

## MOCA Programming Areas Overview

### Curatorial and Exhibitions Department

MOCA mounts 2-4 large scale exhibitions per year covering two galleries on the ground floor and one mixed use classroom on the lower level, while maintaining the core exhibition. The exhibitions team changes the exhibitions in the spring and fall, allowing each exhibition to run for 5-6 months. Temporary exhibitions are planned 2-3 years in advance.

#### Goals

A key driving goal for exhibition programming is to maintain balance and dynamism, and to reflect MOCA's relevance to the Chinese and Asian American community and thought leadership in the museum field. Our exhibitions seek to prompt critical thinking and personal resonances in the way subjects and themes are communicated to visitors. To maintain balance and dynamism, the exhibitions team develops projects that address art, history, culture, and are always sensitive to representation of the diverse experiences of Chinese in America. Critical thinking and personal resonances can be achieved through exhaustive research and sensitive, unconventional interpretation which takes the form of thoughtful exhibition design and written texts. By conceiving of a balanced calendar of exhibitions, MOCA can attract a broad spectrum of visitors and expose them to themes that resonate while at the same time, exposing them to experiences and subjects that might be unfamiliar.

#### Planning and Approval Process

The exhibitions team meets once a year to propose new projects to the President. Discussions involve keeping true to MOCA's mission; expanding and pushing the limits of MOCA's mission; exploring subjects that have not been addressed in MOCA's exhibition program; the potential of a project to draw specific audiences and demographics, for example, young audiences, new immigrants, history scholars and students, local residents, those interested in contemporary art, tourists and general audiences; funding potential, press interests; and the timing and timeliness of exhibitions. Project ideas often go through a round or multiple rounds of revisions based on feedback from the President before the calendar is finalized. New exhibition ideas are presented to the board of trustees during quarterly board meetings.

#### In-house Exhibitions

MOCA exhibitions are composed of projects that are developed and produced in-house and those that are loaned from other institutions. In-house exhibitions are often developed in collaboration with guest curators who are experts, scholars or practitioners in a given field. Recent in-house exhibitions include the following:

- Responses: Asian American Voices Resisting the Tides of Racism
- Gathering: Collecting and Documenting Chinese American History
- The Moon Represents My Heart: Music, Memory and Belonging
- Sour, Sweet, Bitter, Spicy: Stories of Chinese Food in America
- Chinese Medicine in America: Converging Ideas, People and Practices
- Fold: Golden Venture Paper Sculptures

### Loaned Exhibitions

Loaned exhibitions are critical for invigorating MOCA's exhibition program with fresh ideas and perspectives from other museums and cultural organizations. Additionally, borrowing exhibitions allows the exhibition team time to develop in-house projects since loaned exhibitions require much less development periods. Recent loaned exhibitions include the following:

- The Chinese Helped Build the Railroad - The Railroad Helped Build America
- Radical Machines: Chinese in the Information Age
- SubUrbanisms: Casino Urbanization, Chinatowns, and the Contested American Landscape
- Water to Paper, Paint to Sky: The Art of Tyrus Wong

### Strategies for Engaging Audiences

MOCA's exhibitions strive to make complex subjects accessible to a broad audience through the use of interactive displays, art and technology. For example, visitors to the current Responses exhibition are invited to address the question: "What is one thing you'd like to say to your community?" They may write or draw their response on communal board displayed along with other responses MOCA has been collecting since the beginning of the pandemic. Similarly, in 2017, the exhibitions team collaborated with other departments to create the Response Wall in the aftermath to a polarizing presidential election. Coming at the end of the core exhibition, visitors could reflect on what they just experienced and write about how they felt about America's future given its past and present.

Earlier this year, MOCA collaborated with Bloomberg Philanthropies to launch a free downloadable app that allows visitors access to exhibition guides and additional content. It will make for a more engaged museum experience for our visitors and will make our content accessible to those who cannot come to the museum.

Due to increasingly strategic and targeted promotion and publicity, and a balanced and dynamic calendar of projects, exhibition attendance has steadily increased over the past few years culminating in Responses which has drawn over 550 visitors per week (an all-time record).

### Current Projects and Future Plans

The MOCA exhibitions team's current priority is to focus on developing the new permanent core exhibition. We have been working with scholarly advisors Charlotte Brooks and Tian Xu to develop the outline that will be the foundation of a new narrative of Chinese American history. In conversation with RAA, Nancy and the rest of the staff as we've tried to think unconventionally and rigorously about the stories and themes we'll be including. One of the themes we're really fleshing out is around transnationalism, the idea that Chinese immigrants often didn't see themselves as permanently settled in America, but were global citizens who went back to China, or attempted to. And that Chinatowns and Chinese communities are part of a complex transnational network including remittance firms, film distribution, and the movement of goods and labour.

We're now working on researching objects and artifacts that will bring these stories to life. The exhibition will be a dynamic mix of precious and rare artifacts rich in history, video storytelling, and the latest advances in interactive technology to make the visitor experience incredibly rich and

accessible. The MOCA on the Road initiative will be a critical part of this stage of work, as we travel around the country doing outreach and seeing what treasures and stories folks have stashed away in their closets and garages.

### **Education Department**

MOCA's Education Department serves over 15,000 children and adults each year through guided tours, teacher workshops, family programs, afterschool programs, and outreach activities. The department supports MOCA's mission by creating dynamic learning opportunities for individuals and groups from diverse communities from early learners to older adults. Through critical thinking, object-based investigation, and inquiry, participants explore the richness and depth of Chinese American history and lived experiences, ultimately leaving with a more nuanced and multifaceted understandings of U.S. history as a whole.

The department has two full time staff and between 4-8 part-time educators at any given time; currently we have 4.

#### **Education Department Vision:**

By understanding and documenting the past and present, we strive to equip and empower participants to shape a more equitable society.

#### **Core Departmental Learning Outcomes:**

- Diversity: deepen participants' knowledge and understanding of Chinese American history and the diversity of American experiences; increase cultural understanding, personal discoveries, and critical reflections.
- Connections: prompt attendees to recognize significant patterns and relevant themes in society, politics, history, and current events and identify personal, familial, cultural or community connections.
- Justice: expand visitors' awareness of bias, injustice, and inequality; encourage visitors to learn about Chinese Americans who have fought for more fairness and justice, as well as examine current attitudes and values.
- Creativity: create opportunities for visitors to more deeply explore themes presented in museum exhibitions/collections via artmaking and cultural activities; strengthen creative and artistic skills; foster inspiration and imagination; and to collaborate with others.

#### **SCHOOLS: K-12 & University**

One of the most defining aspects of MOCA's work is the programming we lead for the over 250 schools in the tri-state area and beyond who visit annually. Each year, between 50-65% of schools that attend MOCA field trips receive Title I federal funds, funds meant to assist students with the highest concentration of poverty reach state educational standards.

Programming is designed to: 1) accurately reflect the lived experiences of Chinese Americans; 2) transcend stereotypes of Asian Americans; 3) correct historical misrepresentations and omissions; and 4) provide nuanced understandings of the lived experiences of Chinese Americans not

adequately represented within existing curriculum. For students of Chinese or Asian heritage, it is affirming and empowering to see how their (or their ancestors) experiences are reflected on the walls of the museum and contemplated critically by their peers. For students of all backgrounds, MOCA's educational programs, which build in the meaningful inclusion of diverse voices distinct from their own, are essential to building an open community of learners that not only understands the manifold experiences of Asian Americans but can relate them to their own cultural identities.

### **Guided Gallery Programs**

MOCA's Guided Gallery Programs develop students' capacities for historical thinking and critical media literacy in a collaborative learning environment. These 75-minute programs are designed to enrich classroom learning and curriculum in the arts, social studies, civics, and government. They reinforce essential concepts and skills found in the national Common Core Standards, the New York State Social Studies Framework, and the NYC DOE's Passport to Social Studies.

Guided gallery programs take place within MOCA's core exhibition, *With a Single Step: Stories in the Making of America*, and involve hands-on activities, close looking at historic objects and artifacts, and educator-led opportunities to ask questions and make connections to the present day. In-person programs include: Customs and Traditions (grades 2-4), Family Journeys: The Chinese American Experience (grades 4-8), Core Exhibit Gallery Highlights Tour (grades 5+), Core Exhibit Gallery Highlights Tour for English Language Learners (grades 4-12), Where Do Stereotypes Come From? (grades 8+), Allies and Enemies (grades 9+), Special Exhibition Tour (seasonal, grades K-12), and Happy Lunar New Year (seasonal, offered offsite at schools, only on Mondays, grades K-4). MOCA also offers virtual versions of many of these programs.

### **Neighborhood Walking Tours**

Offered April through mid-December, MOCA's historical walking tours give students and the general public an inside look at what life was and is currently like in Chinatown. Tours take attendees through one of New York City's oldest neighborhoods, introducing them to its ethnically diverse history. Educators stop at 8 to 10 different sites, landmarks, and historic streets, and use photographs and illustrations to show the ways in which the neighborhood has evolved or remained unchanged over the years. Tours transform the physical environment into an organic learning space where visitors can see historic buildings, explore Chinatown's vibrant street culture in respectful ways, and learn about the daily life of the past and present community firsthand. Current walking tours include: Exploring Chinatown's Community (grades K-2), Mapping Chinatown (grades 2-3), Chinatown: A Walk through History (grades 4-12), From Coffeehouses to Banquet Halls (grades 4-12), as well as Seasonal Walking Tours (i.e. Portraits of Post 9/11 Chinatown, Chinatown Architecture: Urban Transformations, Lunar New Year).

### **Customized Experiences and Programs**

MOCA offers customized tours and programs for special and private groups – including undergraduate and graduate students in a variety of academic fields. Through guided discussions, tours, and hands-on workshops, participants explore MOCA's exhibitions and critically examine a

range of topics such as civic engagement, immigration, race and identity, human rights, diversity, social justice, and community studies. These customized visits are specifically tailored to fit the pedagogical needs of the group, enhance professors' curricula, and/or provide participants with a more in-depth museum experience.

**What you can do: MOCA walking tours and gallery programs are for everyone. We'd love to arrange one for you, your friends and family, and/or those you think would be interested in MOCA's mission.**

### **Afterschool Programs**

MOCA collaborates with 1-2 schools each year to develop and implement project-based afterschool programs focused on art, technology, and Chinese American history and culture. Programming is designed to help students amplify their creative voices as Asian Americans, whether through game design, artmaking, or community-based initiatives. While themes change every semester, all iterations create safe platforms and hands-on experiences for youth to explore their unique voices; contextualize their personal experiences within this history of their communities; and build 21st Century skills like critical thinking, media literacy, creative problem solving, collaboration, and innovation, all of which have a profound impact on how students move through the world as more engaged members of their community. Afterschool programs are grant-funded and facilitated by a MOCA educator or teaching artist. MOCA's current partner schools are MS 131 and MS 378.

## **TEACHERS**

### **Professional Learning Workshops for Educators**

MOCA is a NYSED-approved Continuing Teacher and Leader Education (CTLE) sponsor and hosts standards-aligned professional learning workshops throughout the year, in addition to customized trainings and tours catered towards a school's specific needs and interests.

MOCA provides in-depth professional learning opportunities which highlight the museum's unique exhibitions and collections using a mix of inquiry and primary source-based approaches to teaching and learning. Workshops enable K-12 educators to deepen their foundational knowledge of Chinese American history in ways that augment often oversimplified representations seen in mainstream education materials. By grounding our primary source-based learning in critical literacy and historical thinking, we encourage teachers to contemplate how we know what we know about the past. Workshops: 1) include hands-on activities and dynamic gallery/neighborhood tours that explore the diverse history, art, and culture of people of Chinese descent in the United States, 2) enhance teachers' ability to use nuanced explorations of Chinese American experiences to teach students about broader issues of power, immigration, community, inclusion, and citizenship, 3) introduce educators to MOCA's Collections, exhibitions, and curricular resources, and 4) provide a space for educators to consider how best to incorporate museum content into their classrooms in culturally relevant and affirming ways.

Past program themes: Doubly Barred: Chinese American Women in History; Building America,

Shaping History: The Chinese & the Iron Road; Chinatown in the Public Imagination: Photography, History, & Memory; Unsettling the American West: Rewriting Narratives of Westward Expansion; Role Call: Asian American Visibility on Stage and Screen; Beyond General Tso's: Exploring Chinese Food through Stories of Immigration; A Migrating Person Carries Full Dreams: Stories from Chinese America; Perception & Policy: Immigrant Identity & the Lower East Side; Seeing Objects, Finding Stories: Bringing Visual Literacy into the Classroom; "Is Yellow Black or White?" – Asian Americans & Civil Rights!; Inside/Outside: Urban Spaces in Chinatown and the Lower East Side; "Asians Never Fail:" Connecting History, Identity, & the Model Minority Myth.

Each professional learning opportunity increases awareness of MOCA as an indispensable resource for educators and their students.

**What you can do:** Let teachers, educators, and school administrators who cross your path know about MOCA's CTLE approved workshops, which can help them amplify Chinese American voices in their curriculum and better represent the richness of the AAPI community.

## LEARNING RESOURCES

### Curriculum & Resources

In conjunction with educator workshops, MOCA develops thematic middle and high school lesson plans and activities with the goal of helping teachers understand, integrate, and include Asian Pacific American history, culture and art in their everyday teaching. MOCA also creates Classroom Companions, which function as pre- and-post visit resources for groups visiting the museum.

### MOCA Heroes

MOCA Heroes is a series of free digital, non-fiction magazines that explore the lives of Chinese American trailblazers. The series is specifically designed for students in grades 4-6 and 6-8, as well as for use by parents, educators, and care partners. Current editions available: Yung Wing, Chinese Railroad Workers, and Maya Lin. Upcoming editions: Jerry Yang and Tyrus Wong, with more to be produced annually.

**What you can do:** Share MOCA Heroes magazines with educators and parents or connect us with those you think would be interested and we'll send them resources directly.

## FAMILIES

MOCA designs culturally affirming and sustaining family programs rooted in history and the arts. They include:

### MOCACREATE: Drop-in Saturday Workshops!

Offered every 1st and 3rd Saturday of the month from 1-4pm, MOCACREATE provides families and weekend visitors opportunities to engage more deeply with our exhibitions and collections. Led by educators or visiting artists, participants learn new ways of making art, explore personal and collective themes from the temporary and core exhibitions, and connect with others in a hands-on

learning experience. MOCACREATE is free with admission. MOCACREATE at Home fulfills the same goals, but virtually, via asynchronous artmaking tutorials and videos. MOCACREATE programming is also offered during school vacation weeks.

### **MOCAKIDS: Storytime! & MOCAKIDS Author Meet & Greets**

Offered every 2nd and 4th Thursday at 4pm, MOCAKIDS Storytime! introduces themed stories, finger-plays, songs, and more in English and Mandarin. Interactive songs, nursery rhymes, and arts & crafts accompany this bilingual storytime. It is a lively 30-minute combination of fun activities and language exploration that enhances young children's word skills and vocabulary, both of which are important for a strong, growing reader. Appropriate for ages 3-6, but younger and older siblings are welcome. The program invites everyone from native speakers to those seeking their first exposure to a new language. MOCAKIDS Storytime at Home fulfills the same goals via a bimonthly Zoom/Facebook Live program. MOCAKIDS Storytime programming is supplemented by MOCAKIDS Author Meet & Greets, which invite Asian American authors and illustrators to share their books with families directly through readings and crafts.

### **Family Festivals**

MOCA's Family Festivals bring together diverse communities from the 5 boroughs to celebrate and share important Chinese and Chinese American holidays. MOCA Family Festivals are fun-filled days of celebration with: storytelling, drop-in arts and crafts, teaching artist demonstrations, dance and music performances, special guests, and more. MOCA hosts three Family Festivals each year: Lunar New Year Family Festival, Dragon Boat Family Festival, and Mid-Autumn Moon Family Festival. Currently festivals are being held both virtually and in-person.

**What you can do: Experience MOCA's family programs for yourself. Join us for smaller scale storytime and MOCACREATE programs or attend a buzzing, in-person family festival with the kids in your life. Know of a kid-friendly artist, performer, or author you think we should work with? Connect them with Lauren and Nora.**

### **Learning Center**

The *Our Chinatown Learning Center and Collections Hub* is our home for hands-on learning at MOCA! Visitors are invited to:

- Explore old studio portraits from MOCA's collection and strike a pose with fun props in our recreated photo corner.
- Touch a real Singer sewing machine from the 1920s and learn about garment workers in Chinatown.
- Find a new favorite read in our diverse books reading corner.
- Enjoy free play with blocks, stuffed toys, and more.
- And browse MOCA's Collections Online at your own pace at one of MOCA's easy access computer terminals.

The Our Chinatown Learning Center and Collections Hub was designed with families in mind, especially kids ages 0-12 and their caretakers.

### **OTHER PROGRAMS**

### **Family Treasures**

Family Treasures is a community education initiative providing visitors with hands-on workshops and presentations on how to preserve and share family heirlooms, photographs, digital memories, and oral histories.

Offered annually, Family Treasure Day gives families the opportunity to identify items of historical and cultural significance; document family and community histories; and keep treasures safe for generations to come. It features workshops on documenting family history, consultations from conservators and archives professionals, and opportunities to digitize meaningful family items. Smaller bimonthly preservation workshops (and monthly Collections Digitization Days) accompany this larger annual event.

**What you can do: Share your family story with MOCA Collections by coming in to digitize your items and share their significance.**

### **Reflections on the Everyday**

Facilitated by Mandarin-speaking educators, visitors with dementia, together with their family members or care partners, explore the museum's galleries, making personal connections with the items on display and engaging in guided conversations with each other. Gallery tours are followed by artmaking in the museum's classroom. Reflections on the Everyday debuted in-person in March of 2020 and resumed virtually in October 2021.

## **SCHOOL & COMMUNITY OUTREACH**

MOCA regularly participates in community outreach events such as back-to-school events, Chinatown Partnership Weekend Walks, NYC Summer Streets, PTA events, Chinatown Y Family Days, Culture Pass programming at local libraries, and more. During outreach events, MOCA staff and volunteers engage with community members, facilitate art-making experiences, distribute bilingual books and free admission passes, and share curriculum resources. The goal is twofold: 1) to share MOCA's offerings and upcoming events and 2) to better understand the public's interests and needs.

**What you can do: Know of a school, community event, or program that can expand our reach? Let us know if there's somewhere we should be!**

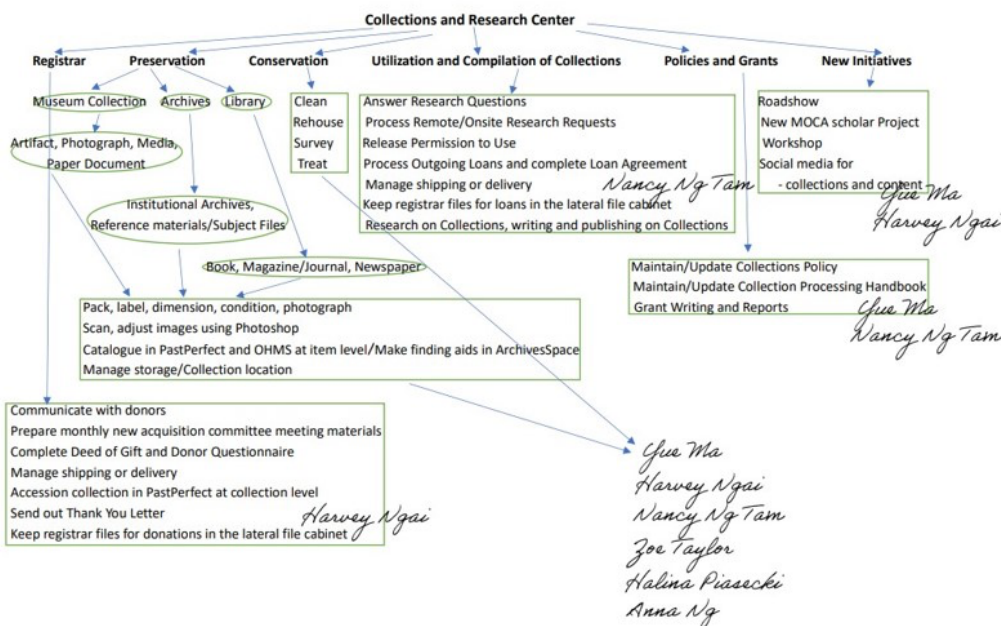
### **DON'T FORGET!**

Educational experiences at MOCA serve to deepen visitors' experiences at the museum, bringing the space to life and enlivening the text on the walls! They help visitors process and make meaning of what's on view in ways that bring them together with other visitors. They are not exclusively for families and K-12 audiences.





## Collections Department



### New Acquisition

To maintain the relevance of the permanent collection to the mission statement, systematic programs for both new acquisition and deaccessioning are required. They must comply with priorities defined by the Collections Committee. This will help grow the museum’s collection to increase its unique and relevant materials relating to Chinese Americans.

### Physical Preservation

Sort, Number and label, measure dimensions, pack using archival materials, and locate objects in boxes and on shelves; assemble, locate, number and label shelves; to preserve the collections for future exhibitions and research purposes relating to the lives of Chinese Americans

### Digitization and Cataloging

**PastPerfect:** Digitize, describe each single collection object in PastPerfect, and publish the catalog online, so that the museum’s collections can be used by researchers worldwide.

**ArchivesSpace:** Describe collections, series, boxes, folders, and documents at different levels in ArchivesSpace, to create MOCA online archival finding aids, in order to assist researchers around the world to find the contents of our collections.

**OHMS:** Oral History Metadata Synchronizer-Timecoding, uploading, indexing and cataloging oral history interviews and publishing online via OHMS system

The use of the three allows them to complement one another and present the entirety of our collection.

### Conservation

Condition report, climate control and monitor storage conditions, pest control, light control, Post-fire Survey and collection treatment

### Research Service

Open archives, and provide onsite/online research services to the public and researchers

Outgoing Loan to other museums and institutions

Further development of collection: Weekly Collection Story: [John Lindsay Campaigns in N.Y. Chinatown](#), and other collection publications.

### Policy and Grant

- Collections Policy and Handbook, revise every 5 years
- Current Grant Projects:
  - IMLS: Putting 50 Oral History Interviews online in 1 year
  - NHPRC: Putting 150 Oral History Interviews online in 3 Years
  - CLIR: Digitizing Newspapers and Paper Sculptures in 3 Years
  - NEH: Rehousing Textile Collections
  - Delmas: Rehousing Newspaper Collections

### New Initiatives

**New MOCA Scholar Project:** to define collection scope and gap for new acquisitions

1. Roy Delbyck, MOCA Board Secretary
2. Charlotte Brooks, Professor, History department, Baruch College
3. Marci Reaven, V.P., History Exhibits, New-York Historical Society, Curator of Chinese American: Exclusion/Inclusion
4. Jim Cheng, Director, C.V. Starr East Asian Library, Columbia University
5. Scott D. Seligman, Writer & Historian
6. Lisa See, Chinese American Writer
7. Sady Sullivan, Oral Historian
8. Rachael Arenstein, Conservator

### Partnerships:

1. **Genealogy Center:** My China Roots (<https://www.mychinaroots.com/>)
2. **Collection Center:** CCBA- Chinese Consolidated Benevolent Association
3. **Research Center:** C.V. Starr East Asian Library, Columbia University
4. **Workshop:** FIT Master Program-Fashion and Textile Studies: History, Theory, Museum Practice
5. **Oral History:** Local 23-25 (New York, N.Y.) of the International Ladies' Garment Workers' Union (ILGWU)
6. **Digital Preservation:** South China Morning Post, the 'ARTIFACT' NFT Project (HK)

**MOCA on the Road:** Collecting \* Educating \* Sharing \* Learning

MOCA on the Road is an in-person initiative and a continuation of MOCA's acclaimed Treasures on the Road series, in which the MOCA team hosts pop-up events and visioning sessions to

capture stories of celebration, hardship, family journeys, immigration, discrimination, diaspora, survival, and success from local Chinese American communities across the country. The goal of the initiative is to capture the depth and vastness of the Chinese American narrative for the development of the new national Museum of Chinese in America.

#### **Genealogy Center:**

Develop family relations using MOCA existing collections, via collecting activities, plus partnership with My China Roots (<https://www.mychinaroots.com/>); Mapping out Heritage

#### **Workshop:**

Work with college programs and develop workshops for students to get hands-on experience on museum collection preservation and conservation activities.

Current Projects:

- FIT Master Program-Fashion and Textile Studies: History, Theory, Museum Practice
- NYU Archives and textile study

### **Public Programs Department**

MOCA's Public Programs Department oversees the coordination and production of the Museum's public programs and community engagement initiatives for adult audiences. This includes, but is not limited to artist talks, panel discussions, thematic tours, hands-on workshops, community events, film screenings and literary events. The department strives to promote a deeper understanding of the Chinese American experience, cultivate a safe learning environment to discuss civil and human rights issues, foster a "sense of home" for Chinese Americans, and provide programming that enriches the lives of all visitors regardless of their identity.

#### **Key Public Programs Highlights & Initiatives**

Despite the challenging circumstances imposed by the pandemic, MOCA has remained dedicated to bringing quality programming to our community. In 2020, we produced an ambitious number of on-site and virtual programs in response to the needs of our community in this difficult moment.

- 6,665 community members engaged in public programs in 2019
- 15,000+ views for our virtual public programs in 2020

#### **[MOCA Teahouse Reading Club](#)**

- A regular reading club series encouraging participants to understand Chinese and Asian-American identity and history through open discussions

#### **[MOCA Treasures on the Road Series](#)**

- A regular conversation about objects of historical importance to facilitate conversations about Asian American and Chinese heritage. MOCA on the Road has been launched as an in-person initiative and a continuation of the Treasures on the Road series.

#### **[MOCA Spotlight Series](#)**

- A regular speaker series featuring the life stories of Chinese American luminaries in an intimate setting

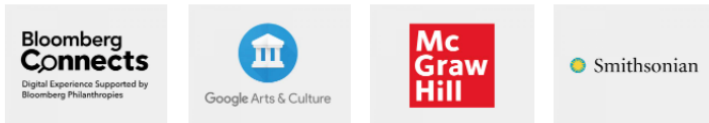


### Community Partnerships

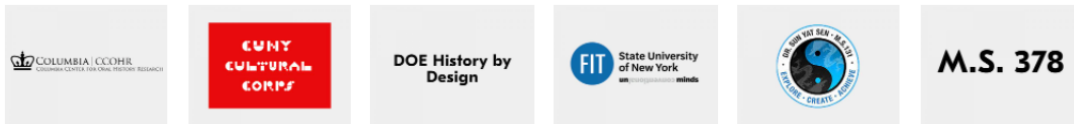
MOCA is committed to working with like-minded organizations to develop and execute guided initiatives that enhance our aligned visions. To implement this commitment, MOCA has formed alliances with universities, archives, councils, corporate entities, and a range of cultural, educational, and other mission-based organizations.

With the critical support of these partners, MOCA has been able to expand access for its target audiences by implementing community-oriented changes to our infrastructure and operations, producing vital digital materials and virtual experiences, and collaborating on programming with professionals with diverse expertise, experiences, and points of view.

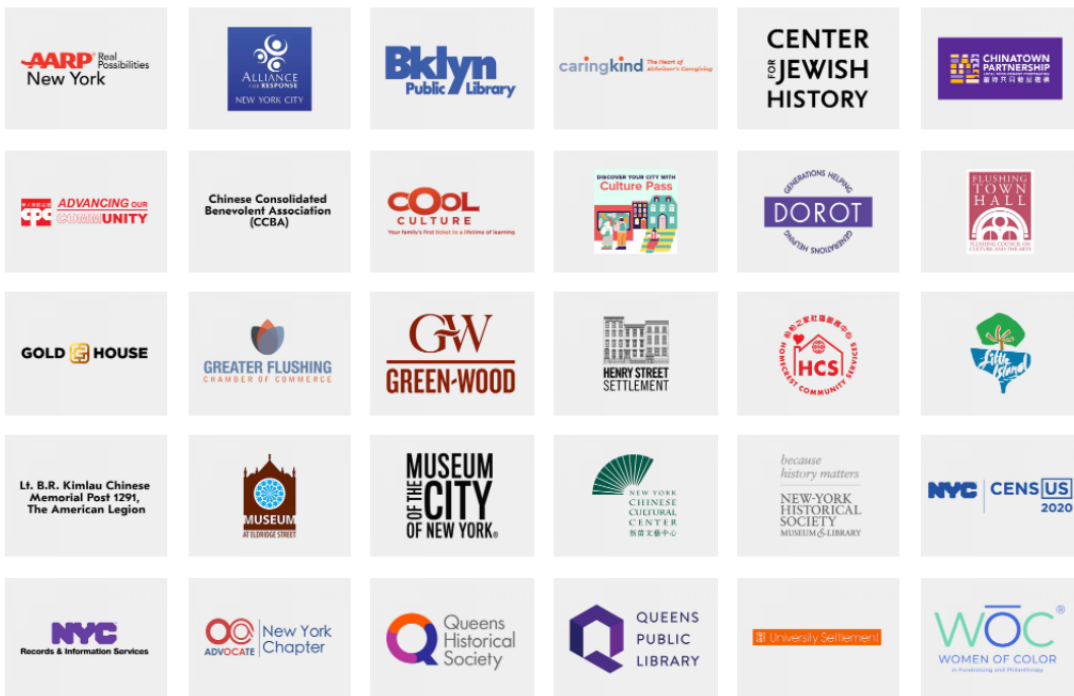
### Strategic Partners



### Academic and Educational Partners



### Community Partners



## Development Department

The development department is responsible for the acquisition of funds/contributed income that helps to keep the Museum afloat. The department deals with a variety of revenue sources – from individual donations to other sources, including public and private grants, corporate sponsorships, and special events, to name a few.

### Capital Campaign

In partnership with CCS Fundraising, MOCA have made tremendous strides in its \$128M Capital Campaign, most notably receiving a capital grant allocation of \$40 million from New York City’s Department of Cultural Affairs and a \$5 million gift from philanthropist MacKenzie Scott. Our Campaign Cabinet continues to broaden the MOCA community by opening doors, co-hosting campaign events, and serving as MOCA advocates. Moreover, we have launched a series of bi-monthly MOCA Salon Dinners to share our vision for the future with current and prospective donors and friends, and to allow for candid discussions about the details of our campaign and the New MOCA. Currently, we have raised over \$61 million toward the campaign and plan to close on 215 Centre Street in January 2022.

Campaign Progress – Updated on September 9, 2021

Total Raised	Number of Gifts	Average Gift	Median Gift
\$61,429,475	34	\$613,808	\$100,000

*The information shown above is intended for confidential use of the intended recipients, including campaign donors, leadership, and volunteers. We appreciate you keeping this information in confidence.*

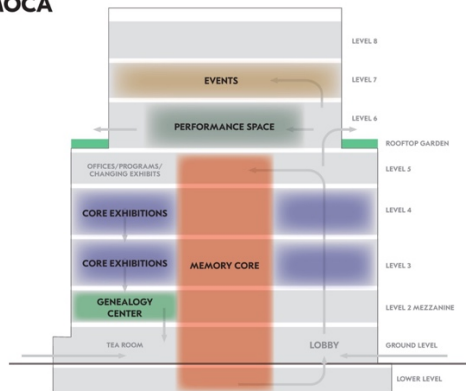
### The New MOCA: An Anchor American Museum

MOCA is uniting the visionary designs of Maya Lin with the cutting-edge innovation of Ralph Applebaum Associates to revolutionize a museum of conscience that will push visual, intellectual, and pedagogical boundaries. The New MOCA will be the national anchor Chinese American exhibit that will not only recontextualize Chinese American history, but also contribute to the American narrative. This collaboration will create a multi-platform experience that integrates the past, present, and future aspirations of the Chinese American journey, propelling MOCA to new heights as a thought leader in Chinatown, the United States, and the world.

The renderings below provide a preliminary glimpse of the New MOCA’s interior design. The first image shows the Lobby/Memory Core, which will serve as a soaring vertical gesture that connects all levels of the museum. As visitors enter the Memory Core, they will begin to self-consciously “see themselves in the story,” prompting reflections and participation with the history of Chinese in America. Museum visitors will descend through history along a path that reflects the starts, stops, and detours of the Chinese American experience, supplemented by personal stories and artifacts. At the culmination of the visitor journey to “find oneself” through the MOCA experience, visitors arrive at the Genealogy Center to discover details about personal, familial, and cultural belonging.



**The New MOCA**



## Frequently Asked Questions

### **Q: Why do we need to renovate the current MOCA museum space?**

A: In order to continue fulfilling our mission, we must implement a bold vision to bring MOCA to the next level. The Chinese American community is the largest immigrant group in the United States without a permanent museum. MOCA envisions creating an expanded home that represents our community, demonstrates our contributions to the United States, and serves as a defiant and celebratory statement in the fight against anti-Asian discrimination. This updated museum, the New MOCA, will elevate our role as a national hub and transnational brand that puts Chinese American history, culture, and dialogues at the center of larger dialogues of national and international significance.

### **Q: What is your total campaign goal? How will campaign dollars be allocated?**

A: Our total campaign goal is \$128 million. \$50 million will go towards the purchase of 215 Centre Street, \$68 will go towards New MOCA design and construction, and \$10 million will go towards endowment.

### **Q: When will the campaign go public?**

A: Our top priority is to continue building relationships with as many philanthropists, individuals, foundations, and corporate partners as possible to explain our capital campaign plans, respond to questions, and request their campaign support. We have not set a public launch date for the campaign at this time.

## Individual Giving

Annual Fund – Online Donation

<https://www.mocanyc.org/get-involved/donate>

Annual fund gifts support general operating expenses including but not limited to payroll and office supplies. Most importantly, annual funds also support MOCA's various programming needs, for example, K-12 educator workshops, the development of free printed and digital resources for educators, and many other educational initiatives.

## Membership

<https://www.mocanyc.org/get-involved/membership>

The Museum of Chinese in America (MOCA) membership offers the best of MOCA! Members enjoy exclusive benefits, including free admission, early access to exhibitions, opportunities to meet curators, artists and performers, and discounts at local community businesses, including the MOCA Shop by Pearl River.

## MOCA member levels

- Student/Senior/Visitors with Disabilities \$30
- Individual \$60
- Family \$125

\$95 Tax-Deductible. Benefits valid for 2 adults and 2 dependents 18 years and under

- Unlimited free admission
- 10% discount at the MOCA Shop and all Pearl River Mart locations

- Discount on Public Programs
- 10% off at Spring Cafe (153d Centre St.)
- Invitations to Member Outings, Exhibition Previews, Special Events and Members-only Tours
- Guest(s) admitted per visit with Member (1 Guest)
- Complimentary access to signature Festivals
- One eco-friendly MOCA tote bag
- Access to the North American Reciprocal Museum (NARM) Program

### **Journey Wall**

The Journey Wall is a custom art installation created for MOCA by renowned artist/designer Maya Lin. The wall is composed of bronze plaques through which Chinese Americans can permanently honor and remember their family roots. Each plaque links an individual's or family's name and place of origin with their home in America. The complete wall will highlight the expansiveness of the Chinese American diaspora.

To become a permanent part of the Chinese American narrative showcased on the Museum's Journey Wall and housed in the Museum's renowned Collections, you can honor your family's legacy by joining the Journey Wall community. Opportunities for placement on the Journey Wall have three levels:

- \$10,000.00
- \$15,000.00
- \$25,000.00

### **Special Events**

#### **MOCA Legacy Awards Gala**

MOCA's annual gala is the Museum's biggest annual fundraiser of the year, when hundreds of patrons unite for a common cause, see old friends, and welcome new ones into the MOCA family. The funds support MOCA's various programs directly enabling over 50,000 children, students, and adults to visit and learn about Chinese American contributions to the American narrative—a history that resonates deeply with all Americans and the Chinese diaspora. The outreach and funds raised have helped the Museum take its place among the country's thriving arts and culture communities.

The MOCA Legacy Awards Gala recognizes the outstanding contributions and accomplishments of individuals and families whose unconditional service as pioneers, role models, and leaders have paved the way for generations. The evening is a glittering and purposeful one with many friends, family, business and social leaders, celebrities, performers, and government officials.

#### **MOCA Celebration of Community Heroes**

The Celebration of Community Heroes event recognizes the outstanding contributions and accomplishments of individuals and families whose unconditional service as pioneers, role models, and leaders have advanced our communities. MOCA often partners with selected middle schools and high schools to issue an essay competition titled "What Makes a Hero?" Any students from the participating schools can submit an essay celebrating the community heroism of one of the





MOCA Honorees. The winning student is invited to read the essay and attend the celebration with the family.

### MOCA Annual Golf Outing

MOCA holds its annual Golf Outing in the summer at the incomparable Liberty National Golf Club. Golfers will be treated to an 18-hole course, breathtaking views of the New York City Skyline, and an exquisite lunch and cocktail reception curated by Executive Chef Shaun Lewis. Fundraising contributions will support MOCA's Annual Fund.

### MOCA TCS NYC Marathon Charity Team

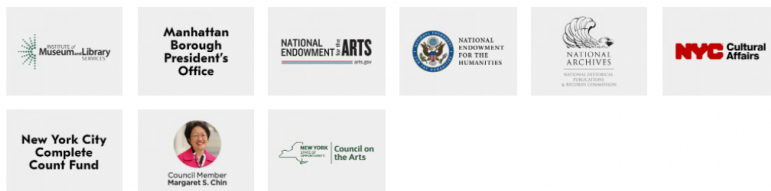
When you join Team MOCA, you'll be claiming a coveted guaranteed entry into the TCS New York City Marathon and participating in one of the world's premier running events. It's a powerful win-win when your efforts to cross the finish line also enable MOCA to: redefine the American narrative to include the Chinese American experience through art, history, and community.

### Institutional Giving

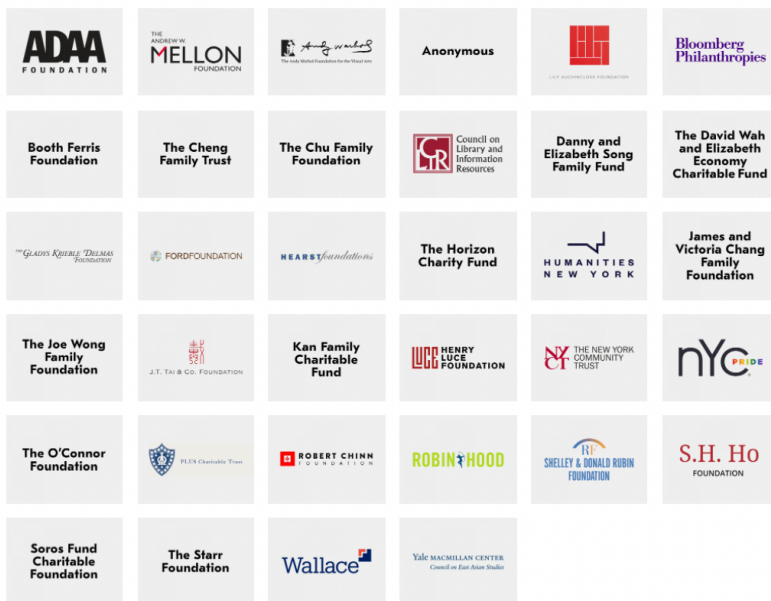
#### Institutional Support

MOCA's place as a national anchor for Chinese American and immigrant stories is only made possible with the support of our institutional and family foundation partners. MOCA works closely with foundations and government agencies to enable broad access to our array of programming, and to professionally conserve and make available, digitally and on-site, our vast archive of artifacts embodying the rich history of the Chinese in America.

#### Government Support



#### Family Trust and Foundation Support

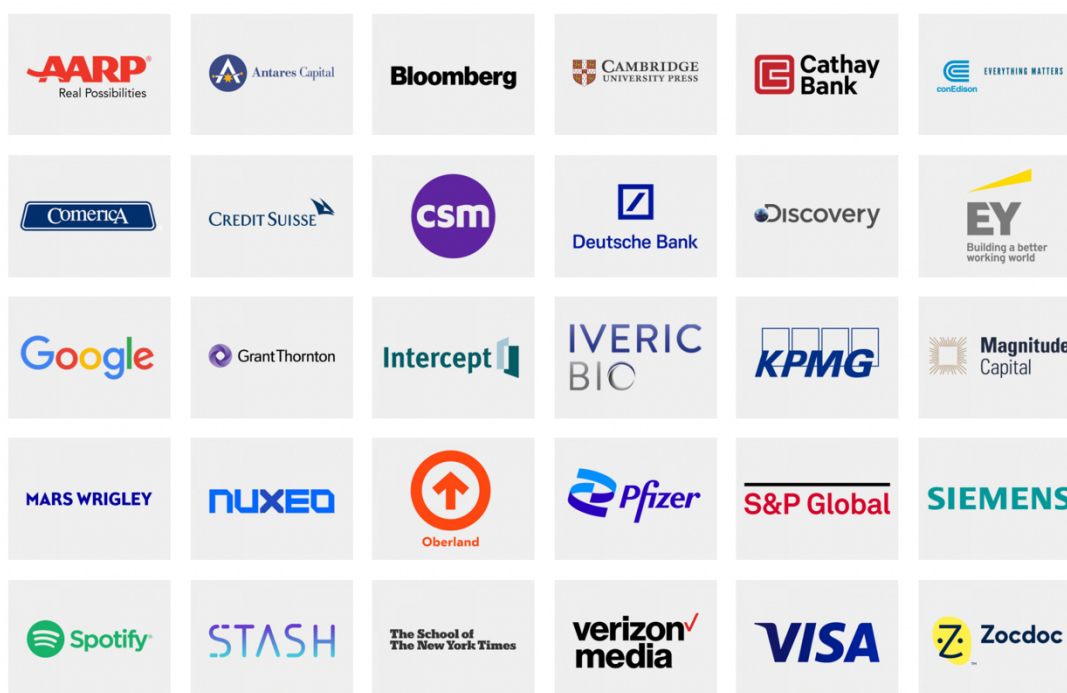


## Corporate Partnerships

MOCA develops long-term partnerships with corporations that enrich the experiences of our visitors and that of our corporate partners' employees and clients. We work closely with our partners to forward their corporate social responsibility and DEI goals. Our corporate partners enable MOCA to develop and present best-in-class cultural programming representing the living history of immigrants and their invaluable contributions to American society.

MOCA's Corporate Partners support us by

- Becoming Corporate Sponsors and Members
- Establishing and Contributing to Employee Matching Programs
- Employee Volunteerism
- Collaborating on Employee Resource Group Programs



## Finance & Operations Department

The main function of MOCA's Finance and Operations departments is to effectively steward the non-programmatic resources of the museum. This includes financial, human, technological, and physical infrastructure resources. Among the responsibilities covered by this area are:

- accounting function
  - day to day bookkeeping
  - track and pay expenses
  - track and deposit revenue
- cash management and planning
- budgeting, forecasting, reporting
- annual audit
- financial controls
- compliance

- treasury
- prepare financial statements
- file taxes
- ensure sound fiscal policies and procedures
- grant reporting (financial)
- legal, contracts
- insurance
- human resources
  - recruiting
  - payroll
  - benefits administration
  - employee issues
  - compliance
  - organization culture
  - diversity, equity, access, inclusion and belonging
- facilities
- information technology
- building management and construction planning