See page 13 for more financial information.
A Thriving Partnership

A’Lelia Bundles
Chair and President, National Archives Foundation

It just keeps getting better! This past year has demonstrated a new level of success for the public-private partnership between the National Archives and Records Administration and the National Archives Foundation.

During its ten-month run in the National Archives Museum, “Making Their Mark: Stories Through Signatures” featured iconic documents and artifacts from the National Archives, Presidential libraries and a private collection. From John Wilkes Booth’s calling card and a Presidential proclamation to Michael Jackson’s patent application and a First Lady’s pillbox hat, the Lawrence F. O’Brien Gallery was filled with an educational and eclectic mix of the Archives’ precious, historic records.

Through the generosity of our sponsors, the Foundation is proud to have supported this exhibition, as well as the opening of the popular “What’s Cooking, Uncle Sam?” in Atlanta. Visitors from all over the world streamed through the David M. Rubenstein Gallery to see Magna Carta and the permanent “Records of Rights” exhibit during its first full year of operation. The Foundation’s $1.4 million in contributions to the National Archives also supported panels, films and lectures in the William G. McGowan Theater and educational initiatives in the Boeing Learning Center.

The Foundation was very excited to join the Archivist and his team in inaugurating the first-ever sleepovers in the Rotunda! Families representing 18 states from as far away as California, North Dakota and Florida brought their sleeping bags to spend the night surrounded by the Charters of Freedom. The debut of Jazz at the National Archives—a five-month series of panel discussions, film screenings, book signings and concerts—highlighted the Archives’ extensive jazz holdings.

In October at our annual Gala, we honored Robert Edsel with the Foundation’s 2014 Records of Achievement Award for his tireless and effective advocacy for the World War II Monuments Men and the cultural history they were committed to saving.

During the Fall, as we prepared to celebrate the tenth anniversary of the McGowan Theater, we received the sad news of the passing of our Board Member Sue Gin McGowan, whose engagement helped shape the National Archives Museum and its outreach programs. She was a force. We truly will miss her passion and leadership.

In this report, you will learn more about the numerous donors whose generous gifts sustain us. We appreciate all of you—members, donors, myArchives Store customers and friends—who make the work of the Foundation possible.

A’Lelia Bundles
Chair and President, National Archives Foundation

David S. Ferriero
Archivist of the United States
Exhibits

SPECIAL EXHIBIT
Making Their Mark: Stories Through Signatures

Lawrence F. O’Brien Gallery,
National Archives Museum

Featuring original signatures from the Archives’ nationwide holdings, including many examples from the Presidential libraries, the exhibit also went online in new ways, including a special e-book written by the curator, an interactive quiz supported by AT&T, and a feature on Google Cultural Institute.

“Making Their Mark: Stories Through Signatures” was made possible in part by the National Archives Foundation with the generous support of Lead Sponsor AT&T. Major additional support provided by the Lawrence F. O’Brien Family and members of the Board of the National Archives Foundation.

Family and educational programming related to “Making Their Mark” was sponsored in part by Fahrney’s Pens, Cross, and Parker Pen Company-Newell Rubbermaid.

PERMANENT EXHIBIT
Records of Rights

David M. Rubenstein Gallery,
National Archives Museum

From the abolition of slavery to defining workplace rights, from protecting privacy to censorship, the permanent “Records of Rights” exhibit at the David M. Rubenstein Gallery at the National Archives draws on the Archives’ extensive collection of historic documents, images, and videos to share the history of the American struggle for freedom.

The David M. Rubenstein Gallery and the “Records of Rights” exhibit are made possible in part by the National Archives Foundation, through the generous support of David M. Rubenstein.

ONLINE EXHIBIT
recordsofrights.org

18,380 Sessions  72,279 Pageviews
15,287 Users    120 Countries
TRAVELING EXHIBIT

What's Cooking, Uncle Sam?
The Government’s Effect on the American Diet

September 27, 2014 – January 2, 2015
David J. Sencer CDC Museum,
Atlanta, Georgia

The national tour of “What’s Cooking, Uncle Sam?” is made possible by Mars, Incorporated.
Education

Education Programs

• Constitution Day
• Constitution-in-Action Learning Labs
• Genealogy Camp for Kids
• “Making Their Mark” Family Days
• National History Day

Sponsors: AT&T, the Lawrence F. O’Brien Family, members of the Board of the National Archives Foundation, Fahrney’s Pens, Cross, Parker Pen Company-Newell Rubbermaid, John Hancock Financial, and Capital One.

ONLINE RESOURCE
docsteach.org

9,355,219 Pageviews

7,570 Documents on the website

38,900 Registered users

17,338 Activities created by users

131,194 App downloads

Since launch in September 2010
Sponsor: Texas Instruments
Sleepovers

The Foundation was proud to partner with Archivist David Ferriero and the Archives staff in hosting three sleepovers. These first-ever overnight adventures at the Archives welcomed more than 300 children and parents who explored our documents in fun and educational ways before rolling out their sleeping bags to spend the night in the Rotunda with the Declaration of independence, U.S. Constitution, and Bill of Rights.


#ArchivesSleepover
The National Archives in Washington, DC celebrated the 238th anniversary of the Declaration of Independence on July 4, 2014. Highlights included fife and drum music, dramatic historical readings, Archives exhibits, family activities, and entertainment. More than 3,800 people visited the museum and over 1,000 patriotic visitors took part in Family Day activities in the Boeing Learning Center.

Sponsors: John Hancock Financial, Dykema, and American Heritage Chocolate™
The Foundation named noted historian and philanthropist Robert M. Edsel the recipient of its 2014 Records of Achievement award. Edsel was recognized for his tireless efforts to bring to life the storied history of the men and women who served in the Monuments, Fine Arts, and Archives section of the Western Allies during World War II, known collectively as “the Monuments Men.” The group was dedicated to rescuing art damaged and plundered by the Nazis. Foundation Chair A’Leila Bundles, Executive Director Patrick M. Madden, and Honorary Gala Chair Nick Clooney joined Archivist of the United States David S. Ferriero in presenting the award.

Sponsors: AT&T, Governor Jim Blanchard and Janet Blanchard, and the Maris S. Cuneo Foundation

“I am enormously grateful to the [National Archives Foundation] for this endorsement of my work honoring the Monuments Men. To be recognized alongside such legends as Steven Spielberg, Tom Brokaw, Ken Burns, and David McCullough, to mention just a few of the past recipients, is truly a humbling moment.”

— Robert Edsel
Public Programs

Fashion Week

In conjunction with the National Archives’ “Making Their Mark” exhibition, the Foundation hosted DC Fashion Week’s Opening Night event in the Rotunda for the Charters of Freedom, honoring the organization’s 10-year anniversary with a showcase of previous years’ collections and a debut of 2015 Spring/Summer designer collections.

Jazz at the National Archives

Throughout the year, the National Archives and the National Archives Foundation presented a programming series about the history of jazz, including free public programming, concerts, film screenings, special events, and family activities in Washington, DC.

Sponsor: Natixis Global Asset Management

8th Annual Charles Guggenheim Tribute Program: D-Day Remembered

In recognition of the 70th anniversary of the Normandy Invasion, the National Archives screened Charles Guggenheim’s Academy Award-nominated documentary D-Day Remembered, narrated by David McCullough and incorporating the voices of more than 50 participants.

Partner: Charles Guggenheim Center for Documentary Film
7th Annual McGowan Forum
on Women in Leadership:
Women in Congressional Leadership

Former members of Congress Connie Morella, Barbara Kennelly, and Mary Bono, and former Senators Carol Moseley Braun and Blanche Lincoln discussed the changes that have taken place in the roles, opportunities, expectations and obstacles for women in congressional leadership positions with moderator and New York Times journalist Jackie Calmes. House Democratic Leader Nancy Pelosi also made remarks. Presented in partnership with the U.S. Association of Former Members of Congress.

Sponsor: William G. McGowan Charitable Fund

10th Annual McGowan Forum
on Communications:
White House Press Secretaries

Moderated by NPR’s Michel Martin, panelists Ron Nessen (Ford administration); Marlin Fitzwater (Reagan and Bush administrations); Mike McCurry (Clinton administration); and Robert Gibbs (Obama administration) shared behind-the-scenes stories, discussed the evolution of the position, and highlighted the trials and triumphs of serving as the president’s spokesperson.

Sponsor: William G. McGowan Charitable Fund

Book lectures and evening programs in the McGowan Theater are streamed live at youtube.com/usnationalarchives

Past programs are also available to watch in full.
Membership
and Young Founders Society

$766,772
Membership support

25%
Increase in number of members since 2013

Members enjoy priority entry to the National Archives Museum, advance notice about sleepovers and other programs, reserved seating in the theater, and much more.
myArchives Store

$2,241,906
Total sales

111,460
Total transactions

myArchivesStore.org

Featured in:

The Washington Post

DC Cool

express best OF 2014
Communications and Marketing

8,315 Facebook fans

1,425 Twitter followers

151,388 archivesfoundation.org pageviews
### Financials

#### Statement of Financial Position

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$1,525,352</td>
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<tr>
<td>Short-term investments</td>
<td>$807,821</td>
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<td>Receivables, net of allowance</td>
<td>$267,500</td>
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<td>Inventories</td>
<td>$659,300</td>
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<td>Prepaid expenses</td>
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<td><strong>TOTAL Current assets</strong></td>
<td><strong>$3,318,116</strong></td>
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<tr>
<td>Fixed assets, net of depreciation</td>
<td>$34,018</td>
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<tr>
<td>Long term pledge receivable, net of discount</td>
<td>$724,074</td>
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<td><strong>TOTAL Other assets</strong></td>
<td><strong>$758,092</strong></td>
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<td><strong>TOTAL ASSETS</strong></td>
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<td>Accounts and contracts payable</td>
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<tr>
<td>Deferred revenue</td>
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<td>Accrued expenses</td>
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<td><strong>TOTAL Liabilities</strong></td>
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<tr>
<td>Unrestricted net assets</td>
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<tr>
<td>Temporarily net assets</td>
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<td><strong>TOTAL Net assets</strong></td>
<td><strong>$3,274,012</strong></td>
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<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$4,076,208</strong></td>
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#### Statement of Activities and Changes in Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
</tr>
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<tbody>
<tr>
<td>Contributed income and contracts</td>
<td>$1,691,114</td>
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<tr>
<td>Membership dues</td>
<td>$1,029,710</td>
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<tr>
<td>Gross profit from retail operations</td>
<td>$1,321,490</td>
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<tr>
<td>Interest income</td>
<td>$662</td>
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<tr>
<td>Royalties and miscellaneous</td>
<td>$4,832</td>
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<tr>
<td>In-kind support and revenue</td>
<td>$152,604</td>
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<tr>
<td><strong>TOTAL Current assets</strong></td>
<td><strong>$4,200,412</strong></td>
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<td>Program services</td>
<td>$3,666,287</td>
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<tr>
<td>Management and general</td>
<td>$725,971</td>
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<tr>
<td>Fundraising</td>
<td>$679,818</td>
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<tr>
<td><strong>TOTAL Expenses</strong></td>
<td><strong>$5,072,076</strong></td>
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<td><strong>Change in net assets</strong></td>
<td><strong>($871,664)</strong></td>
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<tr>
<td><strong>Release of restricted funds from prior year</strong></td>
<td><strong>$878,580</strong></td>
</tr>
<tr>
<td><strong>TOTAL CHANGE IN NET ASSETS</strong></td>
<td><strong>$6,916</strong></td>
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</tbody>
</table>

#### Net assets, beginning of year | $4,145,676

#### Net assets, end of year | $3,274,012

The financial information set forth above is unaudited and subject to adjustments and modifications.
The Foundation is grateful for the many benefactors that have supported its mission over the past 22 years. From the original National Archives Experience campaign to David Rubenstein’s extraordinary gift that created the Records of Rights permanent exhibit featuring Magna Carta, our funders have helped people from across the world learn about America’s past and join the conversation about its future. We are delighted to recognize the following donors whose generous support has allowed us to continue our work in 2014:

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AT&T

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The William Randolph Hearst Foundation
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Texas Instruments

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Looking Ahead

What a great year! Because of your support and engagement, 2014 was a year of celebration and success, while 2015 promises to be even more exciting as we cultivate a greater understanding of the American journey with the National Archives.

We started 2015 off with a new name, the National Archives Foundation. We are also working on a new logo and branding that will reflect our desire to reach and engage contemporary audiences, and attract all segments of the public to exhibitions, programs, membership, and online initiatives.

We are thrilled to be partnering with the Archives on more sleepovers in 2015, allowing families the opportunity to create historic memories at the Archives. At each sleepover event, children experience history in unique, interactive ways and discover the staggering breadth of the Archives. When the evening ends, they have a once in a lifetime experience—the chance to spend the night with our nation’s founding documents.

We continue to promote the thought-provoking “Records of Rights” permanent exhibition in the Rubenstein Gallery and its accompanying public programs, as well as “Spirited Republic: Alcohol in American History,” a special exhibition in the O’Brien Gallery that invites visitors to explore the role of government and alcohol in American society. With a new strategic plan in place, we are positioned for future growth and success. Our key goals of the plan include:

• Expanding participation in NARA activities, programs, events, and resources
• Increasing awareness of the benefits and treasures of the National Archives
• Broadening the appeal of membership, exhibitions, events, funding opportunities and other resources

Please join us this year in person or online to explore the museum’s exhibits, special events, public programs, film screenings, and educational activities, or to research the Archives’ vast treasure of records. You can always connect with us virtually via email, social media (@archivesfdn) or our website, archivesfoundation.org.

Thank you for your ongoing support!

Patrick M. Madden
Executive Director, National Archives Foundation

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