

Breaking Barriers and Building Engagement

2022-2023 IMPACT REPORT

“A finished museum is a dead one.”
— Gordon Lightfoot, 1955

the
valentine

Breaking Barriers and Building Engagement

The 2022-2023 fiscal year marked a period of transition for the Valentine as we continued to position ourself for growth and sustainability. From physically breaking barriers to beginning the construction and renovation phase of the Valentine Moment Campaign to offering free admission on Wednesdays and extending our hours on Thursdays to the return of student programs, exhibitions, walking tours, special events and programs – the Valentine continued to engage the community in innovative and meaningful ways.

This report highlights the countless ways the Valentine served as a place of inspiration and reflection and offered a chance to rediscover the important objects, big ideas and stories that define our region. Your support made all that we do possible, and we thank you for being a part of this Valentine moment!

Collections

New Exhibitions at the Valentine

In May 2023, *Sign Spotting* opened in the Stettinius Community Gallery, showcasing Richmond's rich history of signage. From vintage neon signs to public facility signs, and even local advocacy signs, this exhibition delves into the ways Richmond signage has informed, advertised and persuaded. *Sign Spotting* offers a unique opportunity to explore the visual and cultural significance of signs as a reflection of Richmond's evolving identity.

Several newly acquired signs are currently on view in this exhibition and in *This is Richmond, Virginia*. For more details, see the next page.

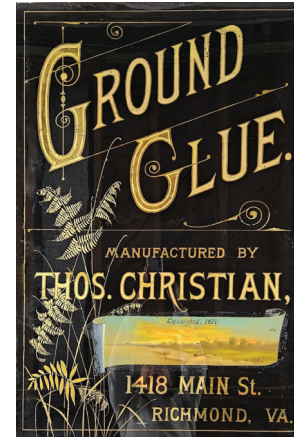


Robin Inn neon sign, 1970s and 2020, V.2022.39.03, Gift of Carol Loupassi

Manuel Loupassi, a Greek immigrant and Holocaust survivor, acquired the Robin Inn at 2601 Park Avenue in 1964. He and his family operated the restaurant in the Fan for nearly 60 years. This Richmond staple and go-to gathering place was known for serving Italian, Greek and American favorites until its closing in 2022.

Ground Glue sign, 1890s, V.2022.43, Gift of Rebecca Perrine

This sign advertised Thomas Christian's ground glue manufacturing company that operated at 1418 East Main Street in Richmond from 1871 until 1904 and continued at the Tobacco Exchange until Christian's death in 1914. Christian's factories made a solid form of glue that was then ground into small pellets and hydrated prior to use.



To make this shimmering sign, the New York sign maker hand applied real gold and paint on the back side of the glass, a technique called églomisé that dates back to the 18th century.



MacSaver (Heilig-Meyers mascot) sign, 1980s, V.2023.24.01, Gift of Charles Krumbein

"MacSaver" was the mascot for the Heilig-Meyers furniture company. Founded in 1913 in North Carolina by Lithuanian immigrants W. A. Heilig and J. M. Meyers, the firm later relocated its headquarters to Richmond until the chain's closure in 2001.



Clockwise from top left: An Unfinished Museum Exhibition, 2023, The Valentine; Historic Richmond Foundation tour of Carrington Row, 2300 block of E. Broad Street, 1967, V.88.32.10, The Valentine; Valentine Museum staff prepare to move objects offsite before construction of building addition, 1977, Bill Lane, P.78.11.02, Richmond Times-Dispatch Collection, The Valentine; Mrs. Charles W. Laughlin and Mrs. T. Brander Taliaferro examining the Cook Photograph Collection, 1969, Sterling A. Clarke, L.69.49.05, Richmond Times-Dispatch Collection, The Valentine; Mann Valentine's Library, 1894, V.39.12.55, The Valentine.

An Unfinished Museum Honors the Past and Celebrates the Valentine's Evolution

An Unfinished Museum: 125 Years of the Valentine opened in June 2023. Marking the beginning of a series of events that celebrate the Valentine's 125th anniversary year, the exhibition features photography from the museum's collection highlighting the rich history of the Valentine and its ever-evolving role in serving the dynamic needs of the Richmond community. In 1930, Laura Bragg, the acting Director of the Valentine, expressed her dismay at plans to delay the reopening of the 30-year-old Valentine Museum following a major reorganization and expansion. Bragg wrote to President Granville Valentine, stating, "A finished museum is a dead one," and urged that the museum open as planned that October. Inspired by her forward-thinking vision, *An Unfinished Museum* pays homage to Bragg's profound insight, reflecting the Valentine's dedication to adaptability and growth throughout its history.

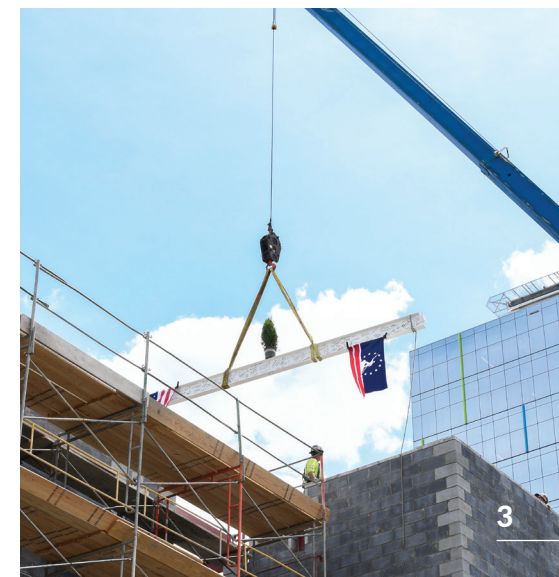
Facilities

Wall Breaking Ceremony to Topping Out Ceremony: November 2022 to April 2023

With our collection moved off-site and staff relocated to temporary offices, Kjellstrom & Lee began the construction and renovation phase of the Valentine Moment Campaign. To commemorate the moment, a ceremonial wall breaking took place during the annual Centennial Circle Reception in November 2022. Construction crews then began to implement the redesign of the upper floors of the existing museum building, that included a new reading room, improved staff offices and work rooms, mobile storage system, and new HVAC equipment to improve environmental conditions. A small building addition,

consisting of an expanded loading dock and two new storage rooms, is also part of this project. The Kjellstrom & Lee crew worked tirelessly, and by April 2023, we were ready for the Topping Out Ceremony to celebrate the completion of the structural framework, a significant milestone in the expansion project. Construction was on schedule to be completed by fall of 2023, with the new public spaces opening in early 2024.

Topping Out Ceremony, 2023, The Valentine



Education and Engagement

Free Wednesdays & Extra Thursdays!

It's important that everyone in our community has access to the museum and Richmond stories. In 2022-2023, the Valentine launched a new initiative that provides free admission days and extended open hours on Thursday evenings, increasing accessibility to our programs and exhibitions. From tours of the Wickham House to Richmond Short Stories tours to Hard Hat Happy Hours and Grown Up Field Trips, there were different ways Richmonders of all ages could experience the museum and Richmond stories.

Life, Liberty & Happiness

Life, Liberty & Happiness: New Perspectives on Founding Ideas launched in November 2022. The 3-part lecture series explores the evolution and contemporary relevance of America's founding philosophies. Top scholars joined us at the Valentine First Freedom Center to give their takes



on what "life, liberty and the pursuit of happiness" really means today. Speakers included Dr. Julian Hayter, Associate Professor of Leadership Studies at University of Richmond's Jepson School of Leadership Studies; Dr. Sabrina Dent, DMin., Director of the Center for Faith, Justice and Reconciliation; and Michelle Magner, Deputy Regional Director of the Anti-Defamation League.



Top: School's Out Grown Up Field Trip, 2023, The Valentine;
Bottom: Oasis – a High Noon Summer Concert Series, 2022, The Valentine

Another Successful Richmond History Tours Season

Our team of expert Valentine Tour Guides hit the streets (on foot and on wheels) to share Richmond history with locals and visitors alike all season long. Richmond History Tour fans enjoyed popular tours like Church Hill, Murals of Jackson Ward and Highlights of Hollywood Cemetery. Tour takers also experienced our augmented reality tour "Monument Avenue: Origins and Reverberations," as well as some new neighborhood tours and the welcome return of the Valentine's popular bus tours.

The Oasis – a High Noon Summer Concert Series

The Valentine Garden served as a backdrop for this free lunchtime concert series. Every Wednesday in June and July 2022 featured different musicians from a variety of genres, curated by Nickey McMullen. We are grateful to the E. Rhodes and Leona B. Carpenter Foundation for their steadfast support of live music at the museum.

2023 Richmond History Makers

On March 7, the 2023 Richmond History Makers marked 18 years of recognizing and celebrating individuals, organizations and corporations that have improved and inspired our community in different ways. For 2022-2023, the Valentine entered its 120th anniversary of partnering with Richmond Public Schools. To commemorate this moment and to honor the efforts of those who educate our region's kids – especially with the many challenges of the last few years – our 2023 Richmond History Makers honorees were all teachers in the Richmond Region! Thank you to all our sponsors, especially long-time title sponsor Dominion Energy; event partners Eventfull and POWER UP; and everyone who attended the celebration. Congratulations again to our 2023 honorees, Richmond Region Teachers!



2023 Richmond History Makers Celebration at Virginia Union University, 2023, Duane Berger



120 Years of Student Learning at the Valentine

In Fall 2022, Valentine staff members warmly welcomed the sight of yellow school buses parked on Clay Street. After two years with few in-person field trips due to the COVID-19 pandemic, Valentine Educators were excited to lead groups of eager students through the museum. And welcoming our youngest visitors back was even sweeter as we commemorated 120 years of fulfilling

the museum's mission to serve Richmond students through educational programs.

From its founding in 1898, the Valentine's commitment to serving as an educational institution was at the heart of the intentions of the museum's founders. Four years after its establishment, the Valentine's Board of Trustees voted unanimously to provide free educational programming to the schools of the Richmond region.

Informed by the museum's legacy of innovative programs, today we aim to provide dynamic educational experiences that enhance the Social Studies curriculum and support classroom teachers. We offer a wide range of program formats to fit any educational environment, including onsite field trips, outreach school visits, walking tours, virtual museum tours, and learning trunks (a modern, COVID-prompted version of the 1930s original).

We wrapped up the 2022-2023 school year having served more than 12,000 students and teachers, surpassing our year-end goal by 33%. Of the students served, 4,000 were middle and high school students, a traditionally underserved demographic. They participated in initiatives like "Young Historians in the Field," our project-based learning program that encourages students to develop 21st century skills including research, critical thinking, collaboration, and community design.

The Valentine Educators developed and executed project-based learning programs with Bellevue Elementary School, Henderson and Swift Creek Middle Schools, Orchard House School and Collegiate School.

The Valentine Receives Mellon Foundation Grant

In December 2022, the Valentine received a \$1.2 million grant from the Mellon Foundation to reimagine the Edward Valentine Studio, sculptor

of Lost Cause iconography; plan for reinterpretation of the Wickham House, a former site of enslavement; and provide a deeper understanding of the Jim Crow era through powerful public experiences and expanded online resources. New research will encourage a broader and more honest interpretation of the history of both the Richmond region and the museum.

Dinwiddie County Public School students visit the Valentine, 2022; Valentine Educator with students, 2023, The Valentine; Valentine Educator with students in Wickham House, 2023, Sculpting History at the Valentine Studio rendering, 2023, Studio Joseph.

The Valentine Moment Campaign

In October 2022, we successfully met a 3:1 funding match from the National Endowment for the Humanities (\$409,000) to support the purchase and installation of compact storage cabinetry and fixtures in the main museum building under the umbrella of the larger \$16 million Valentine Moment Campaign. We were grateful for the opportunity to leverage this generous funding grant to encourage others to support this critical project. We continue to seek support to close out the campaign, which positions the Valentine to share a more complete Richmond narrative and serve Richmonders for generations to come. To the many individuals, organizations, foundations, government and community partners that have contributed to date – THANK YOU!

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 a new public reading room, 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 sustainably support the museum’s ability to serve the community for future generations.

2022-2023 Board of Trustees

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The Valentine Consolidated Statement of Activities

Fiscal Year End June 30, 2023

	Without Donor Restrictions	With Donor Restrictions	Totals 2023	2022
Revenues, gains and other support:				
Contributions and grants	\$1,858,943	\$4,209,713	\$6,068,656	\$3,358,888
Sale of deaccessioned collections	-	176,026	176,026	39,282
Special events, net	48,027	-	48,027	55,985
Admissions	67,206	-	67,206	52,039
Investment income, net	180,177	266,923	447,100	445,708
Net realized and unrealized investment (loss) gain	283,922	1,318,729	1,602,651	(2,682,506)
Net unrealized (loss) gain, value of split-interest agreements	-	76,304	76,304	(260,855)
Gift shop, net of \$30,748 in 2023 and \$27,983 in 2022	23,783	-	23,783	19,770
Rental income	18,765	-	18,765	54,501
Miscellaneous income	15,521	-	15,521	33,201
Total revenues, gains and support	2,496,344	6,047,695	8,544,039	1,116,013
Net assets released from restrictions	807,550	(807,550)	-	-
Total revenues, gains and support, and other changes	3,303,894	5,240,145	8,544,039	1,116,013
Expenses				
Program services:				
Curatorial	639,862	-	639,862	513,913
Occupancy	650,060	-	650,060	608,556
Museum administration	257,788	-	257,788	189,658
Education and outreach	521,752	-	521,752	497,385
Supporting Services				
Management and general	457,820	-	457,820	432,305
Fundraising	268,403	-	268,403	232,660
Total expenses	2,795,685	-	2,795,685	2,474,477
Change in net assets before other gain	508,209	5,240,145	5,748,354	(1,358,464)
Other gain:				
Employee Retention Credit	197,433		197,433	
Gain on extinguishment of debt		-		294,400
Total other gains	197,433		197,433	294,400
Change in net assets	705,642	5,240,145	5,945,787	(1,064,064)
Net assets at beginning of year	9,057,429	21,148,828	30,206,257	31,270,321
Net assets at end of year	9,763,071	\$26,388,973	\$36,152,044	\$30,206,257

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.