



OUR MISSION

The National Center for Civil and Human Rights is a museum and cultural organization that inspires the changemaker in each of us.

HOW WE DO THIS

In our exhibitions and programs, we create immersive and empathy-building experiences that connect history to the present.

OUR VISION

We are a nationally recognized educator, convener, and thought-leader that encourages respect for the civil and human rights of all people everywhere.

CORE STRATEGIES



**CREATE
IMMERSIVE
EXPERIENCES**

Through exhibitions, events, trainings, activations, tours, educational programs and more, we create experiences that build empathy and inspire people to engage to protect rights.



**CONNECT HISTORY TO
THE PRESENT**

An honest account of history provides context and nuance for understanding and addressing the struggles for civil and human rights today.



**GENERATE
BRAVE
CONVERSATIONS**

Discussion, inquiry and active listening about historic and contemporary rights issues encourage people to understand their role in protecting rights.



**INSPIRE
CHANGE-
MAKING**

Our experiences highlight people who have worked to protect rights and model how individuals create positive change. With resources and trainings, we equip people with tools and techniques to influence the world around them.

OUR VALUES

**WE VALUE
PEOPLE**

We care deeply about the human dignity of all people.

**WE EMPOWER
TOGETHER**

We elevate and support our team, which lifts our organization and our community.

**WE LEAD WITH
EXCELLENCE**

We commit to growth and innovation to drive individual performance and our mission.

**WE PROMOTE
TRUST**

We believe that truth is transformational and we act with honesty, goodwill and courage.

WHAT WE DELIVER

Now in our tenth year of operation, The National Center for Civil and Human Rights is pursuing a physical and programmatic expansion that will fulfill the vision of our founders as we evolve from an Atlanta attraction to a national cultural institution that serves as an education, training, conference, and performance hub.

Our Program is a cohesive portfolio of interrelated work organized to **achieve outcomes** for the organization.

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MUSEUM EXPERIENCE & ENGAGEMENT

We engage general audiences through:

- Exhibitions
- Tours
- Convenings
- Conversations
- Public events and programs

2

EDUCATION

We support students and educators with

- K-12 Tours and Resources
- Curricular Materials
- Teacher Training
- Digital Portal of Resources

3

INITIATIVES

Thematic and cross functional efforts:

- Human Rights and Law Enforcement
- DEI Experiences
- Truth and Transformation
- LGBTQ+ Institute

EXPANSION

In 2025, we will open two new wings at our iconic building.

These new wings -- 24,000 additional square feet -- will allow us to further deliver on our mission as a leading cultural institution that explores the link between lessons from the past and the advancement of contemporary rights issues today.

The expansion will include updates to all our galleries and the addition of new ones: a Family gallery for children under 12 years of age, a gallery that tells the story of Reconstruction and the backlash to Black progress, and a temporary gallery for travelling and temporary exhibitions.

We will also be adding an Activation Lab, where visitors can create individualized plans of action for civic engagement.

A new East Wing will house an Innovation Lab featuring 5,000 new square feet of flexible classroom, meeting, and training space so visitors can reflect on how to tap their power to promote rights.

2023 KEY ACCOMPLISHMENTS

Museum

- Secured Trip Advisor's 2023 Traveler's Choice Award and ranked #2 for "Things to Do in Atlanta" out of 307 cultural destinations.
- Increased general visitation more than 25% and student attendance by 51% over 2022.
- Hosted nearly 200 internal and external events.
- Engaged more than 2,000 students and educators through in-school or educator-focused programming.

Initiatives

- Identified two new victims of the 1906 Atlanta Race Massacre.
- Co-produced, with WABE, the documentary "Uncovering the 1906 Atlanta Massacre"
- In partnership with Emory University, released the *Southern Survey* – the most comprehensive opinion research about LGBTQ+ people in the southeast.
- Engaged roughly 5,500 participants in DEI experiences across 43 organizations, companies, and not-for-profits.