# CONTENTS

1 MESSAGE FROM LEADERSHIP  
3 BY THE NUMBERS  
5 NATIONAL ARCHIVES MUSEUM STORE  
7 “RIGHTFULLY HERS” HIGHLIGHTS  
7 COKIE ROBERTS RESEARCH FUND FOR WOMEN’S HISTORY  
8 “ALL AMERICAN” OPENS  
11 EMANCIPATION PROCLAMATION DISPLAY  
13 RECORDS OF ACHIEVEMENT AWARD AND GALA 2021  
14 CONGRESSIONAL OPEN HOUSE 2022  
15 PUBLIC PROGRAMS  
17 CIVIC SEASON  
19 JULY 4TH AT THE NATIONAL ARCHIVES  
20 MARKETING AND COMMUNICATIONS  
21 MEMBERSHIP AND INDIVIDUAL GIVING  
22 CORPORATE COUNCIL  
24 FUNDS  
24 FINANCIALS  
25 DONOR LIST  
27 BOARD AND STAFF  
28 LOOKING AHEAD
MESSAGE FROM LEADERSHIP

This year has been one of celebration at the Archives Foundation. This spring, the museum returned to full operating capacity and welcomed back visitors from around the world.

"TOGETHER, WE LOOK FORWARD TO AN EXCITING YEAR."

From April through September, the Lawrence F. O’Brien Gallery underwent a transformation from commemorating the centennial of the 19th Amendment and chronicling the difficult, decades-long campaign of women to win the right to vote to the bright lights and power of athletes’ voices and our national love affair with sports. From now until January 2024, visitors will experience American history through this unique lens. “All American: The Power of Sports” immerses us in iconic moments, teaching about lesser-known sports trailblazers and icons and witnessing how sports both reflect American ideals and challenge us as citizens to live up to them. This exhibit was a multi-year effort supported by our board, sponsors and those fantastic honorary committee members whose generosity has made it a success. We hope you’ll get a chance to visit and see for yourself the power of sports throughout American history.

This year also saw the return of our beloved in-person events. Sponsors John Hancock, AARP and Dykema joined us once again to celebrate our nation’s birthday at the home of the Declaration of Independence, complete with the iconic reading ceremony on the steps of the Archives building.

Our friends at The Boeing Company supported the display of the Emancipation Proclamation and General Order No. 3 over the Juneteenth holiday weekend. Along with AARP, the Foundation also welcomed back members of congress, their staff and families for the first Congressional Open House since 2019.

Although the Foundation supports the stewardship of our nation’s past, the organization also steadfastly looks to the future. The upcoming year promises exciting new collaborations and partnerships in concert with the “All American” exhibit. We are also thrilled to continue to invest in the Archives’ nationwide civics initiative and all the innovative educational and virtual programming it brings.

None of this would be possible without the Foundation’s Board of Directors, our staff, individual donors, members, National Archives Store customers, online followers and of course the dedicated civil servants at the Archives who work tirelessly to protect our nation’s most treasured documents. Together, we look forward to an exciting year.

2022 has been a year of transition for all of us. Here at the National Archives, we finally emerged out of the pandemic and resumed normal operations in the spring.

"THANK YOU FOR YOUR GENEROSITY AND SHARED PASSION FOR HISTORY."

One big change came in January with the announcement that David Ferriero would step down as Archivist of the United States at the end of April. In May, I stepped in as Acting Archivist of the United States, and we are waiting for Senate confirmation of our next Archivist.

We have made civics education a priority at the National Archives. Since the launch of NARA’s national civic education initiative, Civics for All of US, in September 2021, our distance learning programs have reached 15,422 students in 42 states plus the District of Columbia and two countries (India and Pakistan). In addition, Civics for All of US teacher programs have reached 392 teachers in 42 states plus the District of Columbia and 3 countries (Canada, Italy, Portugal).

We recently marked a major milestone in our efforts to increase digital access. Our goal for fiscal year 2022 was to reach 190 million digitized pages in the National Archives Catalog. We not only met that goal but exceeded it. The Catalog now contains more than 205 million digitized pages and 3½ million audiovisual and born-digital records.

This summer we held our first 4th of July ceremony at the National Archives Building since the pandemic started. It was great to be back on the top of our portico steps watching the reenactors read the Declaration of Independence.

In September, we opened our “All American: The Power of Sports” exhibit in the Lawrence F. O’Brien Gallery. This exhibit celebrates the role of sports in creating, spreading, and promoting American identity and features more than 75 items including original records, artifacts, and photographs.

With our strong partnership with the National Archives Foundation and your support of our mission, we will continue to preserve and share our nation’s records. Thank you for your generosity and shared passion for our nation’s history.
1297 MAGNA CARTA

On June 15, 1215, in a field at Runnymede, King John affixed his seal to Magna Carta. Confronted by 40 rebellious barons, he consented to their demands in order to avert civil war. Just 10 weeks later, Pope Innocent III nullified the agreement, and England plunged into internal war.

Although Magna Carta failed to resolve the conflict between King John and his barons, it was reissued several times after his death. On display, courtesy of David M. Rubenstein, is one of four surviving originals of the 1297 Magna Carta. This version was entered in the official Statute Rolls of England. Centuries later, Magna Carta is a powerful symbol of mankind's eternal struggle against tyranny.
BY THE NUMBERS

22,931 VIRTUAL PROGRAM PARTICIPANTS
45 SPONSORS

69 COMMUNITY PARTNERS
1,186,569 DOCSTEACH USERS

108,997 NATIONAL ARCHIVES MUSEUM STORE TRANSACTIONS

SINCE 2016, THE AVERAGE MUSEUM STORE TRANSACTION AMOUNT PER YEAR HAS RISEN 44%.

AVERAGE SALE BY YEAR

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MUSEUM STORE
A RECORD BREAKING YEAR

The Foundation is excited to announce a historic year for the National Archives Museum Store, which achieved an all-time record sales of $3,616,625, beating our former best sales year, 2017, by 2.3%. This was a huge success as the Archives Museum was limited to 25% visitor capacity through March of 2022.

2.3% ↑
INCREASE IN TOTAL REVENUE

17% ↑
INCREASE IN AVERAGE TRANSACTION AMOUNT

2.8% ↑
INCREASE IN VISITORS MAKING A PURCHASE

TOP 5 THEMES BY SALES:
1. Charters of Freedom
2. Americana / Flag
3. U.S. Presidents
4. U.S. Military
5. Washington, D.C.
YOUR VOTE IS YOUR VOICE

Select three issues you feel the strongest about.

ECONOMIC POLICIES  ENVIRONMENT

GENDER EQUALITY  HEALTHCARE  IMMIGRATION

GUN LAWS  LGBTQI ISSUES  REPRODUCTIVE ISSUES

VOTING REFORM  WORKPLACE REGULATIONS
2022 was a celebratory year at the Archives as the museum returned to full operating capacity and welcomed back in-person visitors. Those delayed in visiting the “Rightfully Hers” exhibit due to COVID-19 were finally able to witness women’s fight for suffrage through primary source documents, films and the original 19th Amendment.

Over the 19 months it was open, 1.1 million visitors viewed “Rightfully Hers.” An additional 4,100 pop-up educational displays were shipped around the country to libraries, schools and community centers. The exhibit also earned media coverage in The New York Times, Ms. magazine, USA Today and C-SPAN.

EXHIBIT LEGACY: The Cokie Roberts Research Fund for Women’s History

Now in its second year, the Cokie Roberts Research Fund for Women’s History continues to honor the late journalist, historian, author and National Archives Foundation Board Member. In August 2022, the foundation announced the second cohort of fellowship recipients: Dr. Randa Tawil and Jessica Kahkoska.

Dr. Tawil is currently an assistant professor of women and gender studies at Texas Christian University who will be exploring records about the criminalization of migrant mothers in the United States.

Ms. Kahkoska is a writer and research producer for both theater and TV who will be researching the women who were present at the Nuremberg Trials in hopes of bringing their stories to our TV screens.

Sponsors:

“Rightfully Hers” is made possible in part by the National Archives Foundation through the generous support of Unilever, Pivotal Ventures, Carl M. Freeman Foundation in honor of Virginia Allen Freeman, AARP, AT&T, Ford Motor Company Fund, Facebook, Barbara Lee Family Foundation Fund at the Boston Foundation, Google, HISTORY ® and Jacqueline B. Mars. Additional support for National Outreach and Programs provided by Denise Gwyn Ferguson, BMO Financial Group, Hearst Foundations, Maris S. Cuneo Foundation, FedEx, Bernstein Family Foundation and The Harry and Jeanette Weinberg Foundation/Ambassador Fay Hartog-Levin (Ret.).
ON SEPTEMBER 16, “ALL AMERICAN: THE POWER OF SPORTS” OPENED TO THE PUBLIC. The exhibit focuses on how sports promote our national ideals and challenge us to live up to them and is presented in four sections. All of the items selected by curator Alice Kamps and her team showcase the power of sports to unite, teach, break barriers and promote ideas.
The Foundation celebrated the press preview and reception on September 12. NBA legend and Global Ambassador Dikembe Mutombo gave the keynote in a packed Rotunda, which included professional athletes, honorary committee members, sponsors and mascots from local Washington, D.C. teams the Capitals, Wizards, and Mystics.

“All American” features more than 75 original records, documents, photographs, films, trophies and more—many of which have rarely been seen by the public. One special feature is the National Basketball Association’s Lawrence F. O’Brien Trophy, now on display in the gallery with which it shares its name.
ATHLETES
Sue Bird, Women’s National Basketball Association and Olympian
Aaron Brooks, National Football League
Pete Dawkins, Army Football-Heisman Trophy Winner
Dr. Nikki Franke, Temple University Fencing Head Coach and Olympian
Raymon Gaddis, Major League Soccer
Ken Griffey Jr., Major League Baseball
Desmond Howard, National Football League and ESPN College Football Analyst
Billie Jean King, International Tennis Hall of Fame and Women’s Rights Leader
Tom McMillen, National Basketball Association and Olympian; Former Member of Congress
Dikembe Mutombo, Naismith Memorial Basketball Hall of Fame and Global Ambassador
Cal Ripken Jr., Major League Baseball
Ozzie Smith, Major League Baseball
Dave Winfield, Major League Baseball

NOTABLE FIGURES
Dr. Kimberly Clay, Play Like a Girl
Marsha Cooke, ESPN
Bob Costas, Emmy Award-Winning Sportscaster
John L. Doleva, Naismith Memorial Basketball Hall of Fame
David Falk, American Sports Agent
Roger Goodell, Commissioner of the National Football League
Michele Kang, Owner, Washington Spirit
Bob Kendrick, President of the Negro Leagues Baseball Museum
Mark D. Lerner, Managing Principal Owner & Vice Chairman, Washington Nationals Baseball Club
Rev. Ray Mackey, Chairman of The Biz Mackey Family Foundation, (BMFF) Representing Negro League Giant and National Baseball Hall of Fame Catcher James Raleigh ‘Biz’ Mackey
Wayne Moss, National Council of Youth Sports
Josh Rawitch, National Baseball Hall of Fame and Museum
Marc Riccio, USA Lacrosse
Bob Ryan, American Sportswriter
Max Siegel, USA Track & Field
Adam Silver, Commissioner of the National Basketball Association
Anita Thorpe, Granddaughter of Jim Thorpe; Honorary Board Member of Bright Path Strong and Vice Chairman of Sac and Fox Gaming Commission
Dr. Jen Welter, First Female National Football League Coach

GOVERNMENT
U.S. Senator Ron Wyden
U.S. Senator Marco Rubio
U.S. Senator Tim Scott
U.S. Representative Ron Kind, WI-03
U.S. Representative Dutch Ruppersberger, MD-02
U.S. Representative Jim Himes, CT-04
U.S. Representative John Garamendi, CA-03
U.S. Representative Jared Huffman, CA-02
U.S. Representative Eric Swalwell, CA-15
U.S. Representative Roger Williams, TX-25
U.S. Representative Alex Mooney, WV-02
U.S. Representative Charlie Crist, FL-13
Former Secretary of Transportation Rodney E. Slater
Former Secretary of Defense Chuck Hagel

PARTNERS & ORGANIZATIONS
Black Players for Change
Black Women in Sport Foundation
FAME
HomeField Alliance
International Tennis Hall of Fame
LEAD1 Association
National Baseball Hall of Fame and Museum
National Basketball Association
National Council of Youth Sports
National Football League
National Soccer Hall of Fame
Negro Leagues Baseball Museum
Play Like a Girl
United States Olympic & Paralympic Museum
U.S. Figure Skating
USA Lacrosse
USA Track & Field
Washington Nationals Baseball Club
Washington Spirit
Women’s Sports Foundation
EMANCIPATION PROCLAMATION DISPLAY

From June 18-20, the Emancipation Proclamation, along with its companion document General Order No. 3, made a rare appearance in celebration of the Juneteenth holiday weekend. Thanks to the support of The Boeing Company, visitors to the National Archives Museum were able to view one of America’s most cherished Charters of Freedom.

The display garnered an impressive amount of earned media, appearing as a top way to celebrate Juneteenth weekend in AFAR, U.S. News and World Report, Washington.org, and WTOP News.
On Wednesday, November 17, 2021, the National Archives Foundation honored Pulitzer Prize-winning author and presidential historian Jon Meacham with its prestigious Records of Achievement Award for his commitment to chronicling the American story. As one of the most respected voices in American history, culture and politics, Jon Meacham has created a collection of works that help Americans understand the character and motivation of our leaders while celebrating the great diversity of our nation. The award is an annual tribute recognizing individuals who have had a significant impact on the public’s understanding of American history.

SPONSORS:

David M. Rubenstein
Governor Jim and Janet Blanchard
Edgeworth Economics
Jacqueline B. Mars
Anonymous
Maris S. Cuneo Foundation
Marilynn Wood Hill and John A. Hill
The Daschle Group
The Hon. Laurie S. Fulton
Vanderbilt University
BMO Financial Group
DLA Piper LLP (US)
Lucinda Robb
Ross O. Swimmer
CONGRESSIONAL OPEN HOUSE

On Wednesday, September 21, 2022, the Foundation, with the National Archives, welcomed members of congress, senior staff members and their families to its annual Congressional Open House. With the generous support of AARP, the evening featured tours of all Archives exhibits, including the new “All American” exhibit, food and drink and family-friendly activities throughout the museum. In addition, members of congress and their guests were treated to a special document viewing in the Boeing Learning Center.
PUBLIC PROGRAMS

A RECOLLECTION OF JACKIE ROBINSON
February 24

In anticipation of “All American,” the Foundation and the National Baseball Hall of Fame and Museum held a program celebrating the 75th anniversary of Jackie Robinson breaking the Major League Baseball’s color barrier. MLB Museum Manager of Digital and Outreach Learning Bruce Markusen and the Honorable Rodney E. Slater, National Archives Foundation Vice-chair, engaged in a conversation examining why Branch Rickey chose Robinson to break the color barrier, the bigotry Robinson faced and the successes he achieved both on the field and in his post-playing career as a civil rights advocate.

EXPLORING THE IMMIGRANT EXPERIENCE THROUGH CENSUS RECORDS
April 28

National Archives Foundation Executive Director Patrick Madden and Elizabeth Burnes, archivist for the National Archives at Kansas City, subject matter expert for immigrant records and lead reference archivist for alien files (A-Files), discussed how census records can help tell the story of immigrants in the United States. In celebration of the public release of the 1950 census, the program looked at how immigrants were historically recorded in the U.S. Census.

SPONSOR  Denise Gwyn Ferguson
**TITLE IX: THEN AND NOW**

*June 21*

In partnership with the Women’s Sports Foundation featuring NCAA Division 1 athletic directors, the foundation hosted a panel discussion about the history of Title IX and how this landmark legislation impacted the landscape of women’s athletics. The program featured a special introduction by Chair and President of the National Archives Foundation Governor James J. Blanchard on Title IX Champion Congresswoman Patsy Mink. Panelists were Sarah J. Axelson of the Women’s Sports Foundation, Beth Goetz, director of athletics at Ball State University and Desiree Reed-Francois, director of athletics at University of Missouri.

**“37 WORDS”**

*September 27*

The National Archives hosted a screening of episode 1 of “37 Words,” a four-part ESPN docuseries from filmmakers Dawn Porter and Nicole Newnham. The film tells the story of Title IX—the hard-fought battle for equal rights for women in education and athletics, the decades-spanning effort to nullify its impact and the rippling impacts of the landmark civil rights law that continue to resonate. The screening was followed by a panel discussion including Marsha Cooke from ESPN Films, “37 Words” Director Dawn Porter and Olympic gold medalist and featured athlete Donna de Varona. This program was hosted in partnership with ESPN Films.
The foundation held a panel discussion that featured Gen Z museum staff from Made by Us member institutions. Moderated by Made by Us Managing Director Caroline Klibanoff, the panel included Sydney Kirages (American Battlefield Trust), Raina Melvin (First Americans Museum) and Nina Keiko Nakao (Japanese American National Museum). With over 1,200 views, this was one of our most popular programs to date!

Through the Made By Us Coalition, we’ve also made connections with key youth organizations, such as the YMCA Youth Governors. The Foundation collaborated on a Civic Season launch video starring the Youth Governors and how they participate in civic activism.

In July 2022, the National Archives Civics for All of US Professional Development team launched a series of four professional development workshops for educators on civics topics. Two programs for elementary educators (grades K-5) on teaching the U.S. Constitution and the Bill of Rights and two programs for secondary educators (grades 6-12) on teaching the Bill of Rights and voting rights reached 167 educators from 35 states, Washington, D.C., Portugal and Pakistan. Participant feedback from the programs was overwhelmingly positive, with 100% of the respondents stating that they would recommend the program to other educators.

With funding from The Sumners Foundation, a cohort of 25 Oklahoma elementary, middle and high school educators from the greater metro areas of Oklahoma City and Tulsa. A similar model was held in July in New Mexico with two more cohorts. Between the two groups, more than 50 educators from around the state successfully completed the program. These educators represented the greater Albuquerque area, northwestern New Mexico and the southern county of Dona Ana.
JULY 4TH AT THE NATIONAL ARCHIVES

For the first time since 2019, the National Archives hosted its signature July 4th celebration on the steps of the National Archives building. Over 5,000 people attended the morning’s Reading Ceremony and visited the Declaration of Independence on America’s 246th birthday.

In addition to the Reading Ceremony, the National Archives hosted patriotic-themed activities for kids of all ages in the museum’s Boeing Learning Center, welcoming over 600 children and their families throughout the day.

To reach audiences nationwide, the Archives hosted Independence Day-related virtual programming for viewers of all ages in the week leading up to July 4 and throughout the month. These programs included “Rebels at Sea: Privateering in the American Revolution,” The Road to the Declaration of Independence Series, and “Thirteen Clocks: How Race United the Colonies and Made the Declaration of Independence.” All programs can still be viewed on the National Archives’ YouTube page.
MARKETING AND COMMUNICATIONS

While still placing traditional print media ads, the Foundation has emphasized digital marketing for “All American,” allowing us to place highly targeted ads with metrics that can be tracked. Ads are running with The New York Times, Washington Post, D.C. Metro, Washington.org, Facebook and Instagram. With 3.1 million impressions, the campaign is off to a successful start.

The “Archives Experience” newsletter has undergone a transformation with a newly designed home page, curated each month by theme to align with Archives featured documents. Readers can explore every newsletter in one hub, and past issues can be reshared. The newsletter has seen a dramatic increase in engagement. The average open rate is 27%, an increase of 11% over last year.

Social media continues to serve as the gateway into the Foundation and our work. With the introduction of Reels on Instagram, we have been able to highlight the video contents of the Archives. Twitter continues to be the most engaging social media platform, on which we have increased interactions with followers 115% since last year.

Community partners such as the Women’s Sports Foundation, Baseball Hall of Fame, NBA and ESPN have been key drivers in expanding our virtual program audience. We’ve also garnered additional visibility by connecting with key trade organizations like Destination DC and Monumental Sports, which have featured Archives exhibits and events in earned media for both the Emancipation Proclamation display and “All American.”

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<th>EMAIL SUBSCRIBERS</th>
<th>SOCIAL MEDIA FOLLOWERS</th>
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<td><strong>UP</strong> 6%</td>
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</table>

All American print ad displayed in the Archives Metro Station

Washington Capitals mascot, Slapshot, poses during a promo video in the Rotunda
While the last few years have been challenging for our nation and the National Archives Foundation, we are grateful for the continued support of our members and donors. Since the National Archives Museum removed the restricted visitor capacity due to COVID-19 to full operation, the National Archives Foundation’s membership has grown 55%. Foundation members were among the first to experience the National Archives’ newest exhibit “All American: The Power of Sports.”

Archives supporters come from all walks of life and from every corner of the nation to support the mission of the National Archives Foundation—to make the records of the National Archives accessible so that all Americans know their rights, responsibilities and shared history.
The National Archives Foundation is grateful for the generosity of our Corporate Council members, whose donations provide unrestricted funds toward our mission. In appreciation for their meaningful contributions, Corporate Council members receive a set of exclusive and unique benefits, including recognition online and in-person at the National Archives Museum, invitations to high-profile receptions and events, the opportunity to host guests for a private tour and discounts on event space rentals in the beautiful National Archives building.
PROGRAMMATIC FUNDS

CIVICS AND EDUCATION FUND

Civic education is a major priority for the nation, the National Archives and the National Archives Foundation. Empowering citizens with the knowledge and skills they need to know their rights and responsibilities is central to the foundation’s mission. This fund provides vital support to the National Archives’ civics and education programs.

COKIE ROBERTS RESEARCH FUND FOR WOMEN’S HISTORY

In 2019, the National Archives Foundation launched a new research fund to honor Cokie Roberts, who worked to shine a light on the stories of countless women in U.S. history that were previously unknown to the public. Just as Roberts’ prose and spirited discussions brought moments in history to new audiences, the Cokie Roberts Research Fund for Women’s History encourages the next generation of journalists and authors to perpetuate her legacy.

FUND FOR RIGHTS AND JUSTICE

The struggle for all Americans to receive the rights and freedoms guaranteed in our nation’s Founding Documents is well documented in the National Archives’ records. In October 2020, the National Archives Foundation launched its Fund for Rights and Justice to provide resources for research, public programs, exhibitions and educational materials focused on the stories of African Americans and people of color as documented in the records of the National Archives. During the past fiscal year, the Foundation funded an effort to support scholars in identifying records that illuminate how federal policies and laws were shaped based on assumptions or preconceptions about issues such as race and rights during certain periods of our nation’s history.

RIGHTFULLY HERS FUND

Telling the stories of women often left out of traditional history books lies at the heart of what we do at the National Archives Foundation. The Rightfully Hers Fund will provide ongoing financial support for research, public programs, exhibitions and educational materials focused on American women’s stories.
# FINANCIALS

## STATEMENT OF FINANCIAL POSITION

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<td><strong>Total Liabilities &amp; Net Assets</strong></td>
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*Unaudited amounts subject to change.

## STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

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<td>Contributed Income &amp; Contracts</td>
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<td>$13,029,376</td>
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*Unaudited amounts subject to change.
SUPPORT

DONORS

$1,000,000 +
Jacqueline B. Mars
Microsoft Corporation
Tom and Carol Wheeler+

$500,000 +
Ford Foundation

$250,000 +
AARP
The John D. and Catherine T. MacArthur Foundation
William and Flora Hewlett Foundation
Seedlings Foundation

$100,000 +
Governor James J. Blanchard and Janet Blanchard
DLA Piper LLP (US)
Amb. Fay Hartog-Levin (Ret.)
Marilynn Wood Hill and John A. Hill
David M. Rubenstein
Mary C. Moynihan and Alexander Schmandt

$50,000 +
Edgeworth Economics
Laura D. Gates
John and Christie Johnson
Maris S. Cuneo Foundation
Soledad O’Brien
Weissberg Foundation

$25,000 +
Anonymous (2)
Anne S. Chao
BMO Financial Group
The Estate of Joan C. Clifford+
Ford Motor Company
The Harry and Jeanette Weinberg Foundation
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LOOKING AHEAD

We’ve had an exciting year at the National Archives Foundation, and we can’t wait to build on the momentum created by the public returning to the Archives—our temple of history and cathedral to democracy.

“WE LOOK FORWARD TO ANOTHER YEAR OF SHARING OUR MUTUAL HISTORY.”

The Foundation adapted well to the virtual world of COVID, but there’s no substitute for taking in the grandeur of the Rotunda and standing before our founding documents.

The Foundation and its supporters have much to look forward to in the coming year.

- The “All American” exhibit will be open throughout 2023. During its run, we will be highlighting important dates in sports history through both virtual and in-person programs.

- The Made By Us coalition is gearing up for the third annual Civic Season, adding more opportunities for direct engagement and civic participation with Gen Z. We’ll be kicking off Civic Season on Juneteenth weekend by promoting the rare display of the Emancipation Proclamation and its companion document, General Order No. 3.

- Members and donors can look forward to the return of in-person programming highlighting specific moments in U.S. history as well as key anniversaries.

- In 2023, we’ll be celebrating a special birthday—ours! The Foundation is turning 30, and we can’t wait to celebrate with you.

- Preparations are underway for America 250 in 2026. This will be a monumental event at the home of the Declaration of Independence. The Foundation is partnering with the National Archives to transform the permanent exhibit spaces, advance civics education initiatives and host key programs that celebrate our nation’s past and our ongoing efforts to form a more perfect union.

The growth and success of the Foundation is not possible without our generous members, donors, supporters and partners at the National Archives. We look forward to another year of sharing our mutual history.

PATRICK M. MADDEN
EXECUTIVE DIRECTOR
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