



Contact: Katrina Carl
Public Relations Manager
805.884.6430
kcarl@sbma.net



THE CAMPAIGN
SANTA BARBARA
MUSEUM OF ART

Santa Barbara Museum of Art Announces Lead Gift to Imagine More Capital Campaign The Robert and Mercedes Eichholz Foundation's Contribution Totals \$5 Million with "Eichholz Inspiration" Challenge Match

February 3, 2017—The Santa Barbara Museum of Art (SBMA) is pleased to announce the largest commitment to date to the ***Imagine More*** Capital Campaign for the major renovation of its facilities. The Robert and Mercedes Eichholz Foundation has given an additional \$3 million, bringing its total gift to \$5 million. The Museum had already received a \$2 million gift over the course of a few years from the Eichholz Foundation. The new gift is in the form of a 1:2 challenge—for every \$2 the Museum raises, the Eichholz Foundation commits another \$1. The Museum must raise \$6 million to receive the entire Eichholz gift of \$3 million. This generous gift has been named the "Eichholz Inspiration" to reflect the spirit in which it was made.

Many of the Museum Board of Trustees have already stepped up to meet this challenge, with pledges to date totaling \$2,530,000 from Museum leadership, including Jane and ***Ken Anderson***, ***Patricia Aoyama*** and Chris Kleveland, Jill and ***John C. Bishop, Jr.***, ***Susan Bowey***, ***Joan Davidson*** and John Schnittker, ***Betsy*** and Jule ***Hannaford***, ***Clay Tedeschi***, Gretchen and ***Marshall Milligan***, and Starr Siegele and ***Larry Feinberg***

When the "Eichholz Inspiration" has been met, SBMA will have officially raised nearly \$32 million in pledges, well over half of the \$50 million goal set for the ***Imagine More*** Capital Campaign. The renovation project will address critical needs of the building and make improvements that will benefit staff, visitors, and the entire Santa Barbara community. The Museum has already begun construction in earnest, with current efforts focused on seismic retrofitting and structural work, and making significant improvements to art movement and storage.

Alexa Davidson Suskin, Executive Director of The Robert and Mercedes Eichholz Foundation, notes, "The Santa Barbara Museum of Art was dear to my grandmother's heart and the Eichholz Foundation is committed to helping make the complete renovation of the Museum a success. By stepping in with a lead gift as a challenge, we believe we can encourage others to contribute to this critical project as well."

Larry J. Feinberg, SBMA's Robert and Mercedes Eichholz Director and CEO, states, "All of us on the SBMA staff and board are extremely grateful for the generous—indeed, inspirational—new gift from the Eichholz Foundation, which will not only serve to fund the absolutely critical needs of this renovation project, but which also has had and will continue to have a galvanizing effect on the Museum's capital campaign. The Eichholz Foundation has been a crucial driving force behind this campaign from its inception. Our trustees have responded with their usual, exemplary generosity and enthusiasm for what is not only a necessary but also transformative project for one of our community's great treasures."

The Robert and Mercedes Eichholz Foundation was established in 2012 to support the arts, which is apropos, given that the late Robert and Mercedes Eichholz were both active supporters of the arts for decades. Their lifetime giving to SBMA spanned 30 years and totaled over \$10 million, including, in 2012, the endowment of the Museum's Director and CEO position, currently held by Larry Feinberg.

The Santa Barbara Museum of Art is one of the finest museums on the West coast and is celebrated for the superb quality of its permanent collection. Its mission is to integrate art into the lives of people through internationally recognized exhibitions and education programs, as well as the thoughtful presentation of its permanent collection.

Santa Barbara Museum of Art, 1130 State Street, Santa Barbara, CA

Open Tuesday - Sunday 11 am to 5 pm, Free Thursday Evenings 5 - 8 pm 805.963.4364 www.sbmanet