



ANNUAL REPORT 2015

Top Five Accomplishments



1

"The Valentine"

We are now simply "The Valentine." In fewer than six months, we completed a rebranding study and implemented a new logo and brand identity. Everything old is new again, including our name!



2

Completion of museum renovation (while remaining open!)

We executed a complex renovation of our public spaces ... and stayed on time and on budget! We have new inviting spaces that open our building to the neighborhood and create an accessible and meaningful experience for everyone.



3

Opening of *This is Richmond, Virginia*

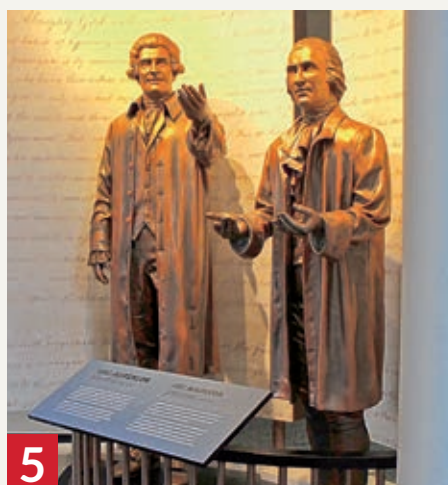
Built around five major themes, the design of our core exhibition allows for the regular rotation of objects from the Valentine's collections.



4

Opening of the Sara D. November Education Center

Since 1902, the Valentine has provided free programs for public school students in Richmond. Thanks to the generosity of Neil and Sara Belle November, we have a great new home for our school programs.



5

Merger with the Council for America's First Freedom

We are now the steward of the new First Freedom Center located at the corner of 14th and Cary streets.

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From the Director and Chairman

What an amazing year! As we look back on this past fiscal year (July 1, 2014 – June 30, 2015), we ought to breathe a moment and reflect on what has been a transformational year at the Valentine. With our supporters, staff, volunteers and trustees, we have created the foundation on which to build the future of the Valentine and the region. For a full year we were a construction site. Today, we are fully opened with new exhibitions and refreshed public spaces. It seems impossible (and bit of a blur) that we accomplished so much this year. We always feature our “Top Five Accomplishments” in the Annual Report, but this year, we can’t possibly narrow it down to just five. In addition to our rebranding, our renovations and the opening of *This is Richmond, Virginia*, here are a few more of our proudest moments:

- Celebration of the 10th annual Richmond History Makers awards program
- Creation of the new Valentine Store featuring locally-made merchandise
- Major acquisitions to support interpretive plan for the 1812 John Wickham House
- Dedication of the Stettinius Community Galleries with the opening exhibition *Made in Church Hill*
- Partnership with HOME (Housing Opportunities Made Equal) for the Community Conversation series
- Opening of *Classical Allure: Richmond Style*, the inaugural exhibition in the Klaus/Reynolds Costume and Textile Galleries
- Conversion to a new collections management system

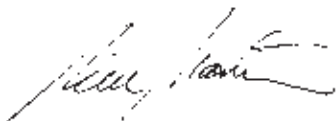
Could we have really done all of this in one year? It is exhausting just reading the list. We did, and it was because of your support! Now we turn to building on our progress: reinventing our revitalized spaces, tours, historic properties, collections and educational initiatives to be useful and respond to the changing needs of our community.

We need to continue to encourage our community to respond to the questions found in *This is Richmond, Virginia*, about how we’re moving forward, how our neighborhoods are changing, who is influencing the future and what are our values.

The Valentine can help answer these questions and inform our decisions. Yes, it’s been a big year at the Valentine, but our real work is just beginning. Currently, the region is at a pivotal point in our relationship to our history. The Valentine must actively engage in these challenging conversations. The Valentine must use its collections, exhibitions and programs to bring creativity and context to decisions that we must make as a community. We must assure that the voices of our past are heard at every table where important decisions are being made.

Today, we are more excited than ever about the Valentine and its important place in Richmond’s past and future.

Best,



William J. Martin, Director



John C. Stanchina, Chairman of the Board

And the Renovations are Complete!



Top Left: Director Bill Martin greets guests at the Capital Campaign Dinner.
Top Right: Stephanie Cardwell visits the *This is Richmond, Virginia*, exhibition.
Bottom: Pam Reynolds and Katie Ukrop visit the new gallery before the Capital Campaign Dinner.

Throughout this past year, the Valentine underwent a major, complex renovation of all of our public spaces. With a goal of bringing new light to our Clay Street Campus and providing new spaces for our exhibitions, public programs and visitor services, the renovations were extensive, but, proudly, we stayed on time and on budget! All new electrical, plumbing and HVAC systems were installed as we continued to provide access for researchers to the collections and for visitors to the 1812 John Wickham House.

Gifts for capital improvements and endowment funds allowed us to take on this transformative project. With guidance from local architects, Glavé & Holmes, and project management by Kjellstrom+Lee, the Valentine connected the 1812 John Wickham House, the Valentine Garden and the Edward V. Valentine Sculpture Studio to three adjoining 19th-century row houses. Tearing down walls and opening up shuttered windows allows for pedestrians to glimpse the exhibitions and for Valentine visitors to enjoy outdoor light.

After the work was concluded, the dust was swept away and the exhibitions were installed, we were ready to unveil the new space. And we did, with a bang: an entire week devoted to celebrating the (new) Valentine!

The renovations and opening week activities were generously supported by corporations, foundations and individual donors. Lead sponsors included Dominion Resources, Altria Group, Capital One, WestRock Foundation, Bon Secours Richmond Health System, *Richmond Times-Dispatch*, WRIC 8 News, *Style Weekly* and many others.



Opening Week: Monday, October 20 – Saturday, October 25, 2014

Monday: Capital Campaign Dinner

We welcomed our Second Century Campaign donors and supporters to this dinner, complete with a champagne toast and music by Colin & Caroline, followed by dinner and music by Doug Kellner and his trio.

Tuesday: 10th Annual Richmond History Makers Celebration

See sidebar feature at right.

Wednesday: Grand Re-Opening Celebration

The band Rockfish Willie entertained the Valentine's donors and friends in the big tent outside. Everyone enjoyed great music, food and drinks while exploring the new museum!

Friday: Exclusive Member Preview Party

All Valentine members enjoyed a sneak peek of the galleries and the renovations before they opened to the public. WRIC 8 News did a live broadcast from the party, and Happy Go Lucky Band performed on the Gray Family Terrace.

Saturday: Grand Re-Opening Festival

Street party! We celebrated the opening of the Valentine with friends, music, food and art. Local musical favorite Susan Greenbaum performed on Clay Street, as did the Richmond Ballet's Minds in Motion Team XXL. A host of food trucks offered great food options, and Studio Two Three used a steamroller to print oversized maps of Richmond. The museum was free to all that day!

Top Left: Richmond Ballet's Minds in Motion Team XXL performs on Clay Street at the Grand Re-Opening Festival.

Top Right: Maggie Bowman, Josh Epperson and Molly Szkotak attend the Grand Re-Opening Celebration.



For 10 years, we have recognized individuals and organizations that are improving the quality of life in the greater Richmond region. A decade ago, the Valentine partnered with Leadership Metro Richmond and other corporate sponsors to pay tribute to everyday citizens and outstanding organizations that make significant contributions in our lives. Last year, we honored the Richmond History Makers on the eve of the renovation groundbreaking, and this year, we were delighted to celebrate these amazing individuals and organizations in our new museum space during Opening Week.

In 2014, the Richmond History Makers were:

Dorothy S. Gallimore,
Executive Director of Coal Pit Learning Center
Creating Quality Educational Opportunities

Richmond Cycling Corps
Demonstrating Innovative Solutions

CARITAS
Encouraging Regional Collaboration

"Miss Community" Clovia Lawrence,
Founder of Rolling for Freedom
Improving Social Justice

Robert (Bob) S. Argabright, III
Promoting Stronger Communities

Our Exhibitions

Over the years, the Valentine has made a transformational change from being “just a museum” to being a space for engagement, conversation and learning.

We’re committed to using our comprehensive collections in provocative and bold ways to engage visitors in public dialog about important urban issues. What better place to do this than our new, welcoming spaces? Following the renovation, the Valentine opened our doors to a series of impactful and interesting exhibitions.

Online Exhibitions

Last year, the Valentine proudly released several exhibitions via Google Cultural Institute, and this past year, we released six more to the online space:

- *Richmond Comes Together: Images of Community Outreach*
- *Disciples of Vulcan: Examining the Oregon Hill Community*
- *Manchester: From Sister City to South Richmond*
- *Please Enjoy the Show: Images of Richmond Theatre*
- *Wickham House 200: Inspiring New Art Two Centuries Later*
- *Stop, Drop and Roll: Firefighting in 20th-century Richmond*

Visit these exhibitions online at thevalentine.org/exhibitions/online

Top Left: The Richmond City Seal Bas Relief (V.89.99.03 Gift of City of Richmond, Department of Public Works) is ready to be installed in the *This is Richmond, Virginia*, exhibition.

Bottom Left: Decorative artist Nancy Beck paints the 1856 map of Richmond on the gallery floor.



This is Richmond, Virginia

The Valentine’s core exhibition opened to the public on October 25, 2014 in the main history gallery. Curated by Valentine staff David Voelkel and Meg Hughes, *This is Richmond, Virginia*, goes beyond the story of the city’s connection to America’s founding fathers and explores important subjects such as the slave trade, civil rights and poverty in the city.

This is Richmond, Virginia, explores five key themes: Why the fall line? Where do we live? What do we produce? Who has a voice? and What do we value? The exhibition will evolve over time as new acquisitions are added and rotated to provide different insights.



Made in Church Hill

The first exhibition in the new Stettinius Community Galleries was *Made in Church Hill*, a collaboration with VCUArts, University of Richmond, CHAT and others, which documented the lives of many residents in Church Hill and the changes the neighborhood has experienced. This mix of oral histories and photographs was on view January - June 2015.

Top Right: Joan Gates attends the *Made in Church Hill* opening reception.

Bottom Left: CHAT students participate in a history harvest of Church Hill.



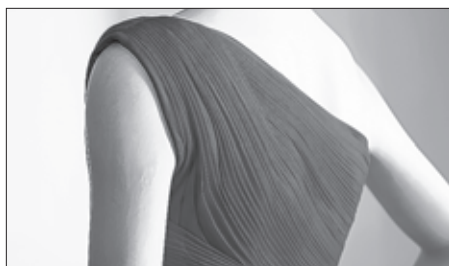
PHOTO BY TERRY BROWN

Beard Wars

According to the old adage, everything comes back around again. This was well-illustrated through the 23 side-by-side comparison portraits of Civil War generals and present-day members of the RVA Beard League who were photographed by Terry Brown. *Beard Wars* opened March 26, 2015 and marked the sesquicentennial of the end of the American Civil War while also highlighting the recent return in popularity of men's facial hair – something we all see every day here in Richmond.

Top: Photographer Terry Brown peruses the exhibition.

Bottom: RVA Beard League Member Shawn Morgan



Classical Allure: Richmond Style

On April 30, 2015, the Klaus and Reynolds Costume and Textile Galleries welcomed *Classical Allure: Richmond Style*, an exhibition illustrating the influence of classical motifs from Greek and Roman dress on Richmond's wardrobes and fashions through the ages. Inspired by the four Roman goddesses represented on the Virginia state seal, the exhibition explored themes embodied by Libertas, Virtus, Ceres and Aeternitas. On view were garments from famous designers, fashions worn by prominent Richmond women and garments sold in Richmond department stores.

Top: VCU student Zoë Pulley poses with a model wearing her classically-inspired fashion creation.
Bottom: Evening Gown, Dorothy McNab (detail), 1960s, V.2007.38.04, Gift of Mrs. Walter Rice.



The Council for America's First Freedom Merges with the Valentine

On January 15, 2015, the First Freedom Center opened to the public as a newly merged organization between the Council for America's First Freedom and the Valentine. The Valentine manages this 2,220-square-foot space, which features exhibitions that delve into America's experience with religious freedom – from its European roots through today – and reminds us of the importance of this basic freedom. It is located in a prime, street-level spot downtown at the corner of 14th and Cary streets.

Top: Exterior of the Valentine First Freedom Center.

Bottom: A Thomas Jefferson impersonator and Rabbi Yossel Kranz at the First Freedom Center opening.

Our Public Programs



Some of the best learning experiences happen through talking, listening, playing, interacting, engaging and walking. The Valentine creates programs that reach students (children and adults alike) in just those ways.

Student Programs & Tours

During the museum renovation, our Public Programs team took to the streets (and went straight to classrooms) to ensure that area children still had access to the Valentine's wide array of educational programs. As Director Bill Martin admitted, "upon returning to our 'new' home, we were concerned we would lose a few participants who had enjoyed the programs coming to them." On the contrary! Our participant census grew this past year as the Valentine offered long-standing favorites alongside new programs.

By the Numbers: The Programs We Offer and the Students We Serve

- **18,036** participants in school and special summer programs
- **Nine** elementary school programs including *A Colonial Community*, *Children in the House*, *Greek by Design* and *Hear ye Richmond!*
- **Four** middle school programs including *Richmond in Black, White and Gray*, *Rosie the Riveter* and *Segregation/Integration*
- **Five** badge programs offered to the Girl Scouts of Central Virginia (the Valentine is now a community partner with the Girl Scouts) plus a custom "Valentine" patch
- **18** schools from City of Richmond, **30** from Chesterfield County, **21** from Henrico County, **2** from Hanover County, **50** private schools, preschools/day care facilities and camps and **14** schools from outside of the Richmond region all experienced at least one Valentine program
- **Nine** special summer programs including *Buzzing About Neon*, *Summer Games* and *Sunday Toys* and *Figures of Freedom*
- **Five** new Homeschool History programs
- **3,144** participants in student tours
- **2,671** attendees in the Interactive History Adult Outreach programs
- **Two** new adult programs developed this year: *Cabinets of Curiosity* and *Soul of a Community*



All classes are designed to support the Commonwealth of Virginia's Standards of Learning for History and Social Science, English and Visual Arts.

In addition to a vast array of pre-K–12 student programs, the Valentine also offers programs and curator-led tours for adults, plus presentations for university students and teachers. Staff from the Valentine presented to Virginia Commonwealth University and Mary Washington University, and welcomed University of Richmond and William and Mary students. Local secondary and elementary school teachers conducted Professional Development days at the Valentine, which ignited an interest in them to return with their students.

Top Left: Students from John Rolfe Middle School visit the Valentine.

Top Right: Oliver Hughes decorates a paper beard during Civil War & Emancipation Day.

Bottom: Students examine a washboard during a school program.



Volunteers and Interns

The Valentine couldn't operate as it does without the dedication of our volunteers and the help of our interns. Thirty-two volunteers gave more than 2,100 hours of service this year, and we are heartily grateful. As part of our Volunteer Program, we arranged for a bit of a collaborative experience: a fall bus trip to Mount Vernon for special tours and meetings with their volunteers, so volunteers could learn and share.

Our 19 college interns hailed from colleges and universities from across the country and logged 2,700 hours, as they helped with a variety of projects. The Valentine continues to provide valuable on-site experiences for students majoring in any field including Museum Studies, History and Fashion Merchandising.



Top: Summer interns with director Bill Martin and donor Steve Rula.
Bottom: John and Diane Anderson volunteer during the Richmond History Makers Celebration.



Richmond History Tours

The ever-popular Richmond History tours expanded! New this year included: *Richmond Beer Industry*, *Halloween History on Hanover*, *Murals and History of Jackson Ward* and new bike tours in Windsor Farms and Byrd Park. Several other tours were revised, including *Ironfronts to Highrise: The Sky's the Limit*, *Holiday Glitter: Monument Avenue After Dark*, *Scott's Addition*, and *Highlights of the Lower Fan*. The beloved History Hounds tours found dog owners walking all through Church Hill, Hollywood Cemetery, Bryan Park and Forest Hill.



Top: Dogs take a break during the *History Hounds Explore Hollywood Cemetery* tour.
Bottom: Guy Horsely leads a *City Center Walk*.



Community Conversations

In its fifth year, the Community Conversations series explored six Richmond neighborhoods that are undergoing significant population and demographic shifts. We partnered with HOME (Housing Opportunities Made Equal) and invited neighborhood leaders to share insights into the evolution and change going on in our city. As part of the conversation series, we led bus and walking tours of Highland Park, Barton Heights, Carver, Manchester, Church Hill and Forest Hill.

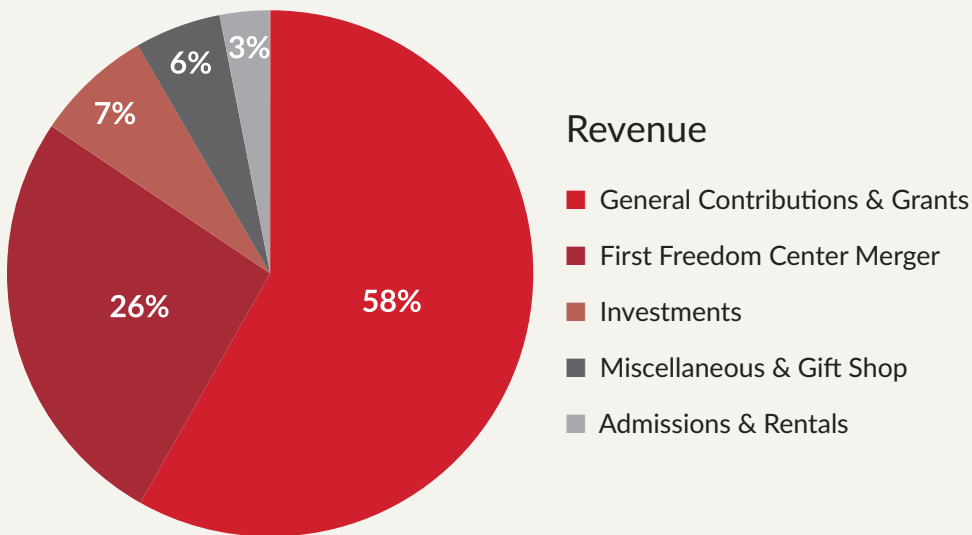


Top: Group discussion during the Community Conversation about Church Hill in February 2015.
Bottom: A participant reviews *Richmond Times-Dispatch* articles relevant to the neighborhood topic.

Financial Notes

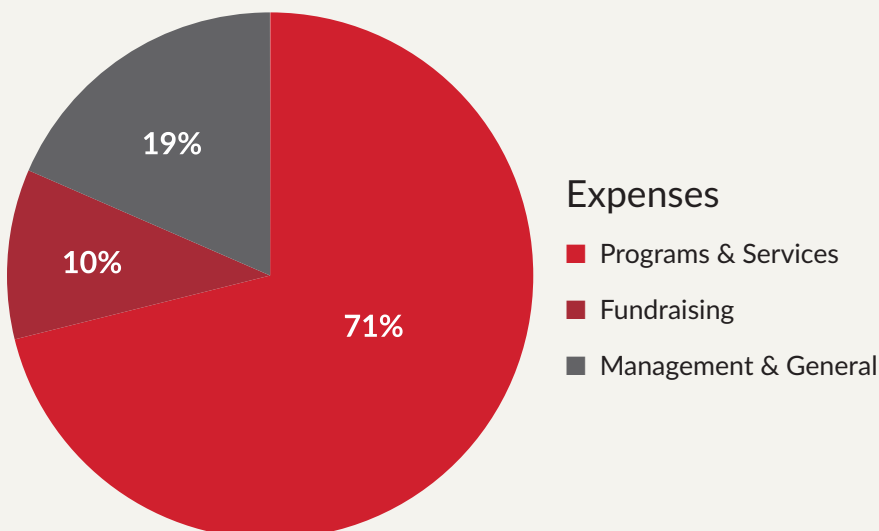
FY 2015 Revenue: \$5,727,258

General Contributions & Grants:	\$3,333,441
First Freedom Center Merger:	\$1,503,265
Investments:	\$411,383
Miscellaneous & Gift Shop:	\$303,136
Admissions & Rentals:	\$176,033



FY 2015 Expenses: \$2,432,457

Programs & Services:	\$1,729,675
Fundraising:	\$253,867
Management & General:	\$448,915



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.

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