



NATIONAL ARCHIVES
FOUNDATION

2024 ANNUAL IMPACT REPORT



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Message from the Chair

This was quite a year for the National Archives Foundation, one filled with exciting programs, cutting-edge initiatives, and inspirational announcements.

I would like to thank the leadership and support of my fellow Board of Directors, donors and sponsors, and devoted staff along with our partner, the National Archives and Records Administration, as we have taken the Foundation and our commitment to telling America's story to new heights.

The energy at the National Archives has never been more palpable, especially with the 250th anniversary celebration of the United States just around the corner. We have announced our \$100 million Capital Campaign, which will reimagine an entire wing of the museum with interactive visitor experiences, updated interpretive materials, and expanded opportunities to engage with the holdings like never before.

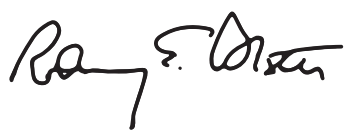
We thank The Boeing Corporation for its support of the Emancipation Proclamation and General Order No. 3 over the Juneteenth holiday weekend and its additional support to permanently enshrine the Emancipation Proclamation in the Rotunda alongside the Charters of Freedom in support of the Archivist's goal to tell a more inclusive American story. And work has begun to secure funding to enshrine the 19th Amendment granting women the right to vote alongside the Emancipation Proclamation as well. Stay tuned.

In March 2024, we celebrated the Archives' first photography exhibition with the opening of *Power & Light: Russell Lee's Coal Survey*, an exhibition that tells the story of the Americans who helped build our nation.

We are thankful to Verizon, which helped us promote and expand initiatives and programming in civics education around National Civic Learning Week. The Foundation also remained steadfast in our support of the National Archives Civics for All of US Summer Teacher Institute, which hosted teachers from all across the United States to engage with primary source educational resources and activities and assist educators with teaching civic engagement in the classroom.

These efforts, like many of our signature programs, signify the wide-ranging impact that your support helps bring to life. As you peruse this report, you will see the very real outcomes we've made in sharing our history, while remaining focused on the future and needs to come.

We are ever grateful for supporters like you, who steadfastly stand behind our mission of preservation, accessibility, and lifelong learning. Thank you for being an inherent part of our success.



THE HONORABLE RODNEY E. SLATER

CHAIR, NATIONAL ARCHIVES FOUNDATION BOARD OF DIRECTORS



“ The energy at the National Archives has never been more palpable, especially with the 250th anniversary celebration of the United States just around the corner. ”

Message from the Archivist



“Access is my top priority. I am proud to say we made important strides in making the Archives more accessible this year.”

What a year! 2024 has been very productive for the National Archives and our partnership with the National Archives Foundation.

We started with the great news that we eliminated the backlog of veterans requests at the National Personnel Records Center, honored Smithsonian Secretary Lonnie Bunch with the Records of Achievement Award, and never slowed down. We celebrated the National Archives Building being named a National Historic Landmark, opened the National Archives and Records Administration's (NARA's) high-speed digitization center and the compelling *Power & Light: Russell Lee's Coal Survey* exhibition, hosted our largest ever Summer Teacher Institute and Congressional Open House, and as always, kicked off the Independence Day celebration with a rousing reading of the Declaration of Independence.

From my first day, I have said that access is my top priority. I am proud to say we made important strides in making the Archives more accessible this year. And we're just getting started!

It's my job to be a tireless advocate for the Archives. From Washington to Los Angeles, Chicago to Austin, I have traveled over 50,000 miles in 18 months, meeting our staff and promoting our work. I have now visited nearly all our facilities, including 14 of the 15 Presidential Libraries, and I have learned a lot. We are taking those lessons and crafting a new Strategic Plan for the Archives that centers on building our digital future and transforming access and engagement. These aren't just buzzwords to me. They are our roadmap for the future as we navigate the complexities of the rapidly evolving digital landscape and strive to engage all Americans in meaningful ways.

We couldn't do this work without the Foundation and your generous support. Your passion is helping us move forward with many of our top goals, like adding the Emancipation Proclamation and the 19th Amendment to the Charters of Freedom, building a digital-twin of the Archives Rotunda to open our doors to the millions of Americans who cannot make the trip to visit in person, and preparing to celebrate our nation's 250th birthday with great civic education.

I am excited for the road ahead, and I hope you are too!

A handwritten signature in black ink that reads "Colleen J. Shogan". The script is fluid and cursive.

DR. COLLEEN SHOGAN

ARCHIVIST OF THE UNITED STATES OF AMERICA

Year in Review



OCTOBER Tyrants

The Foundation hosted a special presentation of the brand-new musical, *Tyrants*, before it headed to New York City.



NOVEMBER James Monroe Doctrine

The program *Spheres of Influence: Two Hundred Years of the Monroe Doctrine* was held to mark the 200th anniversary of the Monroe Doctrine.



DECEMBER 2023 Gala

The Foundation held its annual gala honoring Secretary of the Smithsonian Institution Lonnie G. Bunch III, American educator and historian.



JANUARY Trivia and Shopping Night

The Foundation hosted its first historical trivia and shopping night. Guests came dressed as their favorite historical character.



FEBRUARY 10th Anniversary David M. Rubenstein Gallery

The David M. Rubenstein Gallery and Records of Rights Exhibit celebrated its 10th anniversary with a special program and reception.



MARCH Power & Light Opening

Power & Light, a new exhibition of photographs by renowned documentary photographer Russell Lee, opened, telling the story of workers who helped build a nation.



APRIL The Archivist and Jeff Rosen, from the National Constitution Center

The program, *The Pursuit of Happiness*, with author Jeffrey Rosen, explored what the phrase meant to six of the most influential founders of our nation.



MAY Programs

With the support of Verizon, the Foundation supported the presentation of two programs honoring our nation's diversity: *The Legacy of Brown v. Board of Education, 70 Years Later* and *Perspectives on History: AAPI Voices in the American Story*.



JUNE Civic Season, Emancipation Proclamation on Display

The Foundation kicked off Civic Season with support for the public viewing of the Emancipation Proclamation and General Order No. 3 during the Juneteenth holiday.



JULY July 4th and Congressional Open House

On July 4, the Foundation hosted its annual Independence Day breakfast and viewing party and welcomed a record number of attendees to the Congressional Open House on July 10.



AUGUST Cokie Fellows Announced

Dr. Rachel Kline and Molly Lester were selected as the fourth annual Cokie Roberts Women's History Fellows.



SEPTEMBER New National Archives Foundation Website

The Foundation launched its newly designed website, making it easier for the public to access the large number of resources it makes available.



Tenth Anniversary of the David M. Rubenstein Gallery



On February 12, the National Archives celebrated the 10th anniversary of the opening of the David M. Rubenstein Gallery and its permanent *Records of Rights* exhibit in Washington, D.C. The celebration included opening remarks from Mr. Rubenstein, followed by a panel discussion led by Archivist of the United States Dr. Colleen Shogan on the evolution of rights in America and the significance and impact of the gallery at the National Archives.



Made possible by a \$13.5 million gift from David M. Rubenstein to the National Archives Foundation in 2013, the David M. Rubenstein Gallery and *Records of Rights* exhibit has welcomed nearly eight million visitors to explore records of the National Archives documenting the ongoing struggle of Americans to define, attain, and protect their rights. The exhibit uses original documents, photographs, facsimiles, and videos to explore how Americans have worked to realize the ideals of freedom enshrined in our nation's Founding Documents and how they debated issues such as citizenship, free speech, voting rights, and equal opportunity.

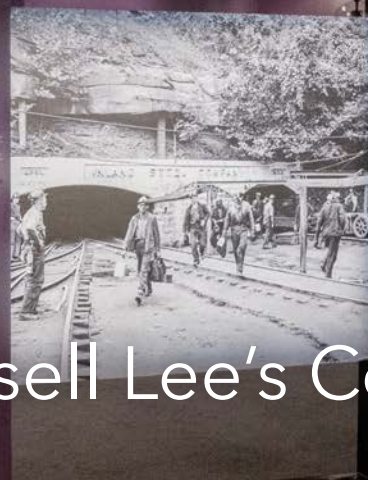
Since the opening of the David M. Rubenstein Gallery and *Records of Rights* exhibit, the National Archives and National Archives Foundation have hosted more than 250 rights-related programs in the William G. McGowan Theater in Washington, D.C., and online, while many more programs were presented by Presidential Libraries nationwide.

The David M. Rubenstein Gallery and *Records of Rights* exhibit has welcomed nearly eight million visitors to explore records of the National Archives documenting the ongoing struggle of Americans to define, attain, and protect their rights.

MINES

MINES

Russell Lee's photographs of miners at work illuminate the lives of the men and women who shaped the nation's coal industry. They depict the harsh conditions of the mines, the long hours and grueling work, and the lives of the miners and their families. In their homes, documenting the lives of these men and women, and the lives of the miners and their families.



Power & Light: Russell Lee's Coal Survey

Since September 2022, the exhibit *All American: The Power of Sports* showcased more than 75 items, including original records, artifacts, and photographs exploring the athletes who have shaped American identity. The exhibit closed on January 7, 2024, to prepare for a new exhibit, *Power & Light: Russell Lee's Coal Survey*, which opened to the public on March 16, 2024.

Power & Light is composed of the photographs of coal communities by American documentary photographer Russell Lee. Through December 7, 2025, visitors to the National Archives in Washington, DC can experience more than 200 of Lee's photographs of coal miners and their families in their homes, mines, and communities through large-scale prints, projections, and digital interactives. Although Lee's earlier images of Depression-era Americans are well-known, his 1946 coal survey images have enjoyed little public exposure. The full series, which includes over 2,000 of Lee's photographs, can only be found in the holdings of the National Archives.

In the first six months, the exhibit and the museum have welcomed over 750,000 visitors. Additionally, the exhibit has been featured in several print and digital media, such as *CBS News*, *The Washington Post*, *Roll Call*, and *The New York Times*, reaching over 2.7 million people nationwide.

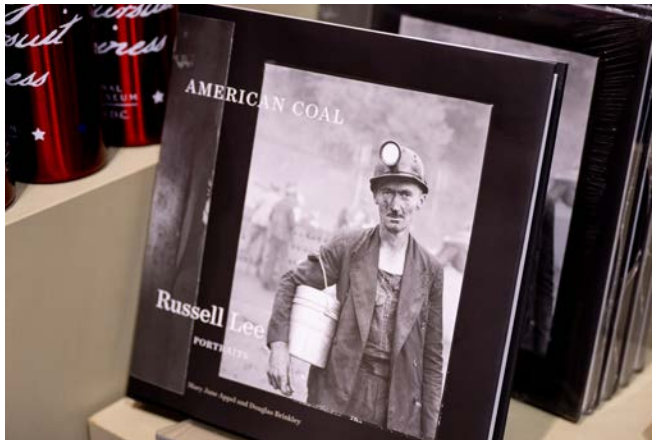
In anticipation of the exhibit opening, the National Archives Foundation celebrated with a press preview and reception on March 11. Those invited included sponsors, local press and media, Honorary Committee members, and a special visit from descendants of families featured in the survey.



SPONSORED BY

The Mars Family & Mars, Incorporated

Anonymous



The exhibit inspired a special series of public programs to showcase the joy, strength, and resilience of the coal miners and their families who helped build a nation. We are honored to have hosted the following programs this past year.

American Coal: Russell Lee Portraits

MARCH 21, 2024

Authors Mary Jane Appel and Douglas Brinkley were invited for a discussion highlighting the history of how Russell Lee's coal survey came to be. Moderated by Alice Kamps, curator of the *Power & Light: Russell Lee's Coal Survey* exhibit, both authors covered how the Truman administration agreed to conduct a nationwide survey of health and labor conditions in mining camps in exchange for the miners resuming work after the 1946 coal strike.

■ 65 in-person participants and 3,684 online views

Film Screening: *King Coal* in Participation with the 2024 Environmental Film Festival

MARCH 23, 2024

The National Archives hosted a film screening of *King Coal*, a 2023 documentary film about the complex history and future of the coal industry, the communities it has shaped, and the myths it has created. This screening was held in participation with the 2024 Environmental Film Festival in Washington, D.C.

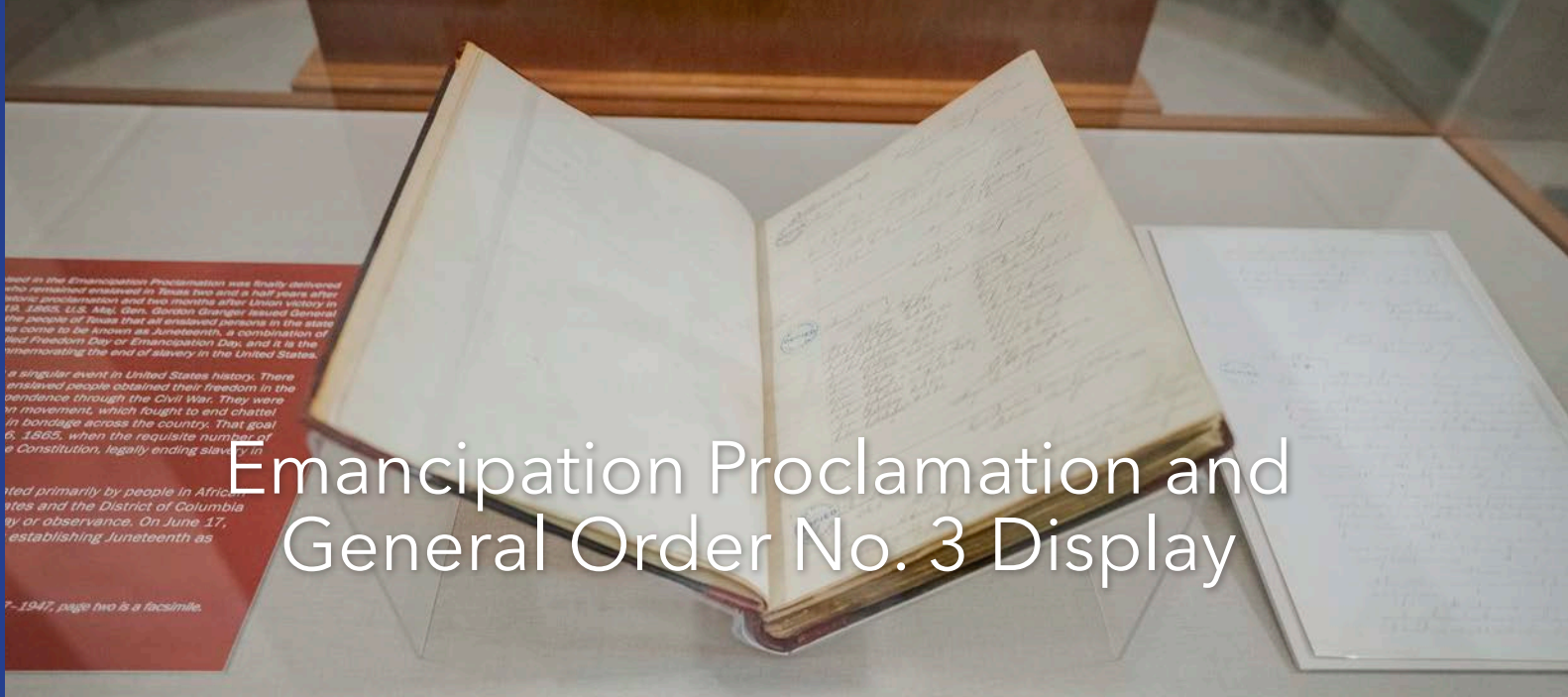
■ 290 attendees

Film Screening: *Coal Miner's Daughter*

MAY 18, 2024

The National Archives also hosted a screening of *Coal Miner's Daughter*, which follows Loretta Lynn's progression from rural Kentucky to triumph on the stage of the Grand Ole Opry.

■ 300 attendees



Emancipation Proclamation and General Order No. 3 Display

The annual Emancipation Proclamation and General Order No. 3 display was a resounding success—and came with a special announcement. With the support of The Boeing Company, this special document display was visited by more than 15,000 in-person and virtual visitors from June 18-20. National Archives visitors enjoyed extended building hours over the three-day period, allowing more people to experience these important records up close. Marketing for the document display across social media and other online channels garnered over 300,000 impressions. A social media influencer was also invited and promoted video content of the display to their 30,000 followers.

To accompany the displays, the National Archives presented two programs that explored the history of the Emancipation Proclamation and Juneteenth. These programs included a live interactive performance featuring Playback Theater and Verbal Gymnastics to celebrate Juneteenth and a re-enactment of Sojourner Truth's story as a champion for African American and women's rights.

To close the annual display, the National Archives announced on June 20 that the Emancipation Proclamation will be put on permanent exhibit in the National Archives Rotunda starting in 2026, thanks to a major gift from The Boeing Company to the National Archives Foundation.



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Seventieth Anniversary of Brown v. Board of Education and AANHPI Heritage Month Programming



From February to May, the National Archives presented featured documents and public programming to highlight Black History Month, the 70th anniversary of *Brown v. Board of Education of Topeka*, and Asian American, Native Hawaiian, and Pacific Islander (AANHPI) Heritage Month.

The National Archives hosted five programs honoring Black history, including *The First Migrants: How Black Homesteaders' Quest for Land and Freedom Heralded America's Great Migration* and *Combee: Harriet Tubman, the Combahee River Raid, and Black Freedom during the Civil War*. These programs are available on the @ArchivesFoundation YouTube channel.

Throughout February, the *Brown v. Board of Education of Topeka* Featured Document Display was exhibited in the Rotunda Galleries and on the National Archives' website, garnering over 45,000 visitors. In honor of the 70th anniversary of *Brown v. Board of Education of Topeka*, the National Archives also hosted a thought-provoking conversation on May 16 between two former law clerks of Supreme Court Justice Thurgood Marshall. The audience appreciated this program so much that they gave it an unprecedented standing ovation.

From April 15 to May 16, the National Archives commemorated AANHPI Heritage Month with a special display of the Pocket Log of the 442nd Infantry, the most decorated American military unit for its size and length of service. The Pocket Log, which documented the Japanese American infantrymen who were killed in action or died of their wounds, was viewed by over 119,000 visitors in-person and virtually on the National Archives' dedicated webpage.

In addition, the National Archives hosted two programs to celebrate AANHPI Heritage Month: *Perspectives on History: AAPI Voices in the American Story* and *Sons of Chinatown: A Memoir Rooted in China and America*. These programs are also available on the @ArchivesFoundation YouTube channel.

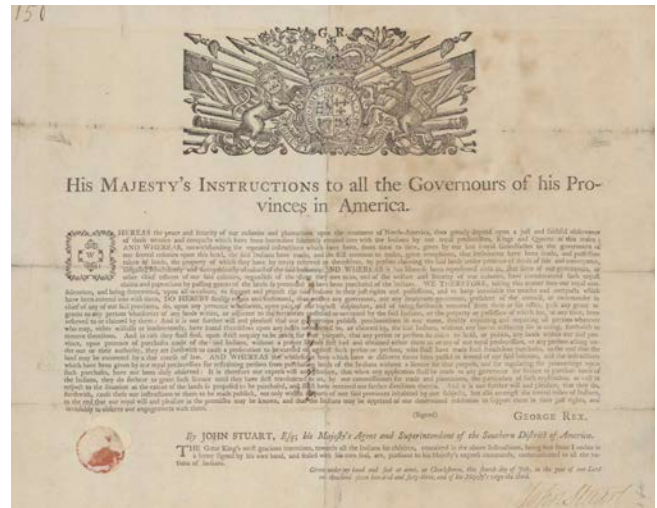
From January to May 2024, these document displays and related programs were featured in various print and digital media, including *Politico*, *The Washington Post*, and the Foundation's social media. Altogether, paid digital advertising resulted in over 332,000 impressions, and the National Archives Foundation reached over one million people.

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Road to Revolution Opens



As the nation's 250th anniversary draws near, the National Archives invites visitors to examine and engage with American history. As part of this journey to Declaration250—the National Archives' celebration of the nation's semiquincentennial in 2026—a new rotating exhibit, *Road to Revolution*, was announced on July 8. On display through August 6, 2026, the exhibit will feature records documenting major milestones in the journey from colonial resistance to American independence and the experiences of the nation's founding generation.

The exhibit's first selection of records, *Roots of Rebellion*, focus on the Seven Years' War, a conflict that connects to the American Revolution. The display features historical records such as a 1765 map of the British colonies and a 1774 political cartoon by Paul Revere. Future displays in the *Road to Revolution* series will feature records related to the First Continental Congress and Native Americans' connection to the American Revolution.

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Celebrating the Second Annual National Civic Learning Week

In celebration of the second annual National Civic Learning Week, the National Archives and National Archives Foundation partnered to host U.S. Secretary of Education Dr. Miguel A. Cardona for an evening program in conversation with Archivist of the United States Dr. Colleen Shogan. The program highlighted the importance of civics and history education for every student to sustain and strengthen our constitutional democracy. The program was preceded by a reception sponsored by iCivics and the National Archives Foundation. Foundation Chair, the Honorable Rodney E. Slater, and iCivics' Chief Executive Officer Louis Dube provided opening remarks.



Civic Season

The fourth annual Civic Season had over 570 institutions within the Made By Us coalition hosting programs and conducting outreach for Gen Z audiences that reached more than 24 million people. The Foundation participated in both social media and programming to reach the 18-30 demographic that Civic Season targets. The Foundation held a Patriotic Trivia and Pizza Night in June, hosted by District Trivia, with pizza and drinks served before in coordination with A Slice of History.

Civics for All of US Summer Teacher Institutes

This summer, two Civics for All of US Summer Teacher Institutes were held at the National Archives. Led by NARA's Outreach Supervisor from the Center for Legislative Archives and in collaboration with the NARA education team, the institutes took place June 24-28 and July 8-11, 2024. More than 80 educators participated, representing 33 states, Puerto Rico, and two schools from the Department of Defense Education Activities.

Participants received instruction on teaching civics concepts with primary sources, studied tutorials on using DocsTeach in the classroom, learned about resources available from Presidential Libraries, and visited some key places in Washington, D.C., to extend their learning.

The participant feedback from the Institutes was overwhelmingly positive.

"This program gave valuable information and resources to use daily in the classroom. The primary sources as well as the techniques used to observe them are completely applicable to students of all ages."

"I highly recommend this Institute to all social studies teachers who want to learn about effective strategies for teaching students about civics and U.S. history."

"Such an impactful week! My mind is churning with powerful ways to develop critical thinking and civics engagement in my students!"

"The National Archives Civics for All of US Teacher Institute provides an amazing opportunity to collaborate with excellent educators and explore the place, space, history and context of our nation's documents."

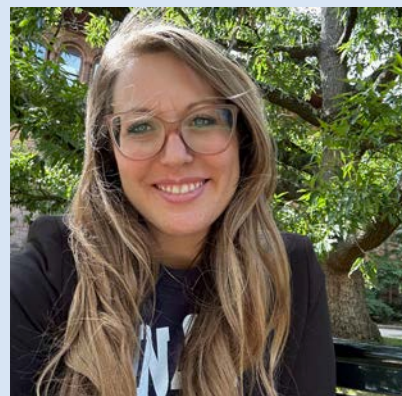


Cokie Roberts Fellowship for Women's History

In July, the Cokie Roberts Fellowship for Women's History selection committee completed their application reviews, conducted interviews, and selected this year's award recipients. Thank you to A'Leia Bundles, Anne Chao, Marilynn Hill, Lucinda Robb, and Rebecca Roberts for serving on the selection committee alongside National Archives staff Meghan Guthorn and Stephanie Bayless.

This year's Cokie Roberts Fellowship recipients are Dr. Rachel Kline and Margaret "Molly" Lester, both receiving awards of \$7,500 to support their work. Kline is a supervisory historian for the USDA Forest Service and holds a Ph.D. from the University of New Hampshire. She will conduct research at the National Archives to complete her forthcoming book, *We Feminine Foresters: Women and the USDA Forest Service*. Molly Lester is the associate director of the Urban Heritage Project at the University of Pennsylvania's Weitzman School of Design. Her research is focused on the New Deal's "She-She-She Camps" for unemployed women, resulting in a book proposal and an online exhibit.

Additionally, two applicants were named Cokie Roberts Commended Scholars, receiving \$1,000 awards to support their research. This year's recipients are Gail Ablow, a writer and producer at Lady Dynamo Productions who is researching Anna Rosenberg, and Lisa Tetrault, an associate professor at Carnegie Mellon University who is researching a textual history of the 19th Amendment.



Dr. Rachel Kline



Margaret Lester



Building Renovation

In a landmark initiative leading up to the 250th anniversary of the Declaration of Independence, the National Archives and National Archives Foundation will unveil a new state-of-the-art permanent exhibition and education space in the fall of 2025. Made possible with \$30 million in support from Congress and private funding from the Foundation, the transformed visitor experience will feature interactive technology that allows personalized engagement with the original record displays—a first-of-its-kind experience in a history museum. As they journey through the galleries, visitors of all ages and backgrounds will discover and interact with records that have been among the most formative in our nation’s history.



The *For the People* exhibition will immerse visitors in interactive environments where they will encounter holdings from the National Archives that include original documents, treaties, photographs, audio recordings, films, and presidential gifts—all evidence of our nation’s history and people. Created from millions of records, interactive displays throughout the nine galleries will allow visitors to discover surprising records related to their personal interests.



The new Discovery Center will playfully engage visitors of all ages with educational games and activities. In the “Archives Arcade,” visitors will discover through video games the importance of civic engagement, the role of government in our lives, and the importance of the National Archives as a resource to study our nation’s past. An adjoining “Family Room” will offer our youngest visitors amusing moments of discovery using hands-on interactive activities. A classroom will provide a dynamic space for the National Archives education team to host varied educational programs and school groups.

Campaigns

One Nation, Many Stories

The National Archives Foundation introduced *One Nation, Many Stories*, a major public awareness and fundraising campaign for the National Archives, at the 2024 Records of Achievement Award Ceremony and Gala. This campaign aims to raise the National Archives' profile to reach new audiences, inspire civic education and engagement, and build a pipeline of future visitors, stakeholders, and donors.



With plans to launch more broadly in spring 2025, *One Nation, Many Stories* will focus on America's stories—as captured in the National Archives' written records, images, audio recordings, artifacts, and more—to showcase the nation's journey from its earliest beginnings to the present day. The campaign will leverage the buildup to Declaration250, the nation's semiquincentennial celebration on July 4, 2026, to raise awareness of the National Archives' role as the official guardian of our nation's memory, including the Founding Documents and the nation's unfolding story.



> **TO LEARN MORE** and support the campaign, visit www.archives-stories.org or scan the QR code.

Capital Campaign

Since 2017, the Foundation has conducted its Capital Campaign to support the transformation of the National Archives Museum; civics, programs, and exhibits; and the 250th anniversary of the Declaration of Independence.

The Capital Campaign has received generous support from the organizations and individuals listed below.

MUSEUM TRANSFORMATION

United States Congress

Ancestry

Governor Jim and Janet Blanchard

The Boeing Company

Steve and Tracey Caple

Richard Eliasberg

Events DC

The Hearst Foundations

John and Marilyn Hill

John and Christie Johnson

Cameron Kerry and Kathy Weinberg

Jacqueline B. Mars

Microsoft

Robert Mosbacher, Jr.

Mary C. Moynihan and Alexander

Schmandt

Soledad O'Brien

Procter & Gamble

Deborah and Michael Salzberg

Seedlings Foundation

Ting Tsung and Wei Fong Chao

Foundation

Marvin Weissberg

Tom and Carol Wheeler

CIVICS, PROGRAMS, AND EXHIBITS

The Boeing Company

Jacqueline B. Mars

DECLARATION 250

Comcast Corporation

Microsoft

Procter & Gamble

Ancestry

The Boeing Company

July 4th at the National Archives





For more than 50 years, the National Archives has celebrated the founding of the United States of America with a patriotic celebration that includes activities throughout the building and on the building's steps. This year's event kicked off the National Archives' two-year build-up to the nation's semiquincentennial—July 4, 2026—that will mark the 250th anniversary of the Declaration of Independence and our nation's founding with a once-in-a-generation celebration.

Throughout the day, the National Archives offered several activities to engage children and families, including a photo booth, a giveaway drawing, activities for kids, and live musical performances, all leading up to the iconic Declaration of Independence Reading Ceremony.

From July 3-5, the National Archives Building stayed open to the public for an additional 90 minutes daily, allowing more visitors to see the original Declaration of Independence over the holiday weekend. Visitors also viewed the *Road to Revolution* featured document display, which included a selection of records documenting major milestones in the journey from colonial resistance to American independence.

Local and national media outlets such as WUSA9-TV and *The Washington Post* covered July 4th at the National Archives. The National Archives Foundation also ran several online ads that garnered more than two million impressions and 16,000 clicks combined. The event's dedicated hashtag, #ArchivesJuly4, had a total reach of 1.8 million and garnered 12 million impressions across Facebook, Instagram, and Twitter.

SPONSORED BY



2023 Records of Achievement Award Ceremony and Gala

Honoring Secretary of the Smithsonian Institution Lonnie G. Bunch III

“ What I wanted is a place that would help America to remember, not just what it wanted to remember, but what it needs to remember. ”

Lonnie G. Bunch III, Secretary of the Smithsonian Institution
Records of Achievement Program, December 4, 2023

On December 4, 2023, the National Archives Foundation honored American educator, historian, and Secretary of the Smithsonian Institution Lonnie G. Bunch III with its prestigious Records of Achievement Award for his commitment to chronicling the American story.





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Governor Jim and Janet Blanchard
Jacqueline B. Mars
Karen Pritzker
David M. Rubenstein
Verizon

Anonymous
Bank of America
Brown Advisory
Anne S. Chao
The Daschle Group
DLA Piper LLP (US)
Ambassador Fay Hartog-Levin (Ret.)
Marilynn and John Hill
Cameron F. Kerry
Lucinda Robb
The Honorable Rodney E. Slater
The Salemme/Welch Family
Weil, Gotshal & Manges LLP

Renowned author, journalist, and radio host Michele Norris led an engaging interview with Secretary Bunch that was the highlight of the evening. The discussion celebrated his lifetime of work as a historian and leader of America's top cultural institutions. As a respected voice in American history, culture, and politics, Secretary Bunch has worked to help Americans understand the nation's collective history. His dedication to amplifying the history and the stories of African Americans exemplifies his integrity and personal passion for the nation's history.

> **WATCH A VIDEO** of the program online at archivesfoundation.org/2023-records-of-achievement/ or by using the QR code.



Congressional Open House

On July 10, 2024, the National Archives and National Archives Foundation, through the generous support of AARP, welcomed members of Congress, senior staff, and their families to its annual Congressional Open House. During the event, guests visited Archives exhibits, including the *Power & Light: Russell Lee's Coal Survey* exhibit; enjoyed snacks and drinks on all three museum floors; and engaged in activities for the whole family. Guests were also treated to a special viewing of several original documents, including George Washington's annotated copy of a draft of the U.S. Constitution and the original Proclamation on Market at Valley Forge.

SPONSORED BY **AARP**



Partnerships

The initiatives of the National Archives Foundation are not accomplished alone. The Foundation depends on collaborative partnerships across many organizations, disciplines, and geographic distances to expand our reach and further our mission. Partnerships are involved in education, programming, and exhibitions. The Foundation thanks its exhibition partners, including 27 elected officials and members of Congress, and the Honorary Committee for *Power & Light: Russell Lee's Coal Survey* for their ongoing support. As always, the Foundation continues to look for new ways to collaborate with our community.

One key partner of the National Archives Foundation continues to be **Made by Us**, a coalition of hundreds of other cultural, artistic, and nonprofit organizations. Their flagship program, Civic Season, runs between Juneteenth and July 4, focusing on serving Americans ages 18-30 by inviting young people to consider our nation's history, explore their role in shaping our future, and take tangible action to engage.

The fourth annual Civic Season kicked off this year with record numbers, as 570 institutions within the Made By Us coalition reached more than 24 million people, an 85% percent increase over 2023. The Foundation participated in both social media and programming to reach the 18-30 age demographic that Civic Season targets.

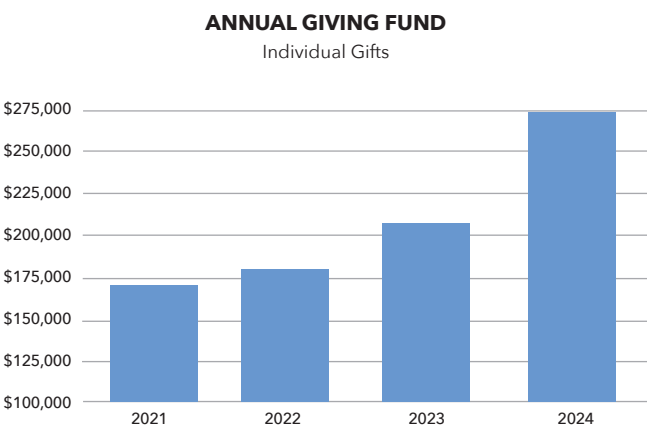
The Foundation depends on collaborative partnerships across many organizations, disciplines, and geographic distances to expand our reach and further our mission.



Funds

Annual Fund

Annual Fund donors help the Foundation support thought-provoking exhibits, interactive educational activities, and public programs that inform and inspire Americans nationwide. In thanks for their generous support, donors enjoy special recognition and privileges throughout the year, allowing them to stay connected and engage with the National Archives in ways that are most meaningful to them.



Giving Circles and Trustees Council

Giving Circles offer donors a means to deepen their commitment to the Foundation and, therefore, the work of the National Archives. Supporters who give \$5,000 or more are welcomed into one of the Foundation's Giving Circles, each with exclusive benefits and a seat on the Foundation's Trustees Council.

Trustees Council members come from every corner of the United States and are the Foundation's most dedicated supporters. They understand the National Archives' vital role in safeguarding our nation's democracy and promoting our nation's shared history.

2024 TRUSTEES COUNCIL

Tegan and Brian Acton	Maarja Krusten
Daniel Alvarez	Sachiko Kuno
Jim and Linda Beers	Daniel and Susan Mareck
John Cole and Nancy Gwinn*	Hank Meijer
Charles and Debby Cooper	Nancy & Cathy Merrill
David and Megan Don	Joel Pickett
Christopher Dreher	Steve Roberts
Richard Eliasberg	Steve Rose
Denise Ferguson	David Rubenstein
Michael Gillette	John Todd
Mike and Rae Hyatt	Jennifer Warren
Pat and David Jernigan	

Permanent Funds

The National Archives Foundation supports the National Archives' work to spark curiosity and inspire discovery, connecting more Americans to our shared past and cultivating a deeper understanding of their civic rights and responsibilities. To help facilitate this learning, the Foundation has developed several designated funds to support cutting-edge exhibits, interactive educational activities, and high-profile public programs.

CIVICS EDUCATION FUND

The Civics Education Fund provides vital support to the National Archives' civics and education programs. These programs aim to build civic literacy and engagement by providing exemplary education resources and programs—for all ages—using the records of the U.S. government.

COKIE ROBERTS RESEARCH FUND FOR WOMEN'S HISTORY

The Cokie Roberts Research Fund for Women's History supports annual fellowships for emerging and established historians, journalists, authors, and graduate students who perform and publish new research using the records held by the National Archives to elevate women's history for the general public.

RIGHTFULLY HERS FUND

The Rightfully Hers Fund provides ongoing financial support for research, public programs, exhibitions, and educational materials that tell the stories of women often left out of traditional history books. The Fund has invited donations to support the permanent display of the 19th Amendment, which granted women the right to vote, in the National Archives Rotunda.

RIGHTS AND JUSTICE FUND

In 2020, the National Archives Foundation launched its Rights and Justice Fund to elevate the stories of African Americans and people of color, as found in the records of the National Archives. The Fund supports research, public programs, exhibitions, and educational materials about the fight for equity and recognition of all Americans



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 exclusive and unique benefits, including invitations to high-profile receptions, the opportunity to host guests for a private tour, discounts on event rentals at the historic National Archives Building, and public recognition as part of our impressive list of corporate supporters.

PLATINUM



GOLD



SILVER





Retail Operations



This past year brought continued success to retail operations, generating over \$5 million in revenue for the Foundation's initiatives.

The National Archives Store established a wholesale presence. Custom products are now offered at boutiques and museum stores across the country. This generated \$10,700 in revenue. The store collaborated with Foundation special events clients in creating custom gifts for their guests, generating \$6,667.

The National Archives Store product selection continues to adapt to the demands and interests of our visitors and followers. New items introduced this year include an expansion to our Presidential and Americana collections; new D.C. firework and Declaration250 collections; a custom puzzle selection that includes our new D.C. firework design; and a new custom sock selection featuring historic figures.



You met George Washingnome last year—the National Archives Store has expanded on this collection to include socks, a magnet, sticker, and t-shirt.

STORE REVENUE:
\$4,466,890

CONVERSION RATE:
13.97%

AVERAGE SALE:
\$29.95

ESTORE REVENUE:
\$534,423

CONVERSION RATE:
1.33%

AVERAGE SALE:
\$53.12

By the Numbers

1 Million +
Building Visitors

65+
Building Tours

PROGRAMS

18
In-person Programs

2,481
Theater Program Participants

5,571
July 4th Program Participants

43,182
Virtual Program Views

CIVICS AND LEARNING

288
Distance and Onsite
Student Programs

12,000+
Student Reach

37
Onsite Teacher Programs

1,000+
Teacher Reach

1,316,794
DocsTeach Users

6,796,331
DocsTeach Pageviews

64 Cokie Roberts Women's History Fellowship Applicants

SUPPORT

\$13,182,775
Total Funds Raised

54
Partners

EVENTS

\$727,500
Event Revenue

32
Client Events

12
Foundation Hosted Events

1,400
Event Guests

NATIONAL ARCHIVES STORE

\$4,466,890
National Archives Store Retail Revenue

\$534,423
eStore Retail Revenue

\$5,001,313
Total Retail Volume

158,400
Retail
Transactions

\$31.57
Average Sale Per
Transaction

ENGAGEMENT

60,000
Followers across
Social Platforms

827
Earned Media
Mentions

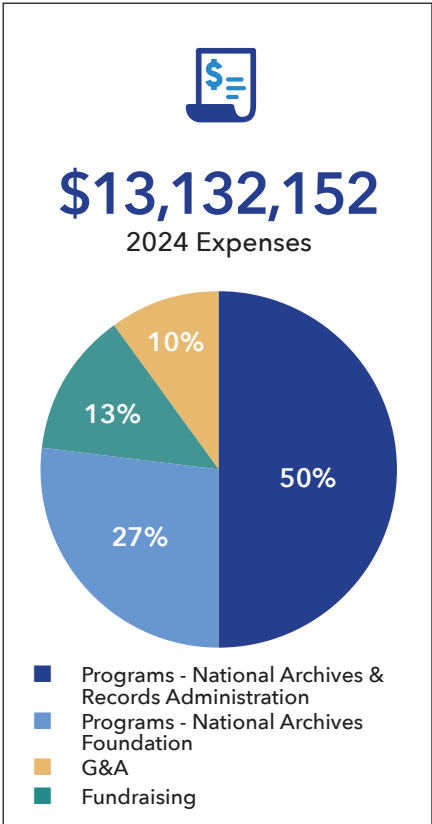
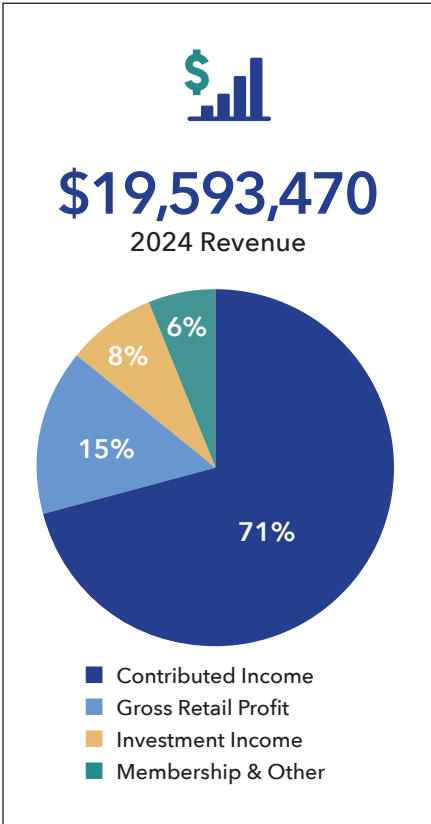
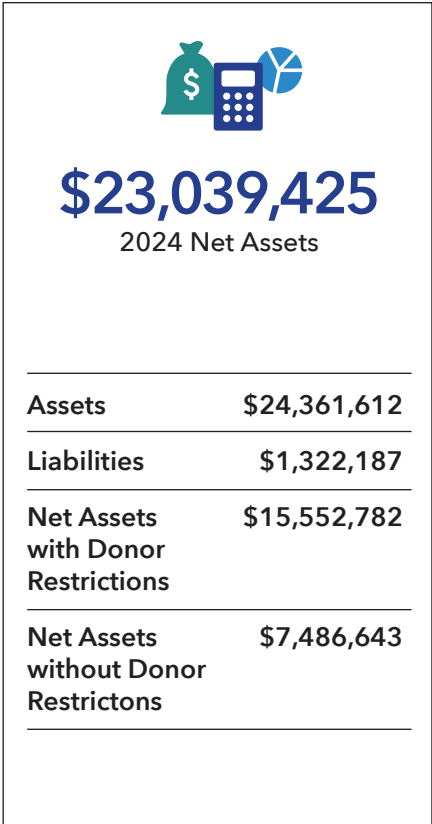
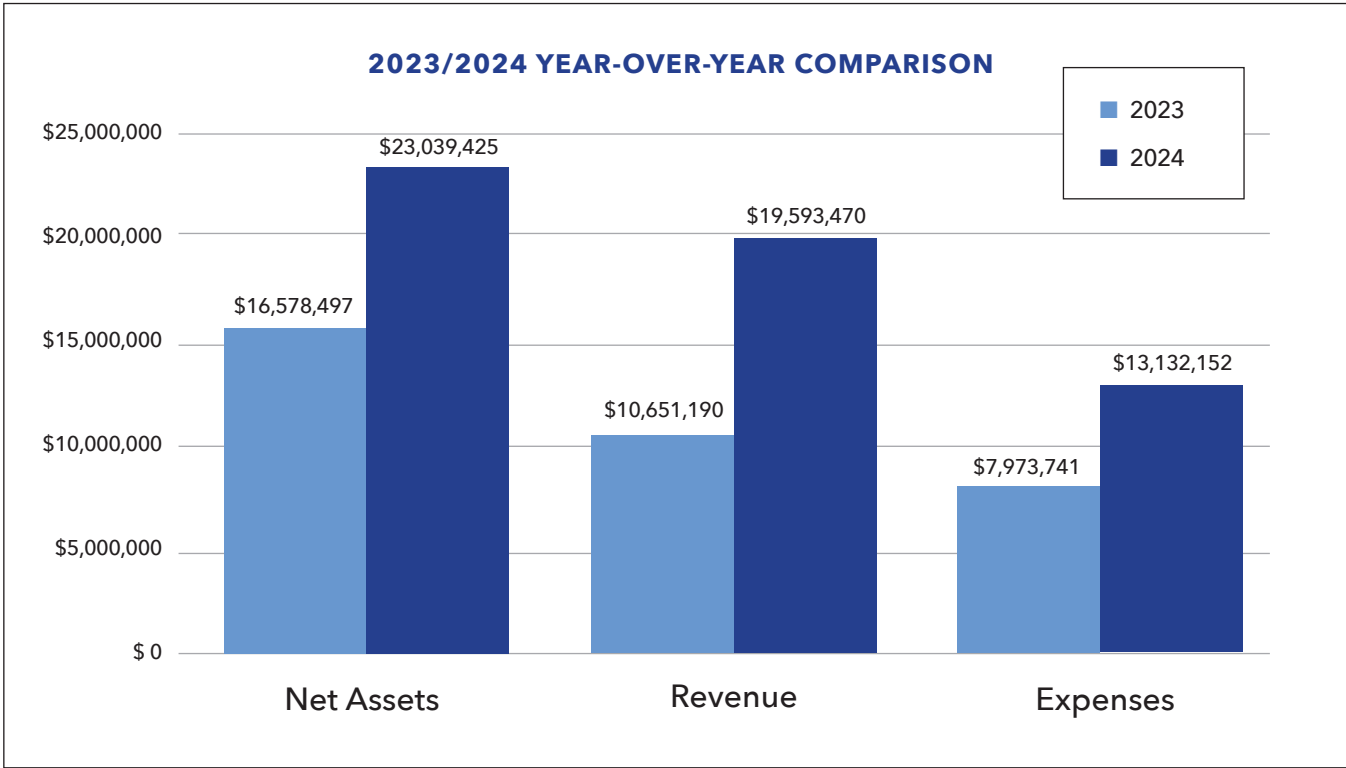
921,000
Web Visitors

6%
Audience Increase

63,400
Email
Subscribers

1,395
Documents
Shared

Financials



2024 Data is unaudited.

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Looking Ahead

This was the year of you—our donors! With the help of our funders and partners, you made the National Archives Foundation stronger and expanded our impact. Our exhibitions, civics outreach, public programs, and events were successes due to your past support and ongoing confidence in our work. Thank you.

With more than \$80 million committed to our effort, we announced the public phase of our Comprehensive Campaign this fall—*One Nation, Many Stories*. Our goal is to raise \$100 million in support of the National Archives museum renovation, civics and exhibitions, and the 250th celebration of the nation in 2026.

We have much to anticipate in 2025 as the National Archives and Foundation begin to roll out our 250th celebration programming.

- As part of *One Nation, Many Stories*, the Foundation will launch a national public awareness campaign in 2025 to connect new audiences to the National Archives and inspire civic engagement.
- The public and students will be asked to consider the most important moments in our nation's history while they vote on the top 100 documents in the National Archives holdings.
- Next fall, visitors will enter a new, transformed exhibition space and discovery center. The new spaces—funded through a public-private partnership with support from the U.S. Congress and the Foundation—feature hundreds of stories and documents from all eras of our past. Each gallery is augmented by interactive stations that let visitors customize their experience.

Looking ahead to 2026, the Emancipation Proclamation and the 19th Amendment will permanently join the founding documents in the Rotunda. This change demonstrates that our history isn't static. Our nation is shaped by key moments and the people and documents that reflect their stories.

If you cannot visit Washington, D.C., in person, you can stay connected to our programs, exhibits, and events via the website or on social media, where we will be adding more dynamic content as we approach 2026. And don't forget our terrific store for all your gifts and goodies.

Thank you for your ongoing support!



PATRICK M. MADDEN

EXECUTIVE DIRECTOR, NATIONAL ARCHIVES FOUNDATION



“ Our work is not possible without the steadfast, committed support from contributors and partners like you. ”

> **LEARN MORE** about the museum renovations and the 250th anniversary events



