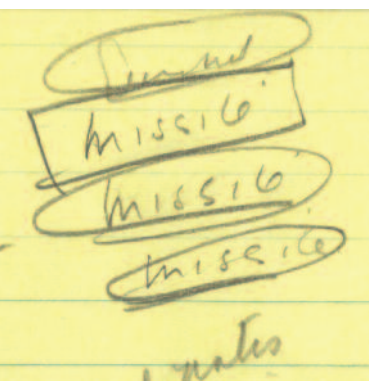
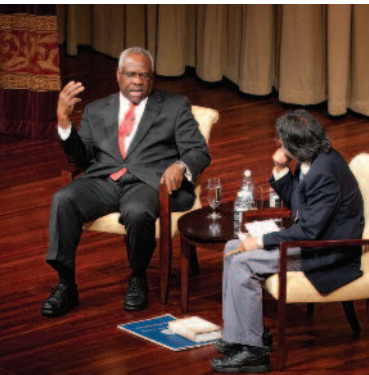
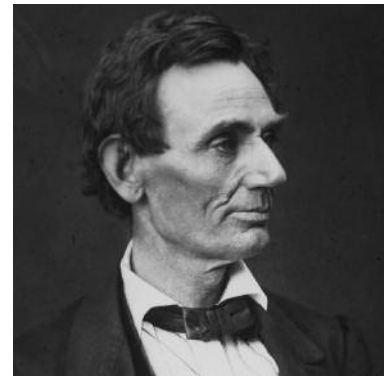
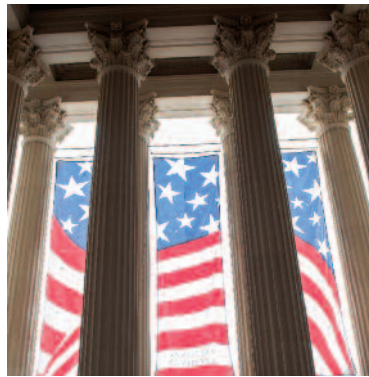
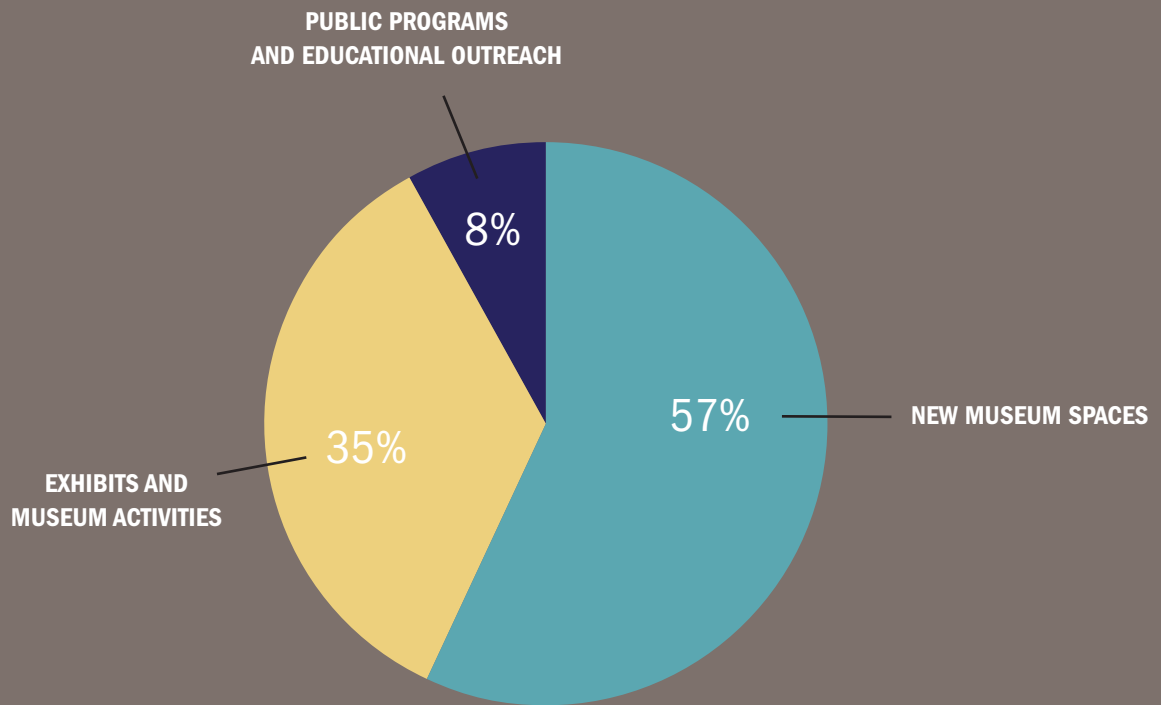


2012

ANNUAL REPORT





\$5.46 million

**FOUNDATION EXPENSES IN SUPPORT OF
NATIONAL ARCHIVES PROGRAMMING**

CONTENTS

- 1 Building the Partnership
- 2 Foundation Support
- 14 Donors
- 18 Financials
- 20 Board of Directors

BUILDING THE PARTNERSHIP



From the preservation of Magna Carta and the celebration of the Emancipation Proclamation's 150th anniversary to exhibitions on Benjamin Franklin, immigration, and the Cuban Missile Crisis, 2012 was another busy and productive year at the Foundation for the National Archives. Thanks to our partnership with

the Archives and our generous donors, the Foundation has spent nearly \$5.5 million in 2012 in support of our shared mission of bringing history alive.

After years of anticipation, we were thrilled to open our expanded retail space, the myArchives Store, at the National Archives building. With equal anticipation we await our spectacular new Orientation Plaza and the beautifully designed David M. Rubenstein Gallery, which will welcome visitors in late 2013.

We were pleased to join the Archivist and his team for the spring Genealogy Fair and the annual July Fourth celebration, where I was honored to help welcome thousands of visitors who began this important American birthday with us on the Archives steps.

In November, as the Foundation and the Archives celebrated our public-private partnership at our annual Gala, we were proud to award the Foundation's first Heritage Award to Jacqueline Badger Mars, a lifelong businesswoman, philanthropist, and advocate for women's education.

The Archives ended 2012 with a moving New Year's Eve celebration as hundreds of visitors—including more than 30 members of Congress—crowded into the magnificent Rotunda to mark the sesquicentennial of the Emancipation Proclamation. We were honored to be a part of this historic observance, promoted by our Emancipation Proclamation 150th Anniversary Host Committee, chaired by Congressman John Lewis and including former Presidents and First Ladies, civic and community leaders, historians, journalists, and others.

We thank all of our generous contributors, supporters, and members who helped us to launch and promote these events, as well as lecture and film programs and educational and on-line activities throughout this incredible year!

A'Lehia Bundles
Chair and President, Foundation for the National Archives



When the National Archives partnered with David M. Rubenstein to conserve and re-encase his 1297 Magna Carta and create a new exhibit to explain it to our visitors in early 2012, we did so with an eye toward the future.

Throughout the year, thanks to David's generous support, the Archives and its Foundation have been hard at work on design and construction plans for the David M. Rubenstein Gallery. The new space, which will open in Fall 2013, will feature "the great charter" that inspired the Founding Fathers when they wrote the Declaration of Independence, Constitution, and Bill of Rights. The document is part of a new permanent exhibition, "Records of Rights," which uses the records of the National Archives to connect the rights spelled out in Magna Carta and our founding documents to the ongoing struggle to claim our rights in modern times.

This exhibit, along with a new Orientation Plaza opening in late 2013 and the expanded myArchives Store, which opened in late 2012, will increase the public space inside the National Archives building and will help us to fulfill our mission to preserve and make accessible to the public the most treasured records of our democracy.

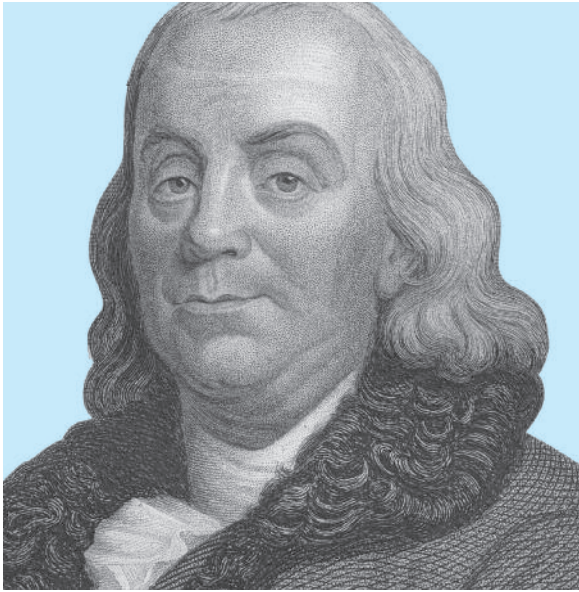
I hope you will visit the National Archives in the coming year to see our nation's founding documents in the Rotunda, explore other important records in the "Public Vaults" and the Lawrence F. O'Brien Gallery, attend our free lectures and film programs in the William G. McGowan Theater, and bring your family to experience the Boeing Learning Center. I hope you will be inspired to become researchers, too, and further explore the fascinating records of our shared history.

And you need not come to Washington to experience the National Archives! Our Presidential libraries and museums, as well as our regional facilities around the country welcome you. And from the comfort of your living room, thousands of free lectures, videos, books, podcasts, and—most importantly—records, are at your fingertips at www.archives.gov.

We are looking forward to a great year in 2013. We appreciate your support!

David S. Ferriero
Archivist of the United States

EXHIBITS



BENJAMIN FRANKLIN: IN SEARCH OF A BETTER WORLD

February 10 – May 6
Lawrence F. O'Brien Gallery

Meet Benjamin Franklin, Founding Father, mad scientist, diplomat, and entrepreneur. Featured records include letters, journals from the Continental Congress and the Constitutional Convention, a rare 1787 printed Constitution, and the original 1783 Treaty of Paris, negotiated and signed by Franklin, which formally ended the Revolutionary War.

SPONSORS:

General Motors Foundation
Stradley Ronon
CBS Outdoor



ATTACHMENTS: FACES AND STORIES FROM AMERICA'S GATES

June 15 – September 5
Lawrence F. O'Brien Gallery

Explore the stories of people entering, leaving, or staying in America through a sampling of the millions of photographs and other records attached to immigration case files in the National Archives. Discover the attachment of immigrants to family and community, and the attachment of some Americans to their beliefs about immigration and citizenship.

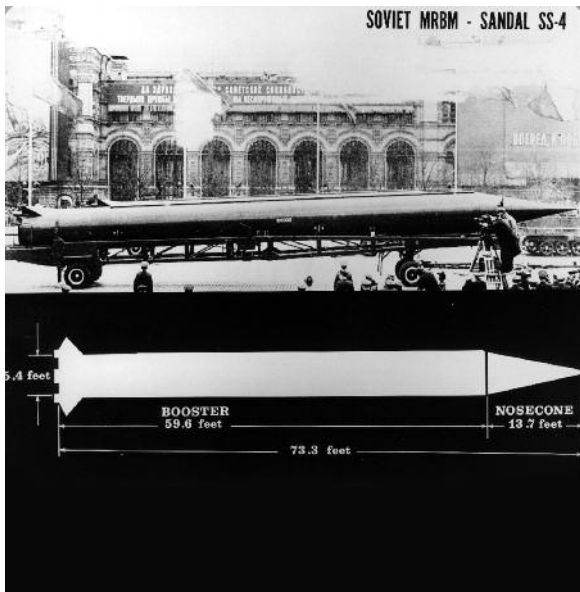
SPONSORS:

Marvin Weissberg
CBS Outdoor

1,020,053

TOTAL MUSEUM VISITORS IN 2012

EXHIBITS



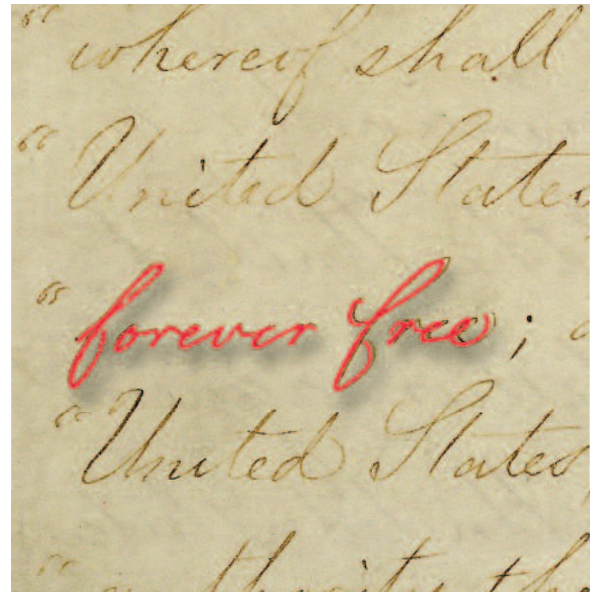
TO THE BRINK: JFK AND THE CUBAN MISSILE CRISIS

October 12, 2012 – February 3, 2013
Lawrence F. O'Brien Gallery

Revisit the Cuban Missile Crisis 50 years later, through President John F. Kennedy's recordings and notes from White House meetings to discuss strategy during the October 1962 crisis. Follow Kennedy and Soviet Premier Nikita Khrushchev as they look into the abyss of a nuclear catastrophe, and then step back.

SPONSORS:

AT&T
The Lawrence F. O'Brien Family
CBS Outdoor



EMANCIPATION PROCLAMATION 150th ANNIVERSARY CELEBRATION

December 30, 2012 – January 1, 2013
Rotunda

Celebrate the sesquicentennial of President Abraham Lincoln's landmark Emancipation Proclamation, one of the great documents of human freedom.

SPONSORS:

Verizon Foundation
CBS Outdoor

Special thanks to the Emancipation Proclamation 150th Anniversary Host Committee, chaired by Congressman John Lewis

Traveling Exhibits

"DISCOVERING THE CIVIL WAR"

The Houston Museum of Natural Science, Houston, Texas

SPONSORS: AT&T, the Seedlings Foundation, the Tawani Foundation, the Civil War Conservation Corps, The Eliasberg Family Foundation, Inc., and Marvin Weissberg. Special thanks to Foundation Board member Jerry Finger.

"SCHOOL HOUSE TO WHITE HOUSE"

National Archives, Kansas City, Missouri

EDUCATION

BOEING LEARNING CENTER



89,109

VISITORS
from all 50 states and
126 countries

2,128

**WORKSHOPS
AND EDUCATIONAL
FIELD TRIPS**

56,629

**TEACHERS AND
STUDENTS SERVED**

SPONSOR: The Boeing Company

DOCSTEACH



September 2010 - December 2012

4,137,508

 PAGEVIEWS

21,105

 REGISTERED USERS

10,282

 ACTIVITIES CREATED BY USERS

6,615

 DOCUMENTS ON THE SITE

16,416

 APP DOWNLOADS

www.docsteach.org

SPONSOR: Texas Instruments

PUBLIC PROGRAMS

WILLIAM G. MCGOWAN THEATER

13,672

VISITORS

104,451

VIEWS ON USTREAM

Highlights of 2012



FIFTH ANNUAL MCGOWAN FORUM ON WOMEN IN LEADERSHIP WOMEN IN LEADERSHIP FOR THE FIRST LADIES

Panel discussion with Anita McBride, former Chief of Staff for Laura Bush; Susan Sher, former Chief of Staff to Michelle Obama; Jean Becker, former Deputy Press Secretary to Barbara Bush; Bess Abell, former White House Social Secretary; and Foundation Board Vice President and NPR news analyst Cokie Roberts as moderator.

SPONSOR: William G. McGowan Charitable Fund, Inc.



SIXTH ANNUAL CHARLES GUGGENHEIM TRIBUTE PROGRAM JOHN F. KENNEDY 1917-1963

Film screening and panel discussion with Harris Wofford, President Kennedy's Special Assistant for Civil Rights; Jay Lash Cassidy, film editor; and historian Tim Naftali as moderator.

PARTNER: The Charles Guggenheim Center for Documentary Film



EIGHTH ANNUAL MCGOWAN FORUM ON COMMUNICATIONS COMMUNICATING THE MESSAGE: ELECTION RESULTS AND RAMIFICATIONS

Panel discussion with Tom Davis (R-VA); Bart Gordon (D-TN); Anne Meagher Northup (R-KY); Albert Wynn (D-MD); David Plotz, Slate journalist; and journalist Steven V. Roberts as moderator. Presented in partnership with the U.S. Association of Former Members of Congress

SPONSOR: William G. McGowan Charitable Fund, Inc.

JULY 4



5,000+

PEOPLE ATTENDED INDEPENDENCE DAY FESTIVITIES ON THE STEPS OF THE NATIONAL ARCHIVES



4,085

**PEOPLE VIEWED
THE DECLARATION OF
INDEPENDENCE**



800

**PEOPLE PARTICIPATED IN
FAMILY ACTIVITIES**



HUNDREDS

**VISITOR SIGNATURES ON
ENLARGED COPIES OF THE
DECLARATION**

SPONSORS: John Hancock Financial and Dykema

RESEARCH SUPPORT

National Archives Genealogy Fair



5,401

ATTENDEES

24

LECTURES

on the RMS *Titanic*, the 1940 Census, oral history interviews, DC Emancipation, Canadian border crossings, Civil War medical records, Federal land records, and more

128

ONE-ON-ONE CONSULTATIONS

to assist family history researchers

SPONSOR: Ancestry.com

\$10,000

NATIONAL ARCHIVES LEGISLATIVE ARCHIVES FELLOWSHIP

Pascal Massinon to research his dissertation "Home Taping: Participant Listeners and the Political Culture of Home Recording in the U.S."

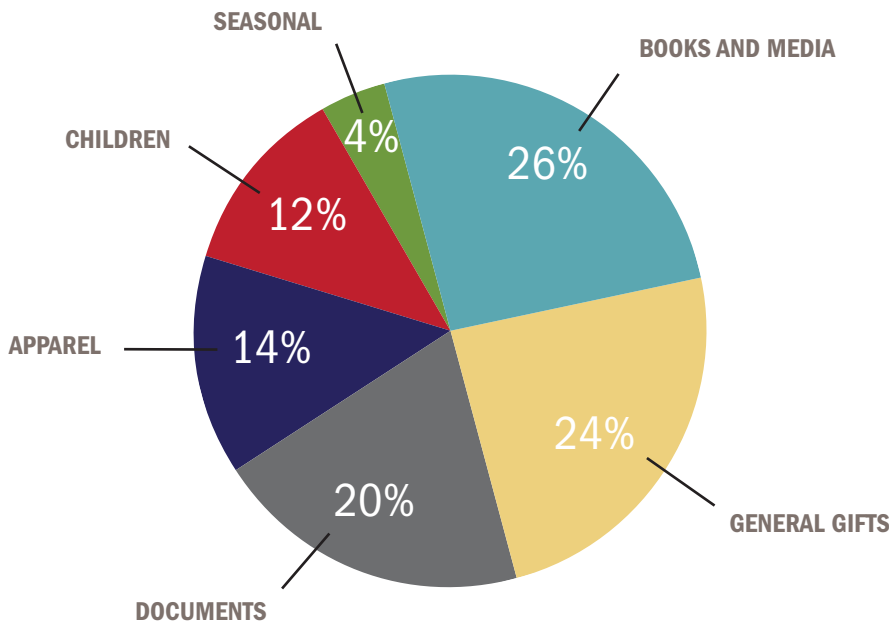
MYARCHIVES STORE

www.myarchivesstore.org



After years of extensive planning, the Foundation opened the doors to the new myArchives Store in November. The 3,875-square foot store features products that further educate the public on the vast holdings of the National Archives, and engages visitors through computer interactives that allow them to further interact with Archives records.

The myArchives Store was made possible in part by a generous contribution from longtime Archives supporter Ancestry.com.



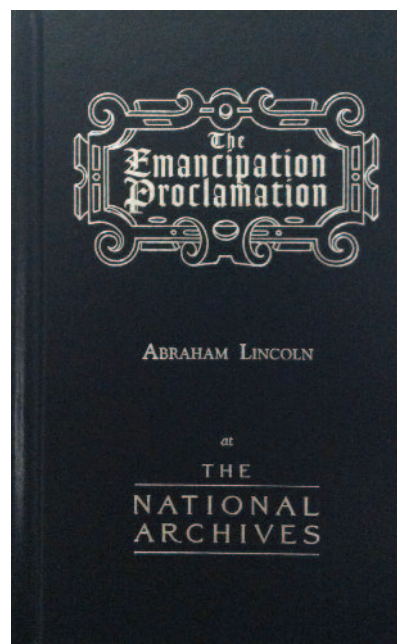
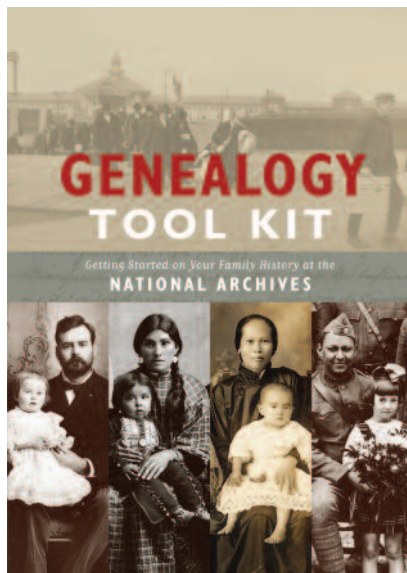
\$2,348,956

TOTAL SALES

SPONSORS: Ancestry.com, with additional support from The Philip L. Graham Fund, in honor of Foundation Board member Patrick Butler

PUBLICATIONS

The Foundation's Publications Department published four books in 2012: *Genealogy Tool Kit*; *Attachments: Faces and Stories from America's Gates*; *To the Brink: JFK and the Cuban Missile Crisis*; and *The Emancipation Proclamation*, commemorating the 150th anniversary of President Lincoln's signing of the document that played a pivotal role in ending slavery in America. Thanks to the generosity of AT&T, the Foundation also produced its first app for iPad, in support of "To the Brink."



MARKETING

The Foundation continued to support and promote the exhibits and programs at the National Archives through an expansive print and online media campaign. Generous gifts from AT&T, the General Motors Foundation, the Lawrence F. O'Brien family, and Foundation Board member Marvin Weissberg, as well as in-kind support from CBS Outdoor, contributed to the Metrorail and Metro bus display ads to promote "Ben Franklin," "Attachments," and "To the Brink." In addition to traditional advertising, the Foundation used social media outlets to engage, inform, and interact with the public about exhibits in the Lawrence F. O'Brien Gallery and programs in the William G. McGowan Theater.



SOCIAL MEDIA

facebook.com/archives.foundation

[@archivesfdn](https://twitter.com/archivesfdn)



METRO RAIL AND METRO BUS DISPLAY



PRINT, RADIO, AND TELEVISION ADS

AROUND THE COUNTRY



National Archives at New York City

One example of how the Foundation promotes the National Archives around the country was its support of a special launch celebration of the National Archives at New York City's new location at the Alexander Hamilton U.S. Custom House.

The Archives shares the building at One Bowling Green in Lower Manhattan with the Smithsonian's National Museum of the American Indian. The newly renovated location provides expanded records storage and research space, as well as a Welcome Center with a special exhibition gallery where the National Archives Experience presented its first New York exhibition, "The World's Port: Through Documents of the National Archives."

The Foundation also is proud to support the new Learning Center and Research Center, which will welcome school groups, scholars, genealogists, and the general public beginning in 2013.



HERITAGE AWARD AND GALA



“The heritage of the past is the seed that brings forth the harvest of the future.”

A lifelong business woman, philanthropist, and advocate for women’s education, Jacqueline Badger Mars was honored with the Foundation’s first Heritage Award for her support of the National Archives and other arts and cultural institutions.

Foundation Chair and President A’Lelia Bundles, joined by Archivist of the United States David S. Ferriero, presented the award to Mars (above left) at the Foundation’s annual Gala. David M. Rubenstein (above center) chaired the event and musical entertainment was provided by the WPAS Children of the Gospel Choir (above right).

The Heritage Award takes its name from the “Heritage” sculpture outside the National Archives building and recognizes individuals, corporations, and organizations whose deeds are consistent with the Foundation’s mission of educating, enriching, and inspiring a deeper appreciation of our country’s heritage through the collected evidence of its history.

SPONSORS: AT&T Services, Inc., the Maris S. Cuneo Foundation, and the Eliasberg Family Foundation, Inc.

LOOKING AHEAD



David M. Rubenstein Gallery

OPENING NOVEMBER 8, 2013

The Foundation, working with its partners at the National Archives, spent much of 2012 working on contracting, design, and construction plans for a new permanent gallery space and Orientation Plaza at the National Archives, which will open in Fall 2013. Thanks to the generosity of David M. Rubenstein and congressional appropriations, the David M. Rubenstein Gallery will be home to an original 1297 Magna Carta, and the new exhibition “Records of Rights.”

3,455
SQUARE FOOT
GALLERY

2,625
SQUARE FOOT
ORIENTATION PLAZA



400+
RECORDS IN
“RECORDS OF RIGHTS” EXHIBIT

8
VIDEO SCREENS IN
ORIENTATION PLAZA

NATIONAL ARCHIVES EXPERIENCE 2

The following donors have provided crucial initial support for the second phase of the renovations of the National Archives' flagship building in Washington, DC, which include the Orientation Plaza, the David M. Rubenstein Gallery, and the myArchives Store.

David M. Rubenstein

.....
Ancestry.com
.....

The Philip L. Graham Fund
Mary Lynn and Nick Kotz
Ken and Pat Lore

ANNUAL FUND

We continue to thank our generous donors who helped the Foundation exceed its original capital campaign goal of \$23.6 million to launch the National Archives Experience. Thanks to the generosity of the following corporations, foundations, major donors, and individual members, the Foundation is able to support the crucial programming costs for the National Archives Experience's diverse needs and the Foundation's operating expenses.

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FINANCIALS

Statement of financial position as of December 31, 2012 with summarized financial information for 2011.

EXHIBIT A

	2012	2011
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 7,134,758	\$ 3,726,796
Accounts receivable	94,559	45,840
Pledges receivable, net of allowance for doubtful accounts	829,177	6,795,059
Inventory	807,595	880,126
Prepaid expenses	291,178	184,009
Total current assets	9,157,267	11,631,830
FIXED ASSETS		
Equipment	155,210	66,373
Less: Accumulated depreciation	(62,801)	(60,068)
Net fixed assets	92,409	6,305
NONCURRENT ASSETS		
Long-term pledges receivable, net of allowance for doubtful accounts	92,375	640,373
TOTAL ASSETS	\$ 9,342,051	\$ 12,278,508
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 532,872	\$ 268,474
Accrued salaries and benefits	194,244	141,785
Total current liabilities	727,116	410,259
NET ASSETS		
Unrestricted	1,832,106	1,292,472
Temporarily restricted	6,782,829	10,575,777
Total net assets	8,614,935	11,868,249
TOTAL LIABILITIES AND NET ASSETS	\$ 9,342,051	\$ 12,278,508

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FINANCIALS

Statement of activities and change in net assets for the year ended December 31, 2012 with summarized financial information for 2011.

EXHIBIT B

	2012			2011
	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL	TOTAL
SUPPORT AND REVENUE				
SUPPORT:				
Contributions and grants	\$ 636,572	\$ 692,862	\$ 1,329,434	\$16,338,344
Contributed goods and services	700,799	197,780	898,579	794,084
Membership dues	744,133	-	744,133	741,258
Net assets released from donor restrictions	4,383,590	(4,383,590)	-	-
Total support	6,465,094	(3,492,948)	2,972,146	17,873,686
REVENUE:				
Archives shop revenue, net of cost of goods sold of \$985,874 and \$1,114,417 for 2012 and 2011, respectively	1,406,029	-	1,406,029	1,429,472
Interest income	5,450	-	5,450	12,501
Exhibition revenue	310,520	-	310,520	557,594
Miscellaneous	3,313	-	3,313	3,105
Total revenue	1,725,312	-	1,725,312	2,002,672
Total support and revenue	\$ 8,190,406	\$ (3,492,948)	\$ 4,697,458	\$ 19,876,358
EXPENSES				
PROGRAM SERVICES:				
National Archives Experience	\$ 3,274,957	\$ -	\$ 3,274,957	\$ 6,004,991
Museum Activities	653,040	-	653,040	796,026
Theater Programs	204,152	-	204,152	279,795
Education	145,943	-	145,943	85,712
Publications	83,635	-	83,635	110,938
Exhibitions	1,098,687	-	1,098,687	1,245,460
Archives Shop	782,588	-	782,588	808,955
Total program services	6,243,002	-	6,243,002	9,331,877
SUPPORTING SERVICES:				
General and Administrative	985,495	-	985,495	873,296
Fundraising	579,480	-	579,480	539,746
Total supporting services	1,564,975	-	1,564,975	1,413,042
Total expenses	7,807,977	-	7,807,977	10,744,919
Change in net assets before other items	382,429	(3,492,948)	(3,110,519)	9,131,439
OTHER ITEMS				
PROGRAM SERVICES:				
Transfer of net assets (Note 4)	300,000	(300,000)	-	-
Allowance for obsolete inventory	(142,795)	-	(142,795)	-
Change in net assets	539,634	(3,792,948)	(3,253,314)	9,131,439
Net assets at beginning of year	1,292,472	10,575,777	11,868,249	2,736,810
NET ASSETS AT END OF YEAR	\$ 1,832,106	\$ 6,782,829	\$ 8,614,935	\$ 11,868,249

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MISSION AND VISION

IT IS THE MISSION of the Foundation for the National Archives to create public awareness of the importance of the National Archives as a cultural resource in the American democracy.

The Foundation was created to support the Archivist of the United States in developing programs, technology, projects, and materials that will introduce and interpret the Archives' holdings to the American people and to people around the world. The purpose of the Foundation is to educate, enrich, and inspire a deeper appreciation of our country's heritage through the collected evidence of its history.

Within the National Archives Building in Washington, DC, as well as its many regional archives, records centers, and Presidential libraries and museums, and in outreach to the American public through traveling exhibitions and national media, the Foundation's goal is to assist in presenting the historical records that:

- Reveal the ideals and values of the nation's Founders,
- Point to the meaning of the records and accomplishments of previous generations, and
- Establish the significance of these records as proof that individual citizenship not only matters, but is vital to our lives.

IT IS THE VISION of the Foundation for the National Archives that this creative effort, enhanced with 21st Century methods, will produce a greater understanding of the American journey – where our nation has been and how it can be best guided in the future. In this public/private partnership, the role of the Foundation is to generate financial and creative support from individuals and corporations to provide this extensive outreach, which has not been mandated by Congress.

The Foundation for the National Archives, a 501(c)(3) organization, is directed by men and women from the private sector who are dedicated to the institution that holds and preserves the records of the United States of America. The National Archives is guardian of the nation's most important and treasured documents. At the heart of its holdings are the Charters of Freedom: the Declaration of Independence, the Constitution, and the Bill of Rights. These documents exist as the cornerstone of our society.

ON THE FRONT COVER



- 1 Fife player, National Archives July 4th Celebration, 2012 (*Chuck Fazio*)
- 2 Street corner near federal building where U.S. Department of Labor handles naturalization of immigrants, New York, NY, 1939 (*"Attachments" exhibit*)
- 3 National Archives Building, July 4th Celebration, 2012 (*Chuck Fazio*)
- 4 Abraham Lincoln, five months before his Presidential election, June 1860 (*Emancipation Proclamation 150th anniversary celebration*)
- 5 U.S. Supreme Court Justice Clarence Thomas discusses the Constitution's 225th anniversary with Yale Law Professor Akhil Amar, National Archives' William G. McGowan Theater (*Margot Schulman*)
- 6 Historical re-enactors "Thomas Jefferson" and "John Adams," National Archives July 4th Celebration, 2012 (*Chuck Fazio*)
- 7 Customers in a California department store watch President John F. Kennedy's televised address to the nation as he informs the American people about the unfolding crisis in Cuba, October 22, 1962 (*Ralph Crane, © Time & Life Pictures/Getty Images, "To the Brink" exhibit*)
- 8 National Archives museum visitors try out rocking chairs with attached fans, invented by Benjamin Franklin, 2012 (*Pepe Gomez, "Benjamin Franklin: In Search of a Better World," exhibit, organized by the Minnesota Historical Society*)
- 9 President John F. Kennedy's notes as he watched the U.N. Security Council Meeting during the Cuban Missile Crisis, October 25, 1962 (*"To the Brink" exhibit*)
- 10 Immigrant children at Ellis Island, New York, NY, ca. 1908 (*"Attachments" exhibit*)
- 11 "Benjamin Franklin" exhibition (*Pepe Gomez*)
- 12 Mexican farm workers accepted for farm labor in the United States through the Braceros program, ca. 1942-45 (*"Attachments" exhibit*)

ON THE BACK COVER



1. Pasquale Taraffo with his harp guitar, ca. 1926 (*"Attachments" exhibit*)
2. Lee Puey You, from deposition made at U.S. consulate, Hong Kong, March 17, 1939 (*"Attachments" exhibit*)
3. Map of Cuba annotated by President John F. Kennedy when he was first briefed by the CIA during the Cuban Missile Crisis, 1962 (*"To the Brink" exhibit*)
4. Dubas Wasyl, November 13, 1906 (*"Attachments" exhibit*)
5. New York City skyline, ca. 1942 (*National Archives at New York City*)
6. National Archives Building, July 4th Celebration, 2012 (*Chuck Fazio*)
7. Minezo Araki aboard his fishing boat, *America*, ca. 1942 (*"Attachments" exhibit*)
8. myArchives Store, National Archives Building, 2012
9. Historical re-enactors, National Archives July 4th Celebration, 2012 (*Chuck Fazio*)
10. P2V Neptune U.S. patrol plane flying over a Soviet freighter, October 1962 (*"To the Brink" exhibit*)
11. Marie Louise Pashgian, from her application "for Registry of an Alien," September 1, 1934 (*"Attachments" exhibit*)

