

ANNUAL REPORT 2016



Top Five Accomplishments



1

Building relationships within the Latino community

Through a growing partnership with Sacred Heart Center and the Jackson Foundation, we offered two bus tours in Spanish to our Latino friends and neighbors and began a collecting effort in preparation for the upcoming 2017 exhibition *Nuestras Historias: Latinos in Richmond*.



2

Creating a curated music series

It was a small and simple idea for the Valentine to feature local musicians along with delicious food and local beer in our garden. With funding from the Carpenter Foundation and Richmond CultureWorks, *Music in the Garden* was born and celebrated a huge success in its inaugural year.



3

Curating our Lower Level Gallery

The Lower Level walkway hosted two compelling exhibitions: *Edith Shelton's Richmond* presented by Universal Leaf Foundation and *Faces of Freedom, Stories of Service* presented by Dominion.



4

Welcoming the 2015 UCI Road World Championships

As the host city of the 2015 UCI Road World Championships, we thought it was the perfect time to highlight Richmond's long history of bicycling as a mode of travel and leisure. *In Gear: Richmond Cycles* opened in August just before the Championships in September. Photo: Darl Bickel/Times-Dispatch



5

Installing a new floorcloth

Curator David Voelkel partnered with decorative arts painter Nancy E. Beck to create a replica floorcloth for the 1812 Wickham House. The floorcloth gets us one step closer to completing our new interpretive plan of the historic home. The new floorcloth was generously supported by the Jeanann Gray Dunlap Foundation, Mrs. June H. Guthrie and Mrs. Rita Smith.

ANNUAL REPORT 2016 CONTENTS

From the Director and Chairman | 1

Special Events | 2

Exhibitions | 4

Programs | 6

Annual Giving Contributions | 8

Financial | 17

IMAGES

Front Cover (Clockwise from top): *This is Richmond, Virginia*, Darl Bickel/Times-Dispatch; Paula Buckley, U.S. Marine Corps 1981-2001, Mark Mitchell; Fulton Hill, Richmond City, June 2014, Alyssa C. Salomon; 1812 Wickham House, Darl Bickel/Times-Dispatch

Back Cover (Clockwise from top): Edward V. Valentine Sculpture Studio; Leather Jacket worn by Thomas Barnett, ca. 1990, IL.2016.08, Loan from Thomas Barnett; 6th Street Market, May 1955, Edith K. Shelton, V.91.42.2462; Henry Lee Valentine and friend, Late 19th-century, Homeier & Clark, V.61.08.12

From the Director and Chairman

It seems that everywhere we look there is both excitement and apprehension around the direction of our city and our nation – from political elections to changing urban growth and development patterns to renewed conversations about race and equality to continuing transportation and housing challenges.

As we know, these are not new situations or feelings. In the Valentine's own 118-year history, we have seen a lot. In changing times, it is essential to have places like the Valentine to engage, educate and challenge us to take a fresh look at our past and find the threads that have held us together and inspired us.

Our vision is to be the “source for experiencing Richmond's history – using it to inform the present, and to shape the future.” Because of your support, the Valentine provides the strong community voice that reminds us of the fundamental values and principles that (in spite of the serious bumps along the way) ultimately guide our decisions.

Over the past year, our mission has been clearly reflected in the programming, exhibitions and collections that we've developed in our recently renovated spaces.

There's a proverb – “There is nothing new under the sun” – which reminds us that everything has some tie to the past. The stories we preserve at the Valentine confirm this adage, but also assure us that, even in the most difficult and confusing times, in this history we can find the foundations on which to build.

Best,



William J. Martin, Director



Charles N. Whitaker, Chairman of the Board

Our Mission | Our Vision | Our Guiding Principles

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.

Our Guiding Principles

The principles that will guide the decisions of the organization include:

- Exceeding accreditation standards.
- Acting in a fiscally responsible manner.
- Being inclusive.
- Being proactive, outreaching and customer-focused.
- Acting as a good community partner.
- Being creative and embracing an entrepreneurial spirit.
- Being ethical.
- Being accountable – measuring outcomes and impacts.
- Being good stewards of entrusted resources including the organization, funds and collections.

Special Events | Celebrate & Cultivate

Concerts, carriage rides and community celebrations are hallmarks of the Valentine's annual calendar. As our public programs and exhibitions flow through the year, special events highlight each season – in new ways and as long-held annual traditions.



Richmond History Makers

The Valentine has been celebrating local stars for more than a decade. Each year, we recognize and honor individuals and organizations that are improving quality of life in the greater Richmond region. In partnership with Leadership Metro Richmond and other corporate sponsors, Richmond History Makers pays tribute to everyday citizens and outstanding organizations that make significant contributions to our lives.

At our 11th Annual Richmond History Makers, we honored:

**GRASP - Great Aspirations
Scholarship Program, Inc.**
*Creating Quality Educational
Opportunities*

WRIR-LP 97.3 FM
Demonstrating Innovative Solutions

The Greater Richmond Age Wave
Encouraging Regional Collaboration

**Ana Edwards, Sacred Ground
Historical Reclamation Project**
Improving Social Justice

**Darcy S. Oman, President Emerita,
The Community Foundation**
Promoting Stronger Communities



(From left to right) Back Row: Darcy S. Oman, Jesse Q. Oremland, Paula Buckley, Elizabeth E. Heggie Front Row: Carol Olson, Ana Edwards, E. Ayn Welleford, MSG, PhD, AGHEF, Thelma Bland Watson, Ph.D. Photo: Darl Bickel/Times-Dispatch



The Sound of Music

On Thursdays in June, the traditional sounds of jazz, classical and gospel – along with the newer sounds of kroncong (traditional string-band music of Indonesia) and a wild one-man band – floated through the Valentine's historic garden. *Music in the Garden*, a free concert series, paired performances by individuals and ensembles to bring diverse audiences together at one venue. Each concert featured local food vendors and a brewery, so the party was complete!



Open Houses: 29th Annual Court End Christmas & Time Travelers Passport Weekend

In an annual December tradition nearly three decades old, the Valentine and the 1812 Wickham House joined ten historic downtown sites to host free holiday open houses, guided tours, children's activities, carriage rides, musical performances and special guest appearances. However, the holidays weren't the only time the Valentine opened its doors for an admission-free weekend. In March and September, tourists and



locals alike were invited to discover the area's treasures, spanning 400 years of history and including the homes of John Marshall, Jefferson Davis, Major James Dooley and our own John Wickham, among others. Visitors who presented a Time Travelers Passport were offered complimentary admission to Agecroft Hall, The Branch House, Poe Museum, the Valentine and many others.

Top Left: Kenneka Cook performs at *Music in the Garden*.

Top Center: Children dressed in holiday attire enjoy the warm temperatures during *Court End Christmas*. Photo: Davon Artis

Top Right: Visitors enjoy complimentary admission during the *Time Travelers Passport Weekend*. Photo: Robert Thomas

**What people
are saying...**

"A 19th Century Lookback: I've lived in Richmond for about 20 years, but this is the first time we visited this landmark. If you love history, then this will be a good one to visit and share with friends. The Wickham House's architecture itself is worth seeing as it is close to one of a kind ... many items [in the exhibitions] will bring back great memories for anyone familiar or who had grown up in the area."

— TripAdvisor review, 2016

Exhibitions | Collect & Interpret

Today's Valentine is a place to spark conversation and to absorb new perspectives while learning how our city has evolved. At the heart of this engagement is our collection and exhibitions. We take inspiration from what's affecting and influencing Richmond today to seek out ways to document and to explore topics ranging from families to identity to the changing urban landscape. As we continue to build our collection, we are building relationships with Richmond's communities to ensure that everyone is reflected within the Valentine's holdings.



In Gear: Richmond Cycles

Aug. 28, 2015 – Jan. 3, 2016

While the 2015 UCI Road World Championships catapulted everyone's passion for bicycling to a new high, *In Gear: Richmond Cycles*, showed just how much of a cycling town Richmond has always been. On view in the Stettinius Galleries, *In Gear* included photographs, advertising art, bicycles (including a late-19th century "penny farthing" bike), cycling outfits and interactive features. To connect Richmond's cycling past with its future, the exhibition featured interviews with contemporary Richmonders from many diverse neighborhoods, who shared their cycling stories in a special media wall projection.



Edith Shelton's Richmond

Dec. 4, 2015 – May 8, 2016

In keeping with the Valentine's vision to explore the topics of change and transition in our region's history, we brought a hidden gem to the gallery walls. *Edith Shelton's Richmond* featured street photographs from the 1940s to the 1970s capturing everyday moments, people, houses and city life in Richmond's neighborhoods, many of which would be unrecognizable today due to road construction and redevelopment. For decades, Edith Shelton wandered around neighborhoods in transition – Jackson Ward, Carver, Shockoe Valley – armed with her camera. Her collection was donated to the Valentine in 1991.



A Chicken in Every Plot

Jan. 28 – Sept. 5, 2016

As the backyard chicken movement continues to grow in Richmond (mirroring the national trend), photographer Alyssa C. Salomon explored how residents are coexisting with their chickens. *A Chicken in Every Plot* captured that relationship in the Stettinius Community Galleries with 40 of Salomon's photographs, plus additional objects from the Valentine's collection. The photographs illustrated the variety of modern approaches to tending urban chickens – including coops in Woodland Heights, Fulton, the Far West End and even the Executive Mansion.

Top Left: *In Gear: Richmond Cycles*, Photo: Darl Bickel/Times-Dispatch
Top Center: Arch and 2nd Streets, Gamble's Hill, May 1956, Edith K. Shelton Collection, V.91.42.23
Top Right: Henrico County, April 2014, Alyssa C. Salomon

What people are saying...

"Today, I say good-bye to a close friend preparing for a year deployment to Afghanistan. This moment reminded me of our visit to [The Valentine's] exhibition Faces of Freedom, Stories of Service. This exhibition featured photos of local veterans holding photos of their younger selves prior to their own deployment. Although I don't know any of the featured men or women, I could relate to each of their stories."

— Instagram post, 2016



The Virginia Man: Respect, Responsibility, Rebellion

May 6, 2016 – Jan. 29, 2017

The second annual exhibition in the Nathalie L. Klaus and Reynolds Family Galleries illuminated a number of complicated – and competing – stereotypes about Southern masculinity. Throughout history, Virginians, and Virginia itself, have balanced opposing perceptions of northern and southern, industrial and pastoral, cosmopolitan and provincial. And as shown through this collection of menswear, the character of the Virginia man is an equally complex one.

The Virginia Man: Respect, Responsibility, Rebellion showcased a variety of costumes and textiles centered on three masculine ideals. Featuring a punk rock leather jacket, Robert E. Lee's boots, dressing robes, smoking hats, basketball jerseys, hunting attire, work attire, bespoke suits from historic moments in time and a surprise ending of a drag queen's ensemble, *The Virginia Man* demonstrates that we all take notice of what men are wearing.



Faces of Freedom, Stories of Service

May 12 – Nov. 20, 2016

Images and text were paired to share military veterans' perspectives in the Valentine's collaborative project with Richmond photographer Mark Mitchell. A Navy veteran, Mitchell photographed veterans who served from WWII through today and explored how their military service shaped their lives and values, as well as the successes and struggles of re-acclimating to life back home.

Top Left: A member visits *The Virginia Man*.

Photo: Steven Casanova

Top Center: Gary Laroche, U.S. Navy 1983-2006, Mark Mitchell

Top Right: Decorative artist Nancy E. Beck paints the new floorcloth for the 1812 Wickham House.



Acquisitions: What's New?

In October 2015, with the addition of a replica floorcloth, the Valentine moved one step closer to recreating the Wickham house that would be recognizable to original homeowners John and Elizabeth Wickham. Original floorcloths are a rare find, as they are most always worn out. So, an existing small remnant of the Wickham floorcloth was especially valuable and provided the basis for recreating the floor covering's "tumbling block pattern." Local artist Nancy E. Beck was able to determine the floorcloth's original colors, pattern and finish from the fragment. Then, she set out to prepare and paint the canvas to give the effect of oak-grained wooden blocks. On October 5, the replica floorcloth was installed in the Anteroom and Hall.

Other notable acquisitions include the massive, wooden sporting gun that hung outside the Watkins-Cottrell Company store on 14th Street; an 1880s child's mourning dress; a photograph of actor Warren Beatty on a swing as a child in his Northside neighborhood; and an 1940s fundraising flyer from the National Association of Ministers' Wives.

**What people
are saying...**

"The exhibition on men's clothing in Virginia was outstanding and worth the admission cost itself. Where else will you get to see a vintage leisure suit, tailored by Franco Ambrogi, no less? Pieces reflect a worthy cross-section of Richmond clothing businesses over the years."

— Facebook review, 2016

Programs | Learn & Grow

The Valentine has long believed that some of the best learning experiences happen through talking, listening, playing, interacting, engaging and walking, so we've designed our public education programs to reach students (young and not-as-young!) in those ways. In recent years, we've demonstrated that commitment through our building renovations, new program development and special offerings. We've also shown agility in how we respond to needs, grow what's working, and adapt what isn't yielding results. And each year as we do this, our public programs become stronger.

The Sixth Annual Community Conversations

The Valentine steered the community's focus to the topic of sustainability in this year's *Community Conversations*. By engaging Richmonders in a dialogue about the past, *Community Conversations* aims to shed light on how that past can positively shape our collective future. *ReRVA: Revitalizing, Recycling and Reimagining Richmond* pulled from our current exhibitions and got people talking about how we can grow and thrive with discussions about transportation, housing, historic preservation, urban farming, recycling and public spaces.

Adult Programs

In addition to an array of PreK-12 student programs, the Valentine also offered programs and curator-led tours for adults:

2,149 adults participated in interactive history adult outreach programs.

354 people attended lectures with curators.

538 people toured the 1812 Wickham House as part of a special group.

The Valentine developed two new adult programs this year after listening to feedback: *Congregating Faith* and *Form and Function: RVA Architecture*.

School Programs

More than 14,000 students participated in our school and summer programs, which are designed to support the State of Virginia's Standards of Learning for History and Social Science, English and Visual Arts. The Valentine strives



to make learning fun and to link to what kids are learning – or will learn – in the classroom. We're especially proud when a teacher confirms that "allowing the children to look at other artifacts enhances their experience and comprehension of the past. Many, many thanks for relating so well to the students and allowing us to walk through the museum and garden!"

Specifically, this translates to:

9 Number of onsite and outreach elementary programs that were available to schools and day care centers in the greater Richmond area. Programs included: *A Colonial Community*, *African Americans in Antebellum Richmond*, *Children in the House: Growing Up in the 1800s*, *Civil War Spies*, *Fall Line City History*, *Greek by Design*, *Hear Ye Richmond!*, *Powhatan Indians* and *Whose Hat is That?* The Public Programs department offered free or reduced programs to all Richmond Public Schools and at-risk elementary schools/PreK centers thanks to instructional grants from Target, VCU Medical College, and The Community Foundation.

4 Number of Era Explorations programs for middle school students (presented to 3,190 students). Programs included:

Richmond in Black, White and Gray, *The Great Depression*, *Rosie the Riveter: The Home Front During WWII*, and *Segregation/Integration*.

5 Number of Girl Scout badge programs. The Valentine became a community partner with the Girl Scouts of Central Virginia, and in addition to the programs that fit in with existing Girl Scout badges, we offered a custom Valentine patch.

148 Number of schools served. Schools included: City of Richmond (21), Chesterfield County (33), Henrico County (30), Hanover County (2), private schools and daycare facilities (60), and outside of Greater Richmond (2).

11 Number of summer offerings. Programs included: *Under One Roof*, *In My Own Backyard*, *Buzzing About Neon*, *History Mystery*, *Looked at and Lived in*, *Summer Games and Sunday Toys*, *Hear Ye Richmond!*, *Three Sisters*, *Whatchamacallits & Thingamajigs*, *Whose Hat is That?*, and *Figures of Freedom*.

3,110 Number of participants in student-based tours.

Students from Richmond Public Schools create a craft as part of the *Our Changing Community* program.



Richmond History Tours

Whether by bike, foot, bus or with your canine companion, there's a way to explore and learn about Richmond! Nearly 7,500 people participated in our popular Richmond History Tours. The classic tours (*Highlights of Hollywood Cemetery Walking Tour*, *Along the James Bicycle Tour*, *City Center Walks* and *Original Richmond Walking Tours*) were offered daily, and *History Hounds* explored Church Hill, Hollywood Cemetery, Bryan Park and Forest Hill.

Top Left Above: Guide Kathy Whittington describes a symbol on a grave at Hollywood Cemetery during the *Symbolism and Monument Styles Tour*.

Top Left Below: Director Bill Martin leads a walking tour of Barton Heights.

Top Right Above: Valentine volunteers visit Virginia House in the spring for a guided tour.

Top Right Below: Summer interns with director Bill Martin and donor Steve Rula.



Volunteers & Interns

The Valentine is indebted to our 36 volunteers who gave nearly 1,500 hours of service this year. We could not operate and offer the programs we do without the dedication of our volunteers. As part of our volunteer program, we sponsored a fall bus trip to visit four sites and various neighborhoods in historic Petersburg and hosted a spring appreciation event at Virginia House.

The Valentine is also thankful for another group of people: our impressive college interns. This year, 20 interns from schools far (Loyola University of Chicago, University of Missouri) and near (Virginia Commonwealth University, University of Richmond) served approximately 2,500 hours working on a variety of projects, including event planning, exhibition research and collection cataloging.

What people are saying...

"The museum store merits special mention. It has a quirky, thoughtful, relevant and diverse selection of books and other winning items (like meat juice T-shirts) that you really cannot find in a single place anywhere but here."

— Facebook review, 2016

"We've taken out of town guests on the City Center walking tour on several occasions and find that it gives them a better picture of Richmond than we could do. Try to catch Friday mornings as that is when Old City Hall is open and you can see the colorful lobby. One time I went with a friend who was studying architecture, and she was blown away by the amount of knowledge and history the tour guide brought to life. She still talks about it."

— TripAdvisor review, 2015

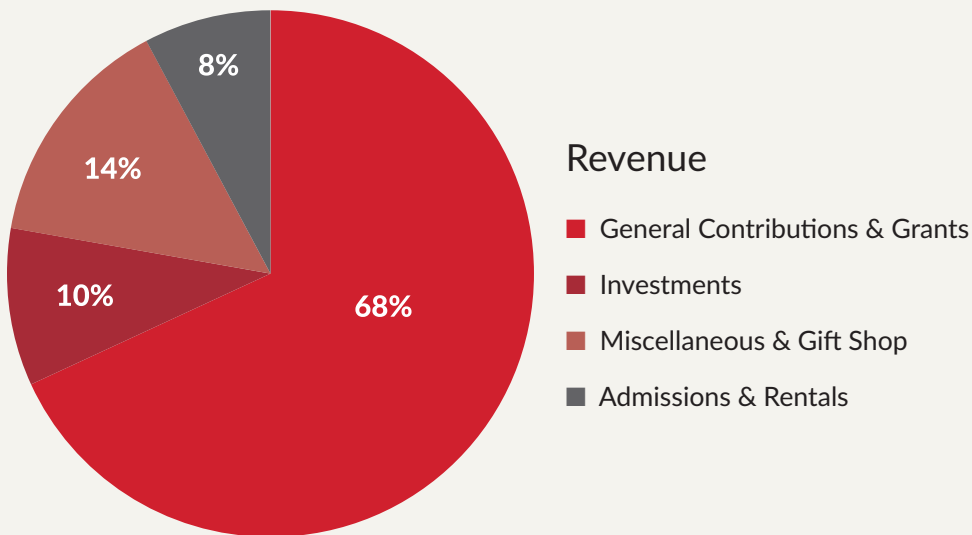
"All I can say is WOW. The tour from start to finish was comfortable, and our guide had the area down cold and spoke with some humor to keep us all interested. I felt like we were transported back to those days. He had a real passion for the area and it showed! The trip is not to miss."

— TripAdvisor review, 2016

Financial Notes

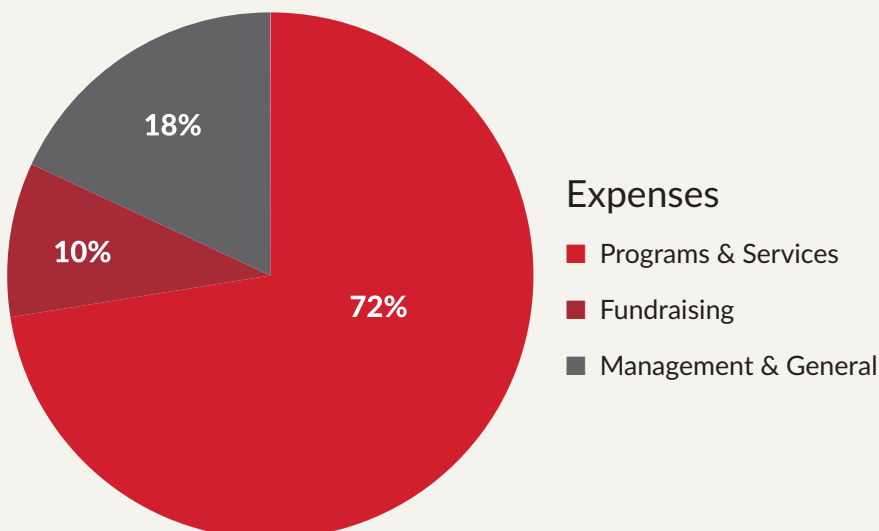
FY 2016 Revenue **\$2,652,335**

General Contributions & Grants	\$1,806,256
Investments	\$256,354
Miscellaneous & Gift Shop	\$382,782
Admissions & Rentals	\$206,943



FY 2016 Expenses **\$2,764,521**

Programs & Services	\$2,003,602
Fundraising	\$262,016
Management & General	\$498,903



The financial statements were audited by the accounting firm of Keiter, Stephens, Hurst, Gary & Shreaves, PC. To receive a copy of the audited financial statements, please contact the Finance Office at (804) 649-0711 ext. 316.

2015-2016 Board of Trustees

Chairman
Charles N. Whitaker

Vice Chairman
Marjorie N. Grier

Secretary
Neil S. Kessler

Treasurer
Scott R. Warren

Assistant Secretary
Elise H. Wright

Assistant Secretary
James V. Meath

Donna O. Cox
Deborah W. Davis
Steven A. DeLuca
Denise P. Dickerson
Thomas E. Goode
Gerald L. Hagen, Jr
E. Ben Howerton
Bruce A. Kay
Justin G. Knight
H. Michael Ligon
Sr. Anne Marie Mack, CBS
Ivor Massey, Jr.
Beth P. Musick
David G. Shuford
Brooks M. Smith
Helayne Spivak
Alfred L. Stratford III
J. Edward Ukrop
Charles S. Valentine III
Thomas B. Valentine
James L. Weinberg
Marilyn H. West
Neely M. Winston

Director
William J. Martin

Ex. Officio
John C. Stanchina

Emeritus
J. Stewart Bryan III
Clarence L. Townes, Jr.
Wallace Stettinius
E. Massie Valentine, Sr.
Henry L. Valentine II

Board Immersion Trustees
Shanelle Calvin
Bethany J. Miller
Bryan R. Portillo
Julie Rosson

