



Moments and Momentum

2021-2022 IMPACT REPORT



Moments and Momentum

During the 2021-2022 Fiscal Year, the Valentine experienced many great moments and was positioned for continued growth and sustainability. From new acquisitions to renovations and restorations to the return of in-person student programs, special events and programs – the Valentine continued to engage the community in innovative and meaningful ways.

The following pages highlight the countless moments that make the Valentine a place of inspiration and a chance to rediscover the important objects, big ideas and stories that define our region. Your support made these moments even more special and fueled our momentum as the premier storyteller of Richmond history – thank you!

Collections

Style Weekly

The Valentine added the extensive *Style Weekly* archive to its holdings in September 2021. The donation includes the entirety of *Style*'s photographs, including prints, negatives, slides and digital images, as well as bound issues of the publication from its founding in 1982 to 2016. The collection joins the Valentine's vast holdings related to the Richmond region.

Read on for other acquisition highlights from the past year that affirm the museum's commitment to collecting diverse Richmond Stories.



Cover image: Dinwiddie County Public School students visit the Valentine, Spring 2022; Page 2: Big Gig, early 1990s, photo by Scott Elmquist, *Style Weekly* Photograph Collection, The Valentine; Lyric Ave (poetry-based variety show), 2008, photo by Scott Elmquist, *Style Weekly* Photograph Collection, The Valentine

James Conway Farley, 1895-1910, Jefferson Fine Art Gallery, V.2022.15.01, Museum Purchase

One of a group of five cabinet photographs produced by the Jefferson Fine Art Gallery (523 E. Broad St.), this image is the only known formal photographic portrait of studio owner James Conway Farley (1854–about 1910). Farley was a Black photographer whose work gained national recognition. He exhibited at the Colored Industrial Fair in Richmond in 1884, where he won a first prize, and at the World Cotton Centennial in New Orleans in 1885.

Farley's work frequently appeared in *The Richmond Planet* newspaper. He operated the Jefferson Fine Art Gallery beginning in 1895.



Hat from Colonial Hair Goods, about 2010, Designs by Debbie, V.2022.06.01, Gift of Jung Ja Choi

This hat was unsold stock from Richmond retailer Colonial Hair Goods located at 211 E. Broad Street. Richmonder Jung Ja Choi, originally of South Korea, ran the business from 1978. Colonial Hair Goods served predominantly Black women, offering wigs, hats and hair products. Impacted by the Covid-19 pandemic and 2020 social justice protests, Choi closed Colonial Hair Goods late in 2021.

Monogram ring & display stand, late 20th century, Adolf Jewelers, V.2022.09.01-.02, Gift of Ronnie and Susan Adolf

Adolf Jewelers crafted this monogram ring for Susan Adolf using her initials. These custom rings were popular in the 20th century in Richmond, so much so that Best Products also began creating a similar product. Kurt and Jean Adolf, parents of Susan's husband Ronnie, opened Adolf Jewelers in the Willow Lawn shopping center in 1961. Ronnie took over the business until his retirement in 2018. The Adolfs have also been active in the Richmond Jewish community for multiple generations.





Fannie Criss Payne at The Met

The Valentine was thrilled to share the Richmond story of Fannie Criss Payne, a renowned Black fashion designer and dressmaker at the turn of the 20th century. Three of her dresses from the Valentine's collection were loaned to The Metropolitan Museum of Art in New York City, and were featured – fittingly – in the Richmond Room. The installation was designed by actress and director Regina King as part of The Met's exhibition, "In America: An Anthology of Fashion," and was on view May 7-September 5, 2022. The Richmond Room scene was part of 13 period rooms designed by different directors, including Sofia Coppola, Martin Scorsese and Chloé Zhao. In an article for *Vogue* magazine, King described Ms. Criss as "a powerhouse of a woman who broke barriers in the dressmaking industry." We couldn't agree more.

Jefferson Davis Statue Loan

The statue of Jefferson Davis, erected in 1907 on Monument Avenue and pulled down by protesters on June 10, 2020, went on display within the Valentine's core exhibit, "This Is Richmond, Virginia," on June 22, 2022. The statue is on loan from the Black History Museum & Cultural Center of Virginia (BHMVA). Visitor feedback will inform the Valentine's interpretation of the Edward Valentine Sculpture Studio, where the Davis statue was created by the museum's first president. To give all Richmonders an opportunity to participate in this conversation, the Valentine now offers free admission every Wednesday as long as the statue is on display.

Afternoon dress designed by Fannie Criss Payne and worn by Ellen Clarke Wallace, photos by Michael Simon, 2019, V.44.48.06a,b, The Valentine; Jefferson Davis statue at the Valentine, photo by Julia Rendleman for The Washington Post.

Facilities



All Clear for Construction

To prepare for renovations to the museum's storage facilities on the second and third floors, we teamed up with museum and art handlers Bonsai Fine Arts and Professional Art Handling to expertly pack and move our collection off-site for safe-keeping during construction. Our vendors also packed the contents of the Valentine Studio to prepare for its reinterpretation.

We also converted our multipurpose room, November Education Center and Klaus and Reynolds Family Galleries



into temporary staff offices and storage for select objects and archival materials.

These activities were critical steps in the Valentine Moment Campaign to provide state of the art and long-lasting storage environments for our mission-focused collection. Construction is now excitingly underway.

Wickham House Improvements

In addition to preparing the museum building for construction, we addressed a number of deferred maintenance projects on the exterior of the Wickham House. A contractor team carefully repaired and repainted the columns and parapet facing the garden, while Preservation Virginia expertly restored the window sills on the Clay Street side of the historic home.

Team members from Bonsai Fine Arts commemorate the first pallet load to the warehouse; General Collections storage spaces cleared for construction; Exterior repairs in progress, The Valentine

Education and Engagement

The Treason Trial of Aaron Burr Court End Tour – September 3-4, 2021



The treason trial of former Vice President Aaron Burr was one of the country's first legal spectacles placing the focus of the nation on

Richmond, Virginia. The historic Court End neighborhood is especially significant to the trial, featuring the homes of Chief Justice John Marshall, presiding judge, and Burr's lead attorney, John Wickham. The Valentine and Preservation Virginia partnered for a riveting exploration of the Wickham House and the John Marshall House to delve into the lives of their prominent owners as key figures in the 1807 Burr trial.

Virtual Religious Freedom Day Celebration - January 21, 2022

On Friday, January 21, 2022, the Valentine hosted a virtual Religious Freedom Day Celebration featuring special guests Cantor Sarah Beck-Berman of Congregation Beth Ahabah and Dr. Alan Taylor, who presented on "Religious Freedom in Revolutionary Virginia."

Richmond History Tours Returned in Full Force

While we have continued to offer unique walking tours and opportunities for folks to explore history safely outside, in April 2022 we were excited to launch the first full Richmond History Tours season since 2020. Tours of Barton Heights, Northside and Shockoe Hill Cemetery were among new walking tour experiences introduced this season.



The Oasis – a High Noon Summer Concert Series

Summer music returned in June, July and August 2021. Over the course of the free lunchtime concert series, we hosted 16 performances. Guests enjoyed an eclectic mix of local artists and genres – from classical to funk – in the Valentine Garden. We are grateful to the E. Rhodes and Leona B. Carpenter Foundation for their continued support of live music at the museum.

The Oasis concert series in the Valentine Garden, 2021, The Valentine

2022 Richmond History Makers – March 8, 2022

The 2022 Richmond History Makers reminded us that change can start in our own backyard. Through all the trials of the last year, this incredible group of individuals chose to make a difference and improve lives across the Richmond region. Thank you to all sponsors, especially long-time title sponsor Dominion Energy; co-hosts and event partners the Community Foundation for a greater Richmond, Leadership Metro Richmond and Eventfull; and everyone who attended our hybrid celebration in person and

virtually on March 8. Congratulations again to our 2022 honorees: Advancing Our Quality of Life (two honorees): JXN Project and Francis Thompson – Art Program Manager, JLL and Community Volunteer; Championing Social Justice: Sheba Williams – Founder and Executive Director, Nolef Turns and Community Volunteer; Creating Quality Educational Opportunities: Jocelyn Marencik – Founder and Project Manager, Got Tec Richmond; Demonstrating Innovative Economic Solutions: Innovate Fulton, Inc.;

Improving Regional Transportation: Senior Connections; Promoting Community Health: Rudene Haynes – Co-Founder, "Facts and Faith Fridays."



Richmond History Makers, 2022, Duane Berger; Student program in Spring 2022, The Valentine



2021-2022 Student Programs

During the 2021-2022 school year, we served more than 9,000 students and teachers and were thrilled to begin welcoming students and teachers back onsite. Despite challenging circumstances for our school partners locally, this year we were able to form new partnerships with a number of schools including Collegiate, Bellevue Elementary and Orchard House and worked with community groups like Partnership for the Future, Peter Paul Development Center and the YMCA Metro Leaders Club.



Bellevue Museum: A Project-Based Learning Experience at Bellevue Elementary

During the 2021-2022 school year, the Valentine worked with Richmond Public School's Bellevue Elementary on a project-based learning experience with students to create a museum about the history of the school. Bellevue is one of the oldest schools serving RPS, built on the site of famed Civil War spy Elizabeth Van Lew's home. The Van Lew Mansion is also where Maggie Walker was born. The history that exists within the neighborhood is deep — the school district stretches from the African Burial Ground to the Historic

Fulton Neighborhood and includes the history of the James River, St. John's Church and the ancestral home of the Powhatan People.

Our Valentine Educators met with each class six times during the school year to investigate primary sources and objects and also arranged for student interviews with community partners during the program. Students selected what histories, photographs and objects they wanted to represent their school and neighborhood history in the museum.

The completion of the Bellevue Museum culminated with a PTA "Night at the Museum" event on May 18, in which students, family, friends, neighbors and community partners were invited to view all the hard work of students and teachers. The museum is installed using non-permanent materials, so when the school decides to create a new exhibit, it will be easy to explore new topics and histories.

Page 6: Bellevue Elementary before and after the Bellevue Museum installation, The Valentine; Page 7: Projection of Vision of Mary Jane Richards by Miguel Carter-Fisher, by Reclaiming the Monument, 2022, for There All Along: The Hidden Black Lives Inside the White House of the Confederacy, American Civil War Museum; Reflections by Reclaiming the Monument, 2022, Joey Wharton; Reflections by Reclaiming the Monument, 2022, Joey Wharton

Reclaiming the Monument Partnership and Mellon Foundation Grant

Thanks to a generous grant from the Mellon Foundation, we partnered with Reclaiming the Monument in 2022 to install temporary light-based art projects at historically significant sites around the city. Our joint endeavor, called "Recontextualizing Richmond," had the goal to share neglected Richmond stories and deepen our community's understanding of complex historical issues.

The first project, called "There All Along: The Hidden Black Lives Inside the White House of the Confederacy," was unveiled on April 22 following a panel discussion on the topic. The featured image, a painting from local artist Miguel Carter-Fisher, envisions Mary Jane Richards — also known as Mary Bowser — who was a U.S. spy in the American Civil War who infiltrated the executive mansion of the Confederacy. The painting will stay on display for a limited time in the Valentine's lobby. "Reflections," a three-day event at Belle Isle, July 8-10, featured music performances, on-site printing by Studio Two Three, puppet-making with All Saints Theater Company and projected artwork from local artists.



The Valentine Moment Campaign

In December 2021, we successfully met a 2:1 funding match from the Mary Morton Parsons Foundation (\$500,000), and in June 2022, we fulfilled our 2:1 matching grant requirements for a competitive grant from the Cabell Foundation (\$500,000). We were grateful for the opportunity to leverage these generous capital funding grants to encourage others to support this critical project. In April 2022, we were notified of another matching grant award from the National Endowment for the Humanities (NEH) to support the purchase and installation of compact storage cabinetry and fixtures in the main museum building. We are currently raising the funds to match their \$409,000 grant 3:1.

The Valentine Moment Campaign is a multi-year, \$16 million effort to strengthen our understanding and presentation of Richmond's significant history. The campaign includes a strategic plan to renovate our storage facilities, create new public access spaces and review the 1.6 million objects in our collection to make sure each object tells an important Richmond story. The project also includes the reimagining of the Valentine Sculpture Studio and an endowment component to ensure the museum's continued sustainability and ability to serve the community. We continue to seek support to close out the campaign, which will position the Valentine to share a more complete Richmond narrative and serve Richmonders for generations to come. Thank you to all who have contributed to date!

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The Valentine Consolidated Statement of Activities

Fiscal Year End June 30, 2022

	Without Donor Restrictions	With Donor Restrictions	Totals 2022	2021
Revenues, gains and other support:				
Contributions and grants	\$1,609,517	\$1,749,371	\$3,358,888	\$2,590,621
Sale of deaccessioned collections	-	39,282	39,282	128,346
Special events, net	55,985	-	55,985	80,588
Admissions	52,039	-	52,039	10,878
Investment income, net	78,685	367,023	445,708	377,323
Net realized and unrealized investment (loss) gain	(469,243)	(2,213,263)	(2,682,506)	3,910,409
Net unrealized (loss) gain, value of split-interest agreements	-	(260,855)	(260,855)	315,624
Gift shop, net of \$27,983 in 2022 and \$21,167 in 2021	19,770	-	19,770	15,373
Rental income	54,501	-	54,501	9,150
Miscellaneous income	33,201	-	33,201	33,626
Total revenues, gains and support	1,434,455	(318,442)	1,116,013	7,471,893
Net assets released from restrictions	639,899	(639,899)	-	-
Total revenues, gains and support, and other changes	2,074,354	(958,341)	1,116,013	7,471,893
Expenses				
Program services:				
Curatorial	513,913	-	513,913	553,951
Occupancy	608,556	-	608,556	575,937
Museum administration	189,658	-	189,658	191,028
Education and outreach	497,385	-	497,385	361,624
Supporting Services				
Management and general	432,305	-	432,305	386,478
Fundraising	232,660	-	232,660	246,630
Total expenses	2,474,477	-	2,474,477	2,315,648
Change in net assets before other gain	(400,123)	(958,341)	(1,358,464)	5,156,245
Other gain:				
Gain on extinguishment of debt	294,400	-	294,400	294,400
Change in net assets	(105,723)	(958,341)	(1,064,064)	5,450,645
Net assets at beginning of year	9,163,152	22,107,321	31,270,321	25,819,676
Net assets at end of year	9,057,429	\$21,148,828	\$30,206,257	\$31,270,321

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.

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.