



ELECTRONIC PRESS KIT

Timeless Values for a Nation at 250
Inspiring Modern Leadership



HooverPresidentialFoundation.org

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About the Hoover Presidential Foundation



The Hoover Presidential Foundation (HPF) is a nonprofit organization dedicated to preserving and advancing the life and legacy of President Herbert Hoover and Lou Henry Hoover, leaders whose lives exemplify the American ideals of service, resilience, innovation, and civic responsibility.

Founded in 1954, the Foundation provides financial support and visionary leadership for the Herbert Hoover Presidential Library and Museum, the Herbert Hoover National Historic Site, and a broad portfolio of educational and community initiatives. As the nation approaches its 250th anniversary in 2026, HPF plays a vital role in helping Americans reflect on the values that have shaped the country and consider how those values apply to leadership today.



Mission & Vision

Mission

The Hoover Presidential Foundation strengthens the Herbert Hoover Presidential Library and Museum and Herbert Hoover National Historic Site by inspiring leadership, service, and civic responsibility grounded in the Hoovers' life and values.

Vision

A future where Herbert Hoover's uncommon legacy inspires generations to live with purpose, serve with compassion, and create lasting civic impact.

Herbert & Lou Henry Hoover **Legacy**



Herbert Hoover, the 31st President of the United States, was born in West Branch, Iowa, and rose from modest beginnings to become a world-renowned engineer, humanitarian, and statesman. Alongside his wife, Lou Henry Hoover, he embodied the American spirit of problem-solving, service above self, and leadership grounded in action.

From global humanitarian relief efforts to public service at the highest level, the Hoovers' lives reflect enduring American values. As the nation reflects on 250 years of democracy, their story offers a powerful lens through which to examine leadership, responsibility, and the role of citizens in shaping a stronger future.

The *Timeless Values | Modern Experience* Campaign

In advance of America's 250th anniversary, the Hoover Presidential Foundation is leading a transformative \$20 million renovation campaign to modernize the Herbert Hoover Presidential Library and Museum.

This once-in-a-generation initiative—Timeless Values | Modern Experience—positions the Museum as a cornerstone destination for America 250 by:

- Reimagining exhibitions through interactive technology and immersive storytelling
- Expanding educational programming for students, educators, and lifelong learners
- Ensuring Iowa's only presidential library serves as a national forum for reflection, dialogue, and inspiration during the Semi-quincentennial and beyond



THE CAMPAIGN FOR THE HERBERT HOOVER
PRESIDENTIAL LIBRARY ★ MUSEUM

For more information, visit www.TimelessValuesCampaign.org

Fast Facts & Key Milestones

Category	Details
Founded	1954
Headquarters	West Branch, Iowa
Focus Areas	Education, History, Leadership, Preservation
Flagship Project	Herbert Hoover Presidential Library & Museum Renovation
Annual visitors	32,000+ (pre-renovation)
Campaign Goal	\$20 million
Funds Raised to Date	\$19.9 million (as of 2026)

Leadership & Board of Directors



Alan Hoover III
Board Chair



Mundi McCarty
President & CEO



Shelly Mott
Executive Director of
Development &
Planned Giving



Michelle Elizondo
Director of Engagement
& Programs



Greta Bierman
Director of Grants
& Donor
Information
Systems



Jackie Lynch
Director of Events
& Digital Outreach

A full list of board members is available at HooverPresidentialFoundation.org/leadership



Programs & Initiatives

Uncommon Student Award

A statewide program recognizing motivated, community-minded Iowa juniors who design and carry out projects reflecting the values of service and humanitarianism exemplified by Herbert Hoover.

Uncommon Public Service Award

This award recognizes Iowa public servants, specifically state legislators, who demonstrate “uncommon service” to the people of Iowa beyond their basic legislative duties. It celebrates qualities like integrity, honesty, humanitarian commitment, and dedication to public good in the spirit of Herbert Hoover’s own public service.

Uncommon Iowan Award

The Uncommon Iowan Award is a distinct honor given to an individual Iowan whose life and work exemplifies extraordinary service and humanitarian leadership, recognizing a lifetime or significant contribution to community and state.

Hoover on the Road

A traveling exhibit and speaker series bringing Hoover’s story and American leadership lessons to communities across Iowa in advance of the nation’s 250th anniversary.

Membership Program

Gain access to VIP exhibit previews, free admission to the Hoover Presidential Library and Museum, gift shop discounts, travel opportunities, and more—plus free entry to all 13 National Archives Presidential Library-Museums.

Educational Outreach

Virtual programs, classroom resources, school partnerships, and Bright Star Touring Theatre performances connect history to present-day leadership and citizenship.



Membership & Donor Opportunities

The Hoover Presidential Foundation offers multiple levels of membership and giving, inviting individuals, families, and organizations to support preservation, education, and innovation at a pivotal moment in the nation’s history as America approaches its 250th anniversary.

Media Resources

Available Assets

- High-resolution logos (Hoover Presidential Foundation and Timeless Values Campaign)
- Approved press photos of the Library, Museum, and Hoover family archives
- B-roll video for media coverage
- Fact sheets and key messaging documents
- Executive bios and Foundation backgrounders

Downloadable Media Kit

Press Kit Folder – Google Drive/Dropbox link placeholder

Boilerplate

The Hoover Presidential Foundation promotes and supports the Herbert Hoover Presidential Library and Museum, the Herbert Hoover National Historic Site, and educational outreach initiatives such as Hoover on the Road. Through exhibits, programs, and public engagement, the Foundation advances understanding of Herbert Hoover’s enduring legacy as a humanitarian, leader, and global citizen.

Interview Requests



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