



NATIONAL ARCHIVES
FOUNDATION



Connecting You to Our Nation's Story

2019 ANNUAL REPORT

“History reminds us that, in spite of their diversity, Americans are united by an ancient and encompassing faith in progress, justice, and freedom.”

PRESIDENT JOHN F. KENNEDY

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partnership

The National Archives Foundation is delighted to celebrate a year of leading, inspiring and building the connections that matter to the National Archives. We build connections with our supporters, our visitors and perhaps most importantly, with the future generation of civically engaged Americans. It has been another year of milestones and sadness.

This past September the Archives family lost a cornerstone. Cokie Roberts served on the National Archives Foundation Board for 17 years. Most recently she held the Vice Chair position, but over the years, she wore many leadership hats, she moderated countless public programs, and she lent her voice to exhibition videos and read to young guests at our sleepovers.

We are proud to have supported *Rightfully Hers: American Women and the Vote*, the National Archives exhibition and national initiative marking the 100th anniversary of the 19th Amendment. U.S. House Speaker Nancy Pelosi welcomed guests with moving remarks to open the exhibition. Thanks to the many generous supporters, we were able to develop and distribute engaging educational resources for visitors to Washington, D.C. and throughout the U.S., a *Rightfully Hers* traveling show for the next two years, and educational pop-up displays were sent to 1,600 schools, libraries, and institutions across the U.S. in all 50 states.

We are grateful for the generosity of The Boeing Company. 2019 marked the beginning of their ten-year commitment to fund the display of the Emancipation Proclamation. Along with the iconic Lincoln document, the display will feature related federal documents for visitors in the Rotunda.

In June, the National Archives Museum partnered with AARP to welcome hundreds of guests, including members of Congress, senior staff, and their families for our annual Congressional Open House.

We celebrated our nation's birthday with our largest audience ever, both on the steps of the Archives and streamed live throughout the country at four Presidential Libraries and on social media.

We also supported new digitization projects this year to expand public access to Archives records, including a project in collaboration with the Joint Institute for the Study of the Atmosphere and Ocean (JISAO), a partnership between the National Oceanic and Atmospheric Administration (NOAA) and the University of Washington, to digitize Navy Logbooks and make important observations about weather patterns of the past and present.

In this report, you will learn more about the many connections that sustain the National Archives Foundation. We are fortunate to have so many supporters who believe in our mission to safekeep our nation's memory and make our past accessible to all Americans. We thank each and every one of you. You are an important part of our success.



A handwritten signature in black ink that reads "Jim Blanchard". The signature is fluid and cursive, with the first name "Jim" being particularly prominent.

GOVERNOR JAMES J. BLANCHARD
Chair and President of the National Archives Foundation



It has been another banner year here at the National Archives! Our partnership with the National Archives Foundation has once again helped us to reach new heights—extending the lessons of our nation’s past to even more individuals across the country and the around globe.

We welcomed over 1.1 million visitors to the museum. They came to engaging public programs such as “Presidents of War” with Michael Beschloss and Cokie Roberts; “Stony the Road” with Henry Louis Gates, Jr. and A’Lelia Bundles; 50th anniversary of Apollo 11 programs; and a screening of “True Glory,” a D-Day film restored by National Archives staff with a keynote by Chuck Hagel. They participated in educational programs like our ever-popular sleepovers and Family Days. Thousands visited our research facilities across the nation, and millions explored digitized records through our online catalog, DocsTeach, and other digital initiatives.

We launched our celebration of the centennial of woman suffrage with *Rightfully Hers: American Women and the Vote*. The exhibition, in the Lawrence F. O’Brien Gallery, features more than 90 items—including the original 19th Amendment—that look beyond suffrage parades and protests to the often overlooked story behind this landmark moment in American history. In addition to the Washington, D.C., exhibit, *Rightfully Hers* includes a traveling exhibition, *One Half of the People*, which will visit 16 venues around the country by 2022. The nationwide *Rightfully Hers* initiative combines exhibits, public programming, and educational materials to connect people to the rich history of the suffrage movement in a way that is relevant to their lives.

We have continued our popular Featured Document displays and programming around important historical anniversaries. For the 156th anniversary of the Emancipation Proclamation, the 50th anniversary of the Apollo 11 moon landing, and the 75th anniversary of D-Day, we welcomed thousands of visitors to view original records from these important moments in history and to attend related public programs in our William G. McGowan Theater.

We continue to make our records accessible to millions through our digitization efforts and online educational initiatives like DocsTeach.org, which features more than 10,600 primary source documents and interactive activities for teachers and students. This year, the Archives education team produced 232 long-distance learning programs for 7,260 students and 26 professional development webinars for 367 educators. We also hosted 20 family programs in the museum’s Boeing Learning Center.

With the support of the National Archives Foundation, the National Archives continues to foster public engagement with the historical treasures of our nation’s past. With this strong partnership and your support for our mission, there is nothing we can’t achieve. I thank you for your belief in the power of our nation’s history. Onward!

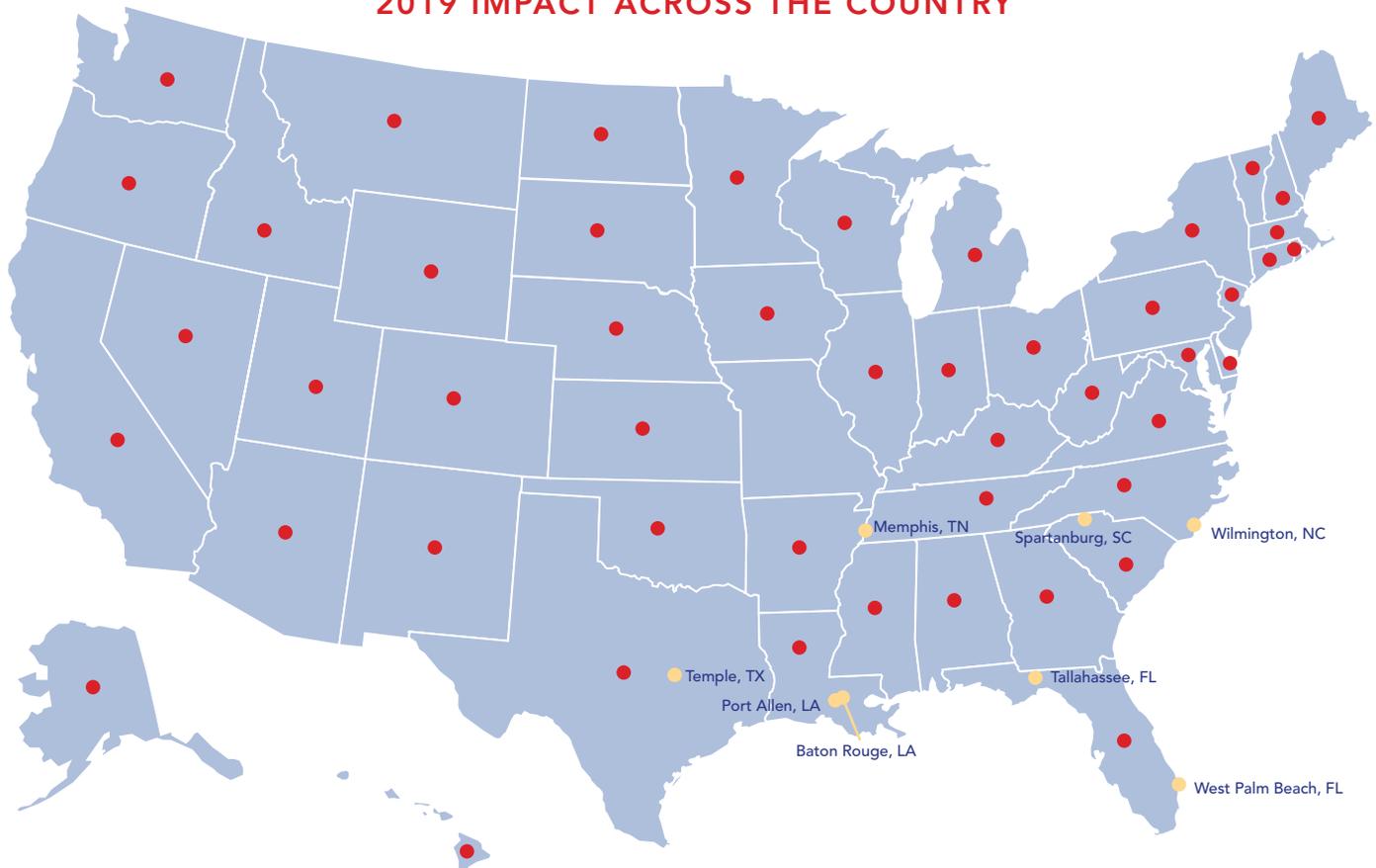
A handwritten signature in black ink, appearing to read "David S. Ferriero". The signature is fluid and cursive, written over a light blue horizontal line.

DAVID S. FERRIERO
Archivist of the United States

meaningful connections

1.1 Million MUSEUM VISITORS
87 PUBLIC PROGRAMS IN WASHINGTON, D.C.
\$7.8 Million NET ASSETS
29 SPONSORS
46 COMMUNITY PARTNERS
50 STATES WITH NAF MEMBERSHIP

2019 IMPACT ACROSS THE COUNTRY



● Membership Coverage ● *Rightfully Hers* educational pop-up displays (sent to all 50 states) ● *Rightfully Hers* traveling exhibition titled, *One Half of the People*



innovation

“The National Archives consistently uses innovative approaches in their exhibits that allow us to step inside historical moments and bring them to life. These exhibits tell the essential stories that impacted key decisions in history and the connection those decisions have on present times and our future as a nation.”

MICHELLE DIFEBO FREEMAN
Chairman of the Carl M. Freeman Foundation
and major sponsor of *Rightfully Hers*



Rightfully Hers: American Women and the Vote

Lawrence F. O'Brien Gallery, National Archives

In May, 2019, the National Archives Foundation supported the launch of a National Archives exhibition and national initiative commemorating the centennial of the 19th Amendment in which millions of women won the vote. From the talented Archives curatorial team to our many community partners and supporters, our collective goal for the initiative was to leverage Archives records to tell the untold stories behind this pivotal moment in American history. We are incredibly proud of this tireless effort years in the making, as we asked the nation to join us on an exploration of the evolution of women's voices in America.

**"Once you find
your voice, never
stop using it."**

MITA MALLICK
Head of Diversity and
Cross Cultural Marketing,
Unilever

SPONSORS:

Rightfully Hers is made possible in part by the National Archives Foundation through the generous support of



AT&T, Ford Motor Company Fund, Facebook, Barbara Lee Family Foundation Fund at the Boston Foundation, Google, HISTORY®, and Jacqueline B. Mars. Additional support for National Outreach and Programs provided by Denise Gwyn Ferguson, BMO Financial Group, Hearst Foundations, Maris S. Cuneo Foundation, FedEx, Bernstein Family Foundation, The Harry and Jeanette Weinberg Foundation/Ambassador Fay-Hartog Levin (Ret.).

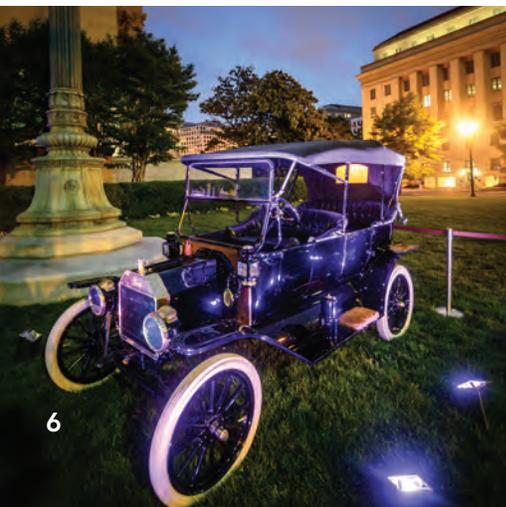


Rightfully Hers National Initiative



Rightfully Hers includes a 20-month long exhibition in Washington, D.C., free public programming across the country, a national traveling exhibit with 16 destinations, 1,600 classroom displays, educational resources for students and teachers, and the digitization of National Archives suffrage-related

records. Since the major exhibition opening on May 10, 2019, the museum has welcomed more than half a million visitors. The initiative also brings history forward with a voter-readiness component designed to highlight the importance of civic participation in our democracy.





Rightfully Hers Grand Opening

In celebration of the launch of *Rightfully Hers*, the National Archives Foundation hosted an opening event with remarks by U.S. House Speaker Nancy Pelosi and journalist Cokie Roberts. Female members of Congress, members of the *Rightfully Hers* Honorary Committee, prominent community leaders, and our gracious initiative supporters came together as we celebrated 100 years of progress for women in the United States.



OPENING WEEKEND SPONSOR: Maris S. Cuneo Foundation



"It's really important for women to know their power. Because when women succeed, America succeeds."

U.S. HOUSE SPEAKER NANCY PELOSI



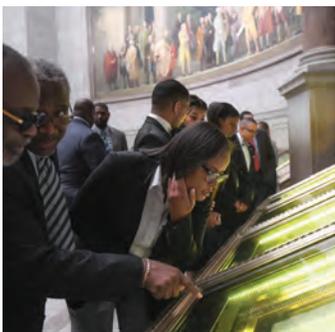
Featured Document Displays and Public Programming

156th Anniversary of the Emancipation Proclamation

With the generous support of The Boeing Company, the National Archives displayed the original Emancipation Proclamation in the Rotunda Galleries from April 14 – 16, 2019. The original first and signature pages of the D.C. Emancipation Act were also displayed.

Robust free public programming around the Emancipation Proclamation enhanced the exhibition and allowed visitors to further engage with this important moment in history. Programming included:

- a screening of the 2004 documentary, “Chisholm ‘72: Unbought and Unbossed” in the McGowan Theater.
- hands-on interactive family activities in the Boeing Learning Center,
- a panel discussion on the Emancipation Proclamation and the D.C. Emancipation Act moderated by Howard University Professor Edna Greene Medford; and
- a discussion with author Henry Louis Gates, Jr. about his book “Stony the Road: Reconstruction, White Supremacy, and the Rise of Jim Crow,” moderated by author and journalist A’Lelia Bundles.



SPONSOR:  **BOEING**

75th Anniversary of D-Day

In commemoration of the 75th anniversary of D-Day, a collection of documents that give insight into the Allied command and soldier experience on that pivotal day were displayed from May 23 – July 2, 2019 in the Rotunda Galleries. These documents included:

- a signed copy of Eisenhower's D-Day Proclamation;
- a facsimile of Eisenhower's "In case of failure..." message;
- Transcribed notes of D-Day operations by platoon leader Major Stanley Bach; and
- a sketch of the exit path of first troops on Omaha Beach.

On June 6, 2019, the National Archives hosted a public program in honor of this important anniversary with a keynote



address by former U.S. Senator and Secretary of Defense Chuck Hagel and a screening of "The True Glory."

SPONSOR: 

50th Anniversary of Apollo 11

In celebration of the 50th anniversary of the Apollo 11 mission and man's first steps on the moon, the Archives displayed a selection of original documents in the Rotunda Galleries from July 3 – August 7, 2019. These documents included the Apollo 11 flight profile, flight plan, flight radio transcript, and the data card for the lunar module.

Corresponding public programming around the anniversary included:

- a panel discussion of the role of geosciences in the legacy of the Apollo missions and the future of the space program moderated by NASA Chief Scientist James L. Green; and
- a film series featuring four films related to the historic anniversary.



SPONSOR: 

"Boeing is proud to play a part in connecting future generations to our shared past. We're committed to this mission because we recognize the power history has in bridging divides and bringing us together."

TIM KEATING

Executive Vice President of Government Operations for The Boeing Company and a member of the National Archives Foundation Board of Directors



engagement

“The National Archives is a place of discovery and engagement. Innovative narratives at the Archives have given a voice to those forgotten by traditional history books, allowing visitors to find their own voice in the American story.”

MARY JO RUBINO
National Archives Foundation Member



MUSTER ROLL—Continued.

No.	Name	Date of Birth	Place of Birth	Rank	Branch	Station	Remarks	Remarks	Remarks	Remarks	Remarks	Remarks
171	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
172	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
173	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
174	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
175	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
176	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
177	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
178	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
179	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
180	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
181	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
182	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
183	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
184	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
185	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
186	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
187	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
188	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
189	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
190	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
191	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
192	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
193	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
194	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
195	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
196	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
197	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
198	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
199	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				
200	Richardson, James	1813	Boston	3	Surgeon's Mate	U.S.S. "Albatross"	Surgeon's Mate	U.S.S. "Albatross"				

Digitization

The National Archives is the keeper of our nation's memory, with more than 15 billion records spanning every era and every medium. Over the last several years, the National Archives Foundation has funded large-scale digitization and outreach projects to make the records accessible online to individuals and organizations around the globe.

- Seas of Knowledge: Digitization and Retrospective Analysis of the Historical Logbooks of the U.S. Navy** - In collaboration with the Joint Institute for the Study of the Atmosphere and Ocean (JISAO), a partnership between the National Oceanic and Atmospheric Administration (NOAA) and the University of Washington, the National Archives Foundation has continued to support the multi-year process of digitizing Civil War-era handwritten U.S. Navy logbooks and muster rolls. The digitization of these logbooks will allow researchers and climate scientists to recover ships' positions, weather records, oceanographic data, and other historical information.



The National Archives Foundation is using the digitized records to develop middle school and high school lesson plans, curricular material, and supporting student resources. This multidisciplinary approach will allow students to engage with the National Archives' historical records as they relate to history, geography and climate science. The curriculum will be hosted on the National Archives' DocsTeach.org platform, which features primary source documents and interactive activities for teachers and students.

SPONSOR: The Council on Library and Information Resources, funded by the Andrew W. Mellon Foundation

- Treasure Vault Digitization: Native American Treaties** The Foundation is supporting the work of the National Archives to digitize all 377 ratified Indian treaties in its vaults. In September 2018, the National Archives at New York City unveiled a new facsimile exhibit, "Be it Remembered: Treaties with Native Nations," in the Alexander Hamilton U.S. Custom House in lower Manhattan using National Archives digitized records.

SPONSOR: Anonymous

Public Programs

This year, the National Archives Foundation supported 87 public programs in the Museum's William G. McGowan Theater, including book lectures, panel discussions, and film screenings on topics ranging from women's rights to historical anniversaries and the Supreme Court. All National Archives public programming is free and open to the public, and many programs are live-streamed on the National Archives YouTube Channel.

As part of the *Rightfully Hers* initiative, we supported 20 public programs on women from our past and present who have made an impact in advocacy, media, politics, business, and society as a whole.

Highlights:

Remembering Vietnam: A Conversation about What Happens after Duty, Honor, Country

Wednesday, November 14, 2018

As part of a week-long schedule of activities to celebrate and honor Vietnam War veterans, Congressman Sam Johnson spoke about support and resources for Vietnam veterans. The program included a panel discussion with expert panelists, all Vietnam veterans, including Rick Weidman, Executive Director for Policy and Government Affairs for Vietnam Veterans of America (VVA), Linda Schwartz, former Veterans Affairs Assistant Secretary for Policy and Planning, and Garry Augustine, Executive Director of the Washington Headquarters of Disabled American Veterans.



SPONSORS:

LAWRENCE F. O'BRIEN
FAMILY



Presidents of War

November 28, 2018

Presidential historian Michael R. Beschloss joined author and political commentator Cokie Roberts to talk about his new book, "Presidents of War," which explores the procession of American leaders who took the nation into war and mobilized their country for victory.



From Gutenberg to Google: The History of Our Future

March 28, 2019

Historian and National Archives Foundation Board Member Tom Wheeler discussed his new book, "From Gutenberg to Google," about the network revolutions of the past and how they are shaping the revolutions of today. He explored how the Internet, artificial intelligence, and the need for cybersecurity are laying the foundation for a third network revolution.



Why They Marched: Untold Stories of the Women Who Fought for the Right to Vote

May 10, 2019

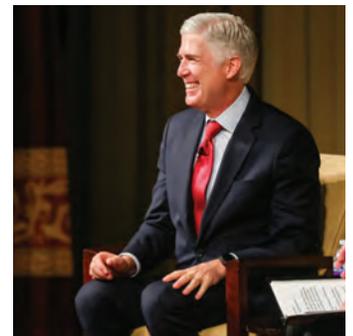
Susan Ware discussed her new book, "Why they Marched," giving voice to the thousands of women from different backgrounds, races, and religions who tirelessly protested, petitioned, and insisted on their right to full citizenship in America.



African American Women in the Suffrage Movement and the Battle for the Vote

September 12, 2019

What role did African American women play in the suffrage movement, and what barriers did they face? A group of subject matter experts discussed the answers to these questions at a panel including A'Lelia Bundles, National Archives Foundation Board Member and author of "On Her Own Ground: The Life and Times of Madam C. J. Walker;" Shirley Moody-Turner, professor of African American Studies, Pennsylvania State University; and Elsa Barkley Brown, professor of History and Women's Studies, University of Maryland.



Neil Gorsuch: A Republic, If You Can Keep It

September 16, 2019

Neil Gorsuch joined us at the Archives to discuss his book about his personal reflections on the remarkable gift the framers left us in the Constitution. Drawing on his 30-year career as a lawyer, teacher, judge, and justice, he explored the essential aspects of our Constitution and the importance of civic education, civil discourse, and mutual respect in maintaining a healthy republic.



Educational programs included book lectures, panel discussions, and film screenings on topics ranging from women's rights to historical anniversaries and the role of the Supreme Court.

inspiration

A photograph of two young women sitting and talking. The woman on the left is wearing a dark top and has her hair in a bun. The woman on the right is wearing a light-colored patterned shirt and is holding a smartphone. The background is a simple, light-colored wall. The entire image has a blue tint.

“Young changemakers are the generation of now; they are our future and our legacy. By telling our nation’s stories, the National Archives Foundation inspires these young activists to participate in our democracy and fight for the rights of all.”

ANNA BLUE

Co-Executive Director, Girl Up, United Nations Foundation
National Archives Foundation partner



National History Day

For the past 13 years, the National Archives has partnered with National History Day (NHD), a year-long academic program focused on historical research, interpretation and creative expression. Throughout the school year, students around the world create history projects and compete in a series of contests at the local levels, ending with a national contest. The Archives hosts the D.C. competition at no cost to participants, provides workshops and resources for teachers and students to prepare for the D.C. and national competitions, and funds the national competition registration fees for the approximately 60 D.C. students who qualify. In the 2018 – 2019 school year, the National Archives hosted one Topics Fair, three Student Workshops, three Help Sessions, one D.C. NHD Teacher Workshop, and one NHD Institute. These programs reached 276 D.C. students and teachers throughout the school year. In April 2019, 174 D.C. students participated in the Junior Division and 144 D.C. students participated in the Senior Division of National History Day at the National Archives. These students represented five middle schools and 13 high schools from the District of Columbia.

Educational Activities and Family Days

The National Archives' Boeing Learning Center (BLC) hosted seven themed Family Days throughout the year, including Native American Stories, Women's History Month, Friendship between Nations, Emancipation Proclamation, *Rightfully Hers* Women's Suffrage, Independence Day, and Constitution Day. The National Archives also made available a variety of educational activities related to each Family Day on the newly created Discovering Democracy Carts located throughout the museum. Between activities in the BLC and on the Carts, the Archives reached nearly 2,500 museum visitors during these Family Days. Additionally, the National Archives hosted seven Storytime for Preschoolers, one Genealogy Camp, 58 Learning Labs, one Educator's Open House, seven Adult Workshops, one "Write" Stuff Festival, and 11 workshops for educators.





DocsTeach

DocsTeach.org is the National Archives' award-winning, preeminent online resource for teachers to explore thousands of documents from our holdings and create engaging activities for students. DocsTeach.org has welcomed over 4.7 million visitors and boasts over 27 million page views since its May 2010 launch. More than 10,600 primary source documents are available on the site and that number continues to grow each year.



As part of the *Rightfully Hers* initiative, the National Archives created a women's rights collection within DocsTeach, where students and teachers can engage directly with digitized National Archives records related to the women's suffrage movement.

Sleepover

October 13-14, 2018

Continuing a four-year National Archives tradition, we welcomed more than 100 children and their families to the Archives Museum in the fall of 2018 for the National Archives Sleepover. This special event at the National Archives allows children to spend the night in the Rotunda with the Charters of Freedom and wake up to a pancake breakfast cooked by the Archivist of the United States himself, David S. Ferriero. Each sleepover is unique and includes themed educational activities. Guests at the fall 2018 sleepover learned about the history of Native American traditions and culture through activities and games about treaties, the Navajo Code, and primary sources like Native American dance records.

SPONSOR: 

Community Partnerships

This year, the National Archives Foundation significantly increased our efforts to build relationships with community organizations with missions and goals that align closely with our own. These community partnerships allow the Foundation to build engaging and accessible programming, and to further extend its reach.

Girl Up

As part of the *Rightfully Hers* initiative, we worked closely this year with the United Nations Foundation's Girl Up organization, a global movement of empowered young women leaders who defend gender equality. During Girl Up's annual leadership summit, young female leaders aged 13–22 from across the United States and around the world visited the National Archives Museum for a program with Soledad O'Brien, journalist and National Archives Foundation board member, and a tour of the *Rightfully Hers* exhibition.

HeadCount

The National Archives Foundation partnered with HeadCount, a nonpartisan voter registration organization with the

mission of encouraging young people to participate in democracy by exercising their right to vote. HeadCount registered voters at our 2019 National Archives July 4th celebration and at the 2019 Educators Open House.

National History Academy

The Foundation continued its collaboration with the National History Academy, offering a life-changing experience for high school students with an interest in history, law, and government of the United States of America. Utilizing the National Archives exhibitions and founding documents, students gain a greater understanding of how citizen engagement is a vital component to our democracy.





Records of Achievement Award Ceremony and Gala Honoring Former First Lady Laura Bush



On Wednesday, October 10, 2018, the National Archives Foundation honored Former First Lady Laura Bush with its annual Records of Achievement Award in recognition of her commitment to building a literate and civically engaged global community. The award is an annual tribute recognizing individuals who have had a significant impact on the public's understanding of American history.

SPONSORS: AT&T, Governor Jim and Janet Blanchard, Edgeworth Economics, and David M. Rubenstein





Congressional Open House

On Wednesday, June 12, 2019, the National Archives welcomed members of Congress, senior staff, and their families to its annual Congressional Open House. With the generous support of AARP for the third consecutive year, the evening featured tours of the new *Rightfully Hers* exhibit, a “taste of Washington” with D.C.-themed fare, and family-friendly activities throughout the museum. In addition, members of Congress and VIP guests were treated to a special document viewing in the Boeing Learning Center.



SPONSOR: 
Real Possibilities

“AARP is extremely proud to partner with the National Archives Foundation to help give life to poignant and important educational and cultural exhibitions about our national challenges and struggles.”

KEVIN J. DONNELLAN
Executive Vice President and Chief of Staff for AARP



July 4th at the National Archives

This year more people joined our Independence Day celebration than ever before with 34,479 visitors to the museum, more than 13,000 virtual visitors via social media, and a livestream of the ceremony at four Presidential Libraries.

With the opening of the *Rightfully Hers* initiative, this year's July 4th celebration focused on the contributions of women in America during the Revolution and beyond. During the annual Reading Ceremony on the steps of the Archives, we were very fortunate to have Cokie Roberts, an integral part of the Archives family, deliver a keynote address during the ceremony.



In addition to the Reading Ceremony celebration, the National Archives hosted patriotic-themed activities for kids of all ages in the museum's Boeing Learning Center, welcoming 864 guests throughout the day and an additional 1,253 guests to the Discovering Democracy Carts placed around the museum. We also partnered with HeadCount, a nonprofit voter registration group, that provided voter registration and education onsite during the museum celebrations.

To engage with the public and raise awareness of the women-focused July 4th celebration, a number of programs took place in the week leading up to July 4th. On Monday, July 1, professor Martha Saxton discussed her book, "The Widow Washington: The Life of Mary Washington" in the William G. McGowan Theater. On Wednesday, July 3, a spirited discussion between Abigail Adams and Thomas Jefferson took place in the McGowan Theater titled, "The Years Bring Enlightenment: The Friendship and Politics of Abigail Adams and Thomas Jefferson."

SPONSORS:   



Marketing and Communications

1,091,591

WEBSITE VIEWS

38,325

NEWSLETTER SUBSCRIBERS

8,857

ESTORE SUBSCRIBERS

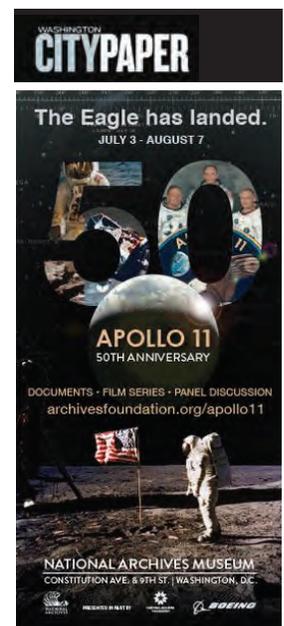
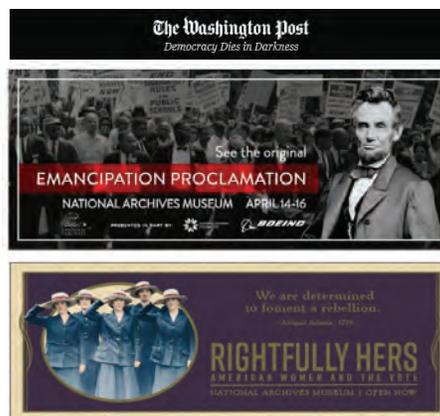
41,529

SOCIAL MEDIA FOLLOWERS

The National Archives Foundation marketing and strategic communications efforts have allowed us to build deeper connections with our stakeholders, supporters, and partners. Our communication strategy helped us raise awareness for our mission and connect more people to America's story. We have significantly extended the reach of the Foundation and the Archives through creative collateral used in earned media, digital and print advertising, social media, email marketing and partnership publications.

In support of the *Rightfully Hers* opening, we executed a robust campaign across earned and paid media to foster awareness and interest in the new exhibition. The campaign included both print and digital media at local and national outlets, as well as social media promotion, attracting millions of views in total.

Marketing efforts also expanded in support of the National Archives Store by increasing the frequency of emails to subscribers, to drive sales via online shopping. Emails were sent in connection with major holidays, special occasions, and noteworthy anniversaries in history. These email campaigns were also supplemented by targeted ads on Facebook and Google.

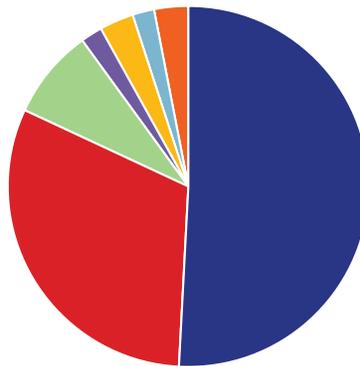


Membership



Individual Membership

As support for the National Archives continues to grow, so does the Foundation's membership. Membership allows individuals to experience the National Archives in a unique way. This year, members were among the first to receive an in-depth look at the Archives' newest exhibit *Rightfully Hers*, view the Emancipation Proclamation, and register for public programs in the McGowan Theater. The Foundation is grateful for the generosity of its 1,300 members, whose love of history, civic education and the Archives help us achieve our goals.



INDIVIDUAL MEMBERSHIP BY CATEGORY

- **National:** 51%
- **Explorer:** 31%
- **Madison:** 8%
- **Jefferson:** 2%
- **Washington:** 3%
- **Signers Circle:** 2%
- **Abigail Adams Circle:** 3%





Charters Society

The National Archives Foundation has a new giving program - the Charters Society. Members of the society choose to include the National Archives Foundation in their estate plans. This can include gifts of appreciated securities, beneficiary designations and bequests. The Charters Society is the Foundation's way of recognizing and celebrating its donors' generosity, with the hope of inspiring others who care about our nation's history and civic life to do the same. Society members have the opportunity to experience the National Archives in a unique way. But more importantly, including the Foundation in estate plans allows these donors to leave their mark on American history with a significant gift, and inspire new generations to be active participants in the American democracy.

CHARTERS SOCIETY MEMBERS

- Anonymous
- David Dipple
- Diana King and Larry West
- Mary Lynn and Nick Kotz
- Tim and Marcella Ruland

A Smarter Way to Give

You can make a contribution to the National Archives Foundation through your retirement plan.

If you are 70½ years old or older, you can make a gift directly from your IRA to the National Archives Foundation and receive tax benefits in return. This type of gift allows you to make a difference right away while making a tax-free deduction from your IRA. This distribution can also satisfy all or part of your required minimum distribution for the year.





Corporate Council

The National Archives Foundation is grateful for the generosity of our Corporate Council members, whose donations provide unrestricted funds towards our mission. In return for their meaningful contributions, Corporate Council members receive invitations to high-profile receptions, the opportunity to host guests for a private tour, discounts on event rentals in the beautiful National Archives building, and public recognition as part of our impressive list of corporate supporters.

PLATINUM



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The National Archives Store

The National Archives Store and eStore exceeded budget by 5 percent this year despite the 38-day government shutdown in December and January. The success of the retail operation was achieved by increasing the average sale, a strong focus on add-on sales, improved check-out performance, and effective pricing management. This year, the store created a wide range of original merchandise related to the National Archives' newest exhibition, *Rightfully Hers: American Women and the Vote*.



Sakura Tunic

TOTAL SALES	\$3,123,319
AVERAGE SALE	\$24.06
TOTAL TRANSACTIONS	120,841



Custom Resolute Desk Replica

Rightfully Hers related products featured on Washington's WJLA "Let's Talk Live" program in December, 2018



Financials

Statement of Financial Position

	2019 (unaudited)	2018 (audited)
Cash & Cash Equivalents	\$ 1,370,160	\$ 2,845,958
Investments	5,296,265	3,839,159
Pledges Receivable	507,808	738,632
Inventories	834,253	965,616
Other Assets	137,652	158,589
Total Assets	\$ 8,146,137	\$ 8,547,954
Accounts & Contracts Payable	\$ 149,966	\$ 199,875
Other Liabilities	199,936	152,799
Total Liabilities	349,902	352,674
Net Assets without Donor Restrictions	3,096,806	3,144,355
Net Assets with Donor Restrictions	4,699,427	5,050,925
Total Net Assets	7,796,233	8,195,280
Total Liabilities & Net Assets	8,146,137	\$ 8,547,954

Statement of Activities and Changes in Net Assets

	2019 (unaudited)	2018 (audited)
Contributed Income & Contracts	\$ 3,596,700	\$ 2,656,242
Membership Dues	309,667	1,003,960
Gross Profit from Retail Operations	1,849,879	1,788,329
Investment Income	229,653	237,025
In-kind Support	503,255	1,020,204
Other Income	160,834	321,635
Total Revenue	6,649,988	7,027,395
Program Expenses	4,319,144	5,026,296
General & Administrative Expenses	1,470,355	1,274,886
Fundraising Expenses	1,259,536	982,989
Total Expenses	7,049,035	7,284,171
Change in Net Assets	(399,047)	(256,776)
Net Assets at Beginning of Year	8,195,280	8,452,056
Net Assets at End of Year	\$ 7,796,233	\$ 8,195,280

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“The National Archives holds so many historical treasures still waiting to be rediscovered. Not only can you explore your own family background, the records tell the remarkable story of who we are as a nation, in all our rich complexity.”

LUCINDA ROBB

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The National Archives Foundation finished another incredible year with the support and engagement of our members, donors, corporate and Foundation partners. With our supporters, we have taken our commitment to telling America's story even further.

As the champion of the National Archives and Records Administration, we help bring the Archives and its records to more visitors, in Washington, D.C., around the country, and online.

This fiscal year was indeed the "Year of the Woman" at the National Archives. When we launched the newest Archives exhibition in D.C. and nationwide initiative, *Rightfully Hers*, we committed to sharing the history of the women's suffrage movement and the importance of civic engagement. As our board member Cokie Roberts was fond of saying, "remember the ladies."

In addition to the *Rightfully Hers* initiative, the National Archives Foundation is ramping up efforts around civic education and increased digital access to National Archives records. In the year ahead, we will launch several major initiatives to recast the importance of understanding our past and to empower more to participate in our democracy. We are also starting to plan for 2026 and have developed a set of concepts for updating the National Archives Museum in advance of that national celebration.

Not everyone can visit the museum in D.C., so I hope you will visit the National Archives in person and online and connect to the Foundation via social media @archivesdfn or at [archivesfoundation.org](https://www.archivesfoundation.org)

With the help of our donors, we can make the National Archives Foundation stronger and our nation's story richer. My heartfelt thanks for your support.

A handwritten signature in black ink that reads "Patrick M. Madden". The signature is written in a cursive, flowing style.

PATRICK M. MADDEN
Executive Director
National Archives Foundation



About the Foundation

The National Archives Foundation is an independent nonprofit organization that increases public awareness of the National Archives, inspires a deeper appreciation of our country's heritage, and encourages citizen engagement in our democracy.





NATIONAL ARCHIVES
FOUNDATION

700 Pennsylvania Avenue, NW
Room G12
Washington, DC 20408
archivesfoundation.org