

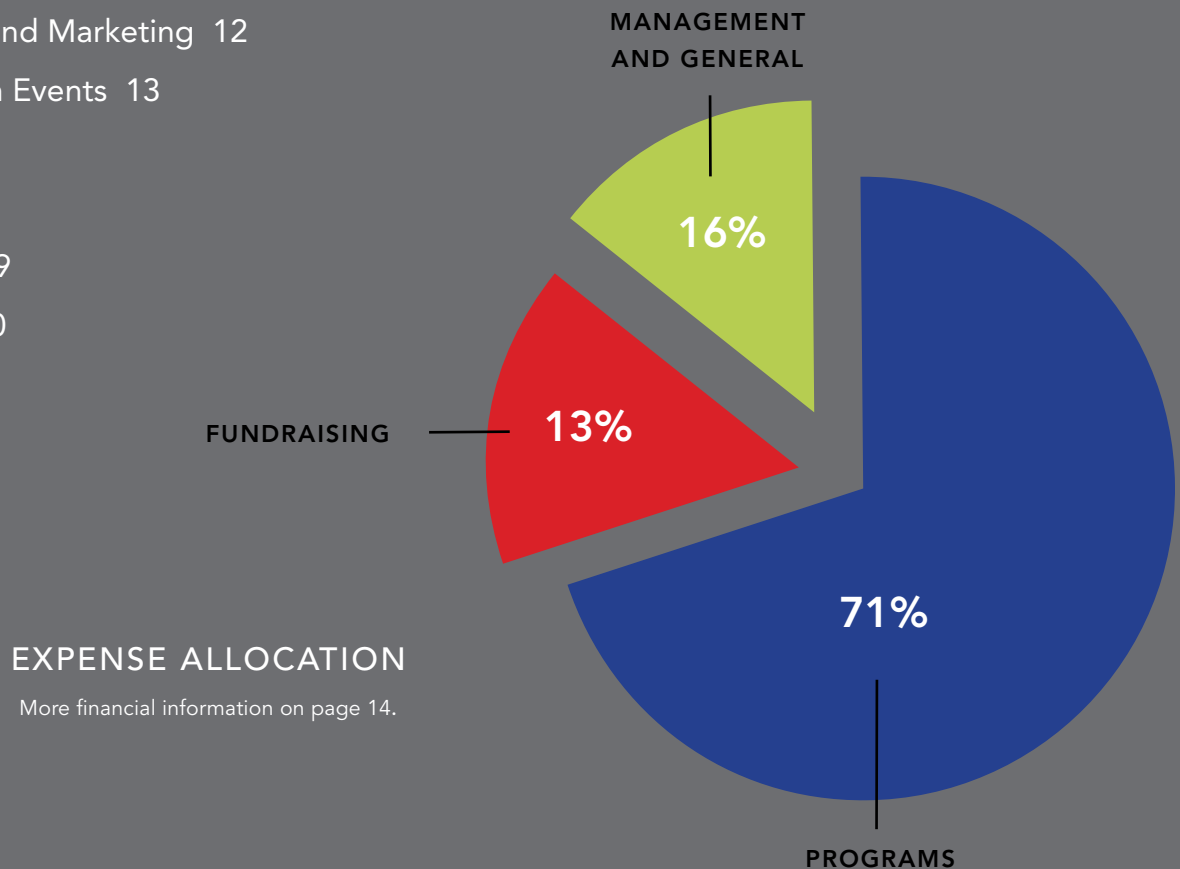


NATIONAL ARCHIVES
FOUNDATION



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COVER PHOTOS (Clockwise, from top left):

The Washington Nationals' Racing Presidents visit the National Archives Museum. *Photo by Jeffrey Reed.*

Interpretive actor "Abigail Adams" interacts with young visitors on July 4th. *Photo by Jeffrey Reed.*

Sleepover participants take a closer look at documents in the Boeing Learning Center. *Photo by Jeffrey Reed.*

A competitor puts the finishing touch on his drink at the "Patriotic Cocktail Competition". *Photo courtesy of The Tasting Panel Magazine.*

Panelists at the 8th annual McGowan Forum on Women in Leadership discuss Civil Rights leadership. *Photo by Margot Schulman.*

His Royal Highness the Prince of Wales views the Declaration of Independence. *Photo by Michelle Farnsworth.*

STRENGTHENING THE PARTNERSHIP



At the National Archives Foundation we enthusiastically embrace our mission to inspire a deeper and more enlightened appreciation of our nation's heritage. We are devoted to encouraging citizen engagement in America's democracy. It is reassuring to see the Charters of Freedom in their airtight cases. At the same time, as the Foundation moves into its third decade, we treated ourselves to a

facelift with the debut of a fresh logo and brand marks. We hope you like the new look!

Thanks to our generous donors, we were proud to open "Spirited Republic: Alcohol in American History" in the Lawrence F. O'Brien Gallery. One of the National Archives Museum's most popular exhibitions ever, it has combined provocative, pivotal, surprising and light-hearted government records into an informative look at the production, consumption and regulation of alcohol throughout U.S. history.

Through educational programs and fun social events, "Spirited Republic" pleased our longtime members while also appealing to millennials, many who told us they were visiting the Archives for the first time.

The David M. Rubenstein Gallery and its permanent exhibition "Records of Rights" featuring Magna Carta remain popular attractions. With support from Mars, Inc., "What's Cooking, Uncle Sam?" continued its national tour at the David J. Sencer CDC Museum in Atlanta before heading to the National Archives at New York City. Panels and lectures in the McGowan Theatre brought several sold out crowds.

While this has been a year of celebration and success, we reflect with sadness on the passing of our long-time supporter and Board member David Mesker, who served on the Foundation Board for more than ten years, including a stint as Chair of the Finance Committee. We will miss his unfailing graciousness, unflappable spirit, keen intelligence and gentlemanly manner.

In this report, you will learn more about the numerous donors whose generous gifts sustain us. We are fortunate to have so many contributors who share our goal of making the Archives' treasures accessible to the widest possible audience. The Foundation's loyal corporate donors, along with generous contributions from foundations and individuals throughout the year, are vital to our success.

A'Leia Bundles
Chair and President, National Archives Foundation



This year we have a lot to celebrate! The partnership between the National Archives and Records Administration and the National Archives Foundation continues to get stronger.

Already in 2015, we have welcomed over 1 million visitors to the museum in Washington, DC. And we continue carrying out our mission of collecting, preserving, and encouraging the use of valuable Government records by the public at more than 40 facilities across the country.

Our wonderful exhibit in the Lawrence F. O'Brien Gallery, "Spirited Republic: Alcohol in American History," uses National Archives documents and artifacts to reveal the evolution of the Government's alcohol policy over time and to illustrate the wide variety of views about alcohol held by Americans. The stories they tell echo today's debates over regulating drinking and the legalization of other drugs.

We continue to have a tremendous response to the David M. Rubenstein Gallery and its permanent exhibition "Records of Rights." The National Archives celebrated the 800th anniversary of Magna Carta this year with the display of an original 1297 Magna Carta on loan from David Rubenstein, the rare loan to the United Kingdom of a document inspired by the Magna Carta, a featured document display, special programs, and the first-ever visit of His Royal Highness The Prince of Wales to the National Archives!

Last spring, we welcomed an extraordinary group of women for our 8th annual McGowan Forum on Women in Leadership; and we introduced a whole new audience to the Archives by hosting our first-ever after-hours party.

We were proud to work with the Foundation in hosting two sleepovers in 2015. These overnight adventures at the Archives welcomed more than 200 children and parents who explored the 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. The Archives has hosted campers from 25 different states!

The Foundation and its supporters help make it possible for us to educate, engage, entertain, and enlighten through our exhibits and public programs. I am proud to share in the achievements of this partnership, and I look forward to our continuing success. Thank you for your support and generosity.

David S. Ferriero
Archivist of the United States





EXHIBITS



SPIRITED REPUBLIC: ALCOHOL IN AMERICAN HISTORY

MARCH 6, 2015 – JANUARY 10, 2016
LAWRENCE F. O'BRIEN GALLERY,
NATIONAL ARCHIVES MUSEUM

Spirited Republic uses nearly 100 National Archives records and artifacts to show the evolution of the government's alcohol policy over time, and to illustrate the wide variety of views about alcohol held by Americans.

Visitors learn about the federal government's efforts, successes, and failures to change our drinking habits, from whiskey rations to the Continental Army to the Whiskey Rebellion to Prohibition and beyond.

SPONSORS: HISTORY.

Lawrence F. O'Brien Family
The Tasting Panel Magazine
Wine & Spirits Wholesalers of America
Beer Institute
Distilled Spirits Council of the U.S.
National Alcohol Beverage Control Association
National Beer Wholesalers Association





FEATURED DOCUMENTS

EAST ROTUNDA GALLERY
NATIONAL ARCHIVES MUSEUM

Near the Charters of Freedom, the Featured Documents exhibition highlights National Archives records related to special anniversaries and events throughout the year. Records on display this year have included such landmark documents as George Washington's First Annual Address to Congress on the state of the Union in 1790; Dr. Charles Leale's report to the Surgeon General on the assassination and death of President Abraham Lincoln in 1865; and the Japanese Instruments of Surrender which ended World War II in 1945.

SPONSOR:
The Coca-Cola Company

RECORDS OF RIGHTS

PERMANENT EXHIBIT
DAVID M. RUBENSTEIN GALLERY
NATIONAL ARCHIVES MUSEUM

Beginning with the only copy of Magna Carta on permanent display in the United States, "Records of Rights" illustrates hotly debated issues throughout American history, grappling with slavery, civil and women's rights, citizenship, free speech, and more. Centering around a 17-foot interactive table – also available online at recordsofrights.org – visitors can delve into hundreds of documents, images, and video from the vast holdings of the National Archives.

SPONSOR:
David M. Rubenstein



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

MAY 28 – JULY 6, 2015

NATIONAL ARCHIVES AT NEW YORK

SPONSOR: Mars, Incorporated

EDUCATION

The Foundation is proud to continue to support educational initiatives led by National Archives staff across the country, both in-person and online. In the Boeing Learning Center in Washington, DC, families and kids of all ages enjoyed themed family days for Magna Carta and the Constitution, special Constitution-in-Action Learning Labs, and even a Victory Garden Puppet Show! Over the summer, teenagers uncovered their family history during a week-long Genealogy Camp for Kids.

Teachers and students from across America discovered our nation's history through Archives records at workshops, learning labs, and more, in their own classrooms and at National Archives facilities.

In Atlanta, Chicago, Iowa, Seattle, and Washington, DC, teachers had the opportunity to work with Archives education staff to discover new ways of using primary sources in the classroom through Primarily Teaching workshops. Students and teachers in Atlanta, New York, Philadelphia, and Washington, DC, participated in workshops and competitions for National History Day, using the resources at the National Archives for original, historic research.

SPONSORS:

Texas Instruments
William Randolph Hearst Foundation
John Hancock Financial

DOCSTEACH

Through both a website and an app for the iPad, DocsTeach continues to reach record numbers of students, teachers, and those interested in learning history through primary sources each year.

VISITS: 1,803,876

PAGEVIEWS: 10,736,345

DOCUMENTS ON WEBSITE: 8,222

REGISTERED USERS: 43,341

ACTIVITIES CREATED BY USERS: 19,121

APP DOWNLOADS: 374,288

SINCE LAUNCH IN SEPTEMBER 2010

SPONSORS:

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William Randolph Hearst Foundation
Capital One

SLEEPOVER



HISTORY, HEROES & TREASURES: SLEEPOVER AT THE NATIONAL ARCHIVES

After the success of the first-ever sleepovers in the National Archives Museum in 2014, the Foundation was proud to once again partner with Archivist of the United States David S. Ferriero and National Archives staff in hosting two more sleepovers this year, beginning an annual tradition!

200 children and parents had the unique opportunity to explore the treasured records at the National Archives in an exciting night of adventure before rolling out their sleeping bags in the Rotunda for the Charters of Freedom, with the Declaration of Independence, the U.S. Constitution, and the Bill of Rights.

SPONSORS:

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The Coca-Cola Company



8TH ANNUAL MCGOWAN FORUM ON WOMEN IN LEADERSHIP **THEN & NOW: WOMEN IN CIVIL RIGHTS LEADERSHIP**

Multi-generational civil rights leaders Melissa V. Harris-Perry of MSNBC's *Melissa Harris-Perry*; Joyce Ladner, sociologist and civil rights activist; Janai Nelson, associate director-counsel of the NAACP Legal Defense and Educational Fund; Avis Jones De-Weever, Exceptional Leadership Strategist and immediate past Executive Director of the National Council of Negro Women; and Charlene A. Carruthers, national director, Black Youth Project 100, discussed their personal journeys and advice they would offer to young women in the struggle for equality.

CAPITAL DAMES: THE CIVIL WAR AND THE WOMEN OF WASHINGTON

Cokie Roberts and Presidential historian Michael Beschloss marked the sesquicentennial of the Civil War with a discussion of the experiences, influence, and contributions of the women of Washington, DC, during this momentous period of American history.

9TH ANNUAL GUGGENHEIM CENTER TRIBUTE PROGRAM **MONUMENT TO THE DREAM**

Following a screening of Charles Guggenheim's third Academy Award®-nominated film, *Monument to the Dream*, which had been recently restored by the National Park Service and Guggenheim Productions, Inc. using 2k digital technology, a panel featuring Mary Delach Leonard, veteran reporter for St. Louis Public Radio; Dr. Tracy Campbell, author of *The Gateway Arch: A Biography*; and Maggie Hales, Executive Director of the St. Louis CityArchRiver 2015 Foundation, discussed the complete story of the famous St. Louis Gateway Arch, from conception to completion.

SPONSORS:

Anonymous, William G. McGowan Charitable Fund, Donors to the Guggenheim Center for Documentary Film

1920s STYLE: PROHIBITION-ERA FASHION

Tim Gunn, star of *Project Runway*, discussed 1920s fashion with John Dunn, fashion director for HBO's *Boardwalk Empire*, and Valerie Steele, director and chief curator of the Museum at the Fashion Institute of Technology, followed by a fashion show with models wearing 1920s-style fashions and a dance performance by Fidgety Feet.

PUBLIC PROGRAMS

SPONSOR:

William G. McGowan Charitable Fund



JULY 4TH AT THE NATIONAL ARCHIVES

For the first time in more than 15 years, it rained on the National Archives' annual July 4th celebration - but it did not stop the excitement! In addition to those who braved the rain to come to hear the Declaration of Independence read theatrically, more than 2,300 people have watched the ceremony on the Archives' YouTube channel. Almost 5,000 people visited the National Archives Museum, with more than 1,000 participating in educational activities in the Boeing Learning Center.

For the first time ever, the Foundation mounted a tent outside the National Archives building, with a retail space dedicated to the myArchives Store as well as a membership lounge for our members to seek respite from the rain and heat. Thanks to these and similar efforts, the myArchives Store had its most successful day ever, and a number of visitors joined the Foundation.

Leading up to the celebration, the Foundation created a dedicated microsite at ArchivesJuly4.org where visitors could learn more about the day's schedule, the history of the Declaration, and why the National Archives is the best place to celebrate Independence Day! We hosted a national giveaway for a trip for four to come to Washington, DC, for July 4th. From a pool of almost 12,000 entries, Sharon Boyle from New York was randomly selected as our grand prize winner and enjoyed a patriotic weekend in DC.



JULY 4



SPONSORS:

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The Coca-Cola Company
Dykema

IN-KIND SUPPORT:

Southwest Airlines
The Grand Hyatt Washington



MYARCHIVES STORE

The myArchives Store celebrated a successful year achieving \$2,094,221 in sales, a 16% increase over last year.

Total sales	\$ 2,094,221	+16% over LY
Average sale	\$20.57	+ \$0.07 over LY
Total transactions	101,767	+10,769 over LY

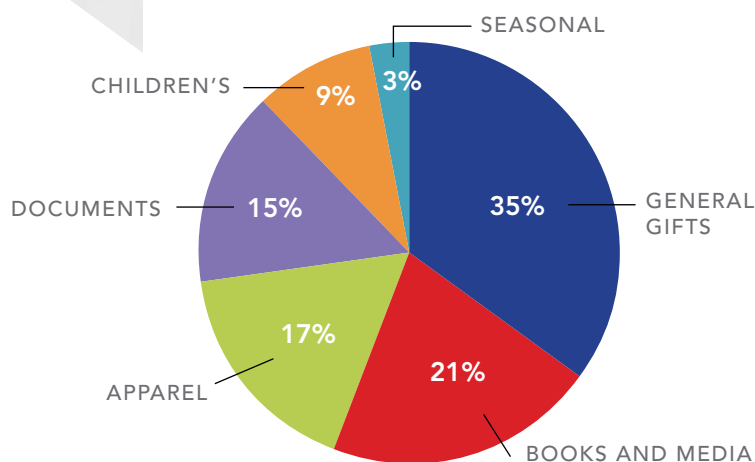
Thanks to a series of articles on websites such as *foodandwine.com*, *Esquire*, *Popular Mechanics*, and *ABCnews.com*, prints of the 1974 Cocktail Construction Chart created by a Forest Service employee flew off the shelves in April, with more than 650 copies sold in just a few weeks.

This year's July 4th celebration proved to be the shop's most successful day in its history, with total sales of \$25,529. For the first time, the Foundation opened a tent on the Constitution Avenue side of the building with space dedicated to retail sales. The tent was a popular shopping destination with visitors purchasing documents, garments, hats, and lots of Americana costume jewelry.

Throughout the last months of the year, a strong focus was placed on developing custom product exclusive to the Archives, inspired by a variety of treasures in the holdings. The merchandise has been well received and is helping establish a repeat customer base.

The myArchives online store continues to grow at a steady rate. The store is now optimized for mobile devices meaning the site has been designed and formatted to read and navigate easily on small screens. This has allowed the 31% of our store traffic coming from a mobile or tablet device to view and make purchases seamlessly.

PERCENTAGE OF SALES
(BY ITEM TYPE)



MEMBERSHIP



As support for the National Archives continues to grow, so does the Foundation's membership. Since 2013, the Foundation's individual membership has grown 26%. Our members were among the first to see the "Spirited Republic" exhibit, reserve their seats for events in the McGowan Theater, and purchase new products in the myArchives Store.

SIGNERS CIRCLE

Members of the Foundation's Signers Circle give \$5,000 or more in support of the National Archives. This year, members enjoyed an "off-the-record" luncheon with Lonnie Bunch, the Founding Director of the National Museum of African American History and Culture.

YOUNG FOUNDERS SOCIETY

Members of the Young Founders Society enjoyed three exclusive events in 2015, including the annual Academy of Motion Pictures Association reception and the annual "Documents & Drinks" reception on Capitol Hill! YFS members were also among the first to be able to purchase tickets to special events such as the Archives' first-ever after-hours party.

CORPORATE COUNCIL

As the Foundation's largest source of unrestricted funding, our Corporate Council members enjoy annual benefits that include the ability to host private events, invitations to special receptions, and private tours. In FY 2015, corporate members donated \$509,000 towards the Foundation's mission, and hosted 26 private events



SPECIAL EVENTS



MARKETING AND COMMUNICATIONS

This year we introduced a new visual identity to modernize the brand, and match the organization’s fresh energy and direction. The new logo embraces the spirit of the Foundation and its mission to inspire a deeper appreciation of our country’s heritage and encourage citizen engagement in America’s democracy.

Continuing our public outreach through print and online advertising, media, events, direct mail promotions, and online outreach, the Foundation supported exhibits in the Lawrence F. O’Brien Gallery and the David M. Rubenstein Gallery, as well as programs in the William G. McGowan Theater. In addition to traditional advertising, we tested new types of promotions, including sponsored posts, dedicated e-blasts, and custom content. We also continue to grow our social media presence by engaging in ways that resonate with the audience based on the specific social media platform.



WEBSITE VISITS	FACEBOOK FANS	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	TUMBLR FOLLOWERS
↑ 29%	↑ 86%	↑ 275%	↑ 63%	↑ 82%



Generous gifts from our exhibition and public program donors, as well as OUTFRONT media, contributed to Metrorail, Metrobus, and Metro Station display ads promoting “Spirited Republic: Alcohol in American History” in the O’Brien Gallery, and “Records of Rights” in the Rubenstein Gallery. “Spirited Republic” has generated over 400 million media impressions across TV, print, and digital platforms.

In partnership with the Archives, the Foundation hosted the Washington Nationals Racing Presidents prior to the 2015 season. The taped video of the caricature-headed presidents running from the National Archives towards Nationals Stadium was shown at over 30 home games with crowds reaching 42,000 people per game.

"Spirited Republic: Alcohol in American History" in the Lawrence F. O'Brien Gallery has been a perfect opportunity for the Foundation to expand participation and attract new audiences to the National Archives.

HISTORY OF THE COCKTAIL

The Foundation partnered with Derek Brown, the first-ever "Chief Spirits Advisor," who curated a series of conversations to discuss the corollary to spirits in the United States and one of the primary means of alcohol consumption among Americans cocktails. Through 10 events, top industry and thought leaders in spirits and cocktails, from authors to renowned bartenders, addressed the impact of spirits and cocktails in America.

As part of the series, local bars were invited to participate by making original historic cocktails served at the event as well as the respective bars during the highlighted month.

The Foundation is also hosting a giveaway spanning the length of the exhibit for a private tasting, with monthly prizes featuring special myArchives Store products.

FIRST-EVER AFTER-HOURS PARTY

This past April, the Foundation partnered with Brightest Young Things to host the first-ever after-hours event at the National Archives Museum. The event offered late night access to the museum's exhibits, TED-style talks about the history of alcohol in American history and curated by Derek Brown, as well as live music and much more.

A PATRIOTIC COCKTAIL COMPETITION

In conjunction with the Archives' annual July 4th celebration, the Foundation partnered with *The Tasting Panel Magazine* to host "A Patriotic Cocktail Competition," pitting ten of the country's top bartenders against each other.

Derek Brown emceed the event, which featured a moderated discussion and competition among eight of the top bartenders from around the country. After the competition, guests enjoyed cocktails and after-hours access to the museum, including guided tours of the "Spirited Republic" exhibit.

FOUNDATION
DRIVEN
EVENTS

FINANCIALS

STATEMENT OF FINANCIAL POSITION

	2015	2014
Cash and cash equivalents	\$ 729,566	\$ 1,376,621
Short-term investments	817,619	807,821
Receivables, net of allowance	810,086	1,056,785
Inventories	611,644	659,367
Prepaid Expenses	103,510	58,143
TOTAL Current Assets	\$ 3,072,425	\$ 3,958,737
Fixed assets, net of depreciation	\$ 24,502	\$ 43,034
Long term Pledges Receivable, net of discount for net present value and allowance	\$ 97,138	\$ 93,573
TOTAL Other Assets	\$ 121,640	\$ 136,607
TOTAL ASSETS	\$ 3,194,065	\$ 4,095,344
Accounts & Contracts Payable	203,218	826,220
Deferred Revenue	1,565	4,650
Accrued Expenses	75,595	45,053
TOTAL Liabilities	280,378	875,923
Unrestricted net assets	1,706,234	1,765,150
Temporarily net assets	1,207,453	1,454,271
TOTAL Net Assets	2,913,687	3,219,421
TOTAL LIABILITIES AND NET ASSETS	\$ 3,194,065	\$ 4,095,344

STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

	2015	2014
Contributed Income & Contracts	\$ 991,174	\$ 1,687,119
Membership Dues	759,886	1,029,710
Gross profit from retail operations	1,264,639	1,321,723
Interest income	(45,537)	615
Royalites and miscellaneous	4,077	4,738
In-Kind Support and Revenue	180,993	278,915
TOTAL Support and Revenue	3,155,232	4,322,820
Program Services	2,441,862	3,732,863
Management and General	462,961	881,741
Fundraising	556,143	635,121
TOTAL Expenses	3,460,966	5,249,725
Change in Net Assets	(305,734)	(926,905)
Release of restricted funds from prior year	273,847	1,185,570
TOTAL Unrestricted Fund Change in Net Assets	(31,887)	258,665
Net Assets, Beginning of Year	3,219,421	4,146,326
NET ASSETS, END OF YEAR	\$ 2,913,687	\$ 3,219,421

In 2015, the Foundation converted to a fiscal year end of September 30. Due to the conversion, the current year presents financial results for a shortened, 9 month year spanning from January 1, 2015 – September 30, 2015. The comparative 2014 financial numbers reflect a full 12 month year from January 1, 2014 – December 31, 2014.

The financial information set forth above is unaudited and subject to adjustments and modifications.

SUPPORT

The Foundation is grateful for the many benefactors that have supported its mission over the past 23 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 founders 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 2015:

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\$500,000+

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AT&T

\$100,000+

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LOOKING AHEAD



Because of your support and engagement, the National Archives Foundation had a fantastic 2015. This year's lineup of 2016 exhibits, special events, public programs, film screenings, and educational initiatives promises to be even more exciting!

The Foundation is thrilled to be partnering with National Archives staff on more sleepovers in the new year. These overnight adventures — where children and parents fill the Rotunda with sleeping bags — allow families the opportunity to create historic memories at 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.

As the permanent home of the Bill of Rights, no institution is better poised to celebrate the 225th anniversary of this extraordinary document than the National Archives. In March, we will join the Archives in launching the next exhibit in the Lawrence F. O'Brien Gallery, "Amending America," which will feature original documents from the National Archives that highlight the remarkable American story of how we have amended, or attempted to amend, our Constitution in order to form a more perfect union.

In addition to the Washington, DC, exhibition, the National Archives will launch a groundbreaking national initiative to explore the power of the Bill of Rights and our enduring system of government through a series of conversations on the current state of individual rights.

Focused on carrying out our mission to educate and inspire people through the records of the National Archives, the Foundation will continue to promote the landmark "Records of Rights" permanent exhibition in the Rubenstein Gallery and its accompanying public programs, as well as through the exhibit's companion website recordsofrights.org.

I hope you will join us 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 online via email, social media ([@archivesfdn](https://twitter.com/archivesfdn)) or our website, archivesfoundation.org.

Thank you for your ongoing support!

A handwritten signature in black ink that reads "Patrick M. Madden".

Patrick M. Madden
Executive Director
National Archives Foundation

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