IN ALL OF US
AS WE LOOK BACK ACROSS
10 YEARS OF PROGRESS

Dear Friends,

The year 2015 marked the tenth anniversary of the opening of the Muhammad Ali Center and the realization of a vision Muhammad and I shared to inspire people to be their best, believe in their dreams and pursue those dreams with passion and conviction. We also envisioned the Center to be one that called upon Muhammad’s core principles to encourage visitors to become good global citizens and carry on Muhammad’s legacy of finding common ground with others, while actively pursuing humanitarian opportunities to create a better world for all people.

Like the “Lighthouse” Muhammad often drew, we want the Muhammad Ali Center 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. In this report, you will read about our humanitarian programs and activities. You’ll discover how these initiatives are inspired by Muhammad’s six core principles: Confidence, Conviction, Dedication, Giving, Respect and Spirituality.

We feel a tremendous debt of gratitude to all who have shared our vision and have supported us over the past ten years. The great citizens of Louisville and Kentucky helped open the Muhammad Ali Center and we will always be grateful. The friendship and support of good friends and dedicated fans around the world have helped make the Muhammad Ali Center a global gathering place that has welcomed guests from more than 100 countries.

And because of you, like Muhammad’s “Lighthouse,” the bright welcoming light now shines from Louisville and reaches across America and around the world, lighting the many paths open to each of us to serve others.

The Muhammad Ali Center is your center. As you read this report, we hope you share our joy about our progress, success, and vision for the future. But more importantly, we ask you to learn more about our mission and think about your dreams and the path you want to follow to be great and do great things. Together, we can inspire and make an impact.

Gratefully yours,

Lonnie Ali

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
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>Larry G. Townsend: First Board Chair, circa 1997</td>
</tr>
<tr>
<td></td>
<td>Ford Motor Company donates $5 Million Gift</td>
</tr>
<tr>
<td></td>
<td>Partnership with Muhammad Ali Institute for Peacemaking &amp; Conflict Resolution at University of Louisville</td>
</tr>
<tr>
<td></td>
<td>Muhammad Ali Center Council of Students formed</td>
</tr>
<tr>
<td>2005</td>
<td>Friends, Family, Colleagues and Admirers from 12 countries and 32 states participate in Grand Opening</td>
</tr>
<tr>
<td></td>
<td>Mandala Creation and Gift of Friendship from the Dalai Lama</td>
</tr>
<tr>
<td></td>
<td>Partner in Festival of Faiths to promote interfaith understanding and cooperation</td>
</tr>
<tr>
<td></td>
<td>Commenced collaboration with World Affairs Council of Kentucky &amp; Southern Indiana</td>
</tr>
<tr>
<td>2006</td>
<td>United States Naturalization Ceremonies hosted every February and September</td>
</tr>
<tr>
<td></td>
<td>Partnered with “Roads To You”: 25 world class musicians from 18 countries performed to exemplify cross-cultural understanding and global citizenship</td>
</tr>
<tr>
<td>2007</td>
<td>“Champions Aren’t Made In Gyms” program for college athletes, hosted by Tulane University Sports Law Program &amp; Tulane Athletic Department</td>
</tr>
<tr>
<td>2008</td>
<td>Received major Park West Gallery Art Donation</td>
</tr>
<tr>
<td></td>
<td>$10 Million Legacy Campaign announced</td>
</tr>
<tr>
<td>2009</td>
<td>Muhammad Ali Center Peace Gardens Initiative launched for 200 worldwide grants over four years, funded by Yum! Brands Foundation and in partnership with the National Gardening Association</td>
</tr>
<tr>
<td></td>
<td>Generation Ali begins as a global movement to empower young people to find their voice and become leaders in social justice issues</td>
</tr>
<tr>
<td>2010</td>
<td></td>
</tr>
</tbody>
</table>
Created Daughters of Greatness breakfast series featuring prominent women engaged in social philanthropy, activism, and pursuits of justice: Gina Belafonte First Honoree

Brown-Forman Pavilion outdoor space opens

London Olympics: Muhammad Ali participated in opening ceremony with a special delegation

UCREW youth leadership program launched for students to learn about social entrepreneurship

Muhammad Ali Center Library and Archives opens: Funded by James Graham Brown Foundation

Shining A Light photo contest & exhibit celebrating gender equality: First Annual

Athletes and Social Change Forum with University of Louisville and Brown University

Partnered with Mini We Day Kentucky to bring together youth engaged in changing the world: First Annual

Muhammad Ali Humanitarian Awards created: Recognizing individuals making a significant difference in their community and beyond: First Annual

Generation Ali Global Scholarship Program: Fifteen students awarded $10,000 scholarships

CONGO 14 Benefit Concert featuring Bruno Mars

Partnership with Global Game Changers to help youth discover their inner superpower that makes the world a better place

Muhammad Ali Humanitarian Awards: Second Annual

“And In This Corner...Cassius Clay” Premiere performance with StageOne Family Theatre

Youth Rights Conference: Race to Equality

Muhammad Ali Center raised over $114,000: Give Local Louisville

Muhammad Ali Humanitarian Awards: Third Annual

If my mind can conceive it, and my heart can believe it - then I can achieve it.

- Muhammad Ali
Dear Friends,

The Muhammad Ali Center is very personal to us. We strongly believe in its mission and its sense of purpose.

You see, the Muhammad Ali Center is more than a museum; we share the life and legacy of Muhammad Ali. As a multi-cultural center, we foster his values and ideals by encouraging every person to BE GREAT and DO GREAT THINGS.

In this report, you will read about how we honor those ideals through our programs, such as the Muhammad Ali Humanitarian Awards, the Daughters of Greatness, and the Muhammad Ali Center Council of Students, just to name a few.

Your donations help us tell these fantastic stories. Every contribution makes an impact toward the success of our humanitarian programs, and we are thankful for your generous encouragement and support for our cause.

And as a good steward of your giving, the Muhammad Ali Center received its 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. With your help, together we can ensure many more successful years to come.

On behalf of the Board of Directors and the entire Muhammad Ali Center Family, we thank you once again for your continuing support.

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

Donald E. Lassere  
President and Chief Executive Officer

A man who has no imagination has no wings.  
- Muhammad Ali
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. Beyond the programs highlighted here, the Center has also created Professional Development, Curriculum-based Guided Tours, Film Programming, Generation Ali and has also established Global Game Changers and We Day Partnerships.
Since 2002, the Muhammad Ali Center Council of Students (MACCS) program has fostered students in our community by helping them find their voice for social change and to understand the power of giving. In its 13 years, the MACCS has grown into a diverse group of emerging social justice leaders, committed to improving themselves and their communities through the practice of Muhammad Ali’s six core principles.

In 2013, the Muhammad Ali Center launched its second high school leadership program, UCREW, for students to not only learn about social entrepreneurship, but to work in teams to develop an actual social enterprise. By the end of the program, students will have conceptualized, produced, marketed, and launched a small social enterprise business.

The Daughters of Greatness breakfast series features prominent women engaged in social philanthropy, activism, and pursuits of justice. The stories and reflections they share are motivational to some people, transformative to others, and inspirational to all.

The Ali Center periodically invites these local and international icons to share their stories with the Louisville community. The Daughters of Greatness series provides a place for dialogue and discussion on current issues of justice, community engagement, and social movements within the Louisville area and beyond.

Young humanitarians continue to amaze and uplift us by the transformational work they are performing in communities across the globe while demonstrating that one person’s conscious actions can effectively change the lives of many and ultimately transform the world into a more humane place for all of us.

In its third year, this awards event celebrates Muhammad’s lifelong humanitarianism by recognizing individuals who are taking up the torch of his legacy. In addition to awards given to seasoned humanitarians, six young people, 30 and under, are honored with an award corresponding to each of Muhammad’s six core principles.
Kyla is a leading advocate for children’s rights nationally and internationally. Her own experiences living in foster care have motivated her to advocate for continued focus on vulnerable children and youth. Through mentorship of young people in the care of the province, she works to empower youth to share their voices and to become leaders. Kyla played a key role in founding the New Brunswick Youth in Care Network.

“I’m fighting for the rights of children who are in foster care as well as waiting to be adopted.”

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

AGE 13
PAKISTAN

Hadiqa has dedicated her young life to the advocacy of women’s and girl’s rights against forced child marriage in Pakistan as a pioneer of the Girls United for Human Rights Group. Their goals are to reduce discrimination and violence against girls, including early and forced marriages, and to generate awareness and provide education to women and girls about their rights. Hadiqa’s promotion of gender equality against the popular beliefs of her patriarchal culture comes at great risk to her own life.

“I’m fighting for girls’ rights against child marriages.”

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

CONVICTION
MUHAMMAD ALI CORE PRINCIPLE
HONORARY RECIPIENT 2015
Born and raised in rural Uganda, Chris lost both of his parents to HIV/AIDS at just 7 years old and then raised his four siblings. In 2011, he created Rides for Lives to address health inequity in his home country by building bicycles and motorcycle ambulances as well as mobile health units to deliver healthcare in hard to reach areas. Since then, his organization has provided transportation to healthcare facilities for more than 300,000 rural Ugandans, with a mobile health unit serving nearly 2,400 patients every month.

“I’m fighting for access to quality healthcare for all.”

DEDICATION
The act of devoting all of one’s energy, effort, and abilities to a certain task.
Veronika enables others to become givers. Founder of The Empowerment Plan, Veronika has built an organization that began around a single idea: to design a coat specifically for the homeless. The coat is self-heated, waterproof, and transforms into a sleeping bag at night. That idea blossomed into a system of empowerment in which homeless women are paid to learn how to produce coats for people living on the streets, giving them an opportunity to earn money, find a place to live, and reclaim their independence.

“I’m fighting for that person that thinks there’s nothing left for them.”
SASHA FISHER

Age 26
UNITED STATES

Sasha is the co-founder and executive director of Spark MicroGrants. Spark enables remote villages in east Africa to design and launch their own social impact projects through a six-month facilitated collective action process. Sasha moved to Rwanda in 2010 to launch Spark and has since led the organization to work across Rwanda, Uganda, and Burundi with 111 communities reaching over 80,000 people in the first five years. Sasha’s innovative approach helps investors in wealthy countries truly respect and share responsibility with the communities they are trying to help.

“I’m fighting for communities to be the drivers of their own development.”
TANYELLA EVANS

AGE 28
UNITED KINGDOM

Tanyella’s experience in social entrepreneurship and international development emerge through the lens of education and culture, with an overriding belief that all human beings are inter-connected. Tanyella is driven by the philosophy that education is a basic human right, essential to prosperity and peace. Having made significant personal sacrifices to act on her beliefs, she co-founded Library For All, an organization that offers a digital library platform to make quality educational resources available to individuals across the developing world.

“I’m fighting for a world where everyone has access to knowledge.”

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

SPIRITUALITY
MUHAMMAD ALI CORE PRINCIPLE
HONORARY RECIPIENT 2015
ATHLETES AND SOCIAL CHANGE

2015 marked the 3rd Annual Muhammad Ali Center Athletes and Social Change Forum with “Athlete Activism: Past, Present and Future.” Participants gathered to advance education, advocacy, and research on the role and contribution of athletes toward social change, human rights, and development.

Continuing a long-lasting collaboration between Brown University, the University of Louisville and the Muhammad Ali Center, this event brought together individuals interested in sharing and furthering their knowledge and practices in the area of athletes and social change, especially as they are engaged in the six core principles of Muhammad Ali: Confidence, Conviction, Dedication, Giving, Respect, and Spirituality.

SHINING A LIGHT

Shining A Light is the product of an international photography competition held annually by the Ali Center. The competition is open to amateur and professional photographers of all ages. In 2015 the Center received over 100 submissions, from dozens of counties, spanning four continents.

Photographers were challenged to submit photographs to promote gender equality and empower women. Specifically, submissions were asked to depict individuals and organizations engaging in education, equality, health equity, ending economic and employment discrimination, ending gender-based violence, and increasing women’s political participation.

GLOBAL GAME CHANGERS

With a shared mission to empower youth with the tools for a successful life, the Muhammad Ali Center has partnered with the Global Game Changers. In 2014 the first “Discover Your Superpower Celebration” welcomed families with Pre-K and elementary school kids to the Muhammad Ali Center to learn how to combine their talents with their hearts to become real-life superheroes.

Children are introduced to causes which they may choose to champion including: Arts, Animals, Education, Elderly, Environment, Health, Veterans, and Rescue; and alleviating Bullying, Hunger, and Poverty. The personal journey and interactive educational program allows our youth to discover their inner superpower to make the world a better place, using the equation: MY TALENT + MY HEART = MY SUPERPOWER.
## ALI IN ALL OF US

The Muhammad Ali Center embodies the life and legacy of Muhammad Ali. As Muhammad often said, "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 to 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. We ask you to find your own greatness in the caring and service you provide to each other, and to the world we wish to see.

---

**What you are thinking is what you are becoming.**

- Muhammad Ali
BOARD OF DIRECTORS
MEMBERS AT LARGE

David L. Armstrong*
Turney P. Berry
Steve Beshear
John Y. Brown, Jr.*
Ken Clay
Greg Fischer
Kraig Fox
Marla Green DiDio
Daniel Hall
Donna Hargens, Ph.D.
Bennie Ivory
Donald E. Lassere
Gail Lyttle
Carolyn Miller-Cooper
Akure Paradis
Laurie Schalow
Ozair Shariff
John D. Smith

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 and Lonnie Ali*: Vice-Chairs & Founders
Vice-Chairs & Founders: Muhammad Ali Enterprises

Karl F. Schmitt, Jr.: Chair
President & CEO: Louisville Sports Commission

Craig Young: Vice-Chair
President: Craig Young Family Foundation

Ralph de Chabert: Immediate Past Chair
SVP, Chief Diversity Officer: Brown-Forman Corporation

Ina Brown Bond*: Chair Emeritus
River Bend Farm

Dave P. Calzi: Treasurer/Secretary
Audit Partner: Ernst & Young

Howard L. Bingham*
Photographer

Robert Croft, Jr.
Attorney: Dinsmore & Shohl LLP

Laura Douglas
VP Corporate Responsibility & Community Affairs: LGE-KU Energy LLC

L. Thomas Hiltz
Attorney

Gill Holland
Entrepreneur: NuLu Business Association

Barbara Sexton Smith
Chief Liaison: Compassionate Schools Project

* Life member
STATEMENT OF FINANCES

2015 REVENUES
- CONTRIBUTIONS, GIFTS & GRANTS $2,781,651
- ADMISSIONS $358,183
- FUNDRAISING EVENTS, NET $195,519
- MERCHANDISE SALES, NET $165,680
- EVENT SPACE RENTAL $455,538
- OTHER $16,009
Total $3,972,580

2015 EXPENSES
- PROGRAM EXPENSES $4,476,886
- ADMINISTRATIVE EXPENSES $607,191
- FUNDRAISING EXPENSES $460,428
Total $5,544,505

Note: Depreciation (a non-cash expense) of the building and other fixed assets of the Muhammad Ali Center accounts for $1,930,828 of total expenses.
### ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASH</td>
<td>$147,377</td>
</tr>
<tr>
<td>CONTRIBUTIONS RECEIVABLE</td>
<td>$1,757,745</td>
</tr>
<tr>
<td>RESTRICTED INVESTMENTS</td>
<td>$1,776,420</td>
</tr>
<tr>
<td>ENDOWMENT INVESTMENTS</td>
<td>$1,294,122</td>
</tr>
<tr>
<td>PROPERTY &amp; EQUIPMENT, NET</td>
<td>$30,606,178</td>
</tr>
<tr>
<td>OTHER</td>
<td>$141,122</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$35,722,964</strong></td>
</tr>
</tbody>
</table>

### LIABILITIES

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOTE PAYABLE</td>
<td>$1,328,000</td>
</tr>
<tr>
<td>OTHER</td>
<td>$409,031</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$1,737,031</strong></td>
</tr>
</tbody>
</table>

### NET ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNRESTRICTED</td>
<td>$29,004,389</td>
</tr>
<tr>
<td>TEMPORARILY RESTRICTED</td>
<td>$3,731,544</td>
</tr>
<tr>
<td>PERMANETLY RESTRICTED</td>
<td>$1,250,000</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$33,985,933</strong></td>
</tr>
</tbody>
</table>

**Total Liabilities & Net Assets**

- **$35,722,964**

---

The Muhammad Ali Center has received the highest Four Star Rating from Charity Navigator.

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

True success is reaching our potential without compromising our values.

- Muhammad Ali
SHINING THE LIGHT ON YOU

When we think about our friends, how they have supported the Muhammad Ali Center, and the impact they have begun to make on our world, some words come immediately to mind regarding how we feel about their good works and generosity.


For many years, people from all walks of life have supported the Muhammad Ali Center. Different families have developed their own traditions and have found their own distinct way to help advance the life and humanitarian legacy of Muhammad Ali.

Your donations help us tell these fantastic stories. Every contribution makes an impact toward the success of our humanitarian programs, and we are thankful for your encouragement and generous support for our cause.

The Muhammad Ali Center is your center. You foster our purpose, show us we’re not alone, and give us hope that great change can happen. Together, we can inspire and make an impact.
As one of the most iconic athletes of our time, world-class boxer Muhammad Ali leverages his fame in the most generous of ways. His awareness of the needs of the developing world, reflected by celebrated fights in Kinshasa, Manila, and Kuala Lumpur, guides much of his good work. He served as a symbol of hope and a catalyst for constructive dialogue during missions to Afghanistan and North Korea, delivered sorely needed medical supplies to an embargoed Cuba, secured the release of 15 U.S. hostages from Iraq during the first Gulf War, and journeyed to South Africa to exalt Nelson Mandela upon his release from prison.

Mr. Ali’s efforts proved instrumental in providing more than 22 million meals to the world’s hungry. Traveling across continents, he hand-delivered food and medical supplies to children in Cote d’Ivoire, Indonesia, Mexico, Morocco, among many other countries. The list goes on and on.
WAYS TO GIVE

Your support for the Muhammad Ali Center can take many forms.

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

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 will make an impact.

Thank you!

When a person has been blessed with a life as full and rich as mine, he can never give back enough.  
-Muhammad Ali