



Discover a Year of Richmond Stories

2019 IMPACT REPORT



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 shape the future.

You Can Quote Us on That

Sometimes, all it takes are a few words from a stranger to realize the true impact of your work.

BlackLiq, a performer at Music in the Garden, was the very first hip-hop artist to take part in our summer concert series. Following his set, this is what he said:



“Playing [Music in] the Garden has been one of the most meaningful experiences I’ve had this year. Being told by so many people how much my words resonated with them really stuck with me. I must also say that I’ve never walked out of a museum feeling the way I felt when I walked out of yours.”

– BlackLiq

During the 2018-2019 Fiscal Year, the Valentine opened three exhibitions and hosted special events and programs for a diverse range of audiences. We continued engaging in important community conversations and hired a new curator of general collections. We also directly impacted a fellow Richmonder by welcoming him to perform and introducing him to our work.

In this report, you’ll find quotes from others who have been inspired, surprised and challenged by the Valentine. As you read their words, we hope that you too feel inspired. Because your support made all of this possible.



Collections & Exhibitions

The Valentine's mission is to collect, preserve and interpret Richmond history. Exhibitions, from reimagining Monument Avenue to a working Collections Lab, are possible because of our unique collection and community partners.

"Thank you for doing this. This exhibition and all of [the designers'] thoughtful ideas gives one hope that as a country there may be reckoning and honesty about our past."

- Visitor to Monument Avenue: General Demotion/General Devotion

"Thank You! Such a wonderful display of thoughts and community and unity."

- Visitor to Monument Avenue: General Demotion/General Devotion

"We have had some great people come by and visit the lab, those who came specifically to see the exhibit and those who wandered in, the thing we most often hear is how they had no idea the work that went into preserving such a collection and how grateful they are to have gotten a chance to learn about the process."

- Lauren Klamm, Costume & Textiles Technician

Richmond History Tours

In the 1940s, the Valentine first began offering neighborhood history tours to returning veterans and community members. Since then, we have continued to provide engaging tours that respond to the the changing needs of the city and represent the diverse experiences of the Richmond community.

"The guide was very knowledgeable, best tour I have been on."

- Tour Attendee

"I don't even know where to begin and how to describe this incredible tour...this is a tour of a gorgeous botanical garden full of art, symbolism, history, and thousands of personal stories to discover. As a native Richmonder, I have been to Hollywood [Cemetery] many times, but I will now go much, much more often."

- Tour Attendee

"We had a lot to discuss after the tour so we learned a lot and found it very interesting"

- Tour Attendee

"Skillfully articulated and lead, knowledgeable, personable — many thanks."

- Tour Attendee

"Outstanding presentation and depth of knowledge; kept the narrative moving"

- Tour Attendee







Student & Adult Programs

We strive to engage, educate, challenge and inspire the diverse residents who call the Richmond region home. Our student and adult programs help us accomplish this ambitious goal by interacting directly with individuals, families, schools and organizations about the complicated and nuanced story of the River City.

"The different stations and activities kept all students engaged. Super impressed by the Valentine and its staff. Will return with students and as an individual."

- Social Studies Teacher at Binford Middle School

"The students were excited about the artifacts presented to them. They brainstormed as a group collaborating and discussing what the artifacts were used for. Many of my students used personal connections to connect life to the lesson taught."

- 4th grade teacher at Blackwell Elementary School

"Well presented, well researched, residents loved it!"

- The Hermitage, Independent and Assisted Living Facility

"Presentation is excellent in content, engagement, and duration."

- City of Richmond Office on Aging

"It's a pleasure to be able to bring visitors and to recommend to visitors that they come to the Valentine and the First Freedom Center to realize how important [religious freedom] is."

- Cynthia Nerden Krumbein, Former Executive Director, Beth Ahabah Museum & Archives

2018-2019 Highlights

4,135

local history buffs took part in **Valentine History Tours**.



18,812

school children enjoyed our diverse **student programs**.



43

images featured in **Developing Richmond: Photographs from the Cook Studio**, only a fascinating fraction of the Cook Collection's approximately 10,000 negatives.

470

local music lovers enjoyed **Music in the Garden**.

40+

public monuments featured in **Monumental: Richmond's Monuments (1607-2018)**, which kicked off our on-going, community-wide discussion about the role of monuments across the city.

66

proposals conceptually redesigning Monument Avenue featured in **Monument Avenue: General Demotion/General Devotion**, including **20** finalists and **4** winners.

1

Collections Lab as part of **Dressing Identity: Caring for Collections and Understanding Ourselves**, which invited visitors to learn first-hand about the curatorial process.



1

Twitter account started to document the adventures of our mascot **Wicky the Wickham House Rat**.

Nearly 400

attendees at the **2019 Richmond History Makers & Community Update**.

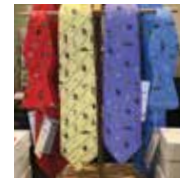
5

Controversy/History events held to engage the Richmond community in conversations that matter.



25

years that **Bill Martin** has served as the leader of this institution.



10

items from our collection featured on the new **Valentine tie** on sale in the Valentine Museum Store.

"You make everything we do possible." - The Valentine Staff & Board

2018-19 Board of Trustees

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The Valentine Consolidated Statement of Activities

Fiscal Year End June 30, 2019

	Without Donor Restrictions	With Donor Restrictions	Totals 2019	2018
Revenues, Gains and Other Support:				
Contributions and Grants	\$970,250	\$2,340,026	\$3,310,276	\$2,129,286
Sales of Deaccessioned Collections	-	20,081	20,081	\$17,850
Admissions	118,012	-	118,012	119,315
Investment Income, Net	85,771	218,917	304,688	343,559
Net Realized and Unrealized Investment Gain	150,394	502,227	652,621	637,319
Net Realized and Unrealized (Loss) Gain, Value of Split-interest Agreements	-	(6,986)	(6,986)	74,131
Gift Shop, net of \$34,018 in 2019 & \$41,437 in 2018	19,367	-	19,367	11,348
Rental Income	87,062	-	87,062	115,763
Special Events, Net	107,359	-	107,359	44,661
Miscellaneous Income	57,469	-	57,469	54,926
Net Assets Released from Restriction	808,400	(808,400)	--	--
Total Revenues, Gains and Other Support	2,404,084	2,265,865	4,669,949	3,548,158
Expenses:				
Program Services				
Curatorial	516,176	--	516,176	629,240
Occupancy	730,894	--	730,894	693,965
Museum Administration	202,736	--	202,736	207,740
Education and Outreach	463,214	--	463,214	428,608
Supporting Services				
Management and General	418,367	--	418,367	408,494
Fundraising	328,603	--	328,603	300,351
Total Expenses	2,659,990	--	2,659,990	2,668,398
Change in Net Assets	(255,906)	2,265,865	2,009,959	879,760
Net Assets at Beginning of Year	9,113,302	15,369,533	24,482,835	23,603,075
Net Assets at End of Year	\$8,857,396	\$17,635,398	\$26,492,794	\$24,482,835

The financial statements were audited by the Keiter accounting firm. 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 x 316.

thevalentine.org | @thevalentinerva
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