



2017

YEAR IN REVIEW



NATIONAL ARCHIVES
FOUNDATION



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Year in Review

1.2+ million

Visitors in National Archives museum

8.3+ million

Visitors to the "Bill of Rights" pop-up

\$6.7+ million

Raised

60

Sponsors

2

Sleepovers

3

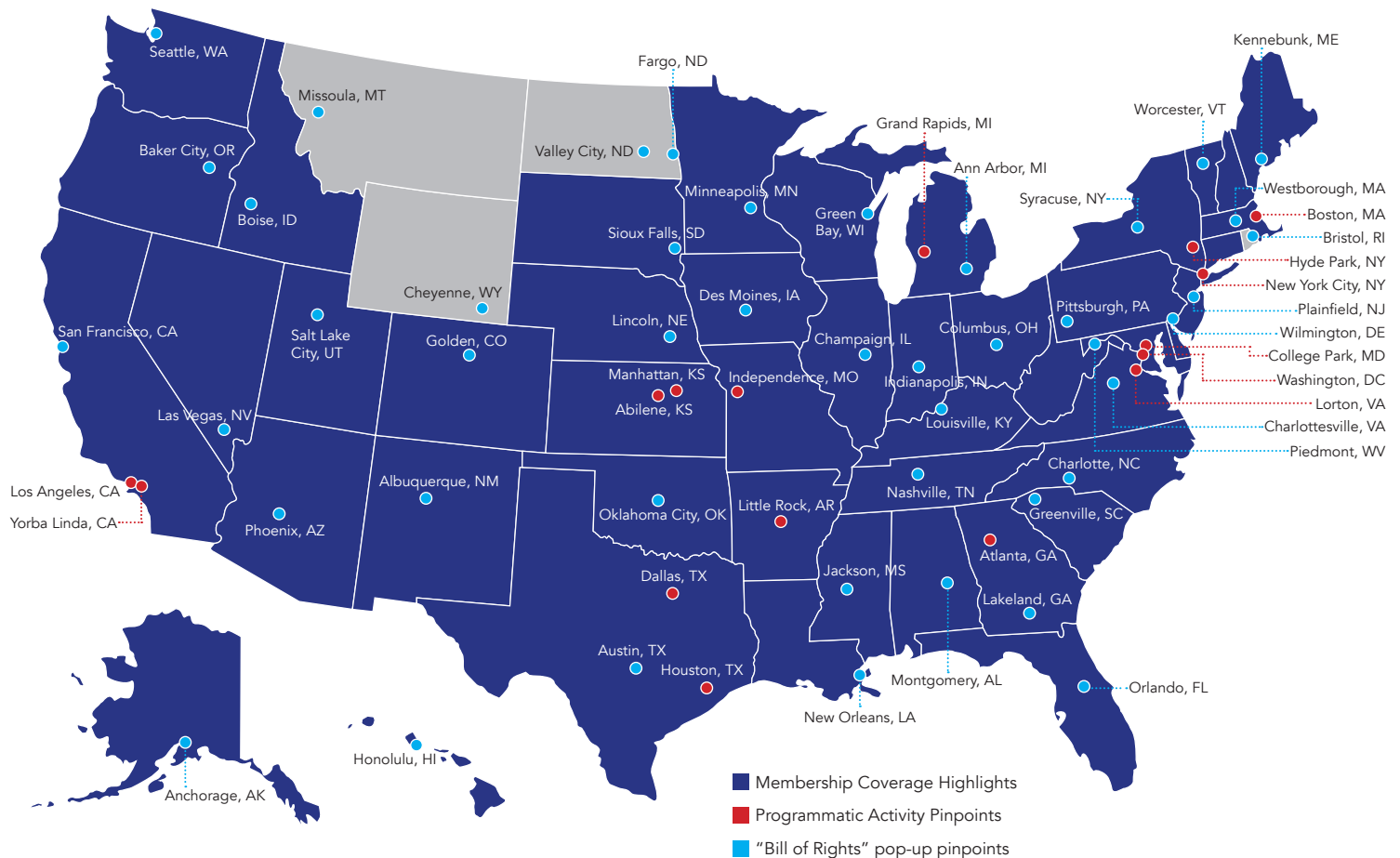
History Happy Hour events

85

Public Programs

46

States with members



Partnership



A'lelia Bundles
Chair and
President,
National Archives
Foundation

From “Amending America” programs to our continuing special collaboration with the National Archives, the National Archives Foundation deepened its commitment to telling America’s story and sought new partnerships in 2017.

We are proud to have supported “Amending America,” the National Archives exhibition that marked the 225th anniversary of our Constitution’s Bill of Rights. Because of your generosity, we were able to provide an engaging civics lesson for visitors to Washington, DC and throughout the United States. A special traveling exhibit brought the story of the 11,699 amendments proposed since 1789 to museums in Texas, California, Michigan, and Virginia. The Foundation and the National Archives co-hosted a series of National Conversations on Rights and Justice in New York, California, Texas, Illinois and Washington, DC.

Thanks to the Ford Motor Company Fund, several prized federal documents were displayed in the National Archives’ Featured Document case near the Rotunda during key anniversaries of significant historic national events.

Back by popular demand, Derek Brown joined us to create History Happy Hour, a three-part series featuring Cocktails in Cuba, Global Spirits: American Cocktails, and Culinary Cocktails.

This spring, we launched “A Grateful Nation Honors Veterans for their Service, Valor, and Sacrifice” donation campaign in conjunction with the National Archives’ “Remembering Vietnam” initiative to salute military veterans who served during the Vietnam War.

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

Our July 4th celebration reached its largest audience ever with the addition of livestreaming at several Presidential Libraries, additional performances on Constitution Avenue, extended National Archives Store tent operations, and an address by Laura W. Murphy, descendant of Declaration signer Philip Livingston.

In this report, you will learn more about the many donors whose generous gifts sustain the National Archives Foundation. We are fortunate to have so many contributors who share our goal of making the National Archives’ treasures accessible to millions of visitors both in person and via the Internet. We appreciate all of you - members, donors, National Archives Store customers, and friends - whose belief in our mission is vital to our success.



David S. Ferriero
Archivist of the
United States

We have a lot to celebrate this year! The public-private partnership between the National Archives and Records Administration and the National Archives Foundation continues to grow stronger and reach new heights.

In 2017, we have welcomed more visitors to the museum than ever before, including thousands to programs like our popular sleepovers and the Inaugural McGowan Forum on Ethics. We continue to carry out our mission of collecting, preserving, digitizing, and encouraging the use of valuable Government records at more than 40 facilities across the country.

This year we continued our first National Outreach Program Initiative, “Amending America,” which combined exhibits, public programming, and educational

materials to connect people across the country to the important records here at the Archives. Here in Washington, DC, the initiative was anchored by the “Amending America” exhibit in the Lawrence F. O’Brien Gallery, which examined the amendment process. The initiative’s National Conversations on Rights and Justice continued in New York City, Los Angeles, Dallas, and Washington, DC.

In December, we welcomed an extraordinary group of women for our 10th Annual McGowan Forum on Women in Leadership: Political Campaigns, and in March, we hosted a timely discussion at the Inaugural McGowan Forum on Ethics in Leadership: Ethics in Journalism.

We were proud to work with the Foundation in hosting two sleepovers in 2017. These

overnight adventures in the National Archives Building welcomed more than 200 children and parents who explored the 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.

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

Exhibits

National Conversation on #RightsAndJustice Women's Rights and Gender Equality



“Amending America” Exhibit

March 11, 2016 - September 4, 2017:
Lawrence F. O’Brien Gallery, National Archives Museum in Washington, DC

“Amending America: The Bill of Rights” Traveling Exhibit

September 2, 2016 - January 7, 2017:
Houston Museum of Natural Science in Houston, TX

January 24 - March 16, 2017: Sixth Floor Museum at Dealey Plaza in Dallas, TX

April 6 - May 25, 2017:
Richard Nixon Presidential Library & Museum in Yorba Linda, CA

June 16 - August 11, 2017:
Gerald R. Ford Presidential Library & Museum in Grand Rapids, MI

August 26 - October 20, 2017: George Mason’s Gunston Hall in Lorton, VA

National Conversations on Rights and Justice

May 20-21, 2016: Civil Rights and Individual Freedom at the Jimmy Carter Presidential Library in Atlanta, GA

July 15-16, 2016: LGBTQ Human and Civil Rights at the Chicago History Museum and Center on Halsted in Chicago, IL

October 21, 2016: Women’s Rights and Gender Equality at the National Archives at New York in New York, NY

November 19, 2016: Immigration: Barriers & Access at the Japanese American National Museum in Los Angeles, California

March 7, 2017: Educational Access and Equity at the Perot Museum of Nature and Science in Dallas, TX

June 21-22, 2017: Building a More Perfect Union at the National Archives in Washington, DC

“The Bill of Rights and You” Pop-Up

2,000

Exhibits distributed

50

States impacted

1,498

Total locations

8,311,155

Total visitors



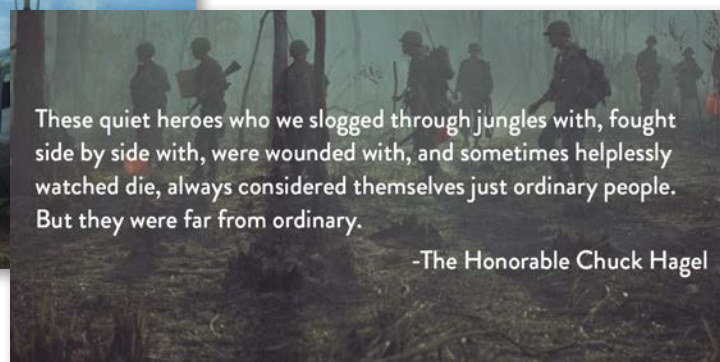
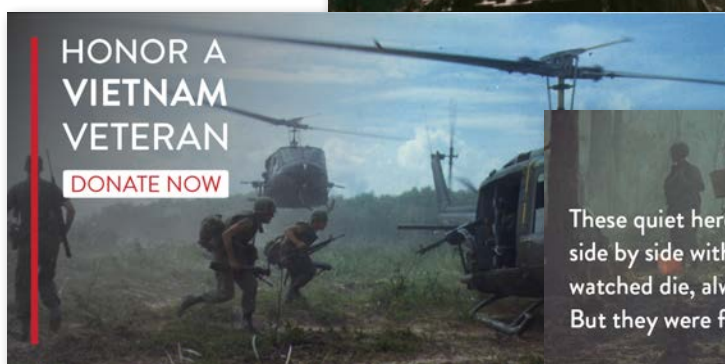
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Perkins Coie
Seedlings Foundation
Toyota

Vietnam50

In conjunction with the National Archives' "Remembering Vietnam" initiative, the National Archives Foundation launched "A Grateful Nation Honors Veterans for their Service, Valor, and Sacrifice" donation campaign on April 12, 2017. Names of those who donate \$50 or more, or the names of those whom they are honoring, will be displayed in the "Remembering Vietnam" exhibition in Washington, DC, and online. Donations will support "Remembering Vietnam" exhibitions, public programming, and educational outreach, as well as access to military records at the National Archives through preservation, digitization, and more. Learn about the initiative at archivesfoundation.org/vietnam50.



Featured Document



The National Archives' Featured Document Display sheds light on timely moments in American history. Coupled with insightful public programs, the display's rarely-seen original records provided an accessible intersection between history and modern issues. Thanks to the support of the *Ford Motor Company Fund*, the National Archives was able to share several prized American records during their key anniversaries with visitors from around world. These included: George Washington's first inaugural address and swearing-in Bible; the credentials of Jeannette Rankin, America's first female congresswoman; and the World War I draft registration cards of Al Capone and Duke Ellington.

July 4th at the National Archives

This year's July 4th celebration at the National Archives was more expansive than ever before! The museum welcomed more than 39,000 visitors from across the country, ten Presidential Libraries livestreamed the Reading Ceremony, four performances took place on Constitution Avenue on the weekend leading up to Independence Day, and the National Archives Store tent was open from Memorial Day through July 4th.

On Independence Day we welcomed members and sponsors to our annual "Promise of America" breakfast before moving to the steps of the Archives for greetings from Fox 5 news anchor Allison Seymour; addresses by the Archivist of the United States and Laura W. Murphy, descendant of Declaration signer Philip Livingston; presentation of the colors by the Continental Color Guard; a performance of the National Anthem by Caleb Green; and a dramatic reading of the Declaration of Independence by reenactors.

Sponsors:

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Dykema
John Hancock

In-Kind Support:

American Heritage®
Chocolate
KIND Snacks

July 4th by the numbers

1

Descendant of a Declaration signer

41

Days of the National Archives Store tent

5,000

Ceremony Program fans given away

6

Reenactors

1,000

T-shirts given away

52,900+

Snapchat filter views

10

Presidential Library Ceremony Screenings

1,776

Pages of WWI-related records transcribed

9.4 million

Media impressions

15

Social Media Influencers at the #ArchivesInstameet

2,595

Livestream views

39,600+

Museum Visitors between June 30 - July 4



History Happy Hour Series



Re-teaming with the National Archives Foundation's Chief Spirits Advisor, Derek Brown, the new History Happy Hour series explored the intersection of history and cocktails in America. Each event featured a tasting of custom cocktails crafted by the nation's finest mixologists and a discussion of the rich history behind them.

March 25, 2017: Cocktails in Cuba

June 29, 2017: Global Spirits: American Cocktails

September 23, 2017: Culinary Cocktails

Sponsors:

The Tasting Panel Magazine

86 Spirits Company

Drink Company



Programs & Events

10th Annual McGowan Forum on Women in Leadership: Political Campaigns

December 13, 2016

Cokie Roberts, journalist, author, and political commentator; Karen Dunn, Partner, Boies, Schiller & Flexner LLP; Sara Fagen, partner, DDC Public Affairs; Margie Omero, EVP of Public Affairs at PSB Research; and Kristen Soltis Anderson, pollster and author of *The Selfie Vote: Where Millennials Are Leading America (And How Republicans Can Keep Up)* discussed their experiences working on political campaigns on both local and national levels, the changes in opportunities and obstacles, and advice for young women looking to become more involved in politics.



Inaugural McGowan Forum on Ethics in Leadership: Ethics in Journalism

March 29, 2017

Margaret Sullivan, media columnist for The Washington Post; Jay Cost, senior writer at The Weekly Standard; Amy Hollyfield, deputy managing editor for politics and features for the Tampa Bay Times; Nicholas Lemann, Joseph Pulitzer II and Edith Pulitzer Moore Professor of Journalism at Columbia University; and Craig Newmark, founder of craigslist and the Craig Newmark Foundation explored the critical ethical questions raised by our modern media structure and the blight of so-called “fake” news, e.g., how misinformation affects democracy, why is it so difficult to differentiate between “real” and “fake” news, and what are the ethical responsibilities of journalists, of government, and of businesses who sell advertising on fake news sites.



Sponsor: *William G. McGowan Charitable Fund*

Congressional Open House

On Tuesday, June 13, the National Archives Museum welcomed hundreds of guests for its annual Congressional Open House. With Members of Congress, their senior staff, and families in attendance, it was an evening of networking and engaging conversation about American history and the issues of the day. Guests enjoyed tours of Archives exhibits; fun family activities; and insightful programs in the McGowan Theater: Pulitzer Prize winners, Taylor Branch and Dianne McWhorter; exhibit curator Alice Kamps; and renowned DC entrepreneur and bartender, Derek Brown.

Sponsor: AARP



Education

Teachers and students from across the country connected to the primary sources held in the National Archives through family days, workshops, summer camps, competitions, and online experiences.

The Boeing Learning Center welcomed kids and adults to citizenship- and sports-themed family days, escape room and origami workshops, and even a two-day literacy, writing, and research festival. The Constitution-in-Action Learning Lab hosted dozens of school groups and families, providing a greater understanding of the role the Constitution plays in our daily lives. For National History Day, students and teachers participated in a series of workshops and competitions.

Sponsors:

AT&T
John Hancock
Seedlings Foundation
Texas Instruments

DocsTeach by the numbers

Since DocsTeach relaunched in the summer of 2016, the education tool has increased usability and helped students form a connection to the past.

6,385

New Users

3,997

New Activities Added

56,893

Average Visits per month

182,921

New App Downloads



Sleepover

Sleepover at the National Archives

October 22, 2016 - October 23, 2016 at the National Archives Museum in Washington, DC
February 4, 2017 - February 5, 2017 at the National Archives Museum in Washington, DC

This year's sleepovers in the National Archives Museum reflected the "Amending America" initiative by giving superhero citizens the chance to explore the nation's treasured records in an exciting night of adventure. Participants spent the night next to the Declaration of Independence, the Constitution, and the Bill of Rights and enjoyed breakfast – including pancakes flipped by Archivist of the United States David S. Ferriero – the next morning. At the spring sleepover, featured author Kathleen Krull gave a presentation and signed books for guests.

Sponsors:

John Hancock

In-Kind Support:

American Heritage® Chocolate
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Susan Gage Caterers



Communications & Marketing

Through social media, email marketing, print and digital advertising, and grassroots efforts, the National Archives Foundation continued to connect people around the country to America's story. The marketing department promoted events from the new History Happy Hour series to McGowan Forums, collaborated with the Development team on donation and membership campaigns, and created themed eblasts to drive eStore sales.

During Women's History Month, the marketing and development departments teamed up to curate a "Which Rosie Are You?" quiz, resulting in increased donations and email lead generations. Because of its success, themed quizzes became incorporated into the National Archives Foundation's permanent marketing strategy. The Vietnam50 campaign launch in April was accompanied by a cleanly designed landing page, providing an easy-to-navigate donation experience. This year's July 4th celebration included extending the timeframe and expanding the geofence of our Snapchat filter, which was viewed 52,973 times. The National Archives Foundation's efforts garnered more than 1.9 billion media impressions across TV, print, and digital platforms.

Communications & Marketing by the Numbers

1.9 Billion

Media Impressions

4.3 Million

Social Reach

848,195

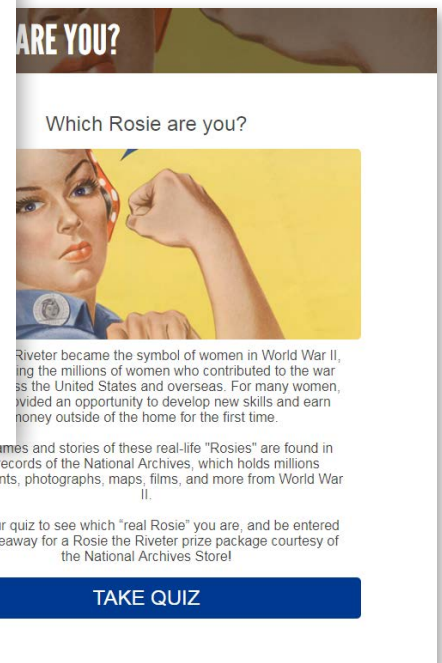
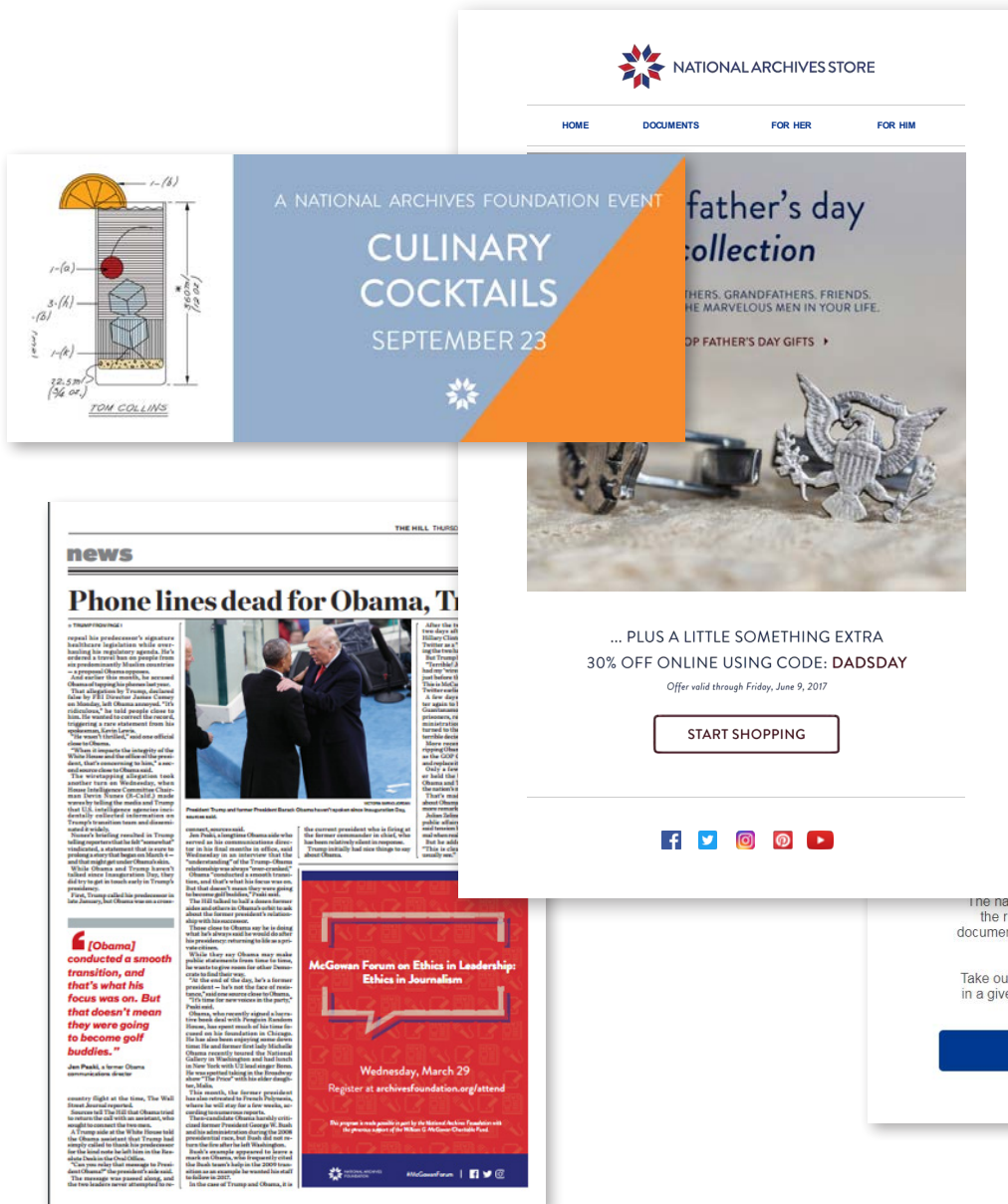
Pageviews

37,119

Social Followers

11,814

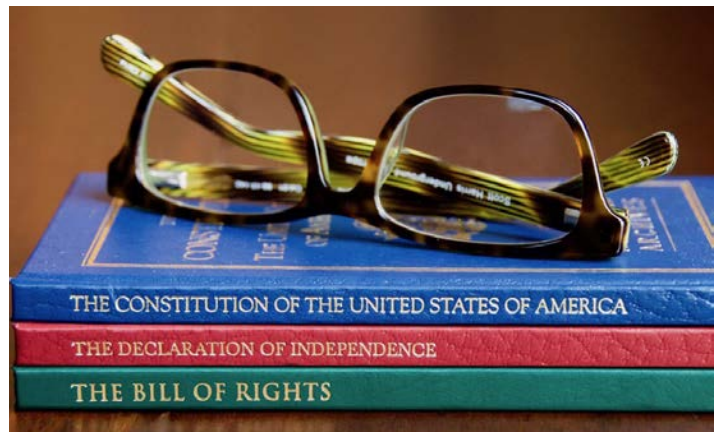
New Email Sign-ups



National Archives Store

The National Archives Store and eStore celebrated its most successful year ever, with sales totaling \$3,196,673 - an 18% increase over last year's sales. eStore sales continued to grow as new products and collections gave customers a stylish online shopping experience. The National Archives Store within the museum expanded product lines and further developed National Archives-exclusive merchandise, focusing on items made in the United States. The National Archives Store tent extended its stay on the Constitution Avenue lawn 37 days longer than last year.

Total sales	\$3,196,673	+18% over LY
Average sale	\$23.51	+\$1.92 over LY
Total transactions	135,956	+10,515 over LY
Total tent sales	\$107,714	+\$73,897 over LY
Total net sales	\$908,370	+46% over LY



Financials

Statement of Financial Position

	2017 (unaudited)	2016 (audited)
Cash & Cash Equivalents	2,138,444	763,924
Investments	3,922,608	786,326
Pledges Receivable	1,763,626	2,176,726
Inventories	915,903	788,288
Other Assets	73,820	81,781
Total Assets	8,814,401	4,597,045
Accounts & Contracts Payable	89,237	104,207
Other Liabilities	336,617	108,763
Total Liabilities	425,854	212,970
Unrestricted Net Assets	2,497,221	1,905,628
Restricted Net Assets	5,891,326	2,478,447
Total Net Assets	8,388,547	4,384,075
Total Liabilities & Net Assets	8,814,401	4,597,045

Statement of Activities and Changes in Net Assets

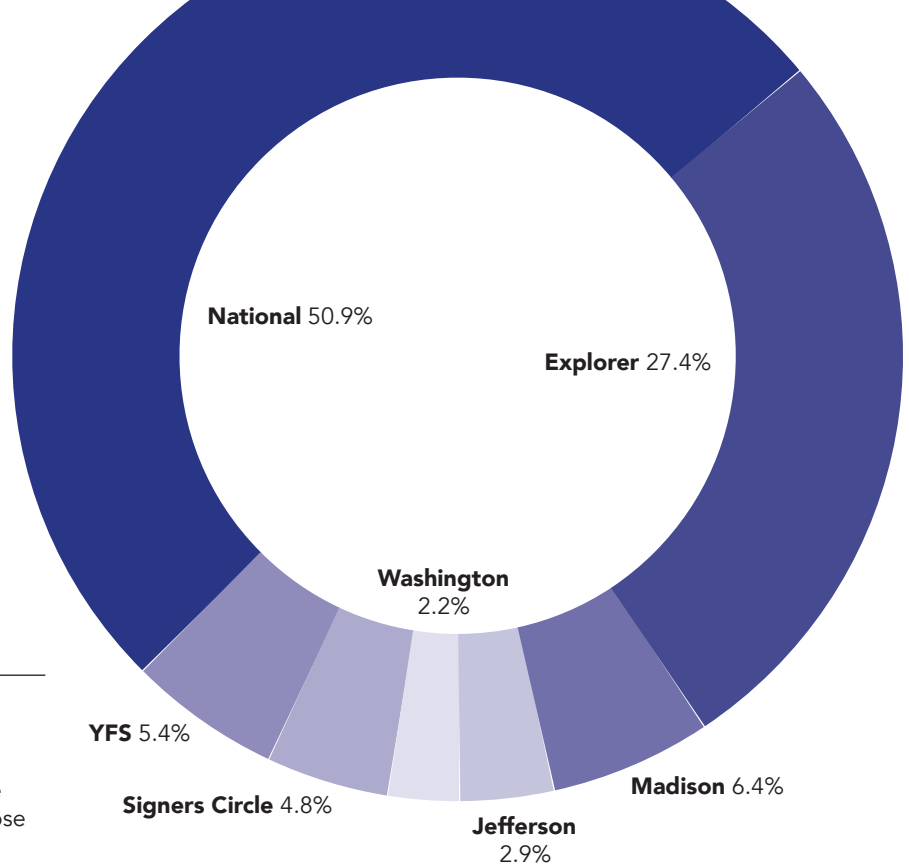
	2017 (unaudited)	2016 (audited)
Contributed Income & Contracts	5,632,692	3,943,937
Membership Dues	974,125	957,106
Gross Profit from Retail Operations	1,896,100	1,591,430
Investment Income	89,208	75,337
In-Kind Support	129,392	541,946
Other Income	16,594	199,941
Total Revenue	8,738,111	7,309,697
Program Expenses	3,046,564	4,273,604
General & Administrative Expenses	793,530	806,650
Fundraising Expenses	893,545	753,534
Total Expenses	4,733,639	5,833,788
Change in Net Assets	4,004,472	1,475,909
Net Assets at Beginning of Year	4,384,075	2,908,166
Net Assets at End of Year	8,388,547	4,384,075

The financial information set forth for 2017 is unaudited and subject to adjustments and modification.

Membership

Individual Membership

From the Young Founders Society Chocolate Tasting to the Signers Circle discussion with Cokie Roberts, National Archives Foundation members of all levels received invitations to special events throughout the year. As member support for the work of the National Archives Foundation continues to grow, so do the opportunities for education outreach, special exhibitions, and public programs.



Corporate Council

The National Archives Foundation is grateful for the generosity of our Corporate Council members, whose combined donations provided unrestricted funds towards our mission. In return for their meaningful contributions, Corporate Council members received 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.



Support

Program Support

500,000+

Anonymous

100,000+

AARP
FedEx Corporation
Ford Motor Company Fund
William G. McGowan
Charitable Fund
Lawrence F. O'Brien Family
Pritzker Military
Museum & Library
David M. Rubenstein

50,000+

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Governor Jim and Janet
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Maris S. Cuneo Foundation
Edgeworth Economics
Richard A. Eliasberg
Family Foundation
HISTORY/A+E Networks
Seedlings Foundation

25,000+

L3 Technologies, Inc.
Jacqueline B. Mars
Texas Instruments

10,000+

Bess and Tyler Abell
Bell Helicopter
BMO Financial Group
Dykema Gossett
Marilynn and John Hill
Home Box Office, Inc.
Katten Muchin Rosenman LLP
Mary Lynn and Nick Kotz
Deborah and Michael Salzberg
Marjorie Tiven
Marvin F. Weissberg

5,000+

Honey and Lamar Alexander
Denise Ferguson
Nancy Folger
John Hancock Financial
Ambassador Fay Hartog-Levin
(Ret.) and Daniel Levin
Lockheed Martin Corporation
Ken and Pat Lore

The Merrill Family Foundation
NCTA- The Internet &
Television Association
Soledad O'Brien
Lucinda Robb
The Rubenstein Foundation
Albert and Shirley Small
Ross Swimmer

1,000+

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Boies Schiller Flexner LLP
A'Lelia Bundles
Genealogical Institute on
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Heart Sing Foundation
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Corporate Council

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Museum & Library

Silver

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The Home Depot
UnitedHealth Group

Bronze

Geico
History Associates Incorporated

Individual Membership

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Honey and Lamar Alexander
Daniel K. Alvarez
Gabriella Angeloni
James and Linda Beers
Michael R. Beschloss
Governor Jim and
Janet Blanchard
Taylor Branch

Tom Brokaw
A'Lelia Bundles
Ken Burns
Steven Caple
Ron Chernow
James W. Cicconi
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Robert Edsel
Richard A. Eliasberg
The Lawrence F. O'Brien Family
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John W. Franklin
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Laura Gates
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Patrick W. Hallahan
William and Mary Love Harman
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The Honorable John Hill and
Marilynn Wood Hill
Sharron Hunt
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Zina Kramer and
Michael Kramer
Maarja Krusten
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Lin-Manuel Miranda
Molly Moynihan
John "Jack" Todd In Memory
of Lawrence F. O'Brien
Soledad O'Brien
Joel I. and Joan Pickett
Michael Powell
Bruce and Madeline Ramer
Annette Gordon Reed
Lola C. Reinsch
Lucinda Robb
Cokie Roberts
Steven Rose
David M. Rubenstein
Deborah and Michael Salzberg
Albert and Shirley Small

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Looking Ahead



Patrick M. Madden

Executive Director,
National Archives
Foundation

The National Archives Foundation enjoyed an amazing year. We witnessed record-breaking visitation at the National Archives Museum in Washington, DC, expansive participation at public programs and events, and growing audiences across the country and online. Thank you to our members, donors, and corporate and foundation partners for your steadfast financial support and passion for our work.

The greatest benefactor of our support – the National Archives – continues to meet its mission by developing new exhibitions, programs, and virtual touchpoints to engage new generations.

Over the next year, the Foundation will focus on expanding our impact with new members, donors, and audiences.

- Our four-year \$1.65 million digitization project, funded by an anonymous donor, continues apace. The Archives' staff has focused its work on preparing and conserving Indian Treaties from the Treasure Vault for digitization and online access.
- This year we embarked on a tremendous education outreach partnership with the Ronald Reagan Presidential Library and Museum in Simi Valley, California. The Situation Room Experience is an award-winning simulation that transports students and adults

into a high-stakes arena as they face an international crisis based upon historical fact and National Archives documents. In the actual Situation Room from the White House, participants assume the roles of the White House crisis management team, members of the intelligence community and the media. Using professional video productions and iPads that feed real-time updates, news announcements, and a variety of challenges, participants must work together to solve problems, make critical decisions, and shape how the country will learn about the crisis. The Foundation is thrilled to collaborate and grow this project as a financial partner. The Foundation is serving as the fiscal steward of both project funding and endowment funds to expand this program for years to come.

- Beginning in the fall of 2017 and spanning the next two years, the National Archives will commemorate the 50th anniversary of the Vietnam War with a major initiative, "Remembering Vietnam". The Foundation has raised more than \$750,000 and scores of in-kind and program partners to support this endeavor. This is the first exhibition by the National Archives on the war and the only major exhibition by a U.S. Government agency to acknowledge the anniversary. "Remembering Vietnam" includes a major

exhibition in Washington, DC, a traveling exhibition, programs at Presidential Libraries, and new resources for educators and students. Learn more at archivesfoundation.org/vietnam.

As part of this commemoration, the Foundation invites individuals to honor veterans in their lives as part of our campaign, Vietnam50. More details can be found on page three of this report. The funds raised support the "Remembering Vietnam" initiative and ongoing expanded access to military records found in the National Archives.

As you plan your 2018, pencil in a visit to a public program or special event, or take in an exhibit at a Presidential Library or explore your past at a Regional Research Facility – however you choose to study the past, the Archives has something for everyone throughout the year.

Can't make an in person visit? Connect with us virtually at our website archivesfoundation.org and follow us on social media (@archivesfdn) so you don't miss a moment.

Thank you for your ongoing support!

Page 2

Panelists in discussion at the National Conversation on Rights and Justice - Women's Rights and Gender Equality in New York City. *Photo by Jeffrey Reed.*
Guests view the "Amending America: The Bill of Rights" traveling exhibit on display at the National Archives in New York City. *Photo by Jeffrey Reed.*

Page 3

To commemorate the 100th anniversary of the first woman elected to Congress, the National Archives presented a special display of Jeannette Rankin's credentials. *Photo by Jeffrey Reed.*
Jeannette Rankin's credentials certifying that she was duly elected as Representative-at-large for Montana. *Photo by Jeffrey Reed.*

Page 4

The United States Army Old Guard Fife and Drum Corps open the annual July 4th Declaration of Independence Reading Ceremony. *Photo by Pepe Gomez.*

Page 5

Participants in the Global Spirits: The American Cocktail pose after the cocktail competition. *Photo by Pepe Gomez.*
Guests taste the cocktails during Global Spirits: The American Cocktail. *Photo by Pepe Gomez.*
Bartenders mix drinks at the History Happy Hour: Cocktails in Cuba. *Photo by Pepe Gomez.*
Panelists toast to the history of Cuban cocktails at the History Happy Hour: Cocktails in Cuba. *Photo by Pepe Gomez.*

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Panelists discuss their experiences on political campaigns at the 10th Annual McGowan Forum on Women in Leadership: Political Campaigns. *Photo by Jeffrey Reed.*
Panelists discuss their experiences at the inaugural McGowan Forum on Ethics in Leadership: Ethics in Journalism. *Photo by Roman Lutsenko.*
Archivist of the United States David S. Ferriero greets Shawn Norton (NCON), Rep. Gerald Mc Nerney (D-CA), and John Hamilton (NCON) at the Congressional Open House. *Photo by Pepe Gomez.*

Page 7

Teachers explore the interactive table in the "Records of Rights" exhibit at the National Archives Museum during the summer Primary Teaching workshop. *Photo by Jeffrey Reed.*

Participants work together to solve the Bill of Rights-related puzzles in the Amending America Escape Room. *Photo by Jeffrey Reed.*

A student presents to a judge during the Junior Division of National History Day. *Photo by Jeffrey Reed.*

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Author Kathleen Krull speaks to sleepover participants about writing about history. *Photo by Jeffrey Reed.*
Masked sleepover participants pose at the Archives Sleepover photobooth. *Photo by Jeffrey Reed.*
Sleepover attendees take a family picture before activities begin. *Photo by Jeffrey Reed.*

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The National Archives Store displays its new Hamilton collection. *Photo by Holly Bensur.*

For the Presidential election, the National Archives Store developed a bipartisan collection. *Photo by Susan Traywick.*

These pocket-sized Declaration of Independence, U.S. constitution, and Bill of Rights are offered as a bundle. *Photo by Susan Traywick.*

Page 12

Members greet each other before the film screening of Oscar® nominated films during the 13th annual free screenings of the Academy Award® nominees. *Photo by Pepe Gomez.*
Members enjoy National Archives Store discounts, free gift wrapping, and a photo booth at the Member Shopping Night and Holiday Reception. *Photo by Pepe Gomez.*



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