



Our Offices

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Future Visitor Center

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Our Mission

The mission of the Milken Center for Advancing the American Dream is to advance economic and social mobility in America and around the world.

We will **celebrate** people who exemplify the ideal of the American Dream, **confront** barriers to opportunity, and **catalyze** solutions that advance economic and social mobility.



MILKEN CENTER
for ADVANCING the
AMERICAN DREAM



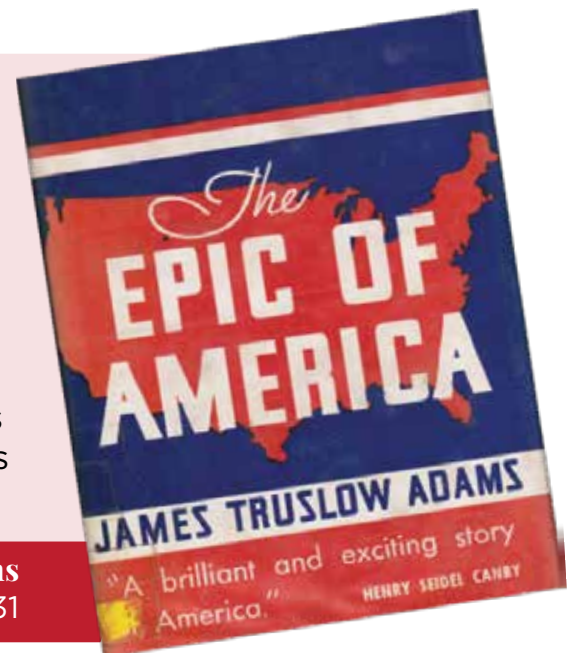
Defining “The Dream” in America and Beyond

For many people throughout our history, America has been more than a country. It has been an idea—a powerful symbol of aspiration, the universal desire to build a better life for oneself and one’s family.

It wasn’t until 1931, in the midst of the Great Depression, that James Truslow Adams popularized the phrase “American Dream.”

“The American Dream is that dream of a land in which life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement... It is not a dream of motor cars and high wages merely, but a dream of social order in which each man and each woman shall be able to attain to the fullest stature of which they are innately capable, and be recognized by others for what they are, regardless of the fortuitous circumstances of birth or position.”

James Truslow Adams
The Epic of America, 1931



And while the iconic phrase is associated with America, others have expanded this universal belief to people everywhere.



“What is dreamed in America is really no different from what is dreamed in Shanghai. It’s the same dream dreamed in Cairo and Johannesburg. Everybody in the world wants a good job. Everybody in the world wants to be loved. Everybody wants healthy children, wants safe streets. Everybody wants to be able to count on good health care. . . . That is the Dream.”

Maya Angelou
American Poet



Today, people everywhere continue to express their hopes and aspirations for the future—for themselves, their families, their communities, and the world.



“The concept of the American Dream—it’s a global concept that, through hard work and education, you will make something of your life.”

Dr. Precious Moloi-Motsepe

Chancellor of the University of Cape Town, South Africa



“For me, it’s the opportunity for anyone in this amazing country to have a chance to do something significant, to fulfill themselves through their career opportunities, through the ability to make the world a better place.”



Dr. Francis Collins

Director of the National Institutes of Health, Bethesda, MD



“The global dream is democracy, freedom of speech, and the ability to express yourself.”

Tony Fernandes

CEO of Air Asia, Malaysia



“My dream was going to tenth grade. I am the first girl in my family to enter primary school, secondary school, high school, and then undergrad. I have five siblings, I have 27 cousins, and I am the first girl to go to school.”



Shekeba Ahmadi

Milken Scholar, Afghanistan



“This is the greatest country in the world. People that live around the world always want to come to America, but we’ve got to give that Dream to more people who already live here. I’m hoping that happens soon.”

Magic Johnson

CEO of Magic Johnson Enterprises, Los Angeles, CA



In 2023 the **Milken Center for Advancing the American Dream** will open its doors to millions of visitors from around the world. Even before its physical doors open in Washington, DC, the Center will have immediate impact through online education, research, conferences and webinars, inspiring films and podcasts, and global competitions, all focused on restoring hope, expanding opportunity, and removing obstacles for people everywhere to achieve their aspirations.





The work of the Center is twofold: to tell the dynamic and inspirational stories of the American Dream, replete with generational sacrifice, hardships, and personal triumphs; and to secure access to opportunity for future generations through four core pillars: education, health, economic freedom, and entrepreneurship.

Four Pillars of the American Dream



Education & the Educator

We will celebrate the importance of the educator in the classroom and focus on the highest quality of education for all students, giving them the chance to grow in knowledge and skills and pursue their goals armed with the tools to succeed.



Public Health & Medical Research

We will highlight the critical role of medical innovation in extending and enhancing lives, expand access to quality healthcare, and provide resources for people to lead healthier lives.



Access to Capital & Financial Empowerment

We will work to increase financial literacy for people of all ages to create a path for economic mobility. We will support expanded access to capital for small business owners, entrepreneurs, and innovators.

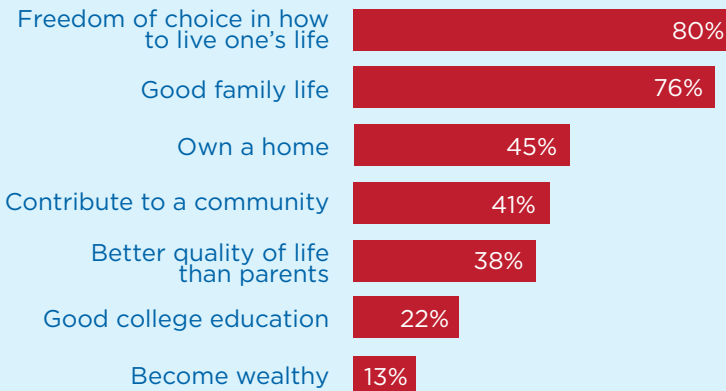


Entrepreneurship & Innovation

We will showcase inspirational stories of entrepreneurs from around the world who have overcome barriers to succeed, and in doing so, have made it possible for their employees, families, and communities to do the same.



What is essential to the American Dream?



2020 Survey, Archbridge/University of Chicago

Today, the vast majority of people believe that the essential element of the American Dream is the freedom to choose how to live and raise one's family.

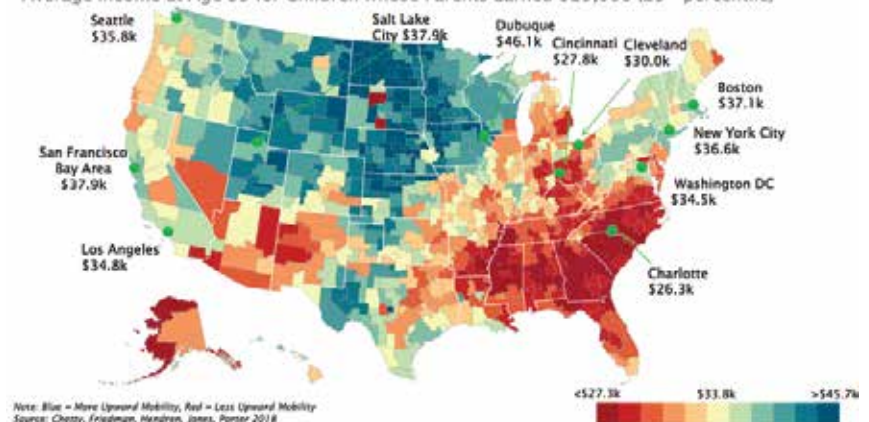
Even at this moment of dual economic and health crises, there remains a prevailing sense of hope and optimism for the future. An October 2020 survey

commissioned by the Walton Family Foundation found that 83% of 13-17 year-olds believe, "I have the opportunity to achieve the American Dream."

As with any visionary venture, this ideal is perpetually incomplete—a work in progress. Today, upward mobility in the U.S. remains uneven. Each generation must champion the inclusion of more people, and continue to identify and foster greater opportunities for upward mobility for generations to come.

The Geography of Upward Mobility in the United States

Average Income at Age 35 for Children whose Parents Earned \$25,000 (25th percentile)



Opportunity Insights, 2018



Stewardship of Our Historic Washington, DC, Home

The Center will be housed in several historic buildings along Pennsylvania Avenue, across from the White House and U.S. Treasury.

Bank of Presidents



The Visitor Center inhabits the historic buildings that once housed Riggs National Bank, which was often called the Bank of Presidents because half of all U.S. Presidents were among its prestigious clientele. Riggs was long the leading bank in Washington, and was even featured on the ten dollar bill for a time. The vault once contained archives of transactions that shaped history, technology, and exploration.

- ★ The financing of Samuel Morse's telegraph
- ★ The purchase of Alaska
- ★ Robert Perry's North Pole Expedition
- ★ Abraham Lincoln's renovation of the Capitol Dome during the Civil War

The Visitor Center's main halls are in the National Register of Historic Places, and our stewardship of the property — along with adjacent buildings on 15th Street NW — will showcase and honor the rich history of these buildings.



Victory Arch in front of buildings to commemorate end of World War I



One full floor will be devoted to each of the four pillars, featuring immersive exhibits that tell stories of success and struggle toward achieving the American Dream. There will also be a state-of-the-art theater, transporting visitors to key moments in history and to meet inspirational figures, both past and present.



In addition to the exhibit halls, the six-building complex featuring nearly 300,000 square feet of space will also include convening spaces, an atrium restaurant, recording and broadcast studios, and the Washington, DC, headquarters of five centers of the Milken Institute.





Advancing the Dream

The Center will provide visitors—both online and in-person—with the opportunity to explore new possibilities, gain practical knowledge, and engage in productive dialogue. The Center's success will be measured by the extent to which people are empowered and equipped with the skills, resources, knowledge, and inspiration necessary to build a fulfilling and secure life for themselves and their families.





Thought Leadership

The Center's research and policy group will focus on ways to increase economic and social mobility regardless, as Adams wrote, of "circumstances of birth or position." For while talent and determination are found everywhere, opportunity is not. The Center's Research and Impact Fellows will explore access to entrepreneurial and financial capital, education, and healthcare, and will work to find and replicate solutions to expanding opportunity across geographic and social divides.



Global Competitions

The Center will host a series of global competitions to foster interest in, and drive engagement with, the Center and its four pillars. These competitions will offer prizes designed to promote equal opportunity and spotlight innovative solutions to tomorrow's most pressing problems. A range of U.S. and global participants, from school children to graduate students, government leaders, the general public, and entrepreneurs, will be invited to compete. The competition finals will take place in the Grand Historic Hall and be broadcast live, engaging people around the world in developing the knowledge and skills necessary to achieve their goals.



Virtual Media & Events

Content already under development includes a video project that explores what the American Dream means to people from all around the world. Participants so far include 1,200 students, CEO's, elected officials, educators, activists, and philanthropists. With a goal of capturing 10,000 stories, this project will ultimately represent people from every country. The Center's inaugural podcast series, *Start Small, Dream BIG*, hosted by Center President Kerry Healey, explores the important role of small business and entrepreneurship to supporting the American economy. The Center will launch additional podcast series, along with short films, documentaries, and other special events and screenings taking place at the Visitor Center's theater.





Educational Programming

Core to the Center's mission is the desire to empower individuals with the tools and information they need to meet their aspirations—whatever their hopes may be. The Center will offer online courses, webinars, interactive games, mobile apps, and other educational resources that inspire self-discovery and instill knowledge necessary to achieve one's goals in today's world. Programs will include training on jobs of the future, entrepreneurship and launching a new venture, mentorship programs, and more.





Help Us Make the Dream an Attainable Reality

As an investor in the Milken Center for Advancing the American Dream, you will help to establish the Center as the leading resource for those who seek to expand opportunity for themselves and their families.

Giving opportunities include:

- ★ **Endowment gifts** to ensure that the Center will operate in perpetuity
- ★ **100 Founders Circle memberships** to provide foundational support for the Center
- ★ **Sponsorships** to help the Center to launch educational programs, host competitions, and fund fellowships
- ★ **In-kind support** to supply the Center with valuable content, expertise, and infrastructure needs



*If I can make someone feel hope, if I can make someone believe in **the American Dream** and what they have to provide to it, then I'm not just doing my role as a poet but as a person, as a human being."*

Amanda Gorman

Milken Scholar

First U.S. National Youth Poet Laureate



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