

ANNUAL REPORT 2014



the
valentine



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From the Director and Chairman

This year has been a year of renovation, restoration and regeneration at the Valentine as we all kept calm and hammered on.

Our public programs staff continued to serve the region with our education programs in schools. We served more students in our outreach efforts than we did the previous year on-site.

Despite the chaos on the gallery floors below, our curatorial staff provided research access and care for the 1.6 million objects that have been entrusted to us by the community.

Even as the construction fences enveloped the block, our volunteers and visitor services staff never stopped giving tours of the 1812 John Wickham House and the Edward V. Valentine Sculpture Studio. In fact, major new acquisitions were added to the house, and a refreshed interpretative approach was introduced to provide information on the history of the museum and the Valentine family. Weddings, special events and lunches from Sally Bell's Kitchen all continued in the garden.

With the support of The Future of Richmond's Past and TMI Consulting, our "Community Conversations" took us off Clay Street to explore the power of places across the city. From Shockoe Bottom to the Boulevard, we discussed the changing meanings of the city's landscapes.

Bon Secours Richmond Health System and the Hollywood Cemetery Foundation kept us healthy by supporting our Richmond History Tours program. We offered almost 400 public walking tours that took people into undiscovered areas of the region, each with its unique history.

And we did all of this while the renovation continued toward our goal of creating a new museum store and lobby, education center, exhibition galleries and multi-purpose room. These incredible spaces will continue to serve future generations of the Richmond community.

As we progressed through the year and considered all of the new ideas for programs and exhibitions, we came to an important realization. Just like the city we love, this institution is hard to define.

With the support of our Board of Trustees and great research, we knew that we had to reaffirm what we always knew.

We are not just a gallery or a history museum, a historic house, a beautiful green space in downtown or a walk through a Richmond neighborhood.

We are ... plain and simple ... The Valentine.

Hard to define but impossible not to love. We are the keeper of Richmond stories.



William J. Martin, Director



John C. Stanchina, Chairman of the Board

Our mission

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

Our vision

The vision of the Valentine 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.

About the Valentine

2013-14 Board of Trustees

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Henry L. Valentine II

Our top five accomplishments

- Hosted weekly “Hard Hat Happy Hours” that highlighted the Valentine’s renovation progress
- Engaged the community through a successful Community Conversations series
- Reached a greater number of students, teachers and parents
- Embarked on a journey to rebrand and redefine our image
- Created a strategic plan to guide the organization

At a glance: The Valentine

The Valentine 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 Valentine is a place for residents and tourists to discover the diverse stories that tell the history of this important region.

Our own history

Our own story begins with one man’s love of precious artifacts that grew from a collection to a museum ... and evolved into today’s Valentine that illuminates the history and interprets the current issues of our city.

Mann S. Valentine, Jr. made his fortune in the late 1800s with the creation and production of Valentine’s Meat Juice, a health tonic made from pure beef juice and other secret ingredients. Rumored to have started his personal collection of objects with a humble cigar box, Mann eventually amassed hundreds of artifacts. Mann’s brother, sculptor Edward V. Valentine, also loved collecting artifacts and aided Mann in the creation of the Valentine Museum.

The Valentine Museum opened in 1898 as the first private museum in the City of Richmond. Over time, the institution transformed from an art and history museum to one focusing on the life and history of Richmond, Virginia, and its surrounding counties.



We're tearing down... and building: Our renovations

On November 1, 2013, the Valentine officially broke ground for the exciting renovations to bring new light to our Clay Street Campus and to provide new spaces for exhibitions, teaching areas and visitor services. For the first time in three decades, windows and doors along Clay Street will be opened, illuminating the galleries and inviting visitors into the museum.

Bookended by the annual Richmond History Makers Celebrations, the renovations began in October 2013 with a ceremony where we armed the guests with a Sharpie marker and asked them to bid farewell to our walls by scribbling memories, pictures and other anecdotes.

Throughout the year-long renovations, Director Bill Martin provided weekly updates on the progress. Starting on November 1, 2013, he wrote:

So...let the hammers begin. Each Monday until renovations end in October, I will be posting quick updates and a few photos on our renovation progress and on our ongoing programs. We hope that you will join us on this journey.

And post we did. We shared the surprising discoveries, the unexpected challenges and the satisfying rewards of seeing a project come to life.

Additionally, we shared our renovation progress in person – over drinks! “Hard Hat Happy Hours” took place every Wednesday evening to show people the progress and details of the construction.

Along with the building transformation, came change and new developments in our staffing structure. The Valentine is proud to welcome the following new staff members:



Caitlin F. Orrison
Retail and Visitor
Services Manager



Dean Knight
Director of Richmond
History Tours



Welcome home, Sara!

Our new Education Center will be named after Sara D. November, a successful 20th century Richmond-based painter whose work was exhibited at the 1939 World's Fair, at the Corcoran Gallery in Washington, D.C. and elsewhere. She taught art classes at the Valentine Museum and was instrumental in developing the forerunner of the Virginia Museum of Fine Arts. So, imagine our surprise as we tore down layers of wall coverings and discovered a list of artists for a 1930 exhibition that included our very own Sara D. November.

We're walking and talking: Our Public Programs



"Our guide was AMAZING! He was so knowledgeable, not just about Hollywood Cemetery, but many other interesting history facts that connected Hollywood to Richmond history in general."

"Most interesting and informative tour I've taken in years."

The Valentine is so much more than objects behind glass. We offer hundreds of different educational programs for children and learning opportunities for adults, and we deliver those programs in our building, in commercial spots around town, in your child's classroom and on our city streets. Our unique strength lies in our ability to present and interpret an entire city's culture through our exhibitions and programs.

Richmond History Tours

From April to December each year, residents, tourists and students join nearly 400 Richmond History Tours that take them into neighborhoods, cemeteries, theaters and more. However, these tours are anything but your typical "follow the leader, look at this statue and listen to the speech" tour. Quite the contrary! You'll find Richmond History Tour participants walking, riding buses, leading dogs, climbing hills and holding flashlights.

But more important, these tours engage people in discussing and learning our region's history. The Valentine's ever-popular walking tours cover different topics in various neighborhoods throughout the city. Bus tours address a wide variety of subjects: *Historic Cemeteries*, Civil War history and the popular *I Know Richmond: The Bus Tour*. Other tours offer a bit of a twist: *History Hounds* tours invite participants to explore neighborhoods with their dogs, and *Holiday Glitter* features a stroll along Monument Avenue to take in the beauty of the season.

Each year, the *Director's Tours* explore Director Bill Martin's choice of neighborhood and topic, and this year it was the Liberty Trail. The Richmond Liberty Trail launched in April 2013 as a 6.2 mile pedestrian route that connects a number of downtown Richmond's historic attractions. The Trail overlaps the Richmond Slave Trail at Lumpkin's Jail and the African Burial Ground. It winds through neighborhoods such as Jackson Ward, Monroe Ward, Court End, Capitol Square, Church Hill, Tredegar and Brown's Islands, the Canal Walk and Shockoe.



2013-2014 Richmond History Tour highlights

- New tours in 2013 included *Richmond's Historic Theaters* and *Leading Women of Richmond*
- More than 7,500 adults and students participated in Richmond History Tours
- 25 trained guides led the Richmond History Tours. These individuals completed a lengthy Guide School and passed an exam before becoming official trainees, after which they were hired as guides





Education and Public Programs

Over the years, we've realized that young students aren't too interested in which Standard of Learning (SOL) they are building upon in our school programs ... they just care that they are having fun! Bringing history to life is a tenet of the Valentine, and we are proud of the many ways we expanded more than 13,000 children's understanding of Richmond's past through a variety of innovative and exciting educational programs.

As much as we enjoy working with the children through our programs, we also want to enable teachers to do as much as they can in their own classrooms. Thus, we continued to present to regional elementary and secondary teacher groups and Virginia Commonwealth University education students.

It's not just children that we are engaging. The Valentine has an impressive array of programs for adults, too. Nearly 3,500 adults participated in interactive outreach programs, lectures and curator-led tours.

And, we certainly couldn't do what we do without the hard work of volunteers and interns. Thirty-eight volunteers provided more than 2,600 hours, helping us to keep things running smoothly, even during construction. The Valentine provided valuable on-site experience for 17 interns who worked approximately 2,000 hours.

What we taught

- 10 outreach programs to elementary schools and day care centers included: *A Colonial Community*, *African Americans in Antebellum Richmond*, *Children in the House: Growing up in the 1800s*, *Civil War Spies* and *Powhatan Indians* and more.
- Four Era Explorations programs for middle school students: *Richmond in Black, White and Gray*; *The Great Depression*; *Rosie the Riveter: The Home Front During WWII*; and *Segregation/Integration*.
- Nine summer programs: *Flying the Flag*, *Summer Games and Sunday Toys*, and *Party in the House*, among others.



Community Conversations

For the fourth year, the Valentine got people talking about history and the future through our popular "Community Conversations" series. Designed to engage the community in a dialogue about the region's past and how that past can positively shape our collective future, "Community Conversations" is a way for people to see themselves in the history of the region.

This year, we partnered with *Richmond Magazine* to offer five monthly discussions about various Richmond localities. Each conversation featured a panelist from *Richmond Magazine* who created a historical view of the specific location and illustrated how it was molded into the place we see today.

We talked about

- "Shockoe Bottom's Future" with Susan Winiecki
- "Monroe Park" with Harry Kollatz, Jr.
- "Riverfront Development" with Jack Cooksey
- "Transportation on Broad Street" with Harry Kollatz, Jr.
- "Up and Down the Boulevard" with Tina Eshleman

Our students came from*

- 20 public schools in the City of Richmond
- 25 public schools in Chesterfield County
- 21 public schools in Henrico County
- 30 preschool/daycare facilities
- 11 schools from outside Metro Richmond
- 2 Girl Scout troops

*In nearly every geographic region listed above, we had significant growth over last year.

"I loved how interactive it was. The kids got to see games and artifacts I wouldn't have been able to show them in class. It was great!"
(Praise from an elementary school teacher for the program, *Colonial Community*)

We're collecting...and going virtual: Our exhibitions

Special Events

Our year is punctuated with several special events – some long-standing traditions and some newer occasions – and each of them provides unique ways for visitors to connect with our region's history.



We celebrated our 27th Court End Christmas with tours, holiday crafts and other merriment. The event included free admission to our museum – a special offering repeated on Civil War & Emancipation Day and through our Time Traveler's Passport Weekends.

As the Valentine underwent renovations this year, we made a few changes in order to continue bringing our region's history to life. We might have brought the hammers out, but we kept the exhibitions and programs going ... albeit in a slightly different way.

(Traveling) exhibitions and collaborations

Within our museum grounds, we enhanced the Wickham House experience so there was even more to see and understand about life in the



home. The exhibition *Creating History: The Valentine Family and the Creation of a Museum* was re-imagined and re-installed on the second floor. We also decided that if people couldn't see the exhibitions in our gallery spaces during the renovations, we'd take the exhibitions to them. The Public Programs Department "took to the streets" this year, and we were right behind them with exhibitions. At the Greater Richmond Chamber, we installed *Signs of the Times*, a series of photographs of neon signs that graced Richmond's streets through the decades. At the city's new Center for Workforce Innovation, *Richmond Comes Together: Images of Community Outreach*, opened on November 19, 2013.

Additionally, we took our "traveling" one step farther – to the cloud! Striving to be accessible to anyone anywhere, the Valentine joined hundreds of other museums and cultural institutions worldwide to participate in Google Cultural Institute. The Institute, which features an incredible number of galleries at the click of a mouse, hosts eight of our exhibitions, including:

- *A History of Richmond in 50 Objects*
- *History, Ink: The Tattoo Archive Project*
- "What in the World is Happening in this Photo?!" Caption Contest
- *The Wickham House 200: Inspiring New Art Two Centuries Later*

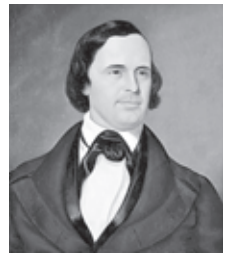
New acquisitions

As the renovations continued throughout the year, we were also working on creating one of our newest exhibitions, *This is Richmond, Virginia*. This exhibition explores Richmond's past and present through a careful selection

of wide-ranging objects. During the renovations, we identified key pieces that we wanted to include in the exhibition.

Here's what we acquired (and what you'll see when you walk through the exhibition):

- Kessee and Parr Crock
- GWR costumes
- Eskimo Pie wrapper
- Richmond Cedar Works Majestic Washing Machine
- NASCAR car fender
- Portrait of Mary Love Scott
- Selected pieces of McClung silver
- Pair of portraits painted by John Toole (pictured above)
- Desk set used by Henry Fairfax
- West End Pharmacy scale (pictured below)



Strategic plan

What's next: Our strategic plan

In the fall of 2013, with hammers pounding in the background, the Valentine embarked on a strategic planning process to help implement our refined focus on how we want people to experience our transformed campus.

It was time to determine how the Valentine, once known as “Richmond’s attic,” would become the region’s “living room,” a place where people learn, live and share in Richmond’s past, present and future.

The process

Working with consultants from Floricane, a wide range of participants (the Board of Trustees, staff and community representatives) came together in a series of meetings and sessions to brainstorm, discuss and strategize how the Valentine would reconnect with the public upon the completion of the renovations. After Planning Teams defined outcomes and developed strategies, the framework was approved. Then key community stakeholders and representatives provided feedback, and the final plan was approved.

The participants

- 31 Members of the Board of Trustees
- Six Board Immersion Program Trustees (young professionals in a pilot program that provides them with board experience)
- 16 staff members
- Five community members

Strategic principles

As the participants discussed the strategy of the Valentine, some common themes and principles emerged that became the heart of the planning document and served as a framework for conversations over the next several years. Four key themes were:

- Make the Valentine’s campus visible, energetic and vital to Richmond’s visitors and residents alike
- Strengthen our reputation as a significant contributor to conversations about Richmond’s future and have a clear voice that speaks to the entire community
- Ensure that the Valentine’s legacy is sustainable and strong
- Build on our collections in ways that capture Richmond’s history and strengthen our voice as we share that history with the world

Strategic recommendations

Eighteen recommendations emerged from the group’s work that specifically addressed visitor experiences, community relationships, fundraising, exhibition growth and organizational development.



Richmond History Makers

In its ninth year, the **Richmond History Makers** pays tribute to everyday citizens and outstanding organizations that make significant contributions to the greater Richmond region. Honorees were celebrated at a gala reception and awards ceremony on October 15, 2013, the eve of breaking ground for the renovations. The 2013 honorees were:

Harriet Scruggs

Creating Quality Educational Opportunities

Nicole Anderson Ellis

Demonstrating Innovative Solutions

Smart Beginnings Greater Richmond

Encouraging Regional Collaboration

Janet Eddy, MD

Improving Social Justice

The Middle College Program

Promoting Stronger Communities

The **2013 Richmond History Makers** was presented by Dominion and supported by many other generous donors and sponsors.



Congratulations to us!

We strive every day to engage and educate people by bringing history to life – and tying it to our present – through our exhibitions, programs, events, tours and more ... and we're thrilled to be recognized for our work!

Virginia Living magazine voted the Valentine the Best History Museum in the central Virginia region. (May 2014)



Style Weekly awarded the Valentine as the “Best Way to End Up in a Museum 50 Years from Now.” Unique, indeed, but very true. Our monthly “Community Conversations” are not just to share information about an area of Richmond but also to gather information. To do so, we ask participants to write their first memories of neighborhood, thereby preserving some of these glimpses into the past, which is ever more critical with the decline of diary and letter writing.

Style Weekly also awarded the Valentine “Best Use of Kickstarter” for our innovative way to help fund our latest acquisition: a fender that came off when NASCAR driver Rusty Wallace hit the wall at Richmond International Raceway. One more way we’re pushing the boundaries of how museums do things.



In a public poll, the Valentine and the 1812 John Wickham House were voted #46 out of 100 in the Virginia Center for Architecture's exhibition titled *Virginia's Favorite Architecture* which opened on Thursday, April 10, 2014.

Richmond Region Tourism bestowed its Chairman's Award for 2014 to the Richmond Liberty Trail Planning Committee. Valentine staff Bill Martin and Domenick Casuccio served on this committee, and numerous other staff and volunteers assisted with the initial painting of the trail in April 2013.

Financial Notes

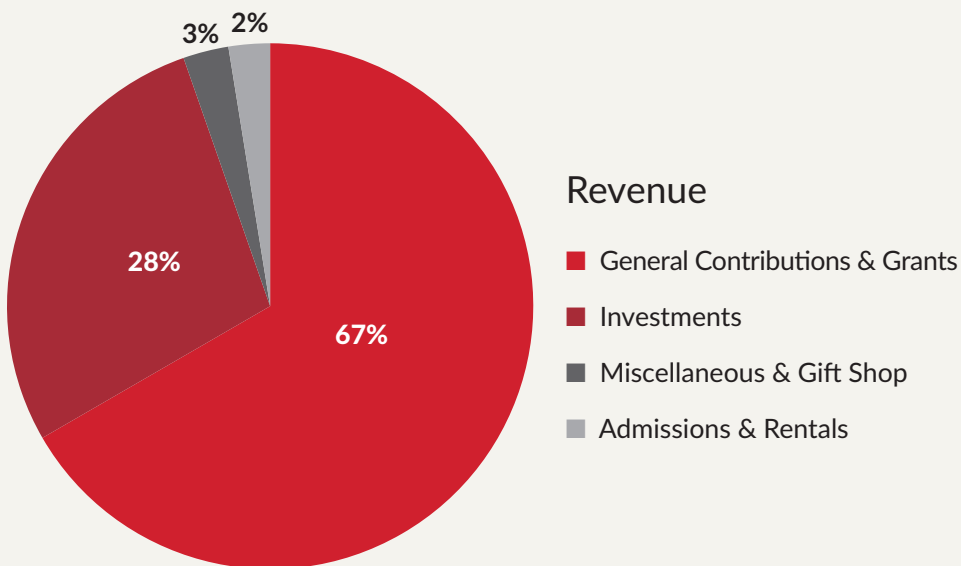
FY 2014 Revenue: \$5,306,347

General Contributions & Grants: \$3,536,955

Investments: \$1,485,874

Miscellaneous & Gift Shop: \$148,522

Admissions & Rentals: \$134,996

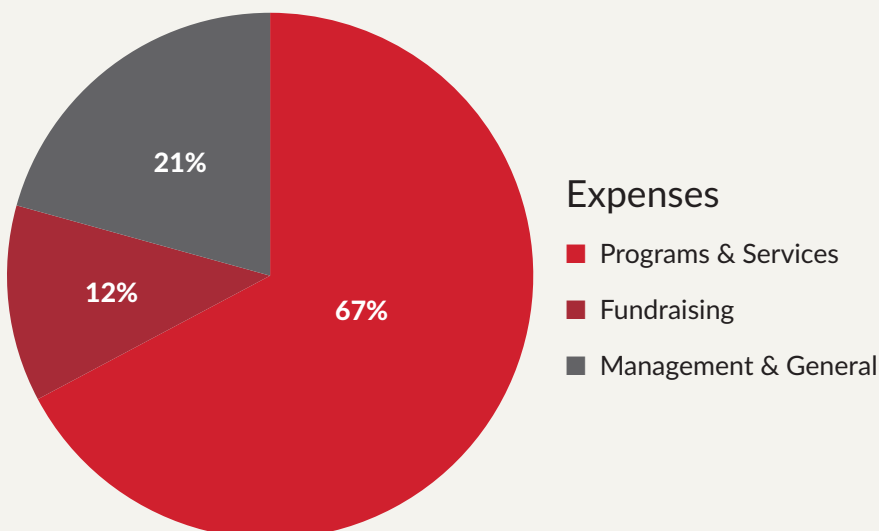


FY 2014 Expenses: \$1,958,544

Programs & Services: \$1,316,547

Fundraising: \$236,682

Management & General: \$405,315



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 at (804) 649-0711 ext. 335.

Notice a new look?

Along with our renovations came a re-branding. It all started with a recommendation last fall when we participated in Altria's CreateAthon. Their team suggested that our name and logo were dated and, given all of the great things we were planning, that our name and brand did not fit.

We approached the VCU Brandcenter to help us with this task. Kelly O'Keefe, who is a VCU Brandcenter professor and a master of re-branding, assigned four small groups of students to conduct field research and present the recommendations on re-branding and revitalizing the Valentine's public image.

Altria Group granted us additional funds for research to conduct focus groups. We tested our previous brand and imagery with groups of Millennials, donors and visitors. From this research, we made the decision to rename and re-brand the Valentine Richmond History Center prior to re-opening. We are now the Valentine.

Helayne Spivak, director of VCU Brandcenter, helped us develop our secondary brand "Richmond Stories." The new brand is contemporary yet classic and our name is versatile.

With the new brand, we are focusing on telling Richmond stories and educating people about the city's past and influencing the future.



1015 E. Clay Street
Richmond, Virginia
(804) 649-0711
thevalentine.org