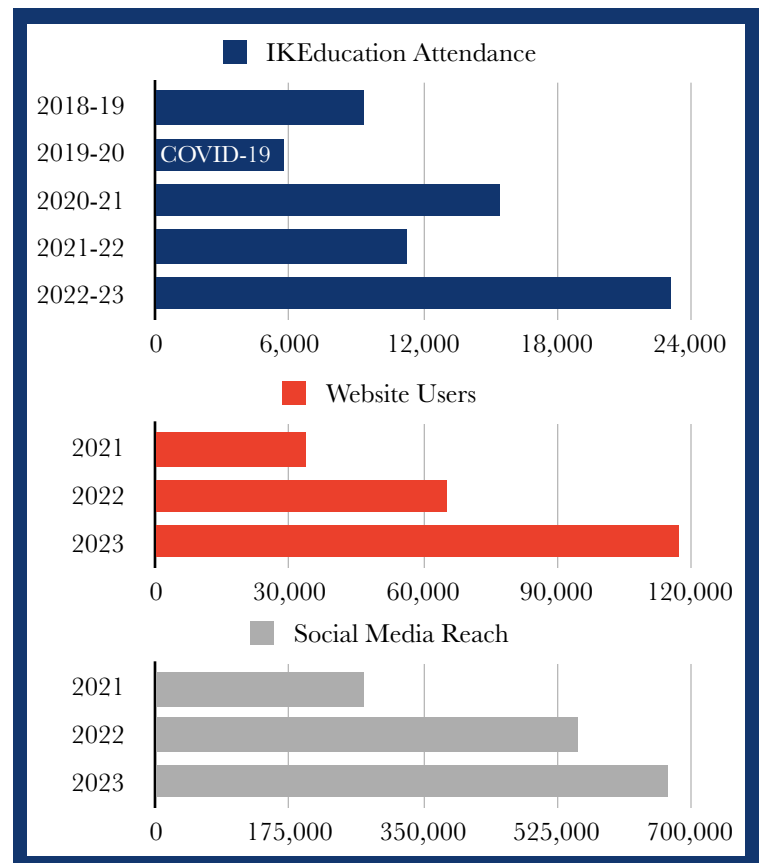
— Elementary School Teacher

Expanding Opportunities for IKEducation

The COVID-19 crisis transformed the K-12 IKEducation program. Unable to host field trips in Abilene or to visit schools, we began live-streaming our lessons. Word spread among educators and participation grew rapidly.

Today, IKEducation serves students via three platforms: onsite, online, and in schools. In 2023, 23,000 students in 39 states and three foreign countries used our programming and materials. Website users and those reached through social media also had record numbers.

However, this success is straining our capacity to handle on-campus visits, as well as challenging our online program capabilities. IKEducation needs expanded facilities to address these opportunities for growth.





Architect's rendering, west entrance of education center

A Vision for the Future

Throughout his life, Dwight D. Eisenhower set a timeless standard of high character and purpose in his service to our nation. Building on this incomparable legacy to reach a growing national and global audience, we have developed three bold ideas:



1. Leverage new technologies to connect the life and leadership of this exemplary 20th-century president to future digital generations. A new brick-and-mortar education center will transform Eisenhower's story into an interactive platform that will share his rich legacy with the world.
2. Convene national and global audiences around topics related to Eisenhower's presidency, wartime leadership and character to inform and inspire them to greater achievement and service.
3. Develop collaborative relationships that will ensure the long-term sustainability of Ike's legacy and the Eisenhower Foundation.



“For history does not long entrust the care of freedom to the weak or the timid.”

— Dwight D. Eisenhower

A Bold Plan

This is not the time to simply maintain the impressive work the Foundation has accomplished. This is the time to plan, prepare, and press forward so everyone, everywhere can realize the example of Ike’s accomplishments as the springboard for personal achievement and service. We can preserve and promote his legacy best by gaining greater prominence with national and international audiences.

Educating a growing number of students will require funding for a new building. In addition, we must focus our efforts on connecting with 21st-century learners on a global scale.

New and targeted programming to convene audiences around landmark moments during Eisenhower’s life will require additional investment. Developing this outreach will position the Foundation to further the conversation around Ike’s legacy.

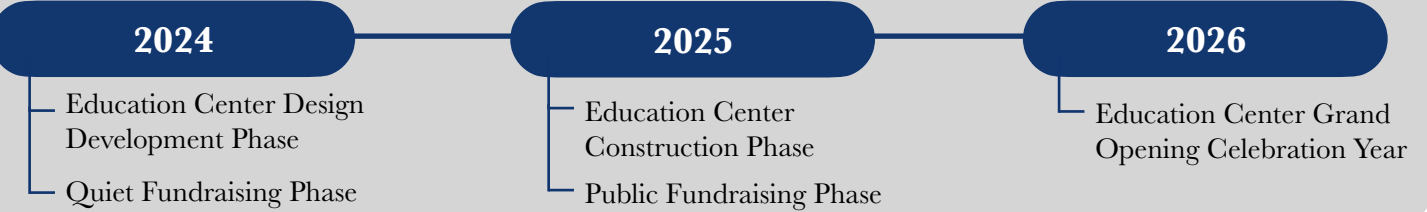
Finally, an increased endowment will ensure these initiatives are sustained well into the future. Lasting partnerships with like-minded organizations will be essential for this to be fully realized.



Campaign Goal & Timeline

Meeting the campaign goal by 2026 — the 250th anniversary of the United States of America — will enable the Eisenhower Foundation to secure Ike’s lasting legacy for decades to come.

NEED	GOAL
The Ike Impact Fund <i>Capital</i> <ul style="list-style-type: none"> Features six learning/discovery spaces for onsite and online programs, including a studio dedicated to virtual outreach. 	\$14,000,000
The IKEducation & Engagement Fund <i>Mission Support</i> <ul style="list-style-type: none"> Ongoing and future education programs, public programs, and general operations 	\$1,000,000
The Eisenhower Legacy Fund <i>Endowment</i> <ul style="list-style-type: none"> Increased support for core programs and the new building 	\$2,000,000 — \$5,000,000
Total Campaign Goal	\$17,000,000 — \$20,000,000



Mary Jean Eisenhower with elementary school students for an IKEducation program



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