

CELEBRATE ALI

CELEBRATE

ALI





MUHAMMAD ALI'S RECIPE FOR LIFE

“He took a few cups of love.
He took one tablespoon of patience,
One teaspoon of generosity,
One pint of kindness.
He took one quart of laughter,
One pinch of concern,
And then he mixed willingness with happiness.
He added lots of faith.
And he stirred it up well.
Then he spread it over a span of a lifetime.
And he served it to each and every deserving
person he met.”

Muhammad Ali's response to the question posed by the late English journalist, Sir David Frost, "What would you like people to say about you when you're gone?"



KEEP THAT LIGHT BURNING



Dear Friends,

In this report, we warmly celebrate the life and service of my late husband, Muhammad Ali. Muhammad's *Recipe for Life* described his personal commitment to humanity, embracing a spirit of selflessness, kindness and love.

Although we lost our namesake in 2016, Muhammad's life's work and humanitarian legacy live on through the programs and activities of the Muhammad Ali Center. When Muhammad and I first envisioned the Muhammad Ali Center, we wanted it to be a personal symbol of global understanding that welcomes everyone to share in Muhammad's vision of hope for building a better world, united under our common banner of humanity.

You will discover as you read about our humanitarian programs and activities, how these initiatives are inspired by Muhammad's Six Core Principles: Confidence, Conviction, Dedication, Giving, Respect and Spirituality. Every endeavor is sprinkled with the kindhearted ingredients of his *Recipe for Life*.

Muhammad's soul grew over the years as we set out on a journey of love, seeking truth, peace and understanding. In the face of anger and criticism and ugliness and hate, Muhammad never gave up on the power of understanding, on the boundless possibilities of love, and on the strength of our diversity. He was friends with people of all political persuasions, saw the truth in all faiths, and the nobility of all races. Muhammad believed the soul of a nation could be measured by the goodness of its people, and I have witnessed that goodness.

When Muhammad passed away last June, he wanted his memorial service to be a teaching moment... a "life lesson," if you will, for people and cultures everywhere. More than 25,000 visitors came to the Muhammad Ali Center during the week of his memorial service. Nearly one billion people viewed his service either on television or social media. Muhammad loved everyday people, and they loved him. In a very special way, the world paused and returned the love to Muhammad Ali.

We feel a tremendous debt of gratitude to the millions of people who have sent their condolences, prayers, and love in every language from every corner of the globe. My family and I are truly grateful, and deeply humbled.

So with this missive of thanks also comes a solemn request. The time has come for all of us to pick up the torch from Muhammad, to shine our own light, embracing a spirit of selflessness, kindness and love. For as we face uncertainty in the world and divisions at home, Muhammad's life and legacy takes on an even more special meaning that cannot be overlooked.

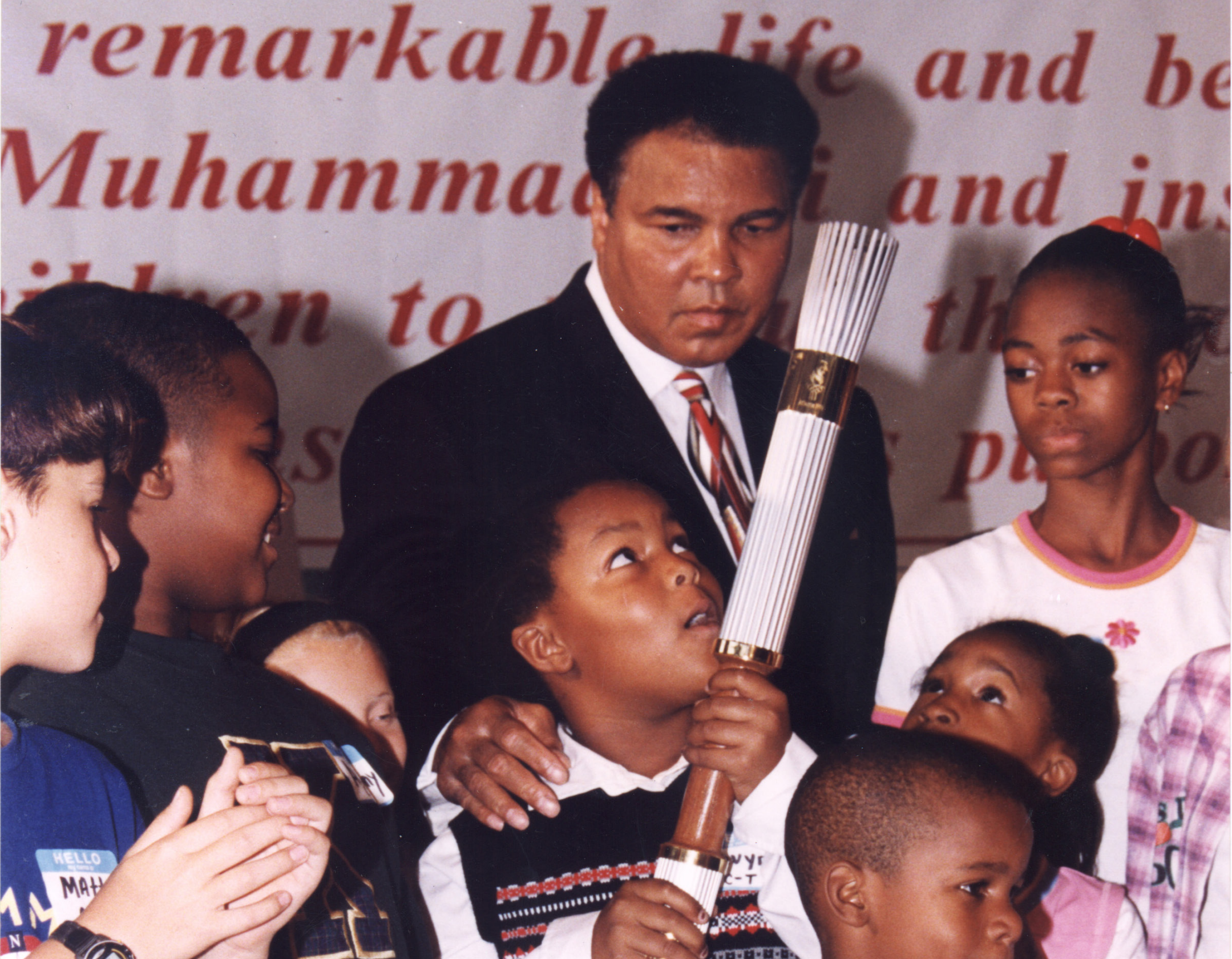
I humbly ask you to pick up that torch, your torch. I ask you to keep that light burning. And in honor of Muhammad's memory, I ask you to prove that there is **ALI IN ALL OF US**, and find your own greatness in the love and service you provide to each other and to the world we wish to see.

Gratefully yours,

Lonnie Ali

You must keep the strength. You must continue the hope for a brighter tomorrow.

- MUHAMMAD ALI



THE TORCH HAS PASSED

Dear Friends,

During the week of June 3, 2016, the world came together to celebrate the life and legacy of Muhammad Ali. The Muhammad Ali Center welcomed thousands upon thousands of visitors to our doors. Many came to pay their respects to Muhammad Ali, others came to learn more about what made Muhammad Ali “The Greatest of All Time.” Like many of our first-time visitors, the people who came through our doors this past June left knowing that Muhammad was as great outside the ring as he was inside the ring. Our guests learned that Muhammad Ali was a great boxer and a great humanitarian with a unique ability to unite people of different races, religions, and creeds. With the world being pulled apart by divisive rhetoric and unmasked hatred of others, we must work ever so diligently to keep the life’s work of Muhammad Ali moving forward.

Although the coming years will feel different for each of us, Muhammad Ali helped prepare us for this moment. He gently passed his torch to each one of us. Our future is guided by the vision and goals espoused by Muhammad and Lonnie Ali. As a testament to his legacy, our multi-cultural center and award-winning museum captures inspiration from the story of Muhammad Ali’s incredible life and the Six Core Principles that fueled his journey: Confidence, Conviction, Dedication, Giving, Respect, and Spirituality.

This report highlights the impact of our programs that serve children and adults, reaching people of all cultures, nationalities, ages, and geographic areas. Inspiration was Muhammad Ali’s gift, and our programming, grounded in his life and legacy, encourages all of us to pick up our own torch, and perhaps, create our own kindhearted *Recipe for Life* with a promise to make each day count. Muhammad Ali saw the global community as a place where people everywhere could achieve greatness if they worked hard and were given opportunity.

Your gifts to the Muhammad Ali Center are an investment in our initiatives, as well as an investment in helping expand Muhammad Ali’s true legacy beyond the walls of the Center. We focus on gender equity, global citizenship and education, to inspire members of the next generation on their journey to achieve personal greatness.

On behalf of the board of directors and the entire Muhammad Ali Center family, we thank you. Your support allows us to continue to instill positive values in our visitors, our community and the world at large, passing the torch as Muhammad would.

Karl F. Schmitt, Jr.
Chair, Board of Directors

Donald E. Lassere
President and Chief Executive Officer



KARL F. SCHMITT, JR.



DONALD E. LASSERE

I set out on a journey of
love, seeking truth, peace
and understanding.

- MUHAMMAD ALI



Photo Credit: Wales Hunter

MUHAMMAD ALI'S MEMORIAL SERVICE...A TEACHING MOMENT

Muhammad Ali lived his life as a champion in every possible sense. Champion in the ring. Champion of his principles. Champion of those in need and those who struggle for equality. There is no greater legacy to celebrate. – Sports Illustrated

When Muhammad Ali passed away on June 3, 2016, the memories and images of his entire life took on a whole new dimension. There were insightful perspectives expressed from people from all walks of life from all around the world and a profound appreciation of what each of us had loved about this extraordinary man – “The Greatest of All Time.”

Throughout his life, Muhammad Ali touched the lives of men, women and children everywhere. He was a friend to all, spreading the kindhearted ingredients of his *Recipe for Life* to every person he met. Whatever they needed, “a cup of love,” a “pint of kindness,” or a “pinch of concern,” Muhammad freely gave what was in his heart, and then some.

At Muhammad’s memorial service on June 10th, tens of thousands of people gathered in Louisville to say farewell and to honor his memory, and nearly one billion people viewed his service either on television or social media. Muhammad’s family and friends shared their loving tributes, encouraged us with his Six Core Principles, recounted his many exploits, reminded us to carry on Muhammad’s legacy of love and service to others, and that there is ALI IN ALL OF US.

For this special moment in time, it seemed as though Muhammad was using his *Recipe for Life* again as a teaching moment; that each one of us can also spread the same kindhearted ingredients over our lifetime and “serve it to each and every deserving person” we meet. That’s a beautiful legacy to celebrate. Thanks, Champ!



“For many years I have dreamed of creating a place to share, teach, and inspire people to be their best and to pursue their dreams.

- MUHAMMAD ALI”



Thousands visited the Muhammad Ali Center, leaving flowers and messages in honor of Muhammad Ali's life. | Photo Credit: Brian Bohannon



A couple paused to pay their respects at the makeshift memorial at the Muhammad Ali Center. | Photo Credit: Brian Bohannon



In the late evening hours, people gathered daily to visit and leave messages of sympathy. | Photo Credit: Brian Bohannon

“My greatest accomplishments in life were achieved outside the ring, and my greatest privilege in life was becoming a messenger of peace and love.”
- MUHAMMAD ALI

“When a person has been blessed with a life as full and rich as mine, he can never give back enough.”
- MUHAMMAD ALI



The Muhammad Ali Center welcomed thousands of visitors through our doors. Photo Credit: Wales Hunter



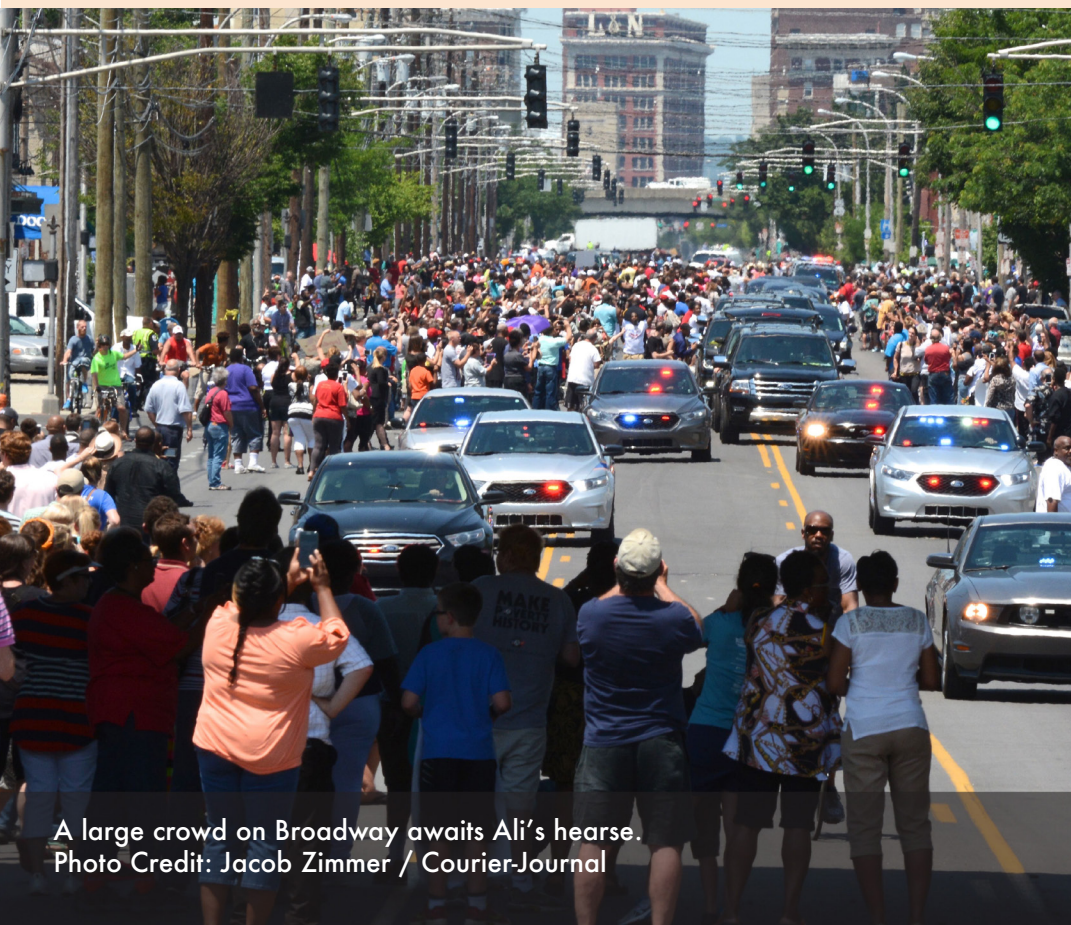
Flowers and memorial wreaths adorn the lobby of the Muhammad Ali Center. Photo Credit: Wales Hunter



A child smiles as she visits the Muhammad Ali Center. Photo Credit: Brian Bohannon

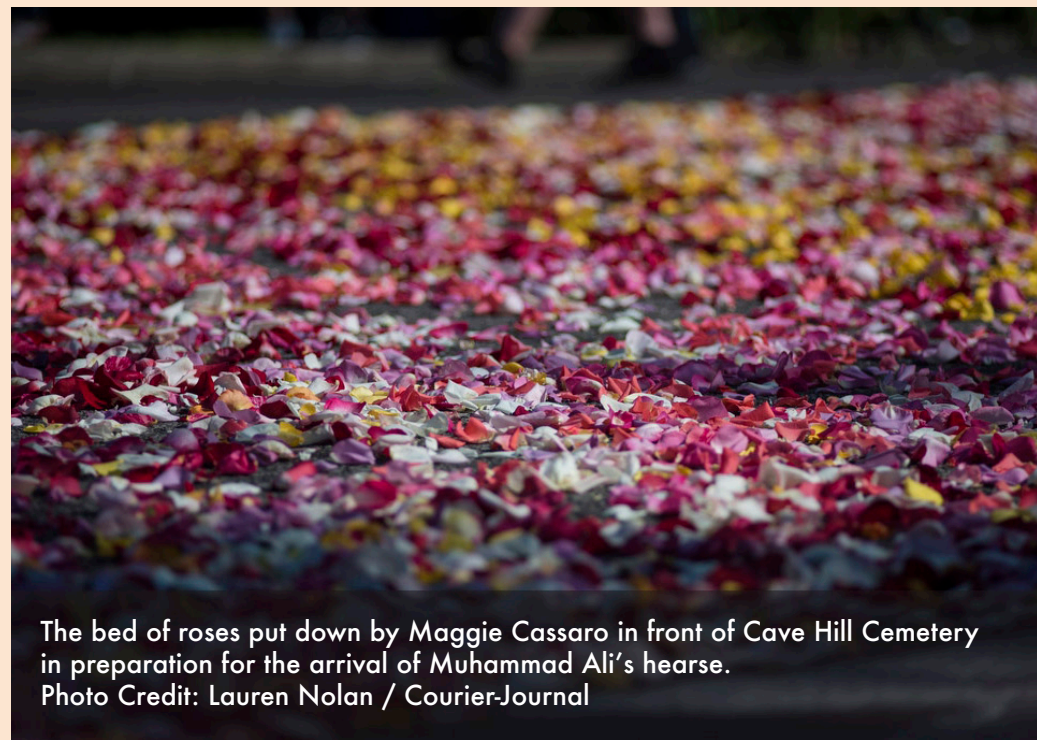


The funeral procession for Muhammad Ali makes its way past his boyhood home on Grand Avenue in Louisville. | Photo Credit: Alton Strupp / Courier-Journal



A large crowd on Broadway awaits Ali's hearse. Photo Credit: Jacob Zimmer / Courier-Journal

“I wish people would love everybody else the way they love me. It would be a better world.”
- MUHAMMAD ALI



The bed of roses put down by Maggie Cassaro in front of Cave Hill Cemetery in preparation for the arrival of Muhammad Ali's hearse. Photo Credit: Lauren Nolan / Courier-Journal



Fans reach out to touch Ali's hearse along Broadway. Photo Credit: Michael Clevenger / Courier-Journal

“One day I won't be around to answer people's questions, or advise young aspiring athletes. What I want to say is for the people whom I've never met. It is for the boys and girls whose hands I will never hold. It is for the champions to come. These comments are for every spirit on the downside of advantage. Champions aren't made in gyms. Champions are made from something they have deep inside them - a desire, a dream, a vision. They have to have the skill and the will. But the will must be stronger than the skill.”
- MUHAMMAD ALI



Faith leaders and dignitaries stand during the memorial service for Muhammad Ali at the KFC Yum! Center. | Photo Credit: Wales Hunter



The funeral procession for Muhammad Ali is greeted by hundreds as it travels across the bed of roses and makes its way into Cave Hill Cemetery. Photo Credit: Pat McDonogh / Courier-Journal



ALI IN ALL OF US

Muhammad Ali often reminded us, “Service to others is the rent you pay for your room here on Earth.” This belief is what inspired the creation of the ALI IN ALL OF US Initiative — a call to action for people all around the globe to commit to and perform acts of kindness, no matter how large or small, to better their communities.

Our vision is for all people to achieve their greatest self, to be inspired, to create a positive impact on the global community.

Our hope is to see people embracing the Six Core Principles that not only empowered Muhammad, but could also help you and others change the world:

CONFIDENCE : Belief in oneself, one’s abilities, and one’s future.

CONVICTION : A firm belief that gives one the courage to stand behind that belief, despite pressure to do otherwise.

DEDICATION : The act of devoting all of one’s energy, effort, and abilities to a certain task.

GIVING : To present voluntarily without expecting something in return.

RESPECT : Esteem for, or a sense of the worth or excellence of, oneself and others

SPIRITUALITY : A sense of awe, reverence, and inner peace inspired by a connection to all of creation and that which is greater than oneself.

These Six Core Principles form the bedrock which undergirds all of the Muhammad Ali Center’s programming. ALI IN ALL OF US enables each of us to pick up the torch from Muhammad, to shine our own light, embracing a spirit of selflessness, kindness and love.

We ask you to pick up your torch to keep that light burning. And in honor of Muhammad’s memory, we ask you to prove that there is ALI IN ALL OF US, and find your own greatness in the love and service you provide to each other and to the world we wish to see.



“When a man is down,
help him up. When you
pass a stranger in the
street, share a smile.
When a person is in need,
lend a helping hand.

- MUHAMMAD ALI

OUR FOURTH ANNUAL MUHAMMAD ALI HUMANITARIAN AWARDS

The Muhammad Ali Humanitarian Awards honor and celebrate individuals who, like Muhammad Ali, strive to make a difference in their communities and globally.

This awards event commemorates Muhammad's lifelong humanitarianism by recognizing individuals who are taking up the torch of his legacy.



Cindy Hensley McCain

MUHAMMAD ALI LIFETIME ACHIEVEMENT AWARD

Cindy Hensley McCain has dedicated her life to improving the lives of those less fortunate both in the United States and around the world.

Cindy serves as co-chair of the Arizona Governor's Council on human trafficking and on the McCain Institute's Human Trafficking Advisory Council. She is dedicated to stopping human trafficking everywhere, as well as working to improve the lives of victims of human trafficking. Cindy also served on the Board of Directors for Operation Smile, whose mission is to repair cleft lips, cleft palates and other facial deformities for children. Cindy also serves on the board for Project Cure, the HALO Trust Board, and is a founding member of the Eastern Congo Initiative.



Jon Secada

MUHAMMAD ALI HUMANITARIAN OF THE YEAR

Multi-Grammy Award-winner Jon Secada's career spans over two decades. Under his organization, "Jon Secada Charities," he has devoted himself to helping charitable groups all over the world, focusing on children, education, AIDS research, and child abuse. Appointed by President George W. Bush, Jon served on the President's Advisory Commission on Educational Excellence for Hispanic Americans, aimed at closing the educational achievement gap between Hispanic students and their peers. Jon also hosted an earthquake relief concert for Ecuador. The funds raised provided permanent shelter and relief for orphaned children.



Louis Gossett, Jr.

MUHAMMAD ALI EDUCATION AWARD

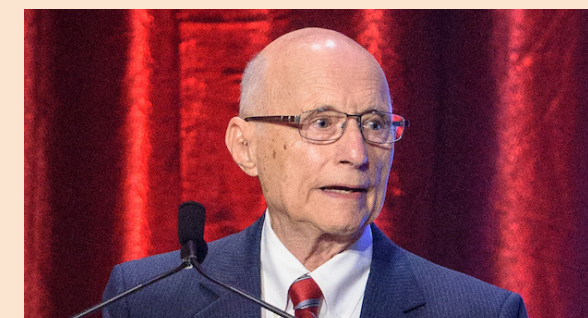
Louis Gossett, Jr. is one of stage, film and television's most recognized and lauded talents. With a career spanning six decades, the elder statesman has dedicated the last quadrant of his life to communicating with younger generations and transmitting the values of community, self-love, and purpose that have characterized our progress as a people. He established Louis Gossett, Jr.'s Eracism Foundation which is dedicated to providing young adults with the tools they need for living a racially diverse and culturally inclusive life.



Sheryl Lee Ralph

MUHAMMAD ALI GLOBAL CITIZENSHIP AWARD

Sheryl Lee Ralph has enjoyed success on Broadway, on screen and television, with music, and with her philanthropic endeavors. Sheryl has spent the last three decades advocating for those infected by HIV/AIDS and educating others around the world about the importance of knowing their status. She founded DIVAS Simply Singing!, the longest consecutive running musical HIV/AIDS benefit in the country, and has been honored for her one-woman show "Sometimes I Cry," about the lives, loves and losses of HIV/AIDS-infected women. Sheryl was awarded the first Red Ribbon Award at the United Nations for her unique use of the arts in HIV/AIDS activism.



John Rosenberg

MUHAMMAD ALI KENTUCKY HUMANITARIAN AWARD

John Rosenberg is best known as the founding director of the Appalachian Research and Defense Fund (AppalReD) of Kentucky, which has long been a refuge and advocate for the poor and disadvantaged in the Appalachian counties in the state.

A U.S. Air Force veteran, a former trial attorney in the Civil Rights Division of the Justice Department, and humanitarian, John is a leading citizen of Eastern Kentucky who has worked tirelessly to address the region's poverty and other socio-economic issues severely effecting families.





2016 MUHAMMAD ALI SIX CORE PRINCIPLE AWARDEES

In addition to awards given to seasoned humanitarians, six young people, 30 and under, are honored corresponding to each of Muhammad's Six Core Principles: Confidence, Conviction, Dedication, Giving, Respect and Spirituality.

Each of the awardees has made impactful changes in the lives of others and significant contributions toward the attainment of peace, social justice, or other actions pertaining to human or social capital.



JOSH NESBIT

Age 29
UNITED STATES

Josh is the co-founder and CEO of Medic Mobile, a nonprofit organization that builds mobile and web tools for community health workers, clinic staff, and families in the hardest-to-reach communities. These tools now help over 12,000 health workers provide care for 10 million people in Africa, Asia, and Latin America.

CONFIDENCE

Belief in oneself, one's abilities and one's future.



SHAWANA SHAH

Age 23
PAKISTAN

Shawana works to end gender-based violence in her native Pakistan and to provide women a platform to fight for their rights. She established the platform Da Hawwa Lur (DHL), which mobilized women and youth to campaign for peace, trained 600 youth on conflict transformation, and conducted a series of peace dialogues among the various sects and faiths. DHL focuses on ending gender-based violence, providing free legal and psychological support to victims, enhancing women's leadership, and promoting peace.

CONVICTION

A firm belief that gives one the courage to stand behind that belief, despite pressure to do otherwise.



CURT BOWEN

Age 29
UNITED STATES

Curt is the executive director and co-founder of Semilla Nueva, a nonprofit that develops locally-led farmer education programs that increase the income, rebuild the soils, and improve the food security of Guatemala's rural poor. His impact on thousands of families in Guatemala has led to partnerships with prominent agricultural organizations across the globe, including CIMMYT (International Maize and Wheat Improvement Center) and ICRISAT (International Crops Research Institute for the Semi-Arid Tropics), and has sparked national policy changes in Guatemala.

DEDICATION

The act of continually committing one's energy, effort, and abilities to a task or goal.



JAKOB SCHILLINGER

Age 27
GERMANY

Jakob is the co-founder of OneDollarGlasses with the vision to bring affordable eyewear to more than 150 million people in need. His organization produces high-quality prescription eyeglasses for a cost of less than one dollar per pair. Today, the company employs 80 people in Burkina Faso, Brazil, Bolivia, Benin, Malawi and Mexico, who have produced and sold more than 30,000 pairs of glasses.

GIVING

To present voluntarily without expecting something in return.



TINA HOVSEPIAN

Age 30
UNITED STATES

Tina, an architect and social entrepreneur, designed and built a prototype of a temporary shelter made of folded cardboard: Cardborigami. She is also the founder and executive director of Cardborigami, a nonprofit that supports people and families who lost their homes due to poverty, natural disasters, or other crises. Her vision is to build Cardborigami into a global leader in disaster relief and preparedness.

Globally, Tina has been able to impact disaster victims in a meaningful way. After the earthquake in Nepal, Cardborigami raised funds for building materials and engaged local villagers at the epicenter in the process of rebuilding. To date she has helped rebuild roads, schools, libraries, and homes; positively impacting over 470 students and their families.

RESPECT

Esteem for, or a sense of the worth or excellence of, oneself and others.



NAVONEL "VONI" GLICK

Age 30
ISRAEL

Voni is the chief operating officer of IsraAID with nearly a decade of experience in disaster response, international development, and nonprofit management. He is responsible for all the day-to-day leadership and oversees the general management of the organization. Prior to this role, Voni led disaster-response missions across the globe. These included notably the Philippines after Typhoon Haiyan, Sierra Leone after the Ebola outbreak, Northern Iraq since the emergence of the Islamic State, and many more. Before joining IsraAID, Voni spent four years in Nepal with the organization Tevel b'Tzedek, working in volunteer management and long-term development projects to alleviate poverty with communities in rural and urban settings.

SPIRITUALITY

A sense of awe, reverence and inner peace inspired by a connection to all of creation and that which is greater than oneself.

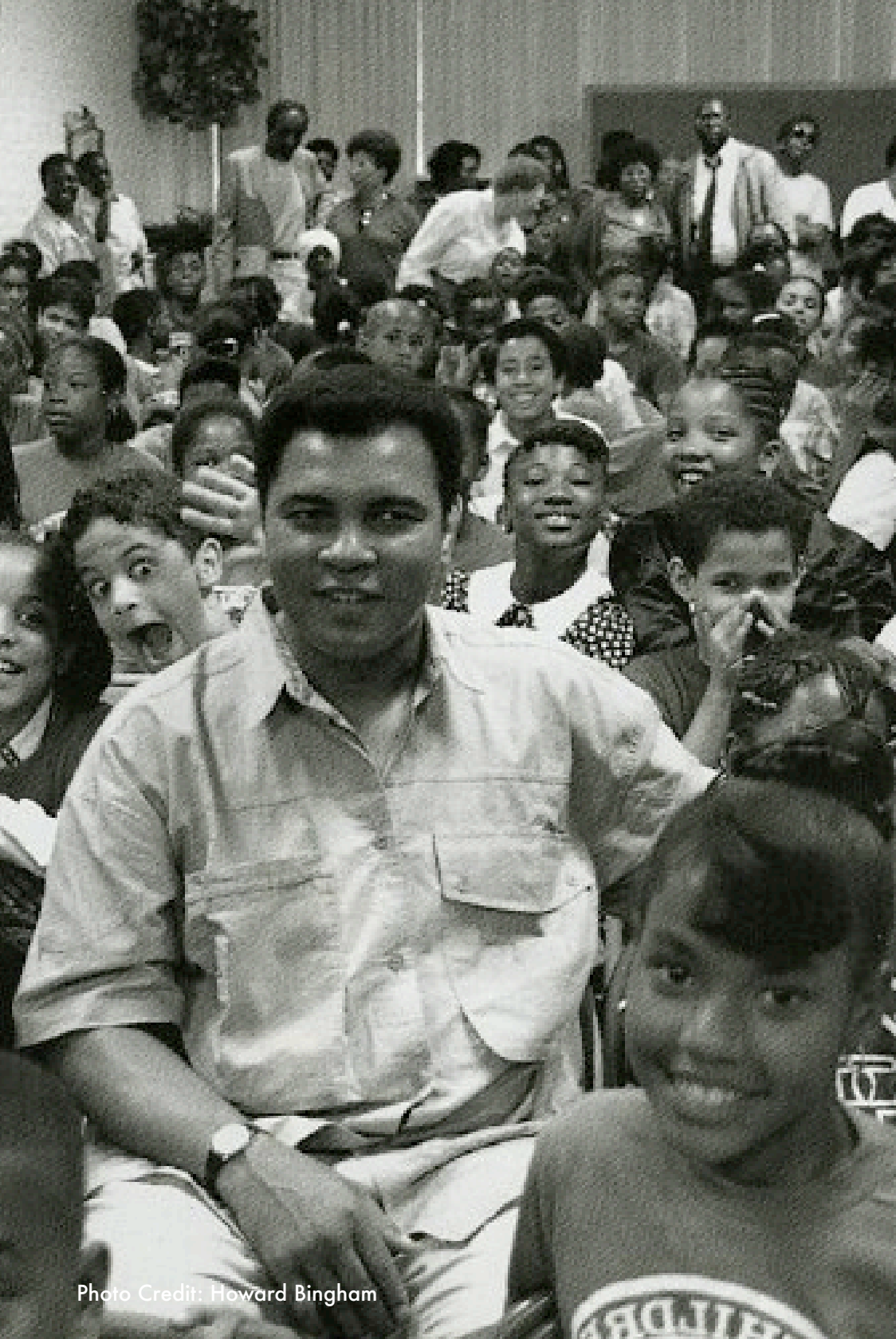


Photo Credit: Howard Bingham

POWERFUL PROGRAMMING

BEYOND LOUISVILLE TO THE WORLD

True greatness is achieved when our own inherent potential is realized and, in turn, we use our talents and resources to inspire and encourage others to achieve their potential. The Center has developed impactful educational programming, initiatives, and partnerships, so that people of any age can participate in activities and events that will enrich their lives on their personal journeys to greatness.

Our primary programmatic focus encompasses the following areas: Education, Gender Equality, and Global Citizenship. In 2016, the Center took additional steps to extend the reach of our educational programs far beyond the borders of our museum walls, while continuing to impact our local community through youth leadership initiatives and innovative programming. The Center will continue to grow our impact by sharing the legacy of Muhammad Ali locally, nationally, and globally through additional resource development and strategic partnerships.



TORCHBEARERS CARRY MUHAMMAD'S FLAME

During 2016, the Muhammad Ali Center (MAC) partnered with the U.S. Department of State and the U.S. Embassy in Astana on a two-part sport diplomacy and character development program for Kazakhstan youth. In March, the Ali Center conducted a comprehensive character development and leadership training for a delegation of youth boxers and coaches. Later in August, MAC educators travelled to Kazakhstan to implement programming at a sport leadership summer camp for youth boxers and coaches. This exchange was part of the U.S. government's efforts to reach underserved, marginalized, and at-risk youth populations in order to combat violent extremism, promote democracy, and human rights.



CREATING OUR FUTURES

Ali's character education and youth leadership program expands to a national audience.

In 2016, the Muhammad Ali Center formalized a partnership with NBA All-Star Dwight Howard and the D12 Foundation. Through this partnership the Ali Center trained 40 youth workers out of the 5th Ward Center in Houston, Texas on Muhammad Ali's Six Core Principles and the Creating Our Futures character education curriculum. The educators, in turn, implemented the curriculum in their summer programs, sharing Muhammad's legacy with over 1,000 Houston youth.





YOUTH EDUCATION

THE MUHAMMAD ALI CENTER COUNCIL OF STUDENTS

The Muhammad Ali Center Council of Students (MACCS) is a diverse group of young leaders, committed to improving themselves and their communities through the practice of Muhammad Ali's Six Core Principles: Confidence, Conviction, Dedication, Giving, Respect, and Spirituality. As a youth-led organization, these dynamic students make decisions that guide the course of their service work and leadership development.



Jennifer Bencomo is studying Political Science & International Affairs at the University of Louisville.

"The Muhammad Ali Center Council of Students has helped me channel the core of my being, which is being an activist for social justice and human rights. MACCS has helped me embrace being a global citizen, which has followed me throughout my travels."



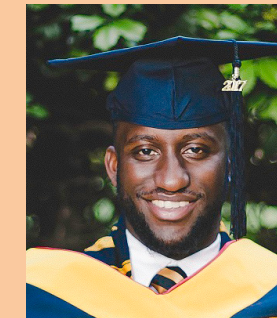
Emmanuel "Blake" Dawson is a Business Administration student at Florida A&M University.

"The Muhammad Ali Center allowed me to create roots from which I can grow into a successful leader. I am thankful to be a continuation of Muhammad Ali's legacy."



Ahmaad J. Edmund is an Associate Pastor of Pleasant View Baptist Church and Class President. Ahmaad will attend Hampton University.

"Since joining the Ali Center, my motto has become 'Learn, Earn and Return' just as my hero Muhammad Ali exhibited in his life."



Anthony Perry graduated from the Wharton School at the University of Pennsylvania with a degree in Economics.

"This program has taught me many lessons throughout the years, but the most significant one is that in life your title, position and stature may all be here one day and gone the next. Yet, your legacy is not determined by the accolades you amassed but by the values you developed and the people you touched with your unerring conviction and dedication."



Darcy Gleeson is a sophomore Trustee Scholar at the University of Southern California where she is studying International Relations and Global Business.

"MACCS is where I discovered my passion for social justice and international affairs, as well as the voice I needed to convey that passion through leadership. I will continue to carry Ali's legacy and the wisdom of my peers with me always."



Natasha Mundkur, a McConnell Scholar at the University of Louisville majoring in Political Science and Marketing, was honored to serve as a eulogist at Muhammad Ali's memorial service.

"So let me tell you a story about a man. His name is Muhammad Ali. He is the Greatest of All Time. His story lives on in each and every one of us. And his story is far from over."



THE LEGACY CONTINUES...

Come inspire and be inspired. Visitors to the Muhammad Ali Center share their stories by answering the questions, "What Is Your Red Bike Moment?", and "What Are You Fighting For?", and listening to others' stories.

Learn about Muhammad Ali's humanitarian life with an interactive timeline that shares videos and photos of his work, some of which are previously unknown to the public.

Explore the previous Muhammad Ali Humanitarian Award ceremonies, and learn more about the past award recipients and their work.

Commit to a pledge or affirmation, express yourself, and receive your own personal poster to remember.





Cassius Clay (Muhammad Ali) Poised For Greatness, acrylic on canvas
Created by Paul Daniels

EXHIBITS AND COLLECTIONS

The Muhammad Ali Center focuses on preserving the physical and oral legacy of Muhammad Ali. The Center houses more than a thousand individual items in its repositories. The collection is comprised of items loaned by Ali's wife, Lonnie, the Ali Trust, and items donated by local, national, and international fans of the late Muhammad Ali.

Now more than ever before, the importance of capturing all of the different facets of Muhammad Ali's life is vital. Through documentation and preservation, present and future generations will become acquainted with Ali, and gain a better understanding of his extraordinary life.



ARCHIVES

The Muhammad Ali Center's permanent collection and continual acquisition of donations allows the Collections staff to interact with a broad community and connect visitors with a side of Ali they may have never seen. Physical items from Ali's past, personal collection, boxing career, lecture series, pop culture, and conscientious objection, all aid the museum in continuing to tell Ali's story and his impact on the world.



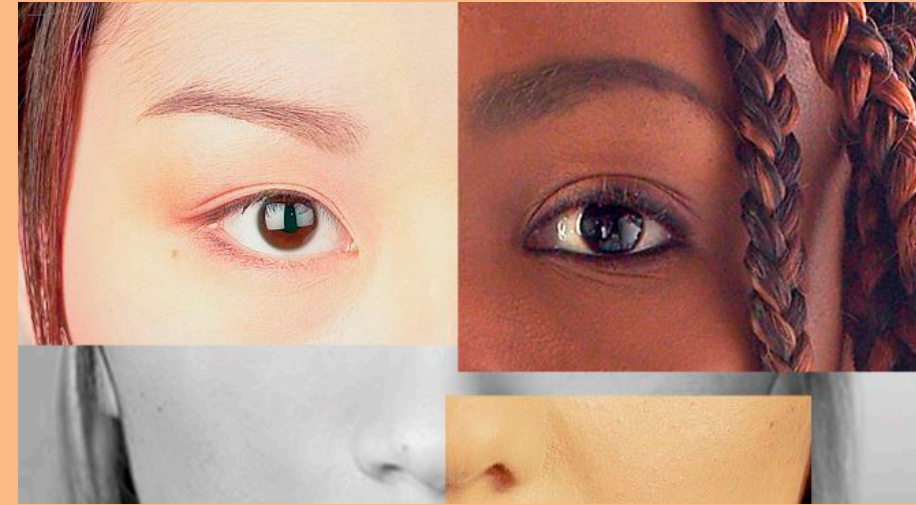
Photograph taken by Thomas Washington, staff photographer for the Louisville Defender. Donated to the Muhammad Ali Center by the Washington family.



1980 Ali pinball machine by Stern Electronics, Inc., donated to the Muhammad Ali Center by Leslie London.



©Sandipan Majumdar, *School Off*, 2016



Oral history refers to a method of precisely recording and preserving oral testimony; essentially, the collections and study of historical information using recordings of interviews with people having personal knowledge of past events.

The Collections Department introduced the Muhammad Ali Oral History Project in 2016. This project is an ongoing initiative created to utilize the practice of oral history to document the life of Muhammad Ali, and to further preserve his legacy through others' voices and memories.

MUHAMMAD ALI ORAL HISTORY PROJECT

Leveraging its existing capacity to increase awareness around issues of human rights and social justice on local, national, and international stages, the Muhammad Ali Center created "Shining a Light," an international photography contest focused on gender equality.

Over 60 million women and girls globally lack access to education. As a result, they face discrimination, exploitation, and denial of opportunities. Thus, in 2016, participating photographers were asked to showcase individuals and organizations who are removing barriers to access and empowering women and girls through education. "Shining a Light" is an annual program and exhibition on display each March in conjunction with International Women's Day.

SHINING A LIGHT

The Muhammad Ali Center hosted the traveling exhibit "Race: Are We So Different?" in the Ina B. Bond Gallery. This interactive exhibit provided a look at race from biological, cultural, and historical points of view and provided tools to recognize racial ideas and practices in contemporary American life. The exhibit invited visitors to discover the many reasons we should celebrate our differences and explore our shared histories. The exhibit was made possible by the Science Museum of Minnesota, and it was supported by Toyota Motor Manufacturing, Kentucky, Inc.

RACE: ARE WE SO DIFFERENT?

In June of 2016, the Muhammad Ali Center received a \$500,000 grant from The UPS Foundation to honor the legacy of our champion. In addition to funding the Ali Center's education initiatives, including UCrew, Generation Ali, the Character Education Program "Creating Our Future," and the Muhammad Ali Center Council of Students, this gift provided fully sponsored fieldtrips to nearly 10,000 underserved youth in the Louisville community. These young people, ranging in grades K-12, were not only able to tour the Center's permanent exhibitions, but received an educational enhancement experience through our temporary exhibition, "Race: Are We So Different?"

IGNITING 10,000 TORCHES



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OUR MISSION

The mission of the Muhammad Ali Center is to preserve and share the legacy and ideals of Muhammad Ali, to promote respect, hope, and understanding, and to inspire adults and children everywhere to be as great as they can be.

EXECUTIVE COMMITTEE

Muhammad Ali IN MEMORIAM
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Lonnie Ali : Vice-Chair
Co-Founder : Muhammad Ali Center

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Matthew C. Whitaker



As the good steward of your giving, the Muhammad Ali Center received its second consecutive 4-star rating from Charity Navigator, America’s largest independent charity evaluator.

This is Charity Navigator’s highest rating and denotes an organization that “exceeds industry standards and outperforms most charities in its cause.”

“With strong leadership and a strong balance sheet, we continue to grow the impact of the Muhammad Ali Center.”

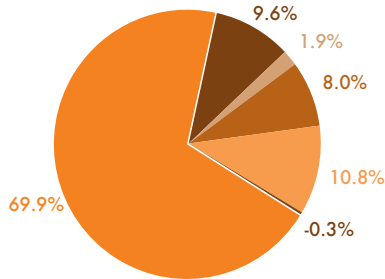
- KARL F. SCHMITT, JR.
Chair, Board of Directors



STATEMENT OF FINANCES

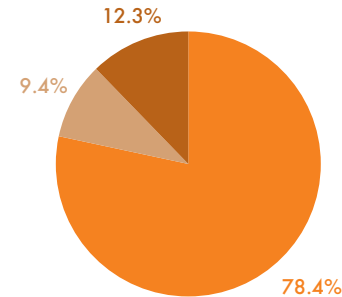
2016 REVENUES

CONTRIBUTIONS, GIFTS & GRANTS	\$ 3,446,257
ADMISSIONS	\$ 473,890
FUNDRAISING EVENTS, NET	\$ 94,470
MERCHANDISE SALES, NET	\$ 395,261
EVENT SPACE RENTAL	\$ 533,479
OTHER (DIVIDEND INCOME, INTEREST INCOME, & REALIZED GAINS ON INVESTMENT)	\$ -13,130
	<u>\$ 4,930,227</u>



2016 EXPENSES

PROGRAM EXPENSES	\$ 4,127,290
ADMINISTRATIVE EXPENSES	\$ 494,348
FUNDRAISING EXPENSES	\$ 645,463
	<u>\$ 5,267,101</u>



Note: Depreciation (a non-cash expense) of the building and other fixed assets of the Muhammad Ali Center accounts for \$1,276,811 of total expenses.

ASSETS

CASH	\$ 827,947
CONTRIBUTIONS RECEIVABLE	\$ 1,829,050
RESTRICTED INVESTMENTS	\$ 179,702
ENDOWMENT INVESTMENTS	\$ 1,388,253
PROPERTY & EQUIPMENT, NET	\$ 31,110,454
OTHER	\$ 80,844
	<u>\$ 35,416,250</u>

LIABILITIES

NOTE PAYABLE	\$ 1,153,000
OTHER	\$ 497,037
	<u>\$ 1,650,037</u>

NET ASSETS

UNRESTRICTED	\$ 30,127,032
TEMPORARILY RESTRICTED	\$ 2,389,181
PERMANETLY RESTRICTED	\$ 1,250,000
	<u>\$ 33,766,213</u>

TOTAL LIABILITIES & NET ASSETS	\$ 35,416,250
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“True success is reaching our potential without compromising our values.”

- MUHAMMAD ALI



SHINING THE LIGHT ON YOU

We feel a tremendous debt of gratitude to the millions of people who have sent their condolences, prayers, and love in every language from every corner of the globe. My family and I are truly grateful, and deeply humbled. — Lonnie Ali

With the passing of our namesake in 2016, the Muhammad Ali Center received an outpouring of support and donations. Thank you for remembering him in such a beautiful way.

People from all walks of life often tell us how they were inspired by Muhammad Ali. Inspiration was his gift, and your support for the “Continuing the Legacy” campaign pays tribute to Ali’s memory as well as his life’s work.

Because of you, the Muhammad Ali Center’s programs are able to serve children and adults, reaching people of all cultures, nationalities, ages, and geographic areas. We encourage each person to pick up their own torch, lighting the way with a promise to make each day count and to Be Great and Do Great Things.

Your donations are not only an investment in our initiatives; they are an investment in expanding Muhammad’s legacy beyond the walls of the Center. Every contribution creates impact and that means you are changing people’s lives for the better.

The Muhammad Ali Center is your center. You foster our purpose, show us we’re not alone, and give others hope that great change can happen.

Thank you for adopting our cause, for giving strength and spirit to our programs, and for seeing that there is ALI IN ALL OF US. Together, let us continue his legacy.

Photo Credit: Howard Bingham

WAYS TO GIVE

YOUR SUPPORT HELPS INSPIRE AND BRING PEOPLE TOGETHER.

The Muhammad Ali Center depends on generous giving to enhance its educational outreach, to increase the humanitarian impact of our programs and to transform people’s lives.

DONATIONS To make an outright gift, please send your check payable to the Muhammad Ali Center. Or, to give online, please visit AliCenter.org. You can make an ongoing donation weekly, monthly or annually in any amount. Gifts of any size are appreciated.

SPONSORSHIPS Corporations, foundations, businesses and individuals play a vital philanthropic role in the Muhammad Ali Center. We welcome your engagement and offer opportunities to complement your objectives.

MEMBERSHIP PROGRAMS With members from across the nation, TEAM ALI provides support for the Muhammad Ali Center’s mission and priorities. Those who join enjoy a wide variety of benefits and events. Annual memberships are available at various levels.

GIFTS OF SECURITIES AND ASSETS Gifts of appreciated stock, mutual fund shares or other securities not only benefit the Muhammad Ali Center, but may provide capital gains tax savings for you. Gifts of real estate, paid-up insurance policies or tangible personal property are also innovative ways to give.

REMEMBER THE MUHAMMAD ALI CENTER IN YOUR WILL OR TRUST After providing for your loved ones, bequests and trusts using cash, securities and property strengthen our programs and provide financial stability.

TRIBUTE GIFTS A gift in memory or in honor of a loved one is a thoughtful way to express your appreciation and support. The Muhammad Ali Center will send a special acknowledgement on your behalf to the person of your choosing.

MATCHING GIFTS Many companies encourage their employees to make charitable donations by matching their philanthropic support.

To learn more, please call the Development staff:

John Leshney : Chief Impact Officer, ALI IN ALL OF US Initiative	502.992.5339
Jay Graham : Chief Mission Advancement Officer	502.992.5303
Kelly Watson : Manager of Development	502.992.5338

Or visit us online at AliCenter.org. Your support for the Muhammad Ali Center makes an impact.

THANK YOU!



“The more we help others the more we help ourselves.”
- MUHAMMAD ALI

HOW I WOULD LIKE TO BE REMEMBERED

I would like to be remembered as a man who won the heavyweight title three times, who was humorous, and who treated everyone right.

As a man who never looked down on those who looked up to him, and who helped as many people as he could.

As a man who stood up for his beliefs no matter what.

As a man who tried to unite all humankind through faith and love.

And if all that's too much, then I guess I'd settle for being remembered only as a great boxer who became a leader and a champion of his people.

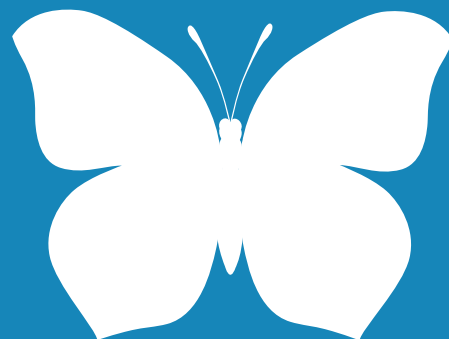
And I wouldn't even mind if folks forgot how pretty I was.

— MUHAMMAD ALI
Soul of a Butterfly



CELEBRATE

**ALL
IN ALL
OF US**



AliCenter.org
144 North Sixth Street : Louisville, KY : 40202
502.584.9254

