

## Looking forward

### The Octagon programs



In the past year, the Architects Foundation has likewise acted to serve its audiences more effectively. Our dual initiatives to

In the past year, the Architects Foundation has likewise acted to serve its audiences more effectively. Our dual initiatives to

its 161 years of leadership. In the past year, the Architects Foundation has likewise acted to serve its audiences more effectively. Our dual initiatives to

be AIA's philanthropic partner, and proud of its 161 years of leadership. In the past year, the Architects Foundation has likewise acted to serve its audiences more effectively. Our dual initiatives to

overwhelmingly complex. We are thrilled to be AIA's philanthropic partner, and proud of its 161 years of leadership. In the past year, the Architects Foundation has likewise acted to serve its audiences more effectively. Our dual initiatives to

members. On any given day, this can be organization delivering value to its diverse But at its heart it is a professional the advancement of design and community. organization, devotes enormous energy to unexpected outcomes. AIA, our parent are well-laid plans, blind intersections, and serve stakeholders most effectively. There and nuanced ways that our organizations Foundation, I have learned the various and now with the Architects American Institute of Architects, In my years of work with The

**Jeff Potter FAIA**  
PRESIDENT



make the profession more representative of our culture and to demonstrate the value of design through preservation, have taken us to exciting new places.

Through the continued generosity and thought leadership of AIA, the Foundation will, by the end of 2018, be providing substantial financial support for minority and female students seeking professional degrees in architecture. There is increasing interest from firms and individual donors to engage with this program—to the extent that we are now considering not just numbers of scholarship recipients but ways to guide our scholars to become leaders of the profession and their communities.

We seek to utilize the magnificent Octagon house as a metaphor for the impact that design can have on culture. In 2018, we will partner with the French Heritage Society to be the United States arm of the

Richard Morris Hunt Prize—annual awards given to French and American scholars in preservation/patrimoine to study abroad. We seek to expand our sphere of influence with those who believe, as we do, that design and democracy go hand in hand.

For these programs to best serve their audiences, we need the best team—and this past October, Marci Reed, CFRE, MPA, joined the Foundation as its executive director. Marci comes to us from Atlanta and brings a remarkable resume of philanthropic success. The Foundation is already gaining traction from her thoughtful leadership and vast network.

Finally we thank our donors and the American Institute of Architects. They would no doubt agree that our effectiveness and influence is not so much about them, but about the stories that future architects might tell, and the stories that the Octagon

might tell, giving meaning to architecture across time.

**EXECUTIVE DIRECTOR**  
**Marci Reed CFRE, MP**



Marci joined the Architects Foundation as Executive Director in 2017. She has served in executive level and fundraising roles for more than 20 years. She was recently honored with the Earl Blauner Award for outstanding contributions to environmental philanthropy. She has been a certified fundraising executive (CFRE) since 2009.

A letter from our president

Architects Foundation: 2017 by the numbers

## Preserving the past, strengthening the future

Architects use the power of design to solve problems, transform lives, and create a better world. The Architects Foundation, the philanthropic partner of the American Institute of Architects (AIA), celebrates architecture's value by advancing tomorrow's design leaders and preserving architectural treasures of the past.

During 2017, we laid the groundwork for new success, to prepare to launch a momentous increase in our scholarship program. By enhancing the program, we aim to attract and cultivate a diverse next generation of architects, and provide new opportunities to support the evolution of our profession.

The Architects Foundation also preserves the historic Octagon building in the nation's capital, seeking ways to best express the values of historic preservation work and keep the Octagon's legacy alive with exhibits, educational programs, and partnerships.

The Foundation's small but mighty staff, along with our associates at AIA, invite you to enjoy this brief snapshot of our activities in 2017. We look forward to working with you in the future to fulfill the Foundation's vision and promise. Thank you for your interest in our work.

# Architects Foundation Annual Report 2017

# Architects Foundation 2017 by the numbers

The Architects Foundation, the philanthropic partner of The American Institute of Architects, celebrates architecture's value by advancing tomorrow's design leaders and preserving architectural treasures of the past.

## Architects Foundation: Strengthening the future

We invest in the future of the profession through our extensive scholarship programs.

# 28

**TOTAL AWARDED SCHOLARSHIPS**

### Diversity Advancement Scholarship

A multiyear scholarship supporting high school and undergraduate minority students who are entering, enrolled in, or transferring to a NAAB-accredited undergraduate architecture program.

# 280

**APPLICANTS**

# 20

**AWARDED**

### Payette Sho-Ping Chin Memorial Academic Scholarship

Awards \$10,000 to a female student who will be entering junior undergraduate, senior undergraduate, or any level of graduate study within an accredited architecture program.

# 100

**APPLICANTS**

# 01

**AWARDED**

### Jason Pettigrew Memorial ARE Scholarship

Recognizes the significant contribution of emerging professionals at early stages in their careers and helps defray costs associated with the Architect Registration Examination (ARE).

# 60

**APPLICANTS**

# 07

**AWARDED**

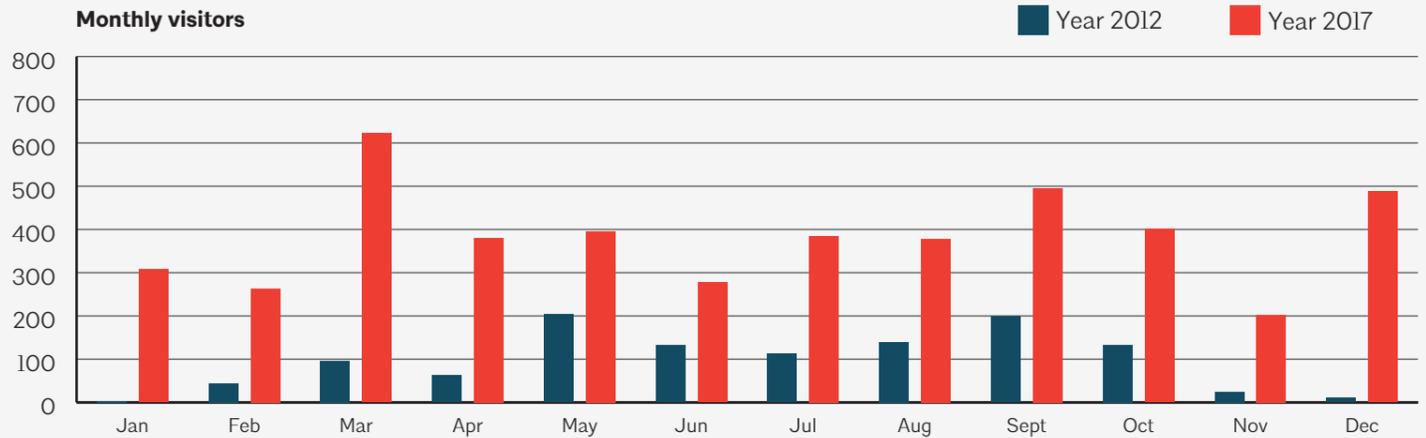
## The Octagon: Preserving the past

Annually The Octagon hosts several thousand visitors.

# 4,598

**ANNUAL VISITS**

Monthly visitors



Types of visits



# 500

**PRIVATE TOURS**

# 3,124

**REGULAR VISITORS**

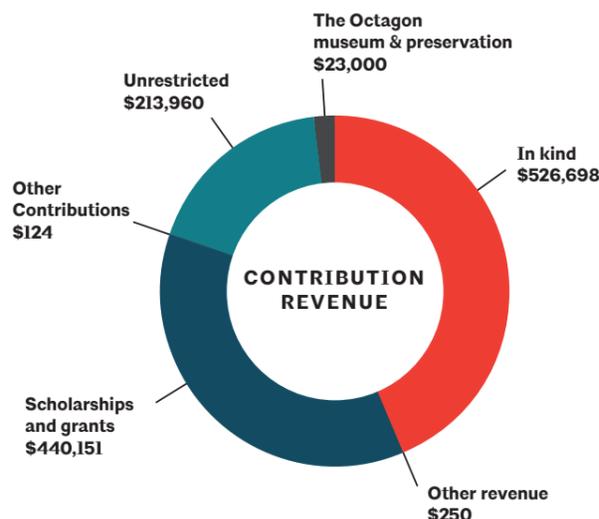
# 974

**SPECIAL EVENT VISITORS**

## Non-investment Revenue & Expenses

# \$1,204,183

**TOTAL REVENUE**



# \$972,923

**TOTAL EXPENSES**

