



# National Archives Foundation

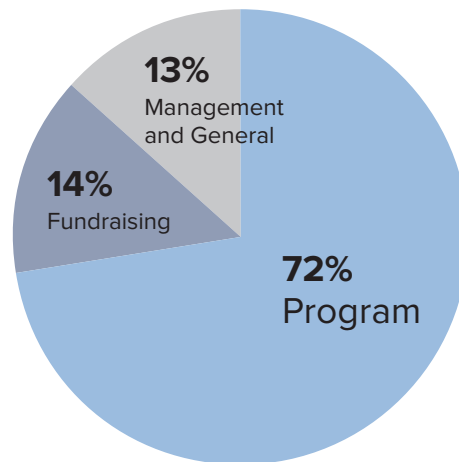
ANNUAL REPORT 2014



## Contents

- 1 A Thriving Partnership
- 2 Exhibits
- 4 Education
- 6 July 4
- 7 Records of Achievement Award
- 8 Public Programs
- 10 Membership and Young Founders Society
- 11 myArchives Store
- 12 Communications and Marketing
- 13 Financials
- 14 Support
- 20 Board & Staff
- 21 Looking Ahead

## FY2014 Use of Funds



See page 13 for more financial information.

# A Thriving Partnership



**After a year that brought fresh initiatives, a new strategic plan and stronger signature programs in 2014, we look forward with gratitude for your continuing support of the Foundation.**

During its ten-month run in the National Archives Museum, “Making Their Mark: Stories Through Signatures” featured iconic documents and artifacts from the National Archives, Presidential libraries and a private collection. From John Wilkes Booth’s calling card and a Presidential proclamation to Michael Jackson’s patent application and a First Lady’s pillbox hat, the Lawrence F. O’Brien Gallery was filled with an educational and eclectic mix of the Archives’ precious, historic records.

Through the generosity of our sponsors, the Foundation is proud to have supported this exhibition, as well as the opening of the popular “What’s Cooking, Uncle Sam?” in Atlanta. Visitors from all over the world streamed through the David M. Rubenstein Gallery to see Magna Carta and the permanent “Records of Rights” exhibit during its first full year of operation. The Foundation’s \$1.4 million in contributions to the National Archives also supported panels, films and lectures in the William G. McGowan Theater and educational initiatives in the Boeing Learning Center.

The Foundation was very excited to join the Archivist and his team in inaugurating the first-ever sleepovers in the Rotunda! Families representing 18 states from as far away as California, North Dakota and Florida brought their sleeping bags to spend the night surrounded by the Charters of Freedom. The debut of *Jazz at the National Archives*—a five-month series of panel discussions, film screenings, book signings and concerts—highlighted the Archives’ extensive jazz holdings.

In October at our annual Gala, we honored Robert Edsel with the Foundation’s 2014 Records of Achievement Award for his tireless and effective advocacy for the World War II Monuments Men and the cultural history they were committed to saving.

During the Fall, as we prepared to celebrate the tenth anniversary of the McGowan Theater, we received the sad news of the passing of our Board Member Sue Gin McGowan, whose engagement helped shape the National Archives Museum and its outreach programs. She was a force. We truly will miss her passion and leadership.

In this report, you will learn more about the numerous donors whose generous gifts sustain us. We appreciate all of you—members, donors, myArchives Store customers and friends—who make the work of the Foundation possible.

A'Lelia Bundles  
Chair and President, National Archives Foundation



**It just keeps getting better! This past year has demonstrated a new level of success for the public-private partnership between the National Archives and Records Administration and the National Archives Foundation.**

Based on some work done in conjunction with the Foundation’s strategic planning efforts we learned that members use words like educational, valuable, important, and knowledgeable to describe us. And that is great! Less great for me is that the least used word—in the smallest print in the resulting “word cloud” was fun. So, we’re getting serious about fun here at the National Archives.

To that end we launched our Sleepover at the National Archives in January. More than 100 eight to twelve year olds from across the country spent the night with us enjoying a variety of activities and entertainments. Authors Cokie Roberts and Brad Meltzer read from their children’s books. Bedding down in the Rotunda, in the presence of the Charters of Freedom, the attendees slept with visions of freedom and democracy and rights in their dreams! Awakened by fife and drum, breakfast was served—I flipped pancakes! Two equally successful sleepovers were held and a new tradition was born!

Last year we welcomed over 1 million visitors to the museum here in Washington. And we continued carrying out our mission of collecting, preserving, and encouraging the use of valuable Government records by the public at our 47 facilities across the country. That access is facilitated by numerous outreach efforts funded by the Foundation which provides for our educational outreach, exhibits, and public programs.

Once again, the Lawrence F. O’Brien Gallery served as the showcase for a host of records not normally on public view in the exhibit “Making Their Mark: Stories Through Signature.” From letters to the President (including one from a young AOTUS-to-be) to Julia Child’s application to the OSS and fashions made famous by First Ladies, this exhibit demonstrated the power of signatures—and signature style—in shaping the world we know today.

One particularly meaningful experience was presenting the Records of Achievement Award to Robert M. Edsel, who wrote his bestselling “Monuments Men” book from research largely done at the National Archives.

The Foundation and its supporters help make it possible for us to educate, entertain, and enlighten through our exhibits and public programs. I am proud to share in the achievements of this partnership, and I look forward to our continuing success. Thank you for your support and generosity.

David S. Ferriero  
Archivist of the United States

# Exhibits



## SPECIAL EXHIBIT

### Making Their Mark: Stories Through Signatures

**March 21, 2014–January 5, 2015**  
**Lawrence F. O'Brien Gallery,**  
**National Archives Museum**

Featuring original signatures from the Archives' nationwide holdings, including many examples from the Presidential libraries, the exhibit also went online in new ways, including a special e-book written by the curator, an interactive quiz supported by AT&T, and a feature on Google Cultural Institute.

*"Making Their Mark: Stories Through Signatures" was made possible in part by the National Archives Foundation with the generous support of Lead Sponsor AT&T. Major additional support provided by the Lawrence F. O'Brien Family and members of the Board of the National Archives Foundation.*

*Family and educational programming related to "Making Their Mark" was sponsored in part by Fahrney's Pens, Cross, and Parker Pen Company-Newell Rubbermaid.*

## PERMANENT EXHIBIT

### Records of Rights

**David M. Rubenstein Gallery,**  
**National Archives Museum**

From the abolition of slavery to defining workplace rights, from protecting privacy to censorship, the permanent "Records of Rights" exhibit at the David M. Rubenstein Gallery at the National Archives draws on the Archives' extensive collection of historic documents, images, and videos to share the history of the American struggle for freedom.

*The David M. Rubenstein Gallery and the "Records of Rights" exhibit are made possible in part by the National Archives Foundation, through the generous support of David M. Rubenstein.*

## ONLINE EXHIBIT

[recordsofrights.org](http://recordsofrights.org)

**18,380** **72,279**  
**Sessions** **Pageviews**

**15,287** **120**  
**Users** **Countries**



**TRAVELING EXHIBIT**

**What's Cooking, Uncle Sam?  
The Government's Effect  
on the American Diet**

**September 27, 2014 – January 2, 2015**  
**David J. Sencer CDC Museum,**  
**Atlanta, Georgia**

*The national tour of "What's Cooking, Uncle Sam?" is made possible by Mars, Incorporated.*

# Education

## Education Programs

- Constitution Day
- Constitution-in-Action Learning Labs
- Genealogy Camp for Kids
- “Making Their Mark” Family Days
- National History Day

*Sponsors: AT&T, the Lawrence F. O'Brien Family, members of the Board of the National Archives Foundation, Fahrney's Pens, Cross, Parker Pen Company-Newell Rubbermaid, John Hancock Financial, and Capital One.*



### ONLINE RESOURCE

[docsteach.org](http://docsteach.org)

**9,355,219**

**Pageviews**

**7,570**

**Documents on the website**

**38,900**

**Registered users**

**17,338**

**Activities created by users**

**131,194**

**App downloads**

*Since launch in September 2010*

*Sponsor: Texas Instruments*





## Sleepovers

The Foundation was proud to partner with Archivist David Ferriero and the Archives staff in hosting three sleepovers. These first-ever overnight adventures at the Archives welcomed more than 300 children and parents who explored our documents in fun and educational ways before rolling out their sleeping bags to spend the night in the Rotunda with the Declaration of independence, U.S. Constitution, and Bill of Rights.

*Sponsors: Mars, Incorporated, American Heritage Chocolate, Ridgewells Catering, Penguin Young Readers Group, HarperCollins, The Coca-Cola Company, Minute Maid, DASANI, John Hancock Financial, Control Video, and Occasions Caterers.*



*#ArchivesSleepover*

# July 4



The National Archives in Washington, DC celebrated the 238th anniversary of the Declaration of Independence on July 4, 2014. Highlights included fife and drum music, dramatic historical readings, Archives exhibits, family activities, and entertainment. More than 3,800 people visited the museum and over 1,000 patriotic visitors took part in Family Day activities in the Boeing Learning Center.

*Sponsors: John Hancock Financial, Dykema, and American Heritage Chocolate™*





# Records of Achievement Award



The Foundation named noted historian and philanthropist Robert M. Edsel the recipient of its 2014 Records of Achievement award. Edsel was recognized for his tireless efforts to bring to life the storied history of the men and women who served in the Monuments, Fine Arts, and Archives section of the Western Allies during World War II, known collectively as “the Monuments Men.” The group was dedicated to rescuing art damaged and plundered by the Nazis. Foundation Chair A’Lelia Bundles, Executive Director Patrick M. Madden, and Honorary Gala Chair Nick Clooney joined Archivist of the United States David S. Ferriero in presenting the award.

*Sponsors: AT&T, Governor Jim Blanchard and Janet Blanchard, and the Maris S. Cuneo Foundation*



*“I am enormously grateful to the [National Archives Foundation] for this endorsement of my work honoring the Monuments Men. To be recognized alongside such legends as Steven Spielberg, Tom Brokaw, Ken Burns, and David McCullough, to mention just a few of the past recipients, is truly a humbling moment.”*

– Robert Edsel

# Public Programs

## Fashion Week

In conjunction with the National Archives' "Making Their Mark" exhibition, the Foundation hosted DC Fashion Week's Opening Night event in the Rotunda for the Charters of Freedom, honoring the organization's 10-year anniversary with a showcase of previous years' collections and a debut of 2015 Spring/Summer designer collections.



## Jazz at the National Archives

Throughout the year, the National Archives and the National Archives Foundation presented a programming series about the history of jazz, including free public programming, concerts, film screenings, special events, and family activities in Washington, DC.

*Sponsor: Natixis Global Asset Management*



## 8th Annual Charles Guggenheim Tribute Program: *D-Day Remembered*

In recognition of the 70th anniversary of the Normandy Invasion, the National Archives screened Charles Guggenheim's Academy Award-nominated documentary *D-Day Remembered*, narrated by David McCullough and incorporating the voices of more than 50 participants.

*Partner: Charles Guggenheim Center for Documentary Film*



## 7th Annual McGowan Forum on Women in Leadership: Women in Congressional Leadership

Former members of Congress Connie Morella, Barbara Kennelly, and Mary Bono, and former Senators Carol Moseley Braun and Blanche Lincoln discussed the changes that have taken place in the roles, opportunities, expectations and obstacles for women in congressional leadership positions with moderator and *New York Times* journalist Jackie Calmes. House Democratic Leader Nancy Pelosi also made remarks. Presented in partnership with the U.S. Association of Former Members of Congress.

*Sponsor: William G. McGowan Charitable Fund*

## 10th Annual McGowan Forum on Communications: White House Press Secretaries

Moderated by NPR's Michel Martin, panelists Ron Nessen (Ford administration); Marlin Fitzwater (Reagan and Bush administrations); Mike McCurry (Clinton administration); and Robert Gibbs (Obama administration) shared behind-the-scenes stories, discussed the evolution of the position, and highlighted the trials and triumphs of serving as the president's spokesperson.

*Sponsor: William G. McGowan Charitable Fund*

*Book lectures and evening programs in the McGowan Theater  
are streamed live at [youtube.com/usnationalarchives](https://www.youtube.com/usnationalarchives)*

*Past programs are also available to watch in full.*

# Membership and Young Founders Society

**\$766,772**

**Membership support**

**25%**

**Increase in number of members  
since 2013**

Members enjoy priority entry to the National Archives Museum, advance notice about sleepovers and other programs, reserved seating in the theater, and much more.



# myArchives Store



**\$2,241,906**  
Total sales

**111,460**  
Total transactions

[myArchivesStore.org](http://myArchivesStore.org)

Featured in:

**The Washington Post**

**4** NBC WASHINGTON

**DC**  
*Coof*

**express**  
**best**  
OF 2014

# Communications and Marketing

8,315

Facebook fans

1,425

Twitter followers

151,388

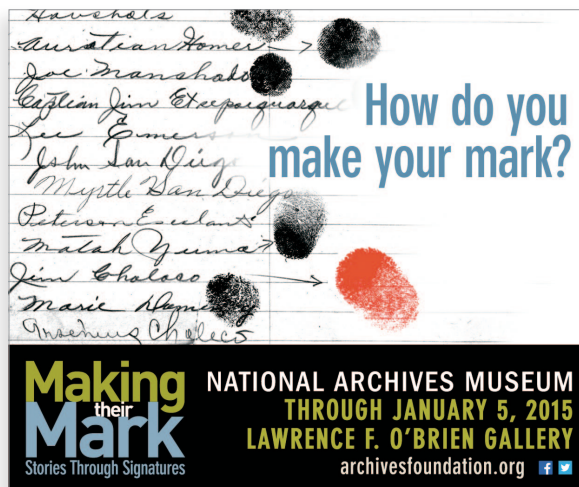
archivesfoundation.org pageviews



**JAZZ**  
AT THE  
NATIONAL ARCHIVES

**JAZZ IN THE USA: ON THE  
60TH ANNIVERSARY OF  
THE NEWPORT JAZZ FESTIVAL**

**JUNE 19, 7 PM**  
**WILLIAM G. MCGOWAN THEATER**



How do you  
make your mark?

**Making their Mark**  
Stories Through Signatures

**NATIONAL ARCHIVES MUSEUM  
THROUGH JANUARY 5, 2015  
LAWRENCE F. O'BRIEN GALLERY**

archivesfoundation.org



WASHINGTONIAN

FOOD & DRINK HEALTH HOMES PEOPLE & POLITICS STYLE TRAVEL WHERE & WHEN WEDDINGS WORK & FAMILY

LIFE, MEDIA, GOSSIP, POLITICS, AND EVENTS IN DC

**CAPITAL COMMENT**

**The National Archives Will Teach Your Children Some Manners**

As the holidays wind down, the nation's record keeper offers a crash course in thank-you notes.

**By Andrew Beaujon**



What is your  
**#Signature Style?**

Submit a photo of your own #SignatureStyle at [archivesfoundation.org](http://archivesfoundation.org) for the chance to win:

- 2 tickets to **DC Fashion Week Opening Night**, September 24 at the National Archives
- 2 tickets to **First Ladies Fashion with Tim Gunn**, September 30 at the National Archives
- A year-long **Young Founders Society membership** with the Foundation for the National Archives

For complete rules and regulations, go to [archivesfoundation.org/signaturestyle](http://archivesfoundation.org/signaturestyle)

# Financials

## Statement of Financial Position

	<b>2014</b>
Cash and cash equivalents	\$1,525,352
Short-term investments	\$807,821
Receivables, net of allowance	\$267,500
Inventories	\$659,300
Prepaid expenses	\$58,143
<b>TOTAL Current assets</b>	<b>\$3,318,116</b>
Fixed assets, net of depreciation	\$34,018
Long term pledge receivable, net of discount	\$724,074
<b>TOTAL Other assets</b>	<b>\$758,092</b>
<b>TOTAL ASSETS</b>	<b>\$4,076,208</b>
Accounts and contracts payable	\$759,214
Deferred revenue	\$4,650
Accrued expenses	\$38,332
<b>TOTAL Liabilities</b>	<b>\$802,196</b>
Unrestricted net assets	\$1,735,722
Temporarily net assets	\$1,538,290
<b>TOTAL Net assets</b>	<b>\$3,274,012</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$4,076,208</b>

## Statement of Activities and Changes in Net Assets

	<b>2014</b>
Contributed income and contracts	\$1,691,114
Membership dues	\$1,029,710
Gross profit from retail operations	\$1,321,490
Interest income	\$662
Royalties and miscellaneous	\$4,832
In-kind support and revenue	\$152,604
<b>TOTAL Current assets</b>	<b>\$4,200,412</b>
Program services	\$3,666,287
Management and general	\$725,971
Fundraising	\$679,818
<b>TOTAL Expenses</b>	<b>\$5,072,076</b>
<b>Change in net assets</b>	<b>(\$871,664)</b>
<b>Release of restricted funds from prior year</b>	<b>\$878,580</b>
<b>TOTAL CHANGE IN NET ASSETS</b>	<b>\$6,916</b>
Net assets, beginning of year	\$4,145,676
Net assets, end of year	\$3,274,012

The financial information set forth above is unaudited and subject to adjustments and modifications.

# Support

The Foundation is grateful for the many benefactors that have supported its mission over the past 22 years. From the original National Archives Experience campaign to David Rubenstein's extraordinary gift that created the Records of Rights permanent exhibit featuring Magna Carta, our funders have helped people from across the world learn about America's past and join the conversation about its future. We are delighted to recognize the following donors whose generous support has allowed us to continue our work in 2014:

## \$500,000+

Anonymous

## \$250,000+

AT&T

## \$100,000+

The William Randolph Hearst Foundation  
HISTORY/A+E Networks  
The William G. McGowan Charitable Fund  
The Lawrence F. O'Brien Family  
Toyota Motor North America, Inc.

## \$50,000+

Governor James J. Blanchard and Janet Blanchard  
CBS Outdoor/OUTFRONT Media, Inc.  
David M. Rubenstein  
The Maris S. Cuneo Foundation  
John Hancock Financial  
Jacqueline Badger Mars  
NATIXIS Global Asset Management  
*The Tasting Panel* Magazine  
Wine and Spirits Wholesalers of America

## \$25,000+

*The Hill* Newspaper  
National Alcohol Beverage Control Association  
The Ratner Family Foundation  
Texas Instruments

## \$10,000+

Anonymous  
Capital One N.A.  
Cross

Distilled Spirits Council of the United States  
Dykema Gossett PLLC  
Fahrney's Pens

## UP TO \$10,000

Faith Words  
Heart Sing Foundation  
The Jewish Genealogy Society of Greater Washington  
Robert and Catherine Miller Charitable Foundation  
Occasions Caterers  
Prince Georges County Genealogical Society  
The Pritzker Traubert Family Foundation  
Ridgewells Catering  
Suntrust Foundation

## Membership

### Corporate Council

#### FOUNDER \$15,000+

AGCO Corporation  
Benarroch Productions  
BET Networks  
The Center for Investigative Reporting  
Center for Strategic and International Studies  
Charles E. Smith Life Communities  
CyArk  
Economic Club of Washington  
Emirates Global Aluminum  
GEICO (Government Employees Insurance Company)  
Harsco Corporation  
Harvard Kennedy School  
Hilton Worldwide  
Mars, Incorporated

National Association of Insurance Commissioners  
National Religious Broadcasters  
Procter and Gamble  
Russell Reynolds Associates  
Slavic401k  
Tauck World Discovery  
TE Connectivity  
Unum Group  
World Economic Forum of Young Global Leaders

### GUARDIAN

#### \$10,000 – \$14,999

Bipartisan Policy Center  
The John F. Kennedy Center for the Performing Arts

### BENEFACTOR

#### \$5,000 – \$9,999

AdvoCare International, L.P.  
Corporation for Public Broadcasting  
History Associates  
MyBillOfRights.org  
National Conference of State Liquor Administrators

### Signers Circle

#### \$5,000+

Bess and Tyler Abell  
Honey and Sen. Lamar Alexander  
Gov. James J. and Mrs. Janet Blanchard  
Peter Brigham and Shannon Hill  
Ken Burns and Julie Burns  
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James W. Cicconi  
Janet Langhart Cohen

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Cokie Roberts  
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Theodore D. Segal and Dr. Joyce R. Wasserstein

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John and Diana Zentay

### WASHINGTON

#### \$1,000 – \$2,500

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Richard A. Zappala Family Foundation



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\$500–\$999

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Carole and Robert Minor  
Rodney A. Ross  
Ms. Nancy K. Smith and Dr. Danny Smith  
Teresa Yancey Crane

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Peter and Debra Friedmann  
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\$100–\$249

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Reverend David C. Marx



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# Looking Ahead



**What a great year!** Because of your support and engagement, 2014 was a year of celebration and success, while 2015 promises to be even more exciting as we cultivate a greater understanding of the American journey with the National Archives.

We started 2015 off with a new name, the National Archives Foundation. We are also working on a new logo and branding that will reflect our desire to reach and engage contemporary audiences, and attract all segments of the public to exhibitions, programs, membership, and online initiatives.

We are thrilled to be partnering with the Archives on more sleepovers in 2015, allowing families the opportunity to create historic memories at the Archives. At each sleepover event, children experience history in unique, interactive ways and discover the staggering breadth of the Archives. When the evening ends, they have a once in a lifetime experience—the chance to spend the night with our nation’s founding documents.

We continue to promote the thought-provoking “Records of Rights” permanent exhibition in the Rubenstein Gallery and its accompanying public programs, as well as “Spirited Republic: Alcohol in American History,” a special exhibition in the O’Brien Gallery that invites visitors to explore the role of government and alcohol in American society. With a new strategic plan in place, we are positioned for future growth and success. Our key goals of the plan include:

- Expanding participation in NARA activities, programs, events, and resources
- Increasing awareness of the benefits and treasures of the National Archives
- Broadening the appeal of membership, exhibitions, events, funding opportunities and other resources

Please join us this year in person or online to explore the museum’s exhibits, special events, public programs, film screenings, and educational activities, or to research the Archives’ vast treasure of records. You can always connect with us virtually via email, social media (@archivesfdn) or our website, [archivesfoundation.org](http://archivesfoundation.org).

Thank you for your ongoing support!

Patrick M. Madden  
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Page 15: Pepe Gomez, National Archives Foundation

Page 16: Pepe Gomez, National Archives Foundation

Page 17: Top right: Jules Clifford, National Archives Foundation; Bottom left: Jeffrey Reed, National Archives

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