



NATIONAL ARCHIVES
FOUNDATION

2021 ANNUAL REPORT

Contents

- 1 Message from Leadership
- 2 By The Numbers
- 3 “Rightfully Hers: American Women and the Vote”
- 4 “History Speaks: Race and Reform in America” and the Fund for Rights & Justice
- 6 Cokie Roberts Research Fund for Women’s History
- 7 Featured Document Displays
- 10 Public Programs
- 12 July 4
- 14 Civics Education Initiatives
- 15 Inaugural Civic Season & Made By Us Partnership
- 16 Marketing, Communications, and Strategic Partnerships
- 17 Membership and Individual Giving
- 18 Corporate Council
- 19 Funds
- 20 National Archives Museum Store
- 21 Financials
- 22 Donors and Board Members
- 24 Board and Staff
- Looking Ahead

INSIDE
BACK
COVER

Message from Leadership



**GOVERNOR
JAMES J. BLANCHARD**

Chair and President,
National Archives
Foundation Board of
Directors

Having met the unprecedented challenges of the last year and a half, we now look forward to our beloved National Archives once again opening its doors and welcoming back visitors from across the country and around the world.

Looking back on 2021, I am proud that the National Archives Foundation adapted to these unusual times and excelled in finding new opportunities to engage our citizens in civic education and public programming.

This year, we inspired a new generation to participate in civil society, supporting the professional development of educators to encourage deeper civic engagement in the classroom and reaching new audiences with virtual online programming. The Foundation was a major stakeholder in the Made By Us Coalition, which launched the inaugural Civic Season that connected 26 million people online and spurred more than 10,000 direct civic actions. We are thrilled to partner with the Archivist's new national civics initiative and are proud of our virtual programming that engaged viewers directly in their homes with a virtual July 4th celebration, the fiftieth anniversary of the Congressional Black Caucus, and topics that included civil rights leaders, famed architects, and expert historians.

We are also excited to highlight so many other accomplishments in this report and promise that as we move forward into 2022, the Foundation will continue to build our audience of members, followers, and history lovers, not only nationwide, but around the globe.

I would like to thank the Foundation's many supporters – our partner the National Archives and Records Administration, our donors, members, National Archives Store customers, online followers, and friends – for supporting the Foundation over the past year. Your support was critical in a time when it mattered the most. You have helped ensure a bright future for an organization that stewards America's past.



DAVID S. FERRIERO

Archivist of the
United States

2021 has been an unusual year at the National Archives, one for the history books. Despite unprecedented challenges due to the pandemic, we have continued to preserve and share our nation's memories.

We found new ways to be productive while working from home. We added more than 43 million digitized pages of records to the National Archives catalog during the pandemic. NARA staff from across the agency transcribed 309,718 pages of records in the catalog over this period. The average number of pages enhanced by both NARA staff and the public increased from 5,600 pages per week before the pandemic to over 20,500 pages per week during the pandemic. In June 2021, NARA surpassed two million pages enhanced in the catalog. I am so proud of the agility of the National Archives staff and their ability to shift to online delivery of services—a testimony to their commitment to making access a reality.

Even though our research rooms were closed for most of the pandemic, National Archives staff continued to respond to reference questions or requests for records via inquire@nara.gov. Researchers could also ask—or answer—research questions on History Hub, a crowdsourced history research platform sponsored by the National Archives.

At the National Personnel Records Center, although we had to reduce our on-site capacity, we never fully closed, continuing to process emergency requests from veterans. We are starting to ramp up staffing again to address the backlog of FOIA requests and recently began operating around the clock to ensure veterans and their families get the records they need for medical treatment, burials, and other services.

Our partnership with the National Archives Foundation continues to flourish. Its staff members have helped us reach a larger and more diverse audience across the country. The virtual pajama party, created during the pandemic, replaced our traditional sleepover in the Rotunda, making it possible for hundreds of additional families to participate from all over the country.

We have made civics education a priority at the National Archives. We recently launched "We Rule: Civics for All of Us." This program promotes civic literacy and engagement through distance learning programs and draws upon the vast holdings of the National Archives to promote the knowledge and skills students need for civic engagement in the twenty-first century. Our civics programs empower young people to make a positive difference and improve the world they are inheriting. With the support of the National Archives Foundation, we are creating new ways to educate the American people.

And things are starting to look up. We just had our first public event in twenty months—the Gala! It was great to be back together in the National Archives Building celebrating Jon Meacham and the American story.

By the Numbers



11,500

Virtual Program Participants



141

Donors to the Fund for Rights and Justice



55

Sponsors



56

Community Partners



1 million+

DocsTeach Users



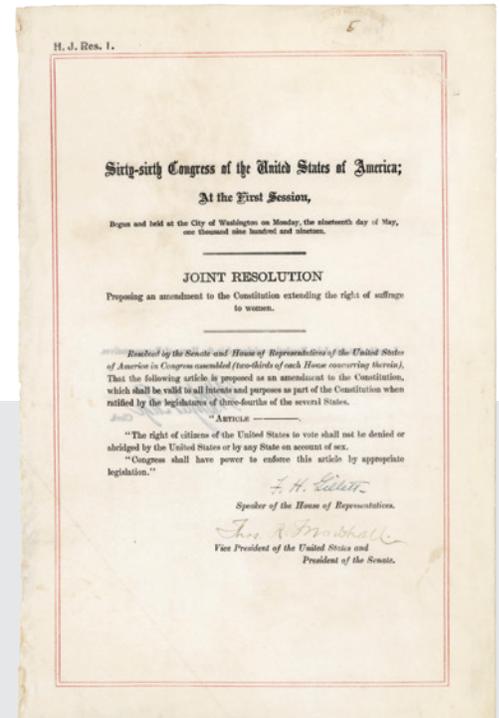
27,000+

National Archives Museum Store
and eStore Transactions

“Rightfully Hers: American Women and the Vote”

The Foundation is pleased that the Lawrence F. O’Brien Gallery, which hosts the “Rightfully Hers” exhibit, is once again open to the public. Since its reopening, visitors have experienced women’s journey to suffrage by viewing documents from the early women’s rights factions, videos of the women’s march in 1917, and the Nineteenth Amendment up close.

In addition to the in-person exhibit, “Rightfully Hers” maintains a strong online presence through the Google Arts and Culture exhibit, the “Rightfully Hers” website, and virtual programming.



SPONSORS:



“Rightfully Hers” is made possible in part by the National Archives Foundation through the generous support of Unilever, Pivotal Ventures, Carl M. Freeman Foundation in honor of Virginia Allen Freeman, AARP, 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, Maggie and Robert Boroujerdi, BMO Financial Group, The Hearst Foundations, Maris S. Cuneo Foundation, FedEx, Bernstein Family Foundation, and The Harry and Jeanette Weinberg Foundation/Ambassador Fay Hartog-Levin (Ret.).

“History Speaks: Race and Reform in America” and the Fund for Rights and Justice



“It is very very important for all of us as citizens, for all of us as one people to take ownership of our system of justice. This is our democracy. It belongs to all of us.” ~JOHN LEWIS



On October 6, 2020, the National Archives Foundation presented “History Speaks: Race and Reform in America,” an online program and fundraiser supporting the launch of its new Fund for Rights and Justice. This important and timely program opened with a video highlighting some of the records and countless untold stories found in the National Archives and was followed by a riveting discussion between distinguished speakers, including:

- Soledad O’Brien, journalist, moderator;
- Taylor Branch, Pulitzer Prize-winning historian;
- Dr. Ibram X. Kendi, anti-racism scholar and author; and
- Wesley Lowery, Pulitzer Prize-winning journalist.

The Fund for Rights and Justice provides vital funding for research, public programs, exhibitions, and educational materials focused on the stories of African Americans and people of color in the records of the National Archives.



The "Records of Rights" Exhibit lets visitors explore how generations of Americans sought to fulfill the promise of the Founding Documents.



"HISTORY SPEAKS" PRESENTING SPONSORS:
The Boeing Company, Maris and Peter Cuneo, John and Christie Johnson, NCTA – The Internet & Television Association, and Jacqueline B. Mars.

ADDITIONAL SPONSOR SUPPORT PROVIDED BY:
Governor James J. Blanchard and Janet Blanchard, DLA Piper LLP (US), Marilyn Wood Hill and John A. Hill, Mary C. Moynihan, Lucinda Robb, Deborah Ratner Salzberg and Michael Salzberg, Rodney E. Slater and Cassandra Wilkins, Tom and Carol Wheeler, Ambassador Fay Hartog-Levin, Ken Burns, David S. Ferriero, Laura D. Gates, Fruzsina M. Harsanyi, Al Kamen, Cameron F. Kerry, Maarja Krusten, William Minor and Christine Enemark, and Ross O. Swimmer.

Cokie Roberts Research Fund for Women's History



Launched in 2019, the Cokie Roberts Fund for Women's History was established to honor the late journalist, historian, author, and National Archives Foundation Board Member of seventeen years. Roberts worked to shine a light on the stories of countless women throughout history whose contributions had been unknown or unrecognized. This fund will build on her legacy by funding two research fellows with \$7,500 grants to conduct original women's history research at the Archives' facilities.

In its inaugural year, the Fellowship had over sixty applicants proposing projects with a diverse range of women's history topics, but the two winners especially reflect the complexity and diversity of women's roles in shaping our nation's history.



DR. LOIS LEVEEN

Dr. Lois Leveen will use the Archives to research Mary Richards Denman, an African American woman who played a key role in the pro-Union spy ring that operated in the Confederate capital during the Civil War. Her work at the Archives will piece together a broad range of wartime and postwar government records to document Denman's work within the spy ring and will document her activities after the war.



DR. KARA DIXON VUIC

Dr. Kara Dixon Vuic's career has been centered on women in the U.S. military, with a particular focus on the Army Nurse Corps in the Vietnam War and the history of military entertainment. She will use Archives records from the Selective Service System to examine the nation's debates about women and the draft.

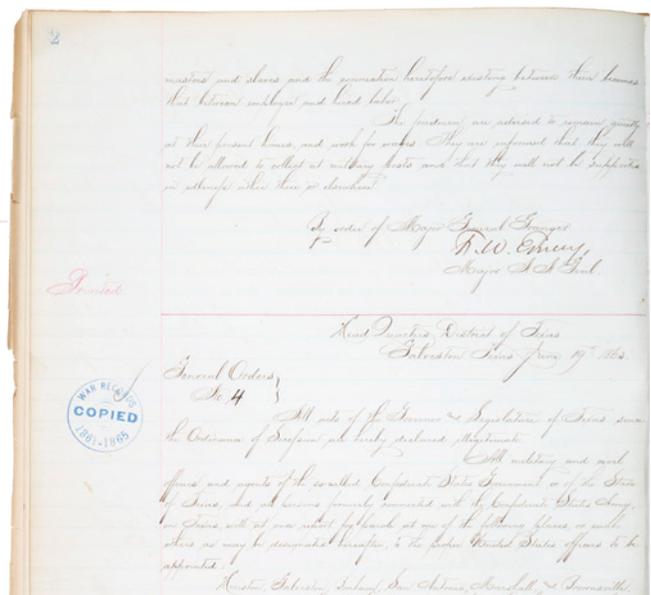
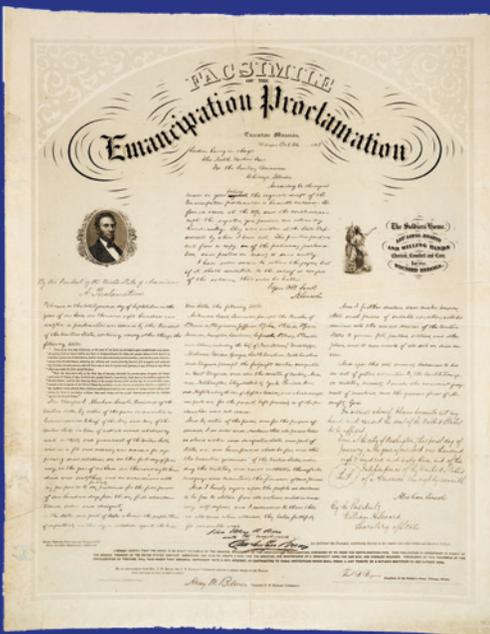
Both fellows will have their work published and featured in an Archives public program and through online channels.

Featured Documents

The National Archives curatorial team displayed records from the Archives' holdings, helping visitors form a deeper connection to and understanding of our history. The Foundation's Communications and Marketing team worked with the Archives' Public Relations team to promote the viewing of these documents both in-person and online.

THE EMANCIPATION PROCLAMATION

The Emancipation Proclamation and 'Juneteenth' General Order No. 3, the letter issued on June 19, 1865, by General Gordon Granger that informed the people of Texas that all enslaved people were now free, are ongoing online exhibits. 'Juneteenth' General Order No. 3 was displayed in the Rotunda from June 17 through July 5.



SPONSOR: BOEING



**BLACK WALL STREET:
100 YEARS SINCE THE TULSA
RACE MASSACRE**

Documents relating to the one hundredth anniversary of the Tulsa Race Massacre, including photographs and newspaper clippings, were the Featured Online Document Display from April 1 through June 17. Digitized documents are still available as permanent online exhibits. See page 10 to view our Black Wall Street virtual program.





9/11 COMMISSION RECORDS

For the twentieth anniversary, the Archives displayed its vast holdings related to the September 11, 2001 terrorist attacks. As the steward of the 9/11 Commission Reports, the Archives has digitized them so that they are available online in the catalog. Selected documents were featured in research materials and guides relating to the twentieth anniversary. From September 7 through October 6, the Archives featured letters from children to first responders and EMS workers at Ground Zero, the Pentagon, and Shanksville, Pennsylvania. The letters were displayed in the East Rotunda Gallery and are also available online. See page 11 to view our 9/11 20th anniversary program.

SPONSOR: Maggie and Robert Boroujerdi

Public Programs

The Foundation continued its virtual programming throughout 2021 via our YouTube channel. This opportunity allowed the Foundation to reach a national audience, inviting thousands of new participants to view our programs live. The Foundation hosted fourteen virtual programs with more than 11,500 virtual participants from across the country. Below are some highlights.

FRANKLIN & ELEANOR ROOSEVELT: AMERICA'S FIRST POWER COUPLE

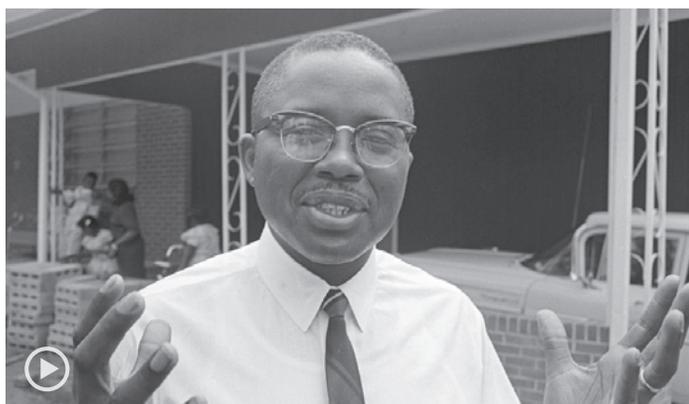
On January 28, FDR Library Director Paul Sparrow discussed the twentieth century's most famous power couple: Franklin and Eleanor Roosevelt. This program was part of the Foundation's Presidential Libraries Series.



BLACK WALL STREET: THE HIDDEN ECONOMY

On May 26, the Foundation was joined by panelists A'Leia Bundles (historian, author, and journalist), Ron Busby (president and CEO of the U.S. Black Chambers, Inc.), and Tristan Wilkerson (managing principal of Think Rubix, LLC, and general partner of High Street Equity Partners) to discuss the tragedy of the Tulsa Race Massacre, the development of Black Wall Streets, and what inequality looks like for Black entrepreneurs today.

SPONSOR: 



DESTROYING SEGREGATION: THE PERSONAL MISSION OF CIVIL RIGHTS ATTORNEY FRED GRAY

On June 10, Fred Gray, Civil Rights attorney and architect of the Montgomery bus boycott, joined the Foundation to discuss his monumental role in the push for equality. Viewers had the chance to ask questions of the man who has devoted his life to desegregation and not only witnessed our shared history, but also helped shape it.

SPONSOR: 
FORD MOTOR COMPANY FUND



50TH ANNIVERSARY OF THE CONGRESSIONAL BLACK CAUCUS

In June, the Honorable Rodney E. Slater, former Secretary of Transportation, moderated a panel with U.S. House Majority Whip James E. Clyburn and Joyce Beatty, United States Congresswoman (OH-03) and Chair of the Congressional Black Caucus. Former Member of Congress and Governor of Michigan James J. Blanchard delivered opening remarks. The speakers focused on the fifty-year history of the caucus, its growth over time, the members who have risen to positions of prominence, and the power of the Black Caucus in driving the legislative agenda in Congress.

CELEBRATING THE 26TH AMENDMENT: YOUNG WOMEN AND THE RIGHT TO VOTE TODAY

In celebration of the inaugural Civic Season, we were joined on June 22 by Caroline Klibanoff, Managing Director of Made By Us; Judith Batty, Interim CEO of Girl Scouts of the USA; Anusha Natarajan, Girl Up, U.S. Southwest Regional Leader; and Kat Calvin, Founder of Spread the Vote and Girl Scouts of the USA Alumna. During the program, these panelists discussed the work of organizations that have informed and engaged young women to promote their participation in civic life.

“Rightfully Hers: American Women and the Vote” and programs presented in conjunction with the exhibit are made possible in part by the National Archives Foundation through the generous support of Unilever, Pivotal Ventures, Carl M. Freeman Foundation in honor of Virginia Allen Freeman, AARP, 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, Maggie and Robert Boroujerdi, BMO Financial Group, The Hearst Foundations, Maris S. Cuneo Foundation, FedEx, Bernstein Family Foundation, and The Harry and Jeanette Weinberg Foundation/ Ambassador Fay Hartog-Levin (Ret.).



HOW WE REMEMBER: SEPTEMBER 11TH MEMORIALS

The architects of the three 9/11 memorials in the United States joined us to discuss how physical memorials help us mourn and move forward from great tragedy. Distinguished panelists included: Michael Arad, architect of the 9/11 Memorial in New York City; Julie Beckman and Keith Kaseman, the husband-and-wife team who designed the National 9/11 Pentagon Memorial; Paul Murdoch, the architect of the Flight 93 National Memorial; and Spencer Bailey, journalist and author of *In Memory Of: Designing Contemporary Memorials* (Phaidon).

SPONSOR: Maggie and Robert Boroujerdi

July 4th at the National Archives



July 4, 2021, was yet another first for the Archives; while the Archives again offered a virtual celebration, as it had done in 2020, the Foundation also hosted a scaled-down, in-person block party outside the National Archives Museum on Constitution Avenue, so guests could choose which way to participate. The in-person celebration had the distinction of being the first permitted event in the city of Washington, D.C., since March 2020, and it brought a welcome, semi-return to normalcy for D.C. residents and visitors alike.

OUR IN-PERSON CELEBRATION INCLUDED:

- historic re-enactors portraying George and Martha Washington, Thomas Jefferson, and Benjamin Franklin;
- sign the Declaration of Independence;
- Grab 'n' Go patriotic crafts;
- chalk and balloon artists;
- National Archives Museum Store tent; and
- performances by local bands Batale Washington and Brass Connections.



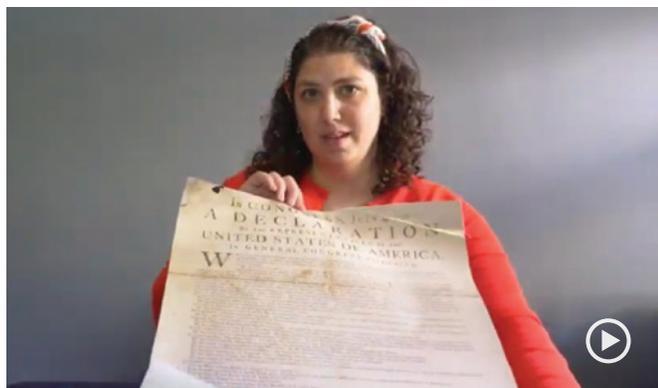
"The annual fourth of July parade was still cancelled this year, so folks at the National Archives got creative...last year this was all virtual, but this year, you can sign the Declaration of Independence at the home of the Declaration of Independence." ~NEWS NATION PRIME

OUR ONLINE CELEBRATION was moderated by Executive Director Patrick Madden and featured:

- a welcome, the story of the Declaration, and a calligraphy activity with Thomas Jefferson and a member of the Archives' education staff;
- a discussion of colonial life with Martha Washington followed by a demonstration of how to make a patriotic ice cream sundae;
- a lesson on Black soldiers in the Continental Army and a make your own drum activity with Ned Hector;
- perspectives from James Armistead Lafayette, an enslaved Black man who served as a spy during the Revolutionary War, presented in partnership with Colonial Williamsburg; and
- a discussion with Betsy Ross, one of the first seamstresses to sew the American flag.

The virtual celebration ended with a special presentation of the Declaration of Independence reading hosted by journalist and National Archives Foundation Board Member Soledad O'Brien.

To expand on our commitment to accessibility in our virtual programming, we had both fully captioned and ASL interpretations available.



SPONSORS:



Civics Education Initiative

CIVICS OVERVIEW

Civic education is a major priority for the National Archives and the Archives Foundation. For this reason the Foundation partnered with several organizations to make National Archives' primary sources more accessible to classrooms, teachers, and families. The Foundation continues to fund the award-winning online educational resource DocsTeach, as well as professional development opportunities for educators around the nation in an effort to increase civic literacy, engagement, and social responsibility.

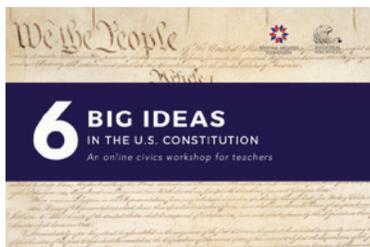


The Foundation has expanded on existing relationships with the Federation of State Humanities Councils and has continued to foster relationships with funders like the Hatton W. Sumners Foundation in Oklahoma. We have also forged partnerships with:

- The Department of Defense Education Activity;
- The United States Federal Reserve;
- The Council of Chief State School Officers;
- The National Council for the Social Studies;
- The National Humanities Alliance;
- Robert C. Byrd Center;
- Lou Frey Institute; and
- The Maryland School for the Deaf.



The Foundation expanded its networks and participation into thirty states and the District of Columbia through these partnerships.

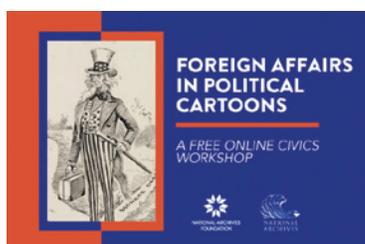


The Foundation is particularly proud of its partnership with the Center for Democracy in Deaf America at Gallaudet University, which brings increased accessibility to the Archives' resources. This partnership will allow us to train Deaf master educators in primary source tools.



The workshops currently offered by the Center for Legislative Archives are:

- In Their Own Words: Women's Petitions to Congress;
- Civil Rights –The Impact of Racial Discrimination on Black American Lives in the Jim Crow Era;
- Six Big Ideas in the U.S. Constitution;
- Congress and Civility by Design;
- The Legislative Process;
- Congress Creates the Bill of Rights;
- Representing Congress: Clifford K. Berryman's Political Cartoons;
- The Cold War in Political Cartoons, 1946–1963; and
- America and the World: Foreign Affairs in Political Cartoons, 1898–1940.



OKLAHOMA SPONSOR:





Inaugural Civic Season and Made By Us Partnership

Made By Us, a coalition of over 200 museums, history organizations, and heritage sites, launched the first annual Civic Season in 2021. Running from Juneteenth to July 4, Civic Season aims to inspire and motivate young people, mainly Generation Z, to be active participants in our democracy. The National Archives Foundation is a major stakeholder in both Civic Season and Made By Us as we strive to inspire all generations to connect with our past, take action in the present, and shape the future through activities and events in our neighborhoods, cities, towns, and social spaces.



Year one metrics for Civic Season reflected Made By Us's direct engagement of Gen Z and understanding that they are eager to make their mark on our democracy. Civic Season reached more than 26 million people online and spurred more than 10,000 direct actions in civic spaces. Across thirty-three states, 179 organizations, including the Foundation, hosted more than 450 events to engage young people in shaping our nation's history.



At the Foundation, we recognized Civic Season with virtual programming. One program featured Civil Rights attorney Fred Gray, and the other celebrated the passage of the Twenty-Sixth Amendment, which granted suffrage to 18 to 21 year olds. Joining us on that panel were representatives from girls empowerment organizations as well as Caroline Klibanoff, the Executive Director of Made By Us.

The Foundation also dedicated an issue of our weekly American Experience newsletter to Civic Season, connecting Archives holdings to youth empowerment.

Since the conclusion of Civic Season, the Foundation has maintained an active role in the Made By Us Coalition, participating in debriefing meetings, feedback surveys, and breakout working "lab" groups regarding the coalition members' social media presence.

Marketing, Communications, and Strategic Partnerships



Expanding access to the contents of the National Archives is a key mission for the Marketing and Communications team. As the pandemic forced the closure of physical spaces, it opened up opportunities in the digital world, especially in virtual programming and digital advertising. Fred Gray's appearance, the Congressional Black Caucus 50th Anniversary, July 4th, and the 20th Anniversary of 9/11 were all programs for which significant ad buys were placed in the *Washington Post*, *USA Today*, *Newsday*, the *Georgetown*, *Washingtonian*, *Destination DC*, Facebook, and Instagram. In total, ads for the Foundation's virtual programming garnered more than 2.6 million impressions.



The Foundation's weekly newsletter, "American Experience," continues to bring the Archives' holdings to readers' inboxes. With weekly engagement of nearly 25,000 with the newsletter and "Archives at Home" page on our website, our subscribers are getting to experience specially curated content in the context of relatable and relevant themes each week.



Through strategic partnerships, we are meeting our followers on platforms they are already on and bringing the Archives to them. Through Made By Us, we provided educational resources on Constitution Day to ActiVote, a daily civic engagement habits tracker with a majority millennial audience, reaching 2,395 users. The Foundation's Communications team also takes a leadership role on the Made By Us Social Media Lab, where we collaborate about best practices for social media and share knowledge about the latest tech and trends with more than twenty other museums, cultural institutions, and heritage sites.



486,000 + website visitors



48,000 + eStore subscribers



51,000 + newsletter subscribers



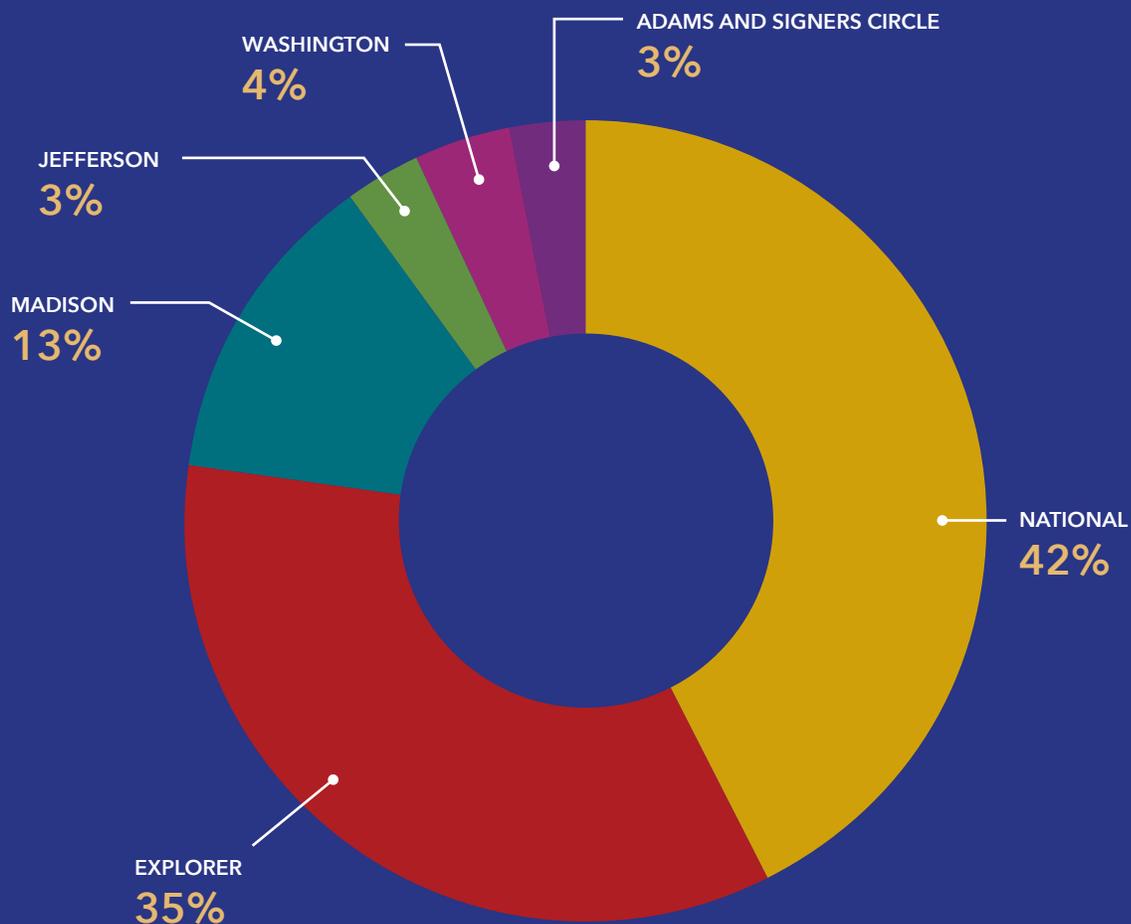
47,000 + social media followers

Membership and Individual Giving

While 2021 has been another challenging year for our nation and the National Archives Foundation, we are grateful for the continued support of our members and donors. The number of individual donors and members increased 22% over the previous year.

Our supporters come from all walks of life and from every corner of the nation to support the mission of the National Archives Foundation—to make the records of the National Archives accessible so that all Americans know their rights, responsibilities, and shared history.

MEMBERS BY CATEGORY



Corporate Council

The National Archives Foundation is grateful for the generosity of our Corporate Council members, whose donations provide unrestricted funds toward our mission. In appreciation for their meaningful contributions, Corporate Council members receive a set of exclusive and unique benefits, including recognition online and in-person at the National Archives Museum, invitations to high-profile receptions and events, the opportunity to host guests for a private tour, and discounts on event space rentals in the beautiful National Archives building.



PLATINUM



GOLD



SILVER



BRONZE



Funds

COKIE ROBERTS RESEARCH FUND FOR WOMEN'S HISTORY

In 2019, the National Archives Foundation launched a new research fund to honor Cokie Roberts, who worked to shine a light on the stories of countless women in U.S. history that were previously unknown to the public. She showed how these lives impacted our country's narrative and added to the rich heritage of our nation. Just as Roberts' prose and spirited discussions brought moments in history to new audiences, the Cokie Roberts Research Fund for Women's History encourages the next generation of journalists and authors to perpetuate her legacy.



FUND FOR RIGHTS AND JUSTICE

The struggle for all Americans to receive the rights and freedoms guaranteed in our nation's Founding Documents is well documented in the records of the National Archives. In October 2020, the National Archives Foundation launched its Fund for Rights and Justice to provide resources for research, public programs, exhibitions, and educational materials focused on the stories of African Americans and people of color, as found in the records of the National Archives.



RIGHTFULLY HERS FUND

Telling the stories of women often left out of traditional history books lies at the heart of what we do at the National Archives Foundation. The new Rightfully Hers Fund will provide ongoing financial support for research, public programs, exhibitions, and educational materials focused on American women's stories.



National Archives Museum Store



eSTORE

With the National Archives Museum's closure in early 2020, the Store Team invested heavily in the success of our eStore, which had a record-breaking year. FY 2021 saw \$825,252.00 in eStore sales alone, up 87% from FY 2020, which saw \$439,540.00 in sales. A main driver of the increase in eStore sales was the 2020 holiday season, which totaled \$225,954.00 in sales compared to the 2019 holiday season, which totaled \$72,220.00 in sales—a 212% increase. The 2021 inauguration of Joe Biden and Kamala Harris drove interest in a range of products, totaling \$92,552.00 in sales compared to last January's sales of \$13,455.00.

eSTORE MARKETING

In all, 46.7% of the eStore's sales were attributed directly to Google Ad Words campaigns, and our Return on Ad Spend (ROAS) averaged 500%, meaning that for every dollar spent on advertising, the eStore made \$5 in revenue. Email marketing also drove a significant amount of sales, generating \$98,406.00 in revenue, which comprised 12% of total sales.

MUSEUM STORE

The physical store ended the fiscal year with sales of \$352,624.00, which was higher than could be expected for the level of visitors allowed into the museum. The average sale is up 34.1% over FY 2019, and the conversion rate is 20.0%, up 10.2% over last year. The introduction of self-checkouts has freed up sales floor staff to engage with customers, get to know their needs, and focus on suggestive selling.



Financials

STATEMENT OF FINANCIAL POSITION

	2021 (unaudited)	2020 (audited)
Cash & Cash Equivalents	\$ 1,122,214	\$ 1,072,218
Investments	9,874,170	6,377,262
Accounts & Pledges Receivable	438,426	72,750
Inventories	619,894	979,197
Other Assets	2,489,737	147,817
Total Assets	\$ 14,544,441	\$ 8,649,244
Accounts & Contracts Payable	251,798	238,406
Other Liabilities	139,764	177,853
Paycheck Protection Program Loan	460,635	457,255
Line of Credit	661,564	543,729
Total Liabilities	\$ 1,513,761	\$ 1,417,243
Assets without Donor Restrictions	7,270,165	2,209,497
Assets with Donor Restrictions	5,760,515	5,022,505
Total Net Assets	\$ 13,030,680	\$ 7,232,001
Total Liabilities & Net Assets	\$ 14,544,441	\$ 8,649,244

STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

	2021 (unaudited)	2020 (audited)
Contributed Income & Contracts	\$ 6,188,785	\$ 2,517,582
Membership Dues	371,446	320,404
Gross Profit from Retail Operations	726,982	621,249
Investment Income	1,177,428	200,798
In-Kind Support	51,377	996,947
Other Income	1,033,688	159,630
Total Revenue	\$ 9,549,706	\$ 4,816,610
Program Expenses	\$ 2,543,758	\$ 3,080,503
General & Administrative Expenses	714,899	977,217
Fundraising Expenses	492,370	1,310,564
Total Expenses	\$ 3,751,027	\$ 5,368,284
Change in Net Assets	5,798,679	(551,674)
Net Assets at Beginning of Year	7,232,001	7,783,675
Net Assets at End of Year	\$ 13,030,680	\$ 7,232,001

The financial information for 2021 above is unaudited and subject to adjustments and modification.

Support

DONORS

\$1,000,000+

Microsoft Corporation
Tom and Carol E. Wheeler+

\$250,000+

AARP

\$100,000+

Governor James J. Blanchard and
Janet Blanchard
Amb. Fay Hartog-Levin (Ret.)
Marilynn Wood Hill and
John A. Hill
Jacqueline B. Mars
David M. Rubenstein
Mary C. Moynihan and
Alexander Schmandt

\$50,000+

Maggie and Robert Boroujerdi
Edgeworth Economics
Denise Gwyn Ferguson
John Hancock Financial
John and Christie Johnson
Lawrence F. O'Brien, III

\$25,000+

Anonymous
Maris and Peter Cuneo
Facebook
Ford Motor Company
Ford Motor Company Fund
Hatton W. Sumners Foundation
The Merrill Family Foundation
Soledad O'Brien
Ross O. Swimmer

\$10,000+

Anonymous+
Anheuser-Busch
BMO Financial Group
Ken Burns
Steven W. Caple
Anne S. Chao
James W. Cicconi
Eliasberg Family Foundation
Theresa Fariello
The Hon. Laurie S. Fulton
The Fulton Group
Laura D. Gates
Mary Graham
Dr. Fruzsina M. Harsanyi
The Home Depot
Amb. David Jacobson (Ret.)
Cameron F. Kerry
Zina Kramer and Michael Kramer
Letterjoy
Jon Liebman
Mars, Incorporated
James Martin and Kyra Martin
Brad Meltzer
William H. Minor and
Christine Enemark
Robert Mosbacher, Jr.
Michael K. Powell
Procter & Gamble
Bruce M. Ramer

Deborah Ratner Salzberg and
Michael Salzberg
Lucinda Robb
Rebecca Boggs Roberts
Susan P. Roberts
The Hon. Rodney E. Slater
Texas Instruments
Textron Inc.
UnitedHealth Group
Vanderbilt University
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Throughout our history, our nation has experienced many moments that have been described as “unprecedented times.” With the ongoing pandemic, we are living through a modern moment of such scale we struggle to find a better description. In time, whether it be thirty years or one hundred years from now, citizens will look back at the Archives holdings to help them understand what we were experiencing. The Foundation’s mission is to help the Archives make connections between the public and the past, while providing perspectives of history and, when possible, the comforting assurance that “we’ve seen it before and made it through.”

Looking ahead to 2022, the Foundation is planning several exciting initiatives, programs, and collaborations with the Archives.

- The “All American: The Power of Sports” exhibition will open in September 2022. This is a story about defining American identity. Through championships and defeat, policy and protest, sports have been integral to shaping American communities. This exhibition will celebrate sports at home and abroad and will look at teams and individuals who have used their fame to achieve social change and advance the American dream.
- Our partnership with the Archives’ civics education initiative – “We Rule: Civics for All of Us” – will continue to grow the national footprint of professional development workshops for educators and programs for classrooms.
- The Cokie Roberts Research Fund for Women’s History grant recipients will showcase their work and will be celebrated through National Archives Foundation programming.
- More virtual and in-person programs will celebrate Black History Month, the Emancipation Proclamation and Juneteenth, the 75th anniversary of Jackie Robinson’s debut in Major League Baseball, Women’s History Month, the 150th anniversary of Susan B. Anthony’s arrest for illegal voting, and so much more that showcases the fabric of our country’s past.

Our thanks are due to all of you who continue to support us: our members, donors, corporate sponsors, our partners at the National Archives and Records Administration, and followers across the country. We look forward to continuing this journey of sharing and exploring our history.



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