

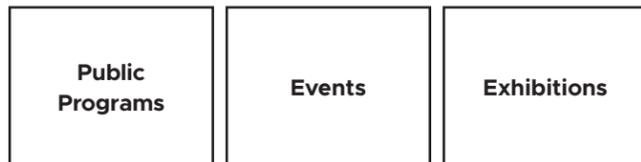
# MUHAMMAD ALI CENTER: MORE THAN A MUSEUM



**Muhammad Ali  
Museum**



**Muhammad Ali Center  
for the Advancement of  
Humanity & Justice**



The Muhammad Ali Center is much more than a museum. For Louisville, the Ali Center is a community gathering space and a premier cultural institution, where people of all ages come to experience the legacy of the Greatest through enriching programs, innovative exhibitions, and notable events. The Muhammad Ali Center for the Advancement of Humanity and Justice strives to effect meaningful and sustainable social change by cultivating generations of changemakers. This pioneering education center enacts three categories of programs to meet this goal:

- **Youth Leadership**
- **Community Engagement**
- **Curriculum, Education and Professional Development**

For generations, Muhammad Ali's life has served as an inspiration for individuals from around the world. His courage, conviction, respect, and love for humankind transcended differences in age, religion, and race. Muhammad forged community wherever his journeys led, and his legacy calls his Center to do the same. The Ali Center knows that by mobilizing his principles and ideals through robust education initiatives, we can promote social justice and advance the creation of fair and equitable societies where each individual matters and all human rights are recognized, respected, and protected.



## 2022-2025 Strategic Plan Overview



Mobilizing Muhammad Ali's legacy to foster respect, inspire generations of changemakers and advance social justice.

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# LETTER FROM LEADERSHIP

**Dear friends and supporters,**

The image and the impact of Muhammad Ali, the world’s greatest boxer, permeate the city of Louisville. His likeness and name are everywhere, from the airport to street names to murals. Louisville is the city of Ali, and when Muhammad contemplated building an institution that would bear his name, there was only one place he wanted it to be—Louisville, Kentucky.

However, Muhammad was more than a great American athlete. He harnessed an incredible passion for justice. Through his actions of conviction, dedication, giving, spirituality, confidence, and respect, he was able to engage with people from all walks of life in unique and powerful ways. Muhammad Ali came of age in a difficult and often unjust environment predicated on racial and religious oppression. Yet his story is one of moral conviction and triumph over adversity. It is a celebration of the diversity of humanity, the collective power of community, and a journey to and through Islam, that led him to become one of the greatest humanitarians of all time. Muhammad’s navigation and interpretation of his roles as a Black Muslim American, a global citizen, and an activist for peace and justice provide an ideal example for all people seeking to build a more just and inclusive world. This is the legacy that Muhammad and Lonnie Ali and numerous supporters wanted to share through the creation of this Center.

In November 2005, the Muhammad Ali Museum and Educational Center opened to the public with great excitement and acclaim. While the name has been shortened, the impact of the Center has grown. Today, the Muhammad Ali Center has become so much more than its parts. It is an educational facility, a tourism venue, and a site for justice. It is where couples get married, families reunite, companies gather for training, cohorts of high school students shape their social justice journey, and Louisville’s first responders get inducted into service. Engaging more than 100,000 visitors annually, the Center is a pillar of the Louisville community. The Muhammad Ali Center has become what Muhammad and Lonnie Ali imagined: a place where all people are encouraged to find their greatness and share it with the world.

As the Center approaches its 17th year, it has navigated many momentous events, from Muhammad’s passing in 2016 to a multiyear pandemic that shuttered the Center for several months. All of these events parallel a turbulent time that has led to a social justice awakening on a global scale. The Muhammad Ali Center is now at a pivotal time in its history. While it has accomplished and survived so much, our community (both local and global) needs the Center to have a more present, purposeful role in helping to shape compassionate and just societies.

Now in 2022, it is time for the Center to embark on a new chapter guided by an updated, community-informed strategic plan. The staff and board have worked with great energy to create a three-year strategic plan that guides our activities and positions the Center for new opportunities in the lead up to our 20th anniversary. We believe this plan will support our efforts to share Muhammad Ali’s legacy and inspire generations of changemakers who want to advance justice in their communities.

Our team at the Muhammad Ali Center is excited to move forward with this plan. We are beyond grateful for the continued support of our local community here in Louisville, the Board of Directors, and our partners worldwide. We are thrilled to further our mission with this strategic plan and accomplish our vision of creating a just and compassionate world where all people can reach their greatness.

Sincerely,

*Lonnie Ali*  
**Lonnie Ali**  
Co-Founder

*Bennie Ivory*  
**Bennie Ivory**  
Chair, Board of Directors

*Marilyn Jackson*  
**Marilyn Jackson**  
President & CEO

**Vision**

A just and compassionate world where all people can reach their greatness.

**Mission**

Mobilize Muhammad Ali’s legacy to foster respect, inspire generations of changemakers and advance social justice.

**Core Principles**

- Conviction
- Respect
- Confidence
- Giving
- Dedication
- Spirituality

1

**Ensure the legacy of Muhammad Ali lives on for generations by establishing the financial sustainability of the Center via an annual operating budget of \$6MM**

**OBJECTIVES:**

- ✦ Build a fully functional development department that can raise \$3.5MM annually
- ✦ Grow corporate giving to \$1.25MM annually
- ✦ Grow individual giving, from a diverse set of donors, to \$1.25MM annually
- ✦ Grow foundation giving to \$1MM annually
- ✦ Lay the groundwork for the launch of a 20th anniversary capital campaign that will support the optimization of our physical space
- ✦ Leverage the Muhammad Ali Humanitarian Awards as the Center’s signature annual fundraising event with a global audience and impact securing revenues of \$1MM
- ✦ Optimize visitor services and grow earned revenue to \$2.5MM annually by leveraging marketing and analytics

2

**Center our work in advancing racial and social justice, informed by Muhammad Ali’s life, legacy and pursuit of greatness**

**OBJECTIVES:**

- ✦ Refine programming, exhibits, experiences and strategic partnerships to focus on racial and social justice and establish the “Muhammad Ali Center for the Advancement of Humanity and Justice”
- ✦ Create and conduct a community needs assessment that includes youth perspectives and develop and implement a community engagement strategy
- ✦ Establish and boldly express the Center’s voice, perspective and stance on racial and social justice issues
- ✦ Identify opportunities and create a plan for scaling programming nationally and globally

3

**Ensure our physical space is optimized to create a best-in-class venue that attracts visitors and inspires its visitors through compelling storytelling**

**OBJECTIVES:**

- ✦ Develop and implement a facility management plan
- ✦ Bring collection and repository up to current museum best practices and position the Muhammad Ali Center to set the standard in the future
- ✦ Develop a plan and budget to overhaul our permanent exhibits to ensure they offer a premier experiential learning environment to continue to inspire greatness in generations to come