

1015 East Clay Street



Richmond, Virginia 23219



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www.richmondhistorycenter.com



2010 ANNUAL REPORT



On the Cover:
Aunt Betsy
Francis Blackwell Mayer
1857

(See page 5 for more
information about this
important new acquisition to
the History Center's collection.)

The History Center continued to lead by example

during the 2009-2010 fiscal year by acquiring important new objects and participating in community-wide initiatives, such as the Future of Richmond's Past project, as well as completing a bold new strategic plan.

Drawing upon research findings of the American Association of Museums, trustees and staff members worked together to draft a new Strategic Plan that challenges the institution to reach beyond its normal boundaries. The Collections team, for instance, acquired this year a rare painting of an enslaved woman from the mid-19th century (*pictured on the cover and at left*). "Aunt Betsy" was a slave on the Hickory Hill plantation in Hanover County, belonging to Williams Carter Wickham, the grandson of John and Elizabeth Wickham, whose 1812 home is operated as a historic house museum by the History Center.

The acquisition of this unusual painting, as well as the projects and initiatives that follow in this report, were made possible by the generous support of our members and friends. You will find in these pages a snapshot of our achievements in 2009-2010, and we thank you for your role in yet another remarkable year at the History Center!

James W. Klaus
Chairman, Board of Trustees

William J. Martin
Director

The Valentine Richmond History Center is the only cultural organization dedicated to documenting the region's entire 400-year history and making it available to school children, adults and scholars. Through responsible and proactive preservation, education and leadership, the History Center is home for Richmond's history.

Preserving Through stewardship of its historic Clay Street buildings and the more than 1.7 million objects and photographs in its collection, the History Center preserves the culture and life of the Richmond region.

Educating From its opening in 1898, the History Center has been committed to providing high quality educational experiences to the broadest possible audiences, including thousands of students and adults each year.

Leading The History Center is an active voice in the discussion about Richmond's past, present and future and believes that the city's rich history and historic resources are key to its successful future.

2009-2010 | by the numbers

10,840 people participated in
Historic Richmond Tours

45 volunteers worked over
3,830 hours [▲10%
from 07/09]

3,728 people attended
private facility rentals

20 interns worked approximately
1,825 hours [▲30%
from 07/09]

14,419 students from pre-k to high school participated in
school programs and special summer activities [▲4% from 07/09]

3,182 adults participated in
adult education programs and tours

245 research
appointments

Valentine Richmond History Center

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*The History Center is an
American Association of Museums
accredited institution.*

Annual Fund and Special Grants

In the pages of this annual report, you will read about the educational courses we offer to children, tours of our historic neighborhoods, new exhibitions and many other exciting programs that bring the history of Richmond to life. With almost two thirds of our annual revenue in 2009-2010 coming from contributions, the History Center could not offer these programs without the generosity of individuals, foundations and corporations in our community. We are especially grateful to the donors and volunteers who helped ensure that the History Center could continue its mission for yet another year.

Second Century Campaign

The completion of the exterior improvements to the History Center campus marks the official end to the first phase of the Second Century Campaign. Visitors in the spring of 2011 will be greeted with a fresh new entrance at the rear parking lot of the museum. Even as construction continues on that project, we are actively raising funds to renovate the lobby and gallery spaces on the first and ground floors. We are pleased to share that the entire first floor galleries will be named in honor of Wallace Stettinius, a well-respected advisor to non-profits in the Richmond community, as well as a generous philanthropist.



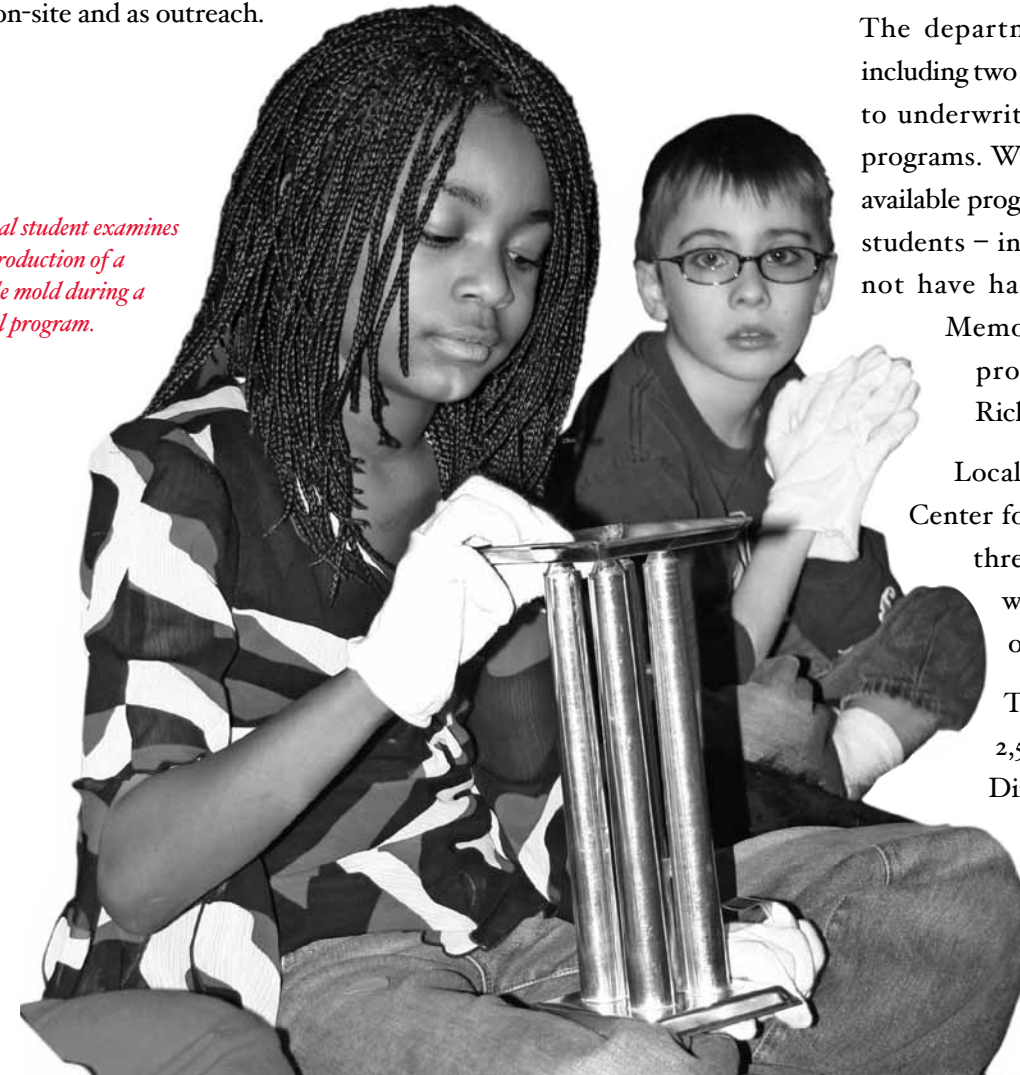
In keeping with the spirit of Wally's work, a portion of the new galleries will be dedicated to changing exhibitions that will serve to inform contemporary conversations in the community. The remainder of the gallery space will be dedicated to a comprehensive exhibition on the history of Richmond.

Over the past year, the History Center conducted a series of public forums to engage citizen participation in the development of this important exhibit. Construction on the new galleries is expected to begin in the fall of 2012.

Education and Public Programs

This year, 14,419 students participated in the History Center's school programs; approximately 7,600 of those were served through outreach visits to schools. All programs support the Virginia Department of Education's Standards of Learning for History and Social Science, English, and the Visual Arts and are offered both on-site and as outreach.

A local student examines a reproduction of a candle mold during a school program.



In addition to 21 public schools in the City of Richmond, the History Center served schools in Chesterfield and Henrico, as well as 21 private schools; 18 day care/pre-school facilities; university classes from Virginia Commonwealth University, the University of Richmond and Randolph Macon; scout groups; and 16 schools outside the Richmond Metro area.

The department received three instructional grants this year, including two from the Gray Foundation of the Community Foundation to underwrite the Richmond Scholarships and Era Explorations programs. With these funds, the History Center was able to make available programs to thousands of elementary, middle and high school students – in both the city and the counties – who otherwise may not have had such an opportunity. The third grant, from the Memorial Foundation for Children, supported outreach programs for 964 at-risk, pre-school age students in Richmond, Chesterfield and Henrico.

Local school systems continued to draw upon the History Center for professional development opportunities, including a three-day workshop for 50 Chesterfield County teachers, who developed lesson plans on the growth and decline of Jackson Ward using resources from the Archives.

The department also provided programs and tours for 2,503 adults, hosted 20 interns and oversaw 45 volunteers. Director of Education Pat Armbrust continued her work as Project Director for a Teaching American History Grant with Chesterfield County Schools.

Collections Management

In 2009-2010, the Collections team scanned and catalogued more than 1,500 prints, labels and souvenirs from the Tobacco Collection. Considerable progress also occurred in the digitization of the *Richmond Times-Dispatch* Photograph Collection; to date, 12,165 images have been catalogued. Work in the Costume & Textile Collection included inventory of costumes and accessories. Thanks to these and other projects, the collections database holds more than 100,000 records, 25,000 of which include object images. An increasing number of these records were made available to the public this year through the History Center’s website. These efforts contribute to a better understanding of the History Center’s collection, which now includes approximately 1.7 million artifacts, documents and photographs.

Notable Acquisitions

In 2009-2010, the History Center acquired *Aunt Betsy*, a rare painting of an enslaved woman from the mid-19th century. Betsy served as nursemaid for the children of Williams Carter Wickham on the Hickory Hill plantation in Hanover County. The piece remained with the Wickham family until 2006 and was acquired by the History Center with a combination of institutional and private funds. Williams Carter Wickham is the grandson of John and



*Manchester, Virginia,
A Profitable Field for Investors
C. 1890*

Elizabeth Wickham, whose 1812 home is operated as a historic house museum by the History Center. Maryland artist Francis Blackwell Mayer painted the portrait in 1857.

Other acquisitions of note include shirts and materials from the Creery Shirt Shop; U.S. Navy uniforms worn by Governor A. Linwood Holton, Jr.; and food service items belonging to Lady Astor

Exhibitions

Waste Not, Want Not: Richmond’s Great Depression, 1929-1941 opened in the Massey Gallery on October 29, 2009, the 80th anniversary of the Stock Market Crash. In the Stern Gallery, photographs and ephemera from the Archives comprised two separate exhibitions: *Please Enjoy the Show: Images of Richmond Theater*; and *Manchester: From Sister City to South Richmond*.

Loans and Image Reproductions

The History Center loaned objects to several peer institutions, including the Beth Ahabah Museum and Archives in Richmond and the National Building Museum in Washington, DC. The Archives reproduced materials for several exhibitions, films and books, including the *Discovering the Civil War* exhibit at the National Archives in Washington, DC.

Historic Richmond Tours

Historic Richmond Tours (HRT) provided service for 10,840 participants this year. Walking tour participation remained steady as compared to the previous year, and adult group tours and specialty bus tours increased by 10 percent. Demand continues for custom group tours, private tours and family reunion tours. The current number of active guides is 22.

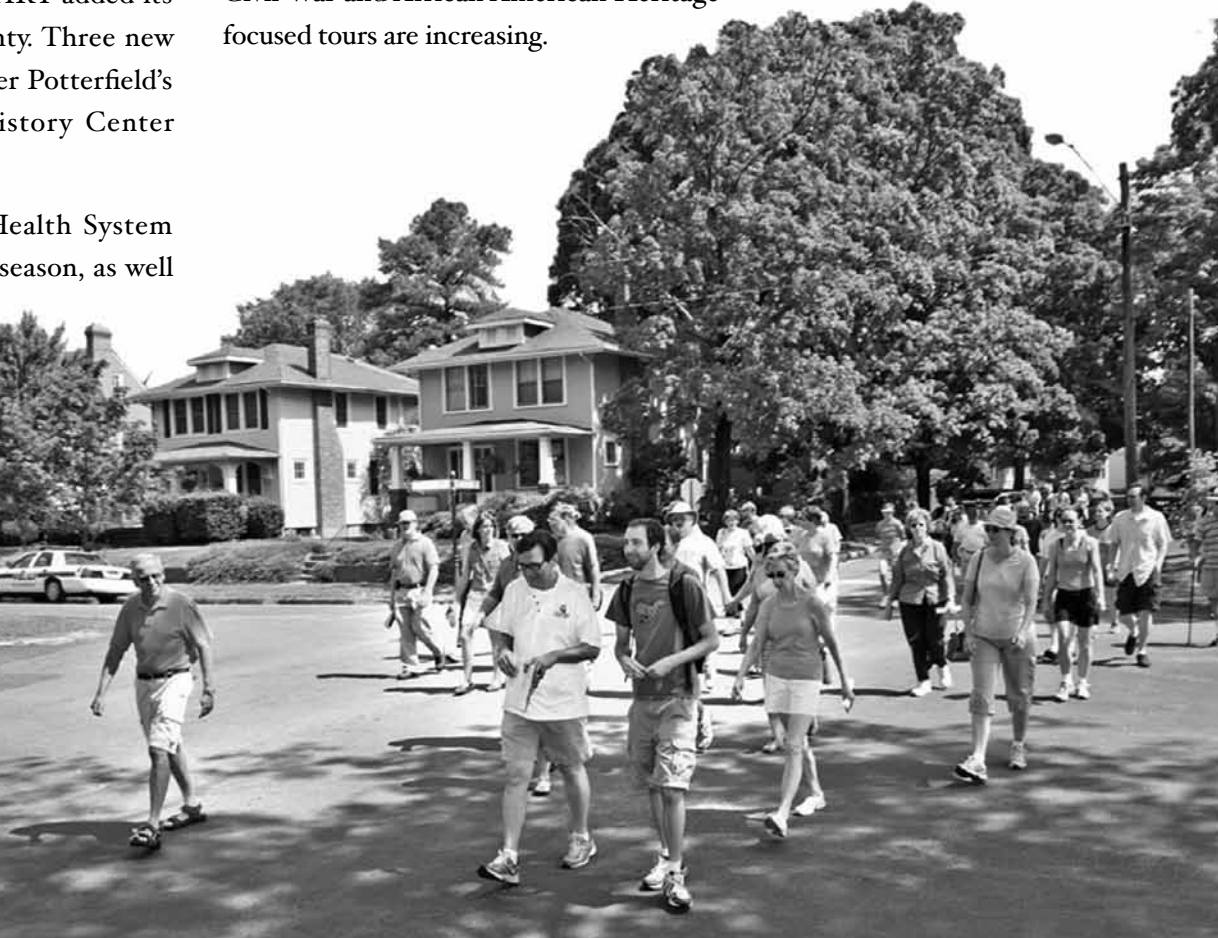
In addition to two new bus tours, *I Know Richmond: The Bus Tour* and author Selden Richardson’s *Built By Blacks* tour, HRT added its first regional, daylong bus tour of Chesterfield County. Three new walking tours also were added: *Manchester*; author Tyler Potterfield’s *Byrd Park*; and a tour of *Highland Park*, led by History Center Director Bill Martin.

Generous support from Bon Secours Richmond Health System provided increased marketing support for the public season, as well as funding to provide each of the guides with a messenger bag and hat, clearly identifying them as Historic Richmond Tour guides.

Continued sponsorship by Union First Market Bank made possible the daily *City Center Walks*, and the *History Hounds* dog walks once again occurred in conjunction with the Richmond SPCA. *The Holiday Glitter: Monument After Dark* tours, now in their fourth year, have become a Richmond

tradition and drew a record crowd. Again this year, Historic Richmond Tours worked with Segway of Richmond to offer a series of public Segway tours, including two in Hollywood Cemetery.

HRT’s relationship with Hollywood Cemetery is now well established. A tour of the cemetery is one of the most requested among students, adults, residents and visitors alike. As the region prepares for the 150th anniversary of the Civil War and Emancipation, requests for Civil War and African American Heritage focused tours are increasing.

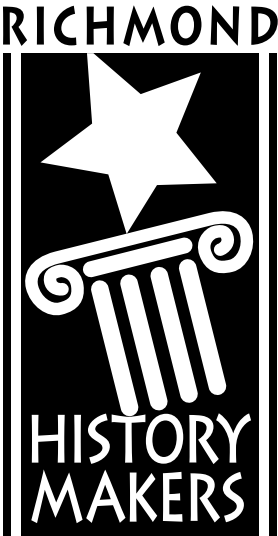


*Director Bill Martin leads
one of two annual Director’s Tours.*



The Fifth Annual Richmond History Makers program continued a tradition of honoring individuals and organizations making extraordinary contributions to the Richmond region. In May and June, the Valentine Richmond History Center issues a public call for nominations, which are reviewed by an independent committee. Five honorees are selected in one of five categories, and the public is invited to recognize them at a gala event in October.

This program would not be possible without the generous support of the Richmond community, in particular, presenting sponsor Dominion and collaborating partner Leadership Metro Richmond.



2009 Honorees (from left):

Promoting Stronger Communities
Mary Lou Decossaux (*Annette Cousins, pictured*)
Neighborhood Resource Center

Creating Quality Educational Opportunities
LaVerne Spurlock
Virginia Heroes, Inc.

Demonstrating Innovative Solutions
James Schroeder, D.D.S.
CrossOver Ministry

Fostering Regional Cooperation
Central Virginia Waste Management Authority
(*Kimberly Hynes, pictured*)

Improving Social Justice
ROSMY (*John Dougherty, pictured*)

The Valentine Richmond History Center **Statement of Activities** —

For the Year Ended June 30, 2010 with Summarized Information for the Year Ended June 30, 2009

| | UNRESTRICTED NET ASSETS | TEMPORARILY RESTRICTED NET ASSETS | PERMANENTLY RESTRICTED NET ASSETS | TOTAL | 2009 TOTAL |
|---|----------------------------|---|---|----------------------|----------------------|
| Revenue, gains and other support | | | | | |
| Contributions and grants | \$ 717,868 | \$798,452 | \$152,812 | \$1,669,132 | \$2,231,037 |
| Sale of deaccessioned collections | 3,633 | — | — | 3,633 | 4,704 |
| Admissions | 118,376 | — | — | 118,376 | 145,348 |
| Investment return | 148,087 | 9,035 | — | 157,122 | 175,005 |
| Net realized and unrealized investment gains (losses) | 314,684 | 39,199 | — | 353,883 | (756,550) |
| Net unrealized gains, (losses), valuation of split-interest agreements | — | 16,750 | 72,234 | 88,984 | (215,781) |
| Gift shop, net cost of goods sold | 52,847 | — | — | 52,847 | 67,127 |
| Rental Income | 99,260 | — | — | 99,260 | 88,205 |
| Miscellaneous income | 82,704 | — | — | 82,704 | 51,277 |
| | | | | | |
| Net assets released from restriction | 688,187 | (734,125) | 45,938 | — | — |
| Total revenues, gains and other support | | | | | |
| | 2,225,646 | 129,311 | 270,984 | 2,625,941 | 1,790,372 |
| Expenses | | | | | |
| Program services | | | | | |
| Curatorial | 454,856 | — | — | 454,856 | 375,483 |
| Occupancy | 424,133 | — | — | 424,133 | 447,663 |
| Museum administration | 194,731 | — | — | 194,731 | 200,306 |
| Education and outreach | 469,463 | — | — | 469,463 | 493,589 |
| Gift shop cost of sales | 23,867 | — | — | 23,867 | 29,723 |
| Supporting services | | | | | |
| Management and general | 389,014 | — | — | 389,014 | 301,405 |
| Fundraising | 198,426 | — | — | 198,426 | 214,512 |
| Total expenses | | | | | |
| | 2,154,490 | — | — | 2,154,490 | 2,062,681 |
| Change in net assets | 71,156 | 129,311 | 270,984 | 471,451 | (272,309) |
| Net assets, beginning of year | 4,916,021 | 2,435,560 | 5,714,328 | 13,065,909 | 13,338,218 |
| Net assets, end of year | | | | | |
| | \$ 4,987,177 | \$ 2,564,871 | \$ 5,985,312 | \$ 13,537,360 | \$ 13,065,909 |

The financial statements were audited by the accounting firm of Meadows, Urquhart, Acree, Cook and Walls, LLP. The Statement of Activities is part of a comprehensive financial statement package. To receive a copy of the audited financial statements, please contact the Finance Office, (804)649-0711 x335.