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Annual Report 2012

The Valentine Richmond History Center

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Mission & Vision



The **mission** of the Valentine Richmond History Center is to engage, educate and challenge a diverse audience by collecting, preserving, and interpreting Richmond's history.

The **vision** of the Valentine Richmond History Center is to be recognized as the premier source for experiencing Richmond's history – using its past to inform the present and to shape the future.



Photograph by Mike Shield

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Introduction

Chairman's Top 5 List

- Reached an increasing number of students
- Offered a broad spectrum of exhibitions, lectures, educational opportunities, and tours
- Cultivated stronger relationships and forged alliances with key constituent groups and related cultural organizations
- Developed a strategy for an upcoming major gallery renovation
- Recognized a diverse group of individuals, organizations and groups that make important contributions to our community

This year held many changes for the Valentine Richmond History Center as we continue to grow as a cultural mainstay in the Richmond community. As some of our old friends and staff members moved onward and upward, the organization continued planning for a major gallery renovation set to occur in 2014.

We saw a successful season of walking and bus tours that continue to deliver a vibrant program to locals and visitors alike. Our education program thrived which was made apparent by the steady trail of school buses parked along Clay Street and the banter of students visiting the galleries and Wickham House. The highlights of the year were our successful Court End Christmas event that celebrated its 25th year as a holiday tradition and the five unsung heroes that we recognized through our 7th annual Richmond History Makers program.

The History Center is committed to preserve, collect and interpret the area's rich history that we all appreciate. Thank you to our donors, board, sponsors and friends for allowing us to continue this important work as we enter the next phase of our metamorphosis. Stay tuned for many great things to come for your Valentine Richmond History Center.

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

William J. Martin
Director



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Education & Public Programs

16,525 children of all ages participated in our school and summer programs.

Our programs served 20 public schools from the City of Richmond, 29 from Chesterfield County, 14 from Henrico County, 24 private schools, 38 daycare/preschool facilities, six university classes, five Girl Scout and three Cub Scout troops, and 24 schools from areas beyond the Richmond metro area.

The History Center could not offer the variety of programs we do without the contributions of our college interns and our dedicated volunteers. Eleven college interns logged 1,400 hours, and 53 invaluable volunteers provided more than 4,200 hours of service.

The ten school programs offered are: *A Colonial Community*, *African Americans in Antebellum Richmond*, *Children in the House: Growing Up in the 1800s*, *Civil War Spies*, *Era Explorations*, *Fall Line City History*, *Greek by Design*, *Hands on Richmond History*, *Powhatan Indians* and *Whose Hat is That?*

For anyone who remembers history lessons being vapid and tedious, think again. Through its educational programs for youth and adults, the Valentine Richmond History Center delights in making history fun, exciting and engaging.

More than 16,000 children participated this year in our school and special summer programs, offered both in-house at the History Center and through outreach visits to schools. Our programs served public schools, private schools, daycare/preschool facilities, university classes, and Girl Scout and Cub Scout troops.

We're interacting with Richmond-area students in a variety of ways **so we can best reach all students**. Thanks to several instructional grants, the History Center conducted free outreach programs for at-risk preschool students, free in-house programs for elementary classes, and free outreach multi-media programs to area middle and high school students.



Students participate in various programs at the History Center.

No matter what the interest of school classes might be, the History Center has a program to meet that pursuit. From in-depth examinations of the experience of children in the 1800s to espionage in the Civil War, the school programs are vibrant and fun. Our education programs support the Commonwealth of Virginia's Standards of Learning for History and Social Science, English and Visual Arts.

When summer arrives, the learning continues with an entertaining twist. Programs offered this summer included: ***History Mystery***, ***Hoops and Hopscotch***, ***Party in the House***, ***Whatchamacallits & Thingamajigs***, and ***Who's Hat is That?***, among others.

The History Center is also proud to enable teachers to make history come alive for their students. We provided presentations on identifying and planning field trips to student teachers at Virginia Commonwealth University, and we worked with the Virginia War Memorial to present a Teacher Institute on the Richmond Homefront during World War II.

The History Center's **adult programs are equally robust** and served **2,746** people this year, not including the 1,490 Wickham House Tour participants. The Adult Outreach Lectures were incredibly popular and thanks to supplemental funding from The Community Foundation, we were able to create additional programs to meet the need.



Richmond History Tours

In 2011-2012, we reached out to the public in a whole new way ... and had tremendous success. Through viral-marketing publicity on Groupon, chatter on Twitter, and updates on Facebook, we spread the word!

In 2011-2012, more than 10,000 people participated in more than 300 History Tours led by more than 30 guides.

Our partners' support helps to keep the tour costs low – thank you, Bon Secours, Richmond Metropolitan Convention and Visitor's Bureau, Union First Market Bank, Hollywood Cemetery, WRIC 8 News and Style Weekly!



Richmond History Tours are a well-known hallmark of the Valentine Richmond History Center and are just one way we show our commitment to the revitalization of the Richmond area. Each year, we continue to expand and develop the program as the tours grow in popularity.

In 2011-2012, trained and talented tour guides led tours across our town, on foot and by bus, for a few hours or a whole day. As in years past, we offered the ever-popular Hollywood Cemetery tours, Monument Avenue Holiday Glitter tours, neighborhood tours, river tours and even a History Hounds tour for our canine companions.

Seven new tours were added to the roster this year including: *Raiders of the Lost Lock* (walking tour of Lock Island), *Henrico's African American Heritage* and a *Director's Tour of Libbie and Grove*.

Between the sesquicentennial of the Civil War and the recent filming of Steven Spielberg's movie "Lincoln," our tour guides naturally saw an increased interest in the Civil War tours and were expertly able to weave production filming notes into tours of the Capitol.

"I love learning even more about the city I've always lived in."

— a visitor to the History Center



One of the History Center's most popular Walking Tours is the Holiday Glitter Tour.



A photograph from the Let's Party! exhibit.

The mission of the History Center is not simply to share lessons in history, but to **engage, educate and challenge** its diverse audience. And to meet this mission, the History Center is perpetually in motion with new exhibitions, new acquisitions and new programs.

With exhibitions ranging from the roles and sacrifices of Richmond residents during World War I and World War II to the impact made by local volunteers and philanthropists who have worked to change our community, the History Center is proud to tell a variety of stories through its objects. During 2011-2012, visitors to the History Center observed through photographs the development, Henrico County and strolled among party attire worn by two centuries of Richmonders.

Acquiring new objects that represent all facets of Richmond's history is a vital part of the work of the History Center, and in 2011-2012 the History Center acquired 853 objects including furniture, costumes, letters, documents, paintings, photographs, and tobacco items.

However, it's not all about acquiring ... it's also about sharing the items we own. The History Center loaned several objects to institutions near and far. Our items traveled a few blocks to the Executive Mansion and the Science Museum of Virginia, across the state to Abingdon, and up the coast to Massachusetts.

"I am in awe of [the History Center's] ability to keep it vibrant and interesting. There is always a reason to go back as they do an amazing job of bringing in new exhibits that provide fresh perspectives on Virginia history."

— a visitor to the History Center

Collections & Exhibitions

New Exhibits in 2011-2012 included:

- *Discovering Collections, Making Connections: Let's Party!*
- *Into Focus: Henrico County through the Camera*
- *Richmond Comes Together: Images of Community Outreach*

The History Center staff continued to digitize and catalog tobacco-related items, thanks to funding from the Universal Leaf Foundation. Nearly 2,000 cigarette cards and 200 photographs were uploaded to the online collection database.

Valentine Richmond History Center images were included in a variety of publications, including *Faces from the Past: Forgotten People of North America* by James M. Deem, *The Civil War and American Art* by Eleanor Jones Harvey, and *Richmond – One of America's Best Tennis Towns* by Eric Perkins with Tom Hood and John Packet.



A photograph from the Richmond Comes Together: Images of Community Outreach exhibit

Special Events

The first "Community Conversation" of the 2012 series took place on February 2, 2012. Over 125 individuals attended to hear Dr. Michael Blakey review findings and observations from his lifetime of research around race and culture.

The 25th Annual Court End Christmas hosted its largest audience to date. More than 1,000 men, women and children participated in this Richmond holiday tradition. Nine historic sites partnered in the event.

Cocktail parties, carriage rides, and compelling conversations are just a few of the ways the Valentine Richmond History Center is going beyond its steady stream of tours and exhibits.

As part of the Future of Richmond's Past initiative, the History Center collaborated with the Future of Richmond's Past, Leadership Metro Richmond and TMI Consulting to host a series of monthly public meetings in the spring of 2012. These "Community Conversations," are a citywide effort to **engage audiences in a dialogue** about the region's past and how that past can **positively shape our future**. Initial conversations focused on race, the Civil War and civil rights.

Throughout the year, special events, acquisitions, gifts and exhibitions occur and the History Center is always eager to play a part. In 2011, the History Center was proud to accept the gift of the pride flag from the Federal Reserve Bank of Richmond - a gift that reflects the growing diversity, respect and sense of inclusion in our community. The History Center also leaped on the bandwagon - quite literally! - to partner with the Hilton Garden Inn Richmond Downtown to bring the museum's Miller & Rhoads department store delivery wagon back into public view.

As the Valentine Richmond History Center consistently demonstrates, history is not a dusty, boring old book. In fact, in the spring and winter, history is a party! This year, the History Center joined other historic sites in the Court End neighborhood for the third annual Secret Garden Party and the 25th Annual Court End Christmas.

"We're always open to new and interesting ways to get people involved in the vibrant history of our city."

— Bill Martin, History Center Director

Federal Reserve President Jeffrey M. Lackner and PRISM chair David Vairo present the deed for the pride flag to the History Center Board Chairman Dr. Pamela Royal and Director Bill Martin.



In its seventh year, the Richmond History Makers Program honors individuals and organizations making extraordinary contributions to the greater Richmond region. Each spring, the Valentine Richmond History Center accepts nominations from the public, which are then reviewed by an independent committee comprised of past honorees and Leadership Metro Richmond graduates. In the fall, honorees are recognized at a gala event.

2012 Richmond History Makers are:

Creating Quality Educational Opportunities

Dr. Margaret Dabney, founder Richmond Community High School and the Appomattox Regional Governor's School for the Arts and Technology

Demonstrating Innovative Solutions

Joe Doetzer, ElderHomes

Encouraging Regional Collaboration

Regional Hospital Accompaniment Response Team

Improving Social Justice

Virginia Center for Inclusive Communities

Promoting Stronger Communities

ART 180

Richmond History Makers



This program would not be possible without the support of our sponsors, including presenting sponsor Dominion and collaborating partner Leadership Metro Richmond.

A full list of sponsors appears in the Honor Roll of Donors.

Pictured left to right. Front row: Joe Doetzer, Marlene Paul, Dr. Margaret Dabney, Jonathan Zur. Back row: Shawntee Wynn, Stacie Francis, Kristina Vadas



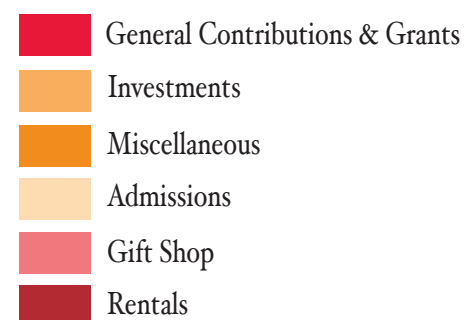
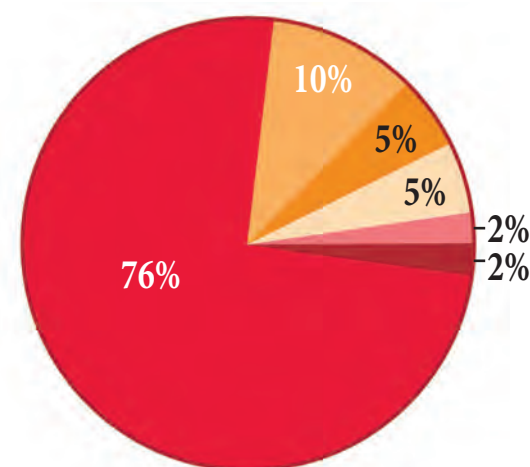
Financial & Development Notes

Exhibitions, educational programs, affordable ticket prices, and acquisitions are just a few of the tangible ways that donor gifts impact and improve the work of the Valentine Richmond History Center.

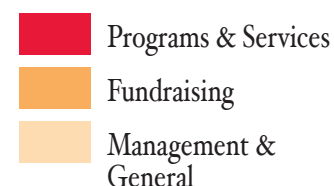
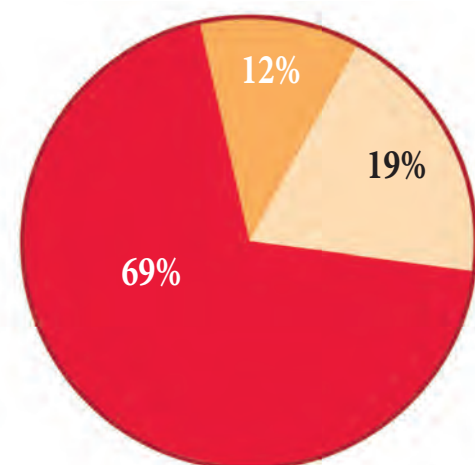
Donor gifts represent a significant portion of our annual budget, and we are profoundly grateful to all of our individual, foundation, and corporate donors. In 2011-2012, the History Center received \$550,138 through 714 donations to its Annual Giving campaign, as well as \$545,855 in other gifts to support education, collections care, tours, and other special projects and programs.

Additionally, we continue our work on the Second Century Campaign, a \$7.5 million capital campaign to renovate the galleries and public spaces, install new exhibits and establish a supporting endowment. Altria Group provided a \$375,000 gift to help fund "This is Richmond, Virginia," the new long-term exhibition that will guide visitors through the city's history from its founding to present day.

FY12 Revenue \$2,695,940



FY12 Expenses \$2,112,263

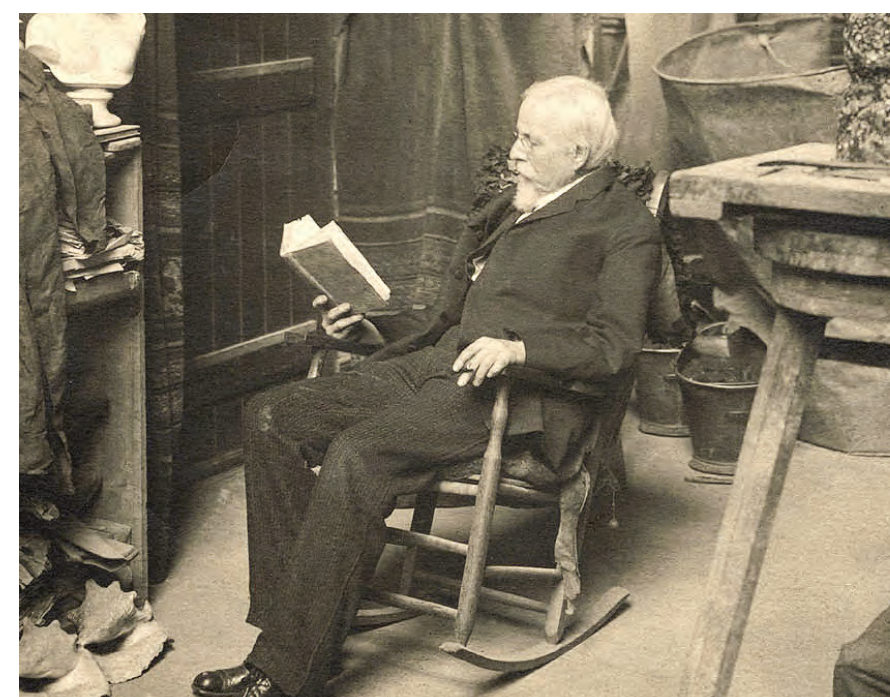


The financial statements were audited by the accounting firm of Meadows, Urquhart, Acree, Cook and Walls, LLP. The Statement of Activities is part of a comprehensive financial statement package. To receive a copy of the audited financial statements, please contact the Finance Office, (804) 649-0711 X335.

History & Organizational Overview

The Valentine Richmond History Center has been collecting, preserving and interpreting Richmond, Virginia's 400-year history for more than a century. Located in the heart of historic downtown, the History Center is a place for residents and tourists to discover the diverse stories that tell the history of this important region.

The Valentine Richmond History Center opened as a private museum in 1898 and over time, it evolved from a general art and history museum to one focusing on the life and history of the Richmond region.



Edward V. Valentine reads in his sculpture studio.

**2011 - 2012
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