



I'm asking you to believe.  
Not in my ability  
to bring about change,  
but in yours.

PRESIDENT OBAMA





President and Mrs. Obama have adhered to one simple yet powerful idea their whole lives: **ordinary people working together can change history.**

Rooted in the example set by the Obamas over the course of their lives, the Obama Foundation is the embodiment and continuation of this vision. The mission of the Foundation is to inspire, empower, and connect people to change their world.

Most of the problems we confront in the world do not persist because we lack solutions to them. They persist because we lack the kind of inclusive, ethical leadership that can bring solutions to the people and places that need them.

With the values espoused by President and Mrs. Obama at the core of our leadership model, the Obama Foundation supports emerging leaders in removing barriers and driving systemic change at scale. We are building a global network of leaders that are:

**HOPEFUL**

*"Yes, We Can!"* Leading with hope over fear and cynicism. Inspiring others to both envision a better future and to discover and harness their own power as leaders.

**INCLUSIVE**

*"One Voice Can Change a Room."* Seeking out other voices, and centering those that aren't often heard with an equity lens. Listening openly and with empathy to different perspectives.

**COMMUNITY ORIENTED**

Seeing that the most powerful word in creating change is "We." Bridging divides, finding common ground, and building coalitions big enough to create change.

**ACCOUNTABLE**

*"When They Go Low, We Go High."* Doing the right thing even when it's hard. Leading transparently, using facts and evidence, and staying true to values and community.

**COURAGEOUS**

*"Courage Can Be Contagious."* Willingness to push beyond one's comfort zone, make sacrifices, and challenge the status quo in order to bring about change.

**INNOVATIVE**

*"We Are The Ones We've Been Waiting For."* Bringing new questions and ideas, and combining creativity with a deep understanding of an issue and community.

**STRATEGIC AND RESILIENT**

*"Hard Things Are Hard."* Focused on winning lasting change, clear on what it would look like, and willing to dive in, persevere, and adapt as needed to get there.



# INSPIRING, EMPOWERING, AND CONNECTING PEOPLE TO CHANGE THEIR WORLD.

We approach our mission through three primary avenues:



## OUR LEADERSHIP PROGRAMS

Obama Foundation programming, both in our hometown of Chicago and around the world, focuses on empowering emerging leaders—the young people committed to making their communities better—through a values-based approach. We also seek to address issues of systemic racism and gender discrimination in order to build a more diverse and representative generation of leaders.



## OBAMA PRESIDENTIAL CENTER AND OUR DIGITAL ECOSYSTEM

The Obama Presidential Center will share the Obamas' story and their leadership model with the world, and be our central convening place for emerging leaders in our programming. To serve those who cannot travel to Chicago, we will leverage our broad digital reach, unique brand power, and virtual tools to inspire, empower, and connect people around the world.



## OUR CHICAGO COMMUNITY

Chicago is the Obama Foundation's home base and the main stage for our mission. In Chicago, through partnerships and our own programming, we seek to address issues that are central to the Foundation's role as an anchor institution on the South Side, as well as call the next generation of leaders in the city to adopt an approach steeped in the leadership values that President and Mrs. Obama embody.





## OUR LEADERSHIP PROGRAMS

The President and Mrs. Obama believe that how a leader leads is as important as what they do. That's why our programming fosters a leadership approach grounded in core values that gives young leaders the tools and support they need to make real change.

The best leaders are deeply rooted in their communities. We are intentionally focused on identifying more diverse and representative leaders for our programs, connecting them to each other so they can leverage their collective power to drive systemic change.

To date, the Obama Foundation has supported thousands of young leaders around the world, from the South Side of Chicago to Johannesburg, South Africa.





The President and Mrs. Obama believe that in order to build a diverse network of emerging leaders, it is essential to address systemic racism and gender discrimination.

To make progress on specific roadblocks to equity, the Obama Foundation has two dedicated programs:

- **The My Brother's Keeper Alliance** focuses on building safe and supportive communities for boys and young men of color where they feel valued and have clear pathways to opportunity.
- **The Girls Opportunity Alliance** seeks to empower adolescent girls around the world through education, allowing them to achieve their full potential and transform their families, communities, and countries.



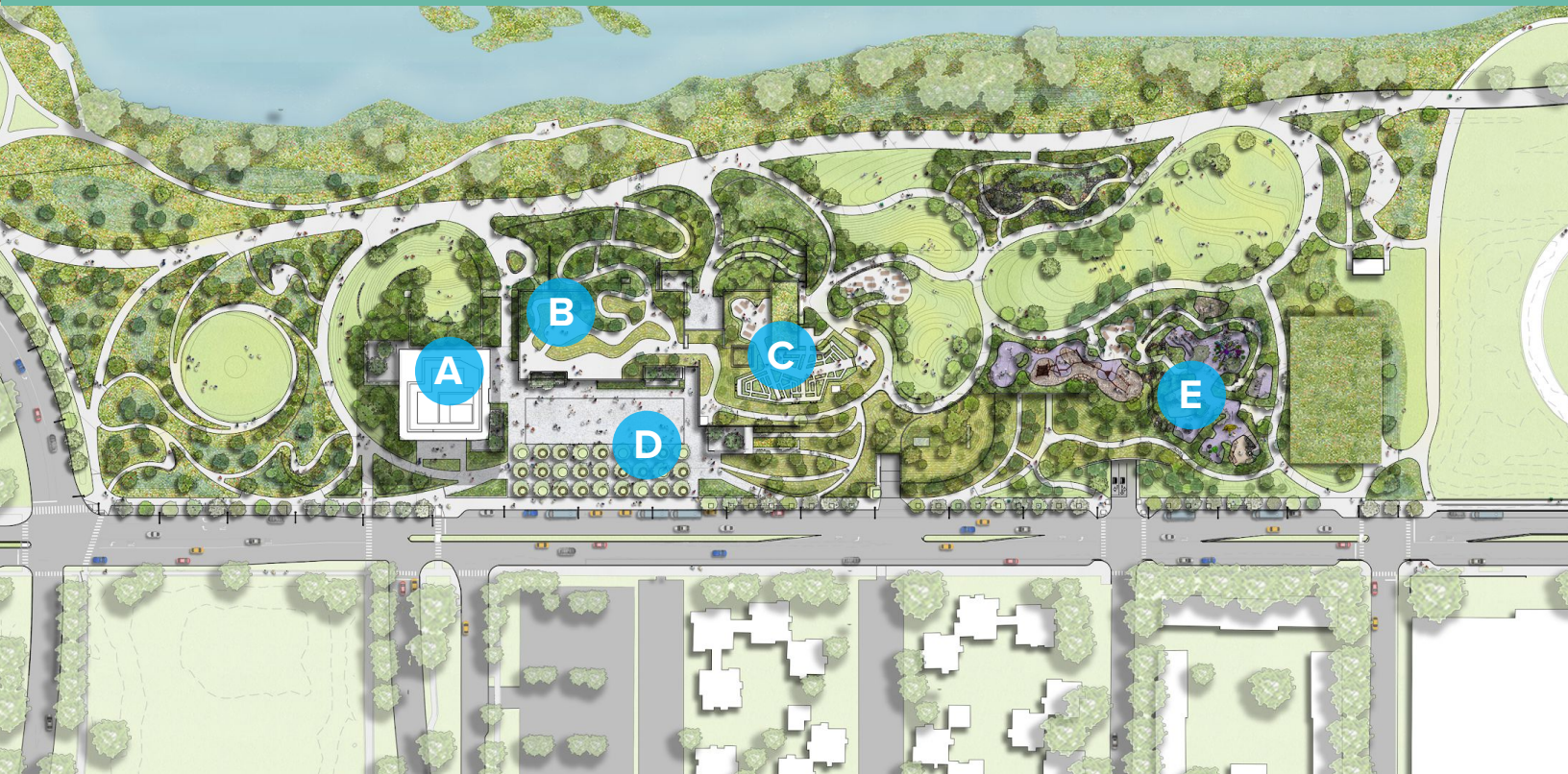


## OBAMA PRESIDENTIAL CENTER AND OUR DIGITAL ECOSYSTEM

The Obama Presidential Center will share President and Mrs. Obama's stories, as well as those that came before them, making their journey to the White House possible. It will show that *how* President and Mrs. Obama led was just as important as what they accomplished. Visitors will be prompted to reflect on how they will choose to lead in their communities after they leave the Center and return home.

Beyond the physical campus, we are investing in a digital ecosystem that will scale and democratize access to the leadership framework and encourage millions of people to take meaningful action.





A

### MUSEUM

A world-class, immersive museum that celebrates the nation's first African American President and First Lady and connects history to action

B

### FORUM

Collaborative and creative spaces for dialogue and community interaction

C

### LIBRARY

A branch of the Chicago Public Library that fosters knowledge and research

D

### PLAZA

A public space for assembly and informal and planned gatherings

E

### PARK

A place for exploration, family play activities, and community gatherings

Located on a 19.3-acre campus in historic Jackson Park on the South Side of Chicago, neighbors and visitors will be invited to explore the Center and surrounding park. Over 700,000 visitors will visit the Center annually to learn and engage with Museum exhibits and each other through a wide range of programming opportunities that help individuals find their civic voice.

Whether visiting the campus in person or connecting with the Foundation online, we will encourage all guests to see themselves as leaders with the agency to make a difference in the world and part of a larger movement to create change.





## OUR CHICAGO COMMUNITY

We are based on the South Side, where President Obama began his career, where Mrs. Obama was raised, and where—together—they made their home.

As the home base of the Foundation, Chicago and the South Side feature prominently in our programming. The Foundation is investing in tailored programs and building key partnerships to support our local community. We are focused on lifting up the work of organizations trying to create change, especially those that reflect our values-based approach to leadership. Since launching in 2017, we have partnered with dozens of local organizations that are working to make our city and community better.

## OBAMA PRESIDENTIAL CENTER ECONOMIC IMPACT

As the future home of the Obama Presidential Center, we are also prioritizing being a good neighbor and working to ensure that the Center is a resource for our Chicago community.

The Center will be an economic engine for the city at a time when investment is scarce. Following President and Mrs. Obama's lead, we know that the way we make this investment matters just as much if not more than the investment itself.

The Center will set an example for what meaningful investment in communities can look like. We are prioritizing workforce development and diversity, working hand-in-hand with the South Side community to build the Center.

# \$3.14B

TO FLOW INTO  
COOK COUNTY IN  
THE FIRST 10 YEARS,  
INCLUDING...

- \$2.1B

IN ECONOMIC IMPACT ON THE SOUTH SIDE

- At least \$150M

IN CONTRACTING THROUGH DIVERSE SUBCONTRACTORS

- Up to \$246M

IN ECONOMIC IMPACT ANNUALLY UPON FULL OPERATIONS

# 760,000

ESTIMATED DOMESTIC  
AND INTERNATIONAL  
VISITORS TO THE  
CENTER PER YEAR

# 5,000

DIRECT, INDIRECT, AND  
INDUCED JOBS WILL BE  
CREATED AND  
SUPPORTED DURING  
CONSTRUCTION OF THE  
CENTER

# 2,500

PERMANENT JOBS  
WILL BE SUPPORTED  
AS A RESULT OF THE  
CENTER

*The above data was the result of a 2016 study commissioned by The Chicago Community Trust and conducted by Deloitte Consulting. The study estimated potential economic impact of the Obama Presidential Center through its construction and first 10 years of operations.*





## A GLOBAL NETWORK OF LEADERS

If we are going to tackle the world's biggest challenges, we need representative of our diverse communities. We need leaders that are hopeful, inclusive, community-oriented, accountable, and strategic. We need leaders that lead the way President and Mrs. Obama lead.

At the Obama Foundation, we seek to inspire everyone who engages with us—whether through our global leadership programming, our local Chicago community and the future Obama Presidential Center, or online through Obama.org, social media, and our broader digital ecosystem—to see themselves as a leader and feel empowered to take action on issues that matter to them and their community.

Ultimately, we are building a global network of leaders who lead differently. A network of leaders who will drive meaningful change for years and generations to come.

# WE CANNOT ACHIEVE THESE AMBITIOUS GOALS WITHOUT PARTNERS LIKE YOU.

Your commitment will provide transformative support to the Obama Foundation, helping people and communities realize our shared vision for the world. **We hope you'll join us.**



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