



Northwest  
African American  
Museum

NAAM is on a mission to showcase Black history, art & culture and to fuel equity, education & empowerment.

WHO  
WE ARE

The Northwest African American Museum (NAAM) is a premier cultural institution in Seattle, Washington and one of the most significant voices for Black experiences in the Pacific Northwest. Our mission is to spread knowledge, understanding, and enjoyment of the histories, arts, and cultures of people of African descent for the enrichment of all.

WHAT  
WE DO

NAAM produces exhibitions, public programs, and events that feature visual arts, music, literature, and history of African Americans in the Northwest and the nation. We offer racial justice and equity programming and opportunities for cross-racial dialogue. NAAM is more than a museum. NAAM serves as a source of community, connection, understanding, and empowerment.

GUIDING  
PILLARS

1. Advancing equity & justice
2. Cultivating educational empowerment
3. Centering & celebrating Black history, arts, and culture



"Thank you for the role that NAAM is playing. Black museums are extraordinarily important. We get a chance to expose our creativity and talent and to tell our history. It's so important for our young people to have access to museums...to be able to do the tour, ask the questions, and learn about us. It is so important to our culture."

- **Congresswoman Maxine Waters**

Your support will help NAAM fulfill our mission and expand our work.



## 1 Advancing equity & justice

NAAM's dynamic programming and exhibitions send a strong signal that Black Lives Matter. The museum works to counter historical narratives that overlook the positive contributions of African Americans in our communities by honoring those who helped shape our region and nation. We seek to empower the community while acknowledging the unique resilience of Black communities following generations of trauma, systemic racism, and cultural barriers.

Your gift will advance equity & uplift Black lives through programming that includes:

- **Interrupting Privilege**—program with University of WA to dismantle racism & gender privilege
- **Juneteenth (Emancipation Day/Freedom Day)**—a week of education & celebration involving a national commemoration with other Black museums + a local community Jamboree
- **It Takes a Village programming**—engaging the community in conversation around current issues like voting and civic duty, health disparities, and more

## 2 Cultivating educational empowerment

Thousands of people throughout the region count on NAAM to provide a safe space to celebrate our shared heritage, explore our roots, and engage in critical dialogue about timely issues. NAAM uses Black history, art, and culture as a starting point to empower, inspire, and inform visitors of all ages.

Your gift will educate & empower youth through programs that include:

- **Knowledge is Power Book Giveaway**—promoting literacy by distributing new K-12 books that share the richness of Black history & culture with all children
- **Interactive Story Time**—read-along series featuring culturally-relevant stories & virtual activities that highlight Black life
- **Youth Curator**—award-winning education, arts, museum program for middle & high school students who produce a museum-quality exhibition

"The Northwest African American Museum is about the love of Truth and lifting every voice."

- Dr. Cornel West

## 3 Centering & celebrating Black history, arts & culture

NAAM provides a space where the work of African Americans is featured and promoted, and amplifies the voices of Black artists and professionals by introducing new audiences to their work. NAAM exposes visitors to the breadth of African American culture in a way that breaks down stereotypes and introduces young people to Black role models.

Your gift will fill a critical need in Seattle's arts community by helping NAAM continue to highlight the experiences of Black communities past and present through programming including:

- **A Night at the Opera: Celebrating Black Voices**
- **Descendants Series**—conversations with living descendants of notable Black Americans such as Madam C.J. Walker, W.E.B. Du Bois, Harriet Tubman, and Ida B. Wells
- **King Day**—celebrating the life & legacy of Dr. Martin Luther King, Jr. and the civil rights movement
- **Author/Speaker Series**—featuring Black authors and leaders including Isabel Wilkerson, Martha S. Jones, Eddie Glaude, Jr., Ilyasah Shabazz, and Cornel West

"The Museum [NAAM] is such a special, special place. It's consecrated...by the folk who come through, the folk who support it—in recognizing it holds up the grandest examples of greatness. We must have a habitual vision of greatness." - Dr. Cornel West