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THE CAMPAIGN  
SANTA BARBARA  
MUSEUM OF ART

## Santa Barbara Museum of Art Achieves “Eichholz Inspiration” Challenge Match The Robert and Mercedes Eichholz Foundation’s Challenge Gift Raises Another \$9 Million for the Imagine More Campaign

November 17, 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 new gift came in the form of a 1:2 challenge—for every \$2 the Museum raised from current and former Trustees, the Eichholz Foundation would commit another \$1. In a single year, the Museum raised \$6 million and received the entire Eichholz commitment of \$3 million. The generous gift was named the “Eichholz Inspiration” to reflect the spirit in which it was made.

A total of 47 current and sustaining Trustees, campaign volunteers, and senior staff of the Santa Barbara Museum of Art stepped up to meet this challenge, with pledges totaling over \$6,000,000. With the completion of the “Eichholz Inspiration,” SBMA has raised over \$32 million, well over half of the \$50 million goal set for the Imagine More Capital Campaign. The very impressive list of donors who participated in this challenge includes:

Jane and **Ken Anderson**

Margaret and **J. Robert Andrews**

**Anonymous**

**Patricia Aoyama** and Chris Kleveland

**Sarah Argyropoulos**

**Gwendolyn** and Henry **Baker**

**Jill** and **John C. Bishop, Jr.**

**Patricia** and Richard **Blake**

**Susan Bowey**

Michele and **Arnold Brustin**

Robin and **Dan Cerf**

Zora and **Les Charles**

Marcia and **John Mike Cohen**

Sheila and **James Davidson**

**Joan Davidson** and John Schnittker

**Katy** and Ernest **Drew**

Christine and **Robert Emmons**

**Lois Erburu**

Starr Siegele and **Larry Feinberg**

**Audrey** and **Timothy Fisher**

**Martha** and John **Gabbert**

Dorothy and **John Gardner**

Anne and **David Gersh**

Katherine and **Richard Godfrey**

**Elaine** and Mike **Gray**

Penny Jenkins and **Gregg Hackethal**

**Betsy** and Jule **Hannaford**

**Perri Harcourt**

**Christine** and Michael **Holland**

**Judith L. Hopkinson**

**Gina** and Joseph **Jannota**

**J. Paul Longanbach** and Donald Polk

**Lillian Lovelace**

**Anne Luther**

Sherry and **Craig Madsen**

Siri and **Bob Marshall**

Gretchen and **Marshall Milligan**

Lorie and **Michael Porter**

**Nancy B. Schlosser**

**Elaine F. Stepanek** Foundation

Vicki and **Patrick Stone**

**Diane Sullivan**

**Clay Tedeschi**

**Clay Tedeschi** in memory of Bob and Betty Klausner

**Jeanne Towles**

Polly and **David Van Horne**

**Sarah** and Philip **Vedder**

Susan and **Bruce Worster**

The Museum has already begun construction in earnest, with current efforts focused on seismic retrofitting and structural work. To date, one third of the building has been seismically retrofitted. The electrical system has been upgraded, and two thirds of the art collection has been moved to offsite storage. Demolition and reconstruction have been extensive for shoring up walls and preparing for a new staircase, an underground electrical vault, and a custom designed 12-x-14-foot Art Receiving Facility (ARF)—an enlarged loading dock and freight elevator. This much anticipated elevator will dramatically enhance the Museum's ability to handle larger works of art and receive important loans from other museums and collections. Completion of the ARF is on schedule for fall 2019.

Alexa Davidson Suskin, Executive Director of The Robert and Mercedes Eichholz Foundation, notes, "The Eichholz Foundation is proud to be a part of the Museum's renovation success. By stepping in with a lead gift as a challenge, we hoped to encourage others to contribute to this critical project as well. Santa Barbara Museum of Art was dear to my grandmother's heart and she would be pleased to see how our \$3 million gift was leveraged into a \$9 million result for this campaign." Alexa's grandmother, Mercedes (Merci) Eichholz was an SBMA Trustee from 1985 to 1993 and 1995 to 2007. She served as Board Chair from 2001 to 2003 and was a major donor of artwork to the collection.

Larry J. Feinberg, SBMA's Robert and Mercedes Eichholz Director and CEO, states, "All of us on the SBMA staff and board have been extremely grateful for the generous—indeed, inspirational— gift from the Eichholz Foundation, which has not only served to fund some of the absolutely critical needs of this renovation project, but which also has had 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 impressively 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.sbma.net](http://www.sbma.net)**