



1015 East Clay Street



Richmond, Virginia 23219



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www.richmondhistorycenter.com



2011 ANNUAL REPORT



Before and after photographs of the entrance to the garden.



A few months ago, the Valentine Richmond History Center completed a significant project as part of its master site plan. The Gray Family Terrace opened in May, vastly improving the appearance, accessibility, and functionality of the institution's exterior. The blue stone and brick space is now a viable location for special events and is available for private facility rental. Our growing collection of exterior retail signage illuminates the space at night, making it a unique space for a special occasion.

The terrace is named in honor of Elmon and Pamela Gray by their son and History Center trustee Bruce Gray. On a lovely spring evening in May, we celebrated the family's and Elmon Gray's remarkable and ongoing commitment to preserving Richmond's history. Just a few months later, Senator Gray lost a long battle with cancer.

We invite you to visit the Gray Family Terrace and recall the contributions of all of the corporations, individuals, and families who for over a century have enabled the History Center to grow and thrive. We are confident that this new space will be the site of many gatherings of community members and friends for years to come and a powerful reminder of our ongoing commitment to downtown and the preservation of our past.

The Terrace is but one of many accomplishments of the History Center over the past year, and we hope that you will share in our pride for this milestone and join us in our continued efforts to be the place for Richmond history.

Pamela J. Royal, M.D.
Chairman, Board of Trustees

William J. Martin
Director

The **Valentine Richmond History Center** is the only cultural organization in the region dedicated to documenting the 400 year history of Richmond, Virginia, and making it available to students, adults, and scholars. Through responsible and proactive preservation, education, and leadership, the History Center is home to Richmond's history.

Moving Ahead, Strategically

In early 2010, History Center staff and trustees drafted an exciting new Strategic Plan, designed to guide the institution through its next decade of growth. Several new initiatives launched this year that advance the plan's objectives.

The Community Conversations series traveled throughout the city to engage residents in discussions about a shared past.

The Archives unveiled the institution's first ever publicly curated photographs from the *Richmond Times-Dispatch* collection.

The Historic Richmond Tours program trained a diverse new class of guides, in conjunction with the University of Richmond's School of Continuing Studies.

The History Center and its downtown neighbors welcomed a diverse crowd back for the 2nd Annual Secret Garden Party, an annual open house that brings many new faces to Court End.

The Strategic Plan will continue to inform the short and long term goals of every department over the next several years. You may view the plan on our website in the About Us section.

2010-2011 by the numbers

11,286 ▲4% from 07/10
people participated in
Historic Richmond Tours

2,451
people attended
private facility rentals

308 ▲26% from 07/10
research appointments

3,214 **adults** participated in
adult education programs and tours

15,445 **students** from pre-k to high school
▲7% from 07/10 participated in **school programs and special summer activities**

51 **volunteers** worked over **3,411** hours

13 **interns** worked approximately **1,115** hours

Valentine Richmond History Center

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*The History Center is an
American Association of Museums
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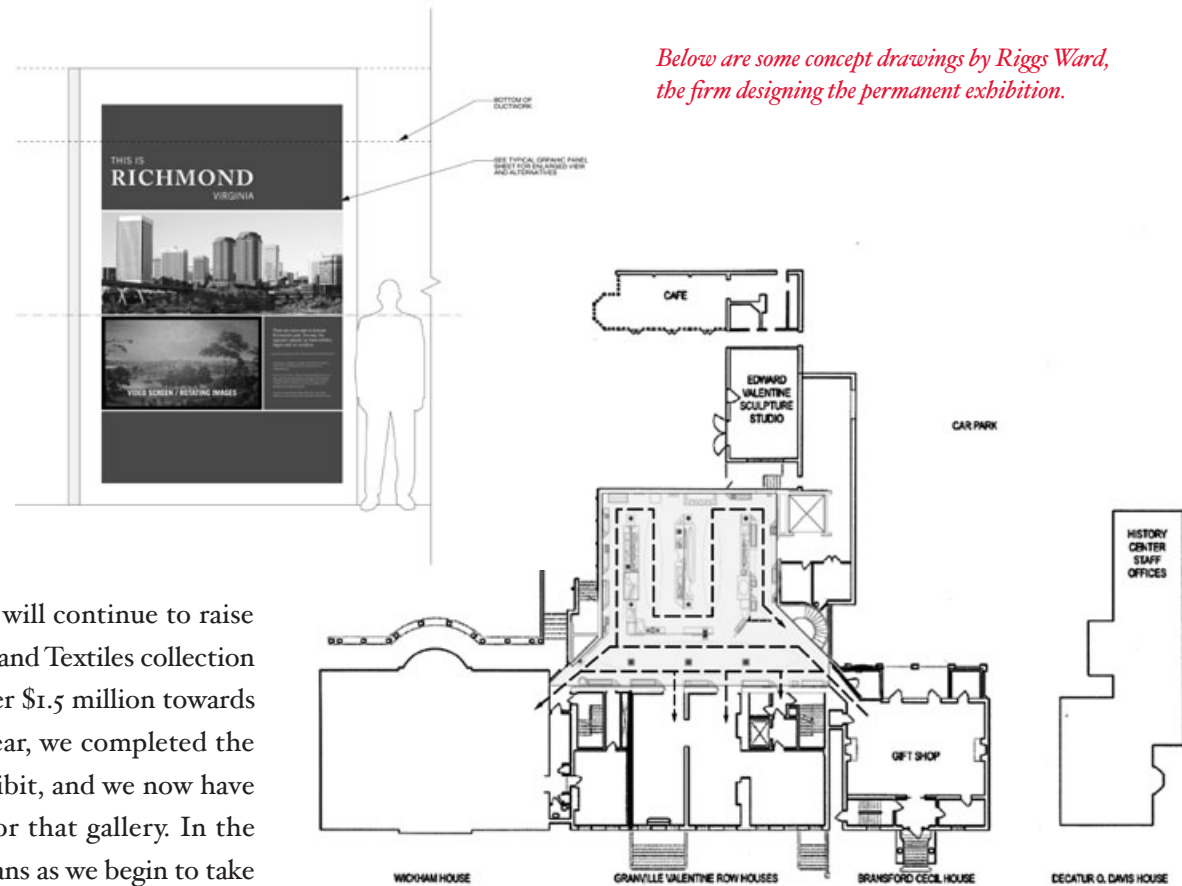
Development

Annual Fund and Special Grants

Donor gifts to the History Center are a core component of our annual budget. With record annual giving over \$550,000, donors funded educational programs for children and adults, tours of our historic neighborhoods, new exhibitions, and many other enriching programs that bring the history of Richmond to life. Donations also help care for the 1.5 million objects entrusted to the History Center for preservation. We are especially grateful to all of the donors and volunteers who helped ensure that the History Center could continue its mission for yet another year.

Second Century Campaign

With the opening of the Gray Family Terrace in May, we are officially done with exterior projects for our Clay Street campus and are focusing all of our resources on improving the visitor experience in our galleries. This project will renovate all of the galleries on the first and lower floors, as well as the gift shop and lobby. When complete, visitors will be greeted with a new permanent exhibit on Richmond's history titled "This is Richmond, Virginia," as well as a series of rotating galleries to explore current events in the Richmond community. At the same time we are doing this construction, we will continue to raise additional endowment funds for our Costumes and Textiles collection and our general operations. We have raised over \$1.5 million towards our \$7.5 million goal to date. Over the past year, we completed the initial planning for the Richmond history exhibit, and we now have a full set of drawings and supporting plans for that gallery. In the coming year, we will continue to revise these plans as we begin to take the initial steps towards construction.



Below are some concept drawings by Riggs Ward, the firm designing the permanent exhibition.

Education and Public Programs

School Programs

The History Center has a long tradition of providing programs for the region's school children. This year, 15,455 students participated in school and summer programs, a 26 percent increase over the previous year. Approximately half traveled to the History Center, with the remainder served through outreach visits to schools. All programs are designed to support the State of Virginia's Standards of Learning for History and Social Science, English, and Visual Arts.

In addition to 19 public schools in the City of Richmond, the History Center served students from 23 schools in Chesterfield County and 13 in Henrico County, as well as 21 private schools, 29 day care/pre-school facilities, seven university classes, five scout groups, and 15 schools from localities outside the Richmond Metropolitan area.

The department received several instructional grants, including support from Wachovia for the Free Richmond Program for elementary students, which brought 1,487 students to Clay Street that otherwise would not have been able to attend. Funding from Verizon underwrote multi-media programming for 2,729 middle and high school students from the City of Richmond and Chesterfield, Henrico, and Charles City counties. An additional grant supported an outreach opportunity for 1,002 at-risk four and five-year olds.

Adult Programs

Adult education at the History Center includes lectures, programs, and tours conducted both on and off-site. More than 2,000 adults participated in one or more of these programs. To accommodate growing interest in outreach lectures, the History Center developed several new presentations using materials found in the collection.

Volunteers and Interns

The History Center is committed to providing valuable on-site experiences for interns. This year, 13 interns served approximately 1,115 hours across the institution. Four received Bobby Chandler funded internships and one was awarded a Henry L. Valentine internship.

A tradition of volunteerism continues at the History Center. Fifty one volunteers provided support for various departments throughout the year. Many of the History Center's programs and services would not be possible without volunteer service.

Teaching American History

As part of the final year of the Teaching American History Grant with Chesterfield County Schools, the Director of Education conducted classroom observations at 16 schools to assess the impact of the program on classroom instruction and learning. Additionally, teachers from all three years of the grant participated in a culminating seminar session on third person interpretation as an instructional tool.



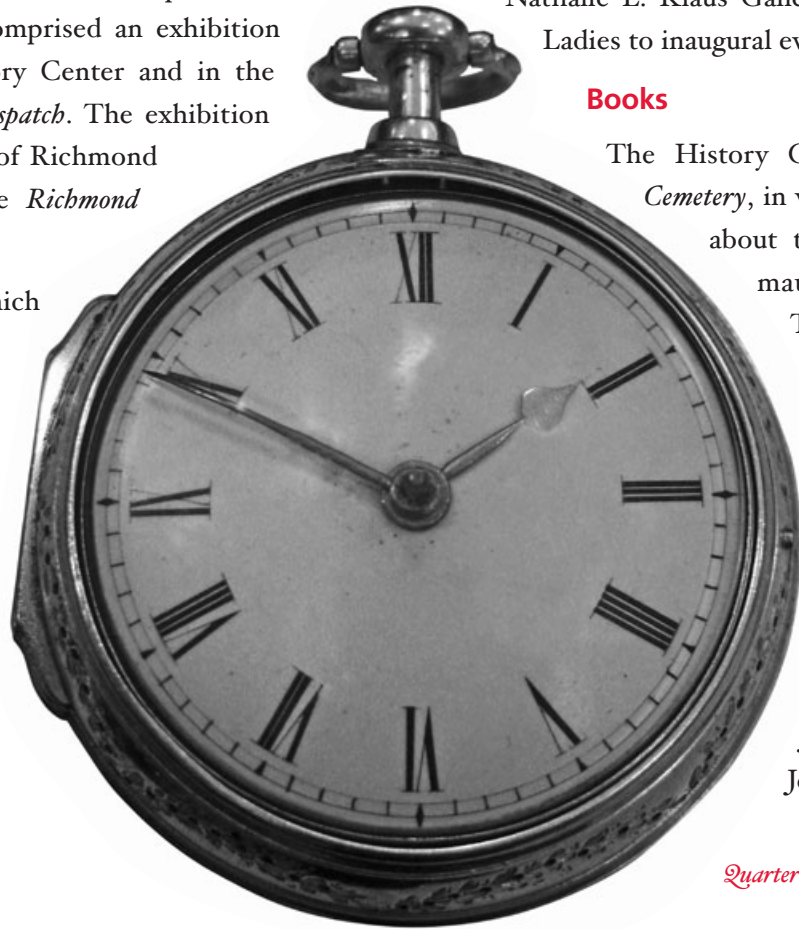
A local student examines an artifact during a school program.

Collections Management

Funded by Media General, the collections team completed the digitization of the *Richmond Times-Dispatch* Photograph Collection, which includes more than 12,000 images of life in the mid-to-late 20th century Richmond. The collection can be viewed through the History Center's Online Collections Database.

The "What in the World is Happening in this Photo?!" contest invited the public to submit original captions for a group of images from the collection. The 60 best captions and their respective photographs comprised an exhibition that was on view at the History Center and in the lobby of the *Richmond Times-Dispatch*. The exhibition later traveled to the University of Richmond Downtown campus and to the *Richmond Times-Dispatch's* Hanover facility.

The Cased Image Collection, which consists of 500 daguerreotypes, ambrotypes, and tintypes, was also released to the Online Collections Database. This early type of photograph is taken on glass or metal and generally enclosed in a decorative case. Cased images are typically easier to online due to their small size and delicate nature.



Quarter repeater watch, c. 1720

The cataloguing and digitization project continues of the Tobacco Collection, with support from Universal Leaf Tobacco Company, Inc.

Exhibitions

"I am well and war is Hell": Richmond during the World Wars opened on Veterans Day 2010 and examines both life on the home front and in the service, through the eyes and ears of Richmond residents. *Inaugural Gowns of Virginia's First Ladies* in the Nathalie L. Klaus Gallery featured nine dresses worn by First Ladies to inaugural events.

Books

The History Center published *Richmond's Hollywood Cemetery*, in which local author John O. Peters writes about the cemetery's ironwork, stone carvers, mausoleums, symbolism, and residents. The large-format, full color hardbound edition is available at local booksellers and at the Valentine Gift Shop.

Objects

Notable acquisitions include a Quare and Horseman pocket watch, c. 1720, that once belonged to Edmund Fanning, the twin brother of Hannah Fanning, who married John Wickham in 1762. John and Hannah Fanning Wickham's son John Wickham built the Wickham House.

Richmond History Tours

The History Center's Historic Richmond Tours program provided service for 11,286 participants this year, a four percent increase over the previous year. Tours for K-12 students saw the greatest increase, with 18 percent more attendance, and participation in public walking tours increased by 13 percent.

Adult group and specialty bus tour attendance decreased by 22 percent, due in part to an overall decline in adult group travel. Demand continues, however, for custom group tours, private tours, and family reunion tours.

The program added ten new guides, offering training for the first time through the University of Richmond's School of Continuing Studies. The History Center now has 31 active tour guides.

New tours traveled to Carver, Bellevue, and Court End, as well as to 25th street and the Nine Mile Road corridor in the East End. As part of Henrico County's 400th anniversary, the program partnered with the county to offer a daylong bus tour, Henrico's Civil War History, which sold out. In partnership with the Science Museum of Virginia, the new Raiders of the Lost Lock! walking tour explored historic Lock Island on the James River.



Pictured above, Director Bill Martin leads one of two annual Director's Tours.



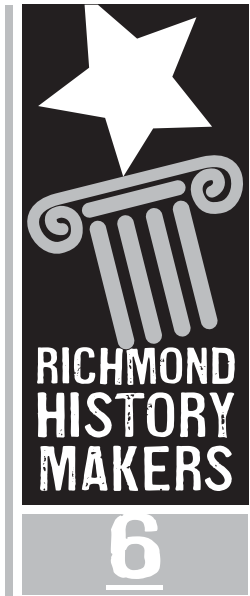
Generous support from Bon Secours Richmond Health System provided ongoing support for the public walking tour season. The daily City Center Walks were made possible by funding from the Richmond Metropolitan Convention and Visitors Bureau and Union First Market Bank.

The Richmond History Tours program has a successful relationship with the Hollywood Cemetery. A tour of the cemetery is one of the most requested among school groups, residents, and tourists alike. As the region celebrates the 150th anniversary of the Civil War and Emancipation, requests for tours with a focus on Civil War and African American heritage continued to increase.



The Sixth 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. 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.



2010 Honorees (from left):

Front Row

Demonstrating Innovative Solutions
Vanessa Diamond, HandsOn Greater Richmond

Improving Social Justice
Anne Lane, Daily Planet

Encouraging Regional Collaboration
Peggy Baggett, MINDS WIDE OPEN: Virginia Celebrates Women in the Arts

Back Row

Promoting Stronger Communities
Melba Gibbs, Freedom House

Encouraging Regional Collaboration
Keith Martin, MINDS WIDE OPEN: Virginia Celebrates Women in the Arts

Creating Quality Educational Opportunities
Jennifer Smith-Slabough, Virginia Mentoring Partnership

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

For the Year Ended June 30, 2011 with Summarized Information for the Year Ended June 30, 2010

	UNRESTRICTED NET ASSETS	TEMPORARILY RESTRICTED NET ASSETS	PERMANENTLY RESTRICTED NET ASSETS	TOTAL	2010 TOTAL
Revenue, gains and other support					
Contributions and grants	\$ 326,776	\$1,041,680	\$ 70,429	\$1,438,885	\$1 ,669,132
Sale of deaccessioned collections	1,546	—	—	1,546	3,633
Admissions	135,207	—	—	135,207	118,376
Investment return	133,491	24,133	—	157,624	157,122
Net realized and unrealized investment gains	733,444	165,556	—	899,000	353,883
Net unrealized gains, (losses), valuation of split-interest agreements	—	(9,091)	95,347	86,256	88,984
Gift shop, net cost of goods sold	70,754	—	—	70,754	52,847
Rental Income	63,968	—	—	63,968	99,260
Miscellaneous income	68,104	—	—	68,104	82,704
Net assets released from restriction	1,208,948	(1,208,948)	—	—	—
Total revenues, gains and other support	2,742,238	13,330	165,776	2,921,344	2,625,941
Expenses					
Program services					
Curatorial	455,824	—	—	455,824	455,856
Occupancy	440,991	—	—	440,991	424,133
Museum administration	211,702	—	—	211,702	194,731
Education and outreach	365,478	—	—	365,478	469,463
Gift shop cost of sales	47,944	—	—	47,944	23,867
Supporting services					
Management and general	348,539	—	—	348,539	389,014
Fundraising	196,088	—	—	196,088	198,426
Total expenses	2,066,566	—	—	2,066,566	2,154,490
Change in net assets	675,672	13,330	165,776	854,778	471,451
Net assets, beginning of year	4,987,177	2,564,871	5,985,312	13,537,360	13,065,909
Net assets, end of year	\$ 5,662,849	\$ 2,578,201	\$ 6,151,088	\$ 14,392,138	\$ 1 3,537,360

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.