



# A Valentine Moment

2019-2020 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.

Cover photo credit: Image of Trenton VV, submitted by his parent to the *Richmond Stories from Richmond Kids Project*, 2019, The Valentine

Inside cover photo credit: 2018, The Valentine

# A Valentine Moment

**Self-guided tours. Outdoor exhibitions. Virtual programs. Delivering workbooks to out-of-school students. Zoom backgrounds of the Wickham House.**

Since we opened our doors in 1898, the Valentine has served the Richmond Region based on the ever-evolving needs of a diverse community. This past year was no exception, although in the midst of a global pandemic, struggles for racial equity and ongoing debates and disagreements across our city, state and nation, we rethought our role as the only institution dedicated to collecting, preserving and interpreting Richmond Stories.

When local schools closed due to COVID-19, we developed virtual programs. When we saw residents cooped up in their homes, we developed self-guided, physically distanced walking tours. When our doors were closed to the public, we installed powerful images in our museum windows.

This is a unique moment – a Valentine moment – and in these pages you will see how our institution continues to rise to the occasion in response to the needs of our shared community.











# Collections & Exhibitions

Amidst the many challenges of the past year, our curatorial team worked even harder to deliver the Richmond community relevant, timely exhibitions while continuing the strategic refinement of the Valentine collection.

**More than 220**

Women's dresses from the 1920s cataloged and photographed.

**2,134**

Ballots cast by visitors for the People's Choice Award in *Monument Avenue: General Demotion/General Devotion*.

**36**

Twitter and Facebook posts created for historic Richmonders who were featured in *#BallotBattle: Richmond's Social Struggle for Suffrage*.

**30**

Oral histories featured in *Voices from Richmond's Hidden Epidemic*.

**1,090**

Objects strategically deaccessioned and transferred to 21 institutions in nine states.

# Programs & Tours

Prior to the pandemic, our education team was hard at work providing engaging tours, programming and outreach opportunities. When in-person programming was paused due to the COVID-19 pandemic, our education team rose to the occasion and continued to serve students and adults across the Richmond Region through innovative distanced learning and virtual experiences.

**10,861**

Students served with in-person programs between July 2019 and March 2020.

**2,147**

Students learned and thought critically about Richmond's many monuments.

**108**

Stories created by Richmond-area students for *Richmond Stories from Richmond Kids*, which documented their ongoing pandemic experiences.

**3,962**

Adults reached through outreach and on-site programs, through March 2020.

**288**

In-person history tours provided to 2,571 attendees prior to the pandemic.

**But that's just a part of the story...**















# Meeting Richmonders Where They Are

In 2020, we adapted our programming, exhibitions and outreach efforts to reach members of the Richmond community where they were. We made this moment a Valentine moment by reimagining offerings and approaches across departments to meet the needs of the people we serve.

**19,000**

Educational activity books provided to Richmond Public School students at meal distribution centers during Spring 2020 school closures.

**35**

Lesson plans and educational videos created for Richmond teachers and shared through our Virtual Valentine platform.

**15**

New virtual student programs developed for Fall 2020 in response to the evolving needs of Richmond's teachers and schools.

**15**

Portraits from *Voices from Richmond's Hidden Epidemic* installed in the museum's windows, creating an exterior exhibit that allowed visitors to remain engaged with the Valentine despite our doors being closed.

**4,400**

Students served in Fall 2020 through newly developed virtual field trips and original video programming.

**7**

Self-guided history tours developed in Summer and Fall 2020, providing Richmonders a safe way to continue exploring the rich history of their city.

**This ongoing work is only possible thanks to your generous support of the Valentine and our timeless mission.**

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# The Valentine Consolidated Statement of Activities

Fiscal Year End June 30, 2020

	Without Donor Restrictions	With Donor Restrictions	Totals 2020	2019
Revenues, gains and other support:				
Contributions and grants	\$1,019,586	\$421,287	\$1,440,873	\$3,310,276
Sales of deaccessioned collections	-	59,110	59,110	\$20,081
Admissions	66,895	-	66,895	118,012
Investment Income, net	72,411	202,626	275,037	304,688
Net realized and unrealized investment gain	67,520	(88,502)	(20,982)	652,621
Net realized and unrealized (loss) gain, value of split-interest agreements	-	(23,503)	(23,503)	(6,986)
Gift Shop, net of \$27,613 in 2020 & \$34,018 in 2019	19,325		19,325	19,367
Rental Income	55,575	-	55,575	87,062
Special Events, net	11,380	-	11,380	107,359
Miscellaneous Income	41,613	-	41,613	57,469
Net Assets Released From Restriction	661,302	(661,302)	-	--
Total revenues, gains and other support	2,015,607	(90,284)	1,925,323	4,669,949
Expenses:				
Program services				
Curatorial	529,585	-	529,585	516,176
Occupancy	767,345	-	767,345	730,894
Museum Administration	223,719	-	223,719	202,736
Education and Outreach	421,043	-	421,043	463,214
Supporting services			-	
Management and General	405,218	-	405,218	418,367
Fundraising	251,531	-	251,531	328,603
Total expenses	2,598,441	-	2,598,441	2,659,990
Change in net assets	(582,834)	(90,284)	(673,118)	2,009,959
Net assets at beginning of year	8,857,396	17,635,398	26,492,794	24,482,835
Net assets at end of year	\$8,274,562	\$17,545,114	\$25,819,676	\$26,492,794

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.





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