



NATIONAL ARCHIVES
FOUNDATION



2023 ANNUAL IMPACT REPORT

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MESSAGE FROM LEADERSHIP

The National Archives Foundation is delighted to celebrate 2023 as a year of leading, inspiring, and new beginnings. We built on existing, impactful initiatives that connect the American people with our nation's history. We also met the ever-changing needs of our partners at the National Archives and the American people.

We welcomed the 11th Archivist of the United States, Dr. Colleen Shogan, as the first woman to lead the agency since its creation. We marked the start of a major National Archives museum renovation tied to the National Archives Foundation's capital campaign in preparation for the 250th anniversary celebration of the birth of our nation in 2026. This project will change the museum's guest experience forever as the gallery spaces undergo a historic renovation. When the project is completed, visitors will be treated to a new, more interactive museum that will elevate civics learning and allow for an even more complete picture of our American story.

In 2023, we promoted and expanded initiatives in civics education with National Civic Learning Week and supported the launch of the inaugural Civics For All of US Summer Teacher Institute at the National Archives in Washington, D.C.

It's truly an exciting time at the National Archives, and there is so much more to come. As you read this report, you will see the direct impact we've had on bringing all Americans together through our shared history. And as important as the past is, we are also committed to the future. At the Foundation, we believe that the next chapter of our story holds the promise of America, and we all share in this historic journey.

In this report, you will learn more about the many connections that sustain the National Archives Foundation. We are fortunate to have so many supporters who believe in our mission to safekeep our nation's memory and make our past accessible to all Americans. We thank each and every one of you. You are an important and integral part of our success.



A handwritten signature in black ink, reading "Jim Blanchard".

Governor James J. Blanchard

Chair and President, National Archives Foundation Board of Directors

“What prevents us from falling back into the classic pattern of authoritarianism is our right – our responsibility – to hold our government accountable. That’s what makes the National Archives so important. Without the National Archives and the continued fulfillment of its mission, a healthy democracy cannot be sustained.”

DR. COLLEEN SHOGAN
11th Archivist of the United States
Swearing-in Ceremony, September 11, 2023



This is my first annual impact report letter to National Archives Foundation donors. I am honored to be the 11th Archivist of the United States, and I look forward to working closely with the Foundation.

I would like to thank Debra Steidel Wall for serving as the Acting Archivist of the United States. Deb will retire at the end of November. I greatly value her years of service to the National Archives and honor her leadership, steadfastness, resolve, and determination during a challenging year in NARA's history.

I've been on the job for about six months, and I've spent a good portion of that time on the road, visiting NARA facilities, and meeting with staff and stakeholders. I have been consistently amazed by the great work happening across our 42 facilities. But it's also clear that we have work to do to significantly increase access to the historical treasures we hold in trust for the nation.

With that in mind, we are refocusing resources on improving our visitor experience, both in person and online. We need to enhance public programs and accelerate improvements for our websites and catalog, especially our search functionality. What's the point of having billions of records if people can't engage with us and find what they need?

We have also ramped up our communications and congressional relations efforts to increase awareness of the importance of the National Archives for our democracy and the nonpartisan role we play in preserving, protecting, and sharing our records. My focus on sharing the mission of the National Archives with media outlets is an integral part of this effort.

Many of the goals I have for the National Archives would not be achievable without our partnership with the National Archives Foundation. I strongly believe in the importance of civics education for our democracy. As partners, we will make sure that the National Archives is at the forefront of civics education. We will also be working closely with the Foundation to revitalize NARA's public programming and expand our outreach, especially as we ramp up for America 250. That anniversary is an amazing opportunity for us to connect with new audiences and partners to raise the bar on civic engagement.

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 your passion for our nation's history.



A handwritten signature in black ink that reads "Colleen J. Shogan". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Dr. Colleen Shogan
Archivist of the United States

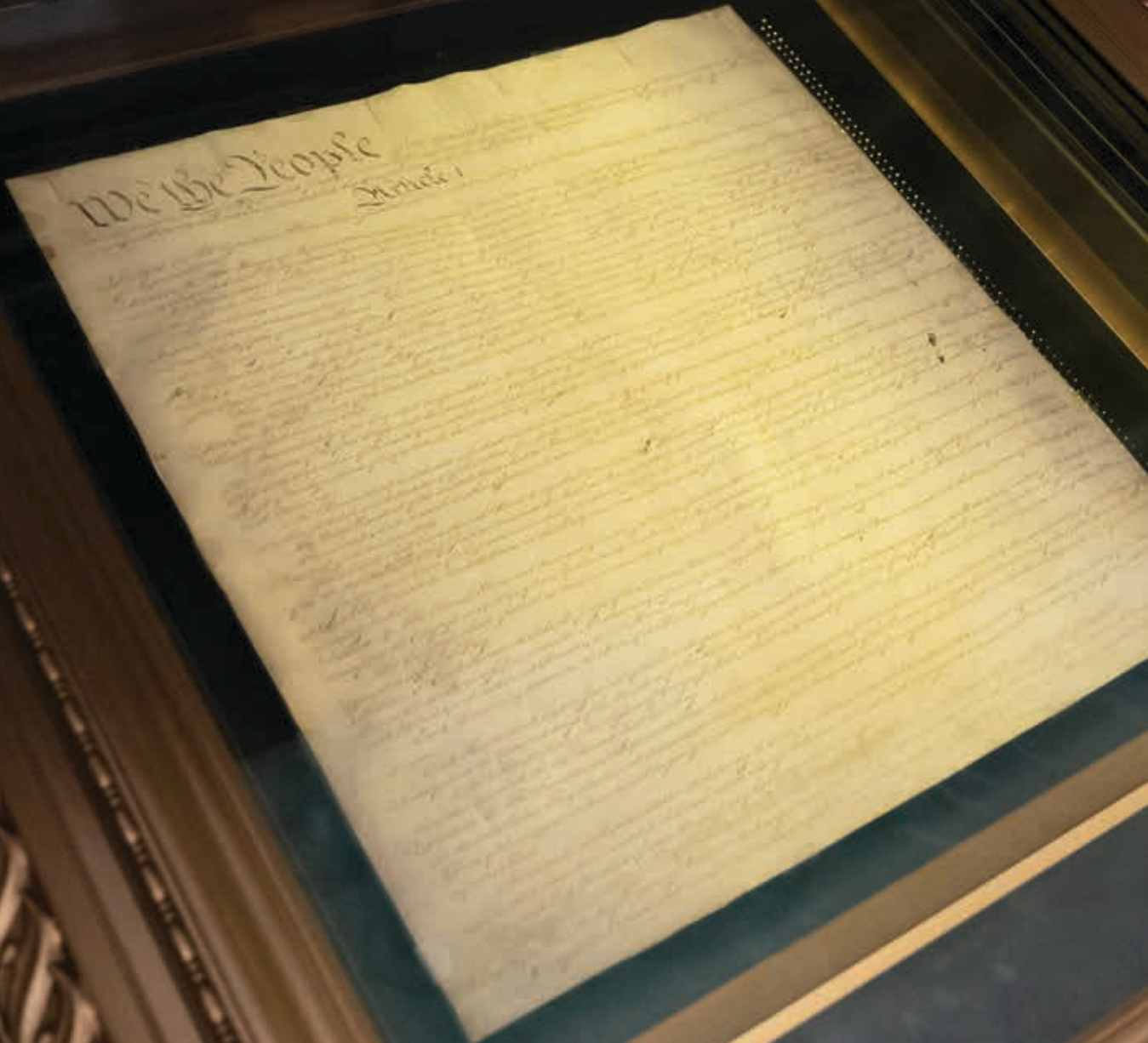
ACCESS

*“Here will be preserved all the other records
that bind State to State and the hearts of all our people
in an indissoluble union.”*

HERBERT HOOVER

31st President of the United States

Remarks upon laying the cornerstone of the National Archives Building, February 20, 1933



YEAR IN REVIEW



OCTOBER

The Foundation held its annual gala honoring presidential historian and author Michael Beschloss.



NOVEMBER

The application process for the Cokie Roberts Women's History Fellowship opens, attracting 33 submissions from across the country.



DECEMBER

The Foundation hosted a public program with David Maraniss to discuss his book *Path Lit By Lightning* about the life of Jim Thorpe.



JANUARY

The Foundation's *Archives Experience* Newsletter gets a new look, reaching 56,000 subscribers.



FEBRUARY

DocsTeach achieves 10 million page visits.



MARCH

A Foundation social post created some buzz, resulting in over 500 individual records from the holdings being shared on social media.



APRIL

The Foundation partnered with the Negro Leagues Baseball Museum to host "Before 42."



MAY

We commemorated the 50th anniversary of the end of the Vietnam War by sharing records from *Remembering Vietnam*, a past exhibit, on the National Mall.



JUNE

As part of Civics Season, U.S. Representative Maxwell Frost appeared in conversation with Soledad O'Brien on the history of Gen Z's civic engagement.



JULY

Over 5,000 people attended our July 4th celebration and explored the Public Vaults before they were closed for renovation.



AUGUST

Twenty educators from across the country completed the inaugural Civics for All of US Summer Institute.



SEPTEMBER

The Foundation hosted a swearing-in ceremony for Dr. Colleen Shogan, the 11th Archivist of the United States, at which First Lady Jill Biden and Chief Justice John G. Roberts, Jr., gave remarks.

ALL AMERICAN

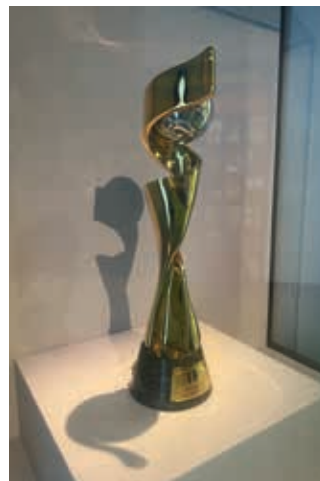


Over the past year, thousands of visitors explored *All American: The Power of Sports*, taking in inspiring stories of American athletes who have changed the course of our history.

In addition to the records, artifacts, and photographs on display, the exhibit featured a rotating display of sports trophies, giving guests an up-close experience with sports greatness. Trophies featured include:

- the Larry O'Brien Championship Trophy, on loan from the NBA;
- the 2019 U.S. FIFA World Cup Trophy, on loan from the National Soccer Hall of Fame;
- the NCAA Men's 2002 and Women's 2006 Basketball Trophies, on loan from the University of Maryland; and
- the 1998 World Series Trophy, on loan from the National Baseball Hall of Fame.

During the last few months of the exhibit, the 1984 Olympic Torch will be on display. *All American: The Power of Sports* closes on January 7, 2024.



In March 2023, the Foundation engaged social media influencers to introduce the exhibit to a wider audience. Promotion for *All American* was introduced on brand new channels, such as Tik Tok, Instagram Reels, and through podcasts.

SPONSORED BY

All American: The Power of Sports is made possible in part by



HISTORY®

Lawrence F. O'Brien
Family



The exhibit inspired a very special series of public programs, each emanating from the exhibit's central message that sports have shaped American history. We are honored to have hosted the following programs this past year.

Path Lit by Lightning: The Life of Jim Thorpe with author David Maraniss and Anita Thorpe

December 1, 2022

David Maraniss took the stage to discuss his book, *Path Lit By Lightning*, which explored the life of Jim Thorpe, one of the greatest athletes of all time. The conversation covered Thorpe's life at the Carlisle School through his pro football career. Anita Thorpe, Jim Thorpe's granddaughter, was also in attendance.

2,800 in-person and online participants



Before 42

April 20, 2023

The Foundation hosted a program exploring the legacy of Black baseball players who took the field before Jackie Robinson with the Negro Leagues Baseball Museum. ESPN's Clinton Yates moderated the discussion with Bob Kendrick, President of the Negro Leagues Baseball Museum, and Reverend Ray C. Mackey III, Board Chair of the Biz Mackey Family Foundation, author, and grandnephew of Hall of Fame catcher James Raleigh "Biz" Mackey. Congressman Jim Clyburn delivered opening remarks.

2,050 in-person and online participants



Girl Power: Inspiring the Next Generation of Women Athletes

April 26, 2023

The Foundation hosted an intimate conversation with a star-studded lineup of accomplished female athletes, including softball legend Monica Abbott, former WNBA-player-turned executive Bethany Donaphin, and two-time Olympic alpine skier Patricia Mangan. The panelists discussed their career journeys and how they tackled the belief that "girls can't do that," inspiring girls to pursue their dreams by trusting their inner voices and never settling for "no." The program was hosted in partnership with the national nonprofit Play Like a Girl®.

1,500 in-person and online participants



A Celebration of Sports: An Evening with Bob Costas and Michael Wilbon

September 26, 2023

Legendary sports journalists Bob Costas and Michael Wilbon shared the stage to discuss their decades-long experience in broadcasting as part of the *All American* exhibit. The conversation focused on iconic sports moments drawn from the exhibition *All American: The Power of Sports* and connected with the power of athletes to move social issues forward.

2,350 in-person and online participants



EMANCIPATION PROCLAMATION AND GENERAL ORDER NO. 3 DISPLAY



The annual Emancipation Proclamation and General Order No. 3 display was bigger than ever in 2023. With the support of The Boeing Company, this special document display was visited by more 70,000 museum visitors June 17-19. The Juneteenth weekend event served as the D.C. kickoff for Civic Season, a nationwide collaboration with the Made By Us Coalition. Marketing for the document display across social media and other online inventory garnered over 8.2 million views and reached over 785,000 people in the D.C. metro area.

Viewing the Emancipation Proclamation and General Order No. 3 is a unique opportunity far too few people have. This year, the Foundation partnered with social media influencers across multiple platforms and content areas. The majority were Black historians, Black travel creators, and professional leaders in the fields of history, archival research, and genealogy. These 11 influencers had a rare opportunity to photograph and video the documents so they could share their experience, the documents' history, and the work of the National Archives with their collective audience of over two million people.

SPONSORED BY



CIVICS

The third annual Civics Season kicked off this year with record numbers as 400 institutions within the Made By Us coalition reached more than 13 million people. The Foundation participated in both social media and programming to reach the 18-30 demographic that Civic Season targets. This was our best year for Gen Z-centered programming. We hosted Congressman Maxwell Frost in conversation with journalist Soledad O'Brien. Congressman Frost is the first (and so far only) Gen Z member of Congress. He brought his unique story and perspective on youth civic engagement to the National Archives, an event that was attended by 100 high school students from Civics Unplugged.



In July, 18 educators from 14 states met at the National Archives for the inaugural Civics for All of US Summer Institute. They were selected from more than 150 applicants to participate in five days of professional development. Participants attended in-depth sessions on the resources available from the Civics for All of US initiative and training on teaching with primary sources to build students' civic knowledge and skills. Through interactive tours, gallery visits, and classroom sessions, participants engaged with primary sources that shed light on the successes, failures, debates, and challenges in the history of our democracy and discovered resources for sharing diverse perspectives and historically underrepresented voices in classroom civics lessons. Participants will use what they learned at the institute to design learning activities in DocsTeach that will be featured on a new webpage dedicated to Civics for All of US resources.



“The Institute at the National Archives was, without question, the most impactful, meaningful, and enjoyable professional development experience I have ever had.”

Educator and Institute participant, July 2023

A cohort of 23 Oklahoma educators met for the Primary Source Pedagogy Program in winter 2023. In June, three Primary Source Pedagogy Programs were held for New Mexico educators, with 40 teachers completing the program. Across these two states, the program reached elementary, middle, and high school educators from some of the states' largest school districts to the smallest, directly benefiting over 5,500 students in Oklahoma and New Mexico.

SPONSORED BY



Jacqueline B.
Mars

MUSEUM RENOVATION



As the 250th anniversary of the nation's founding approaches in 2026, the National Archives and the National Archives Foundation aspire to welcome all visitors to a new museum experience. The renovated exhibition spaces, learning center, and theater will spark curiosity and animate the stories of how American democracy has evolved over the years through modern exhibitions, interactives, and programs.

Rendering of the new exhibition's introductory gallery.



INNOVATION NATION GALLERY RENDERING. In this gallery of the new exhibition, visitors will discover through National Archives records how government sponsored innovation has contributed to our every day lives.



ARCHIVES ARCADE RENDERING. In the new education space, visitors of all ages will engage in civics related educational games and interactives.

With \$30M in support from Congress and private funding from the Foundation, the National Archives is undertaking a once-in-a-generation opportunity to improve the museum visitor's experience with a complete redesign of the Public Vaults, education space, and updates to the Theater.

The renovation of the museum's permanent exhibit space will mix original records with interactive technology to create a welcoming and personalized museum experience for visitors of all ages and backgrounds.

The new education space will be just steps away from the Rotunda and will bring life to documents and our history via hands-on stations in the "Archives Arcade," a family area, and a multi-use classroom. Visitors of all ages will be invited to learn about our nation's history and how citizens make democracy work. School groups nationwide will use the new classroom to participate in innovative programs led by the National Archives' education team.

The renovation is scheduled to be completed by the summer of 2025, ahead of the National Archives' celebration of the 250th anniversary of the Declaration of Independence in 2026.

SUPPORTERS

U.S. Congress and the American People
Governor James J. Blanchard and Janet Blanchard
Steven and Tracey Caple
The Eliasberg Family Foundation
Events DC
Amb. Fay Hartog-Levin (Ret.)
The Hearst Foundations
Marilynn and John Hill
John and Christie Johnson
The Mars Family
Mary C. Moynihan and Alexander Schmandt
Mary Lynn Kotz
William G. McGowan Charitable Fund
Microsoft Corporation
Soledad O'Brien
Michael and Deborah Ratner
Salzberg Family Foundation
Seedlings Foundation
Ross O. Swimmer
Tom and Carol Wheeler

CELEBRATE

A photograph of a man and two children in a museum setting. The man, wearing a red t-shirt with 'Washington' on it, stands behind the children. The girl on the left is holding a white model of a ship. The boy on the right is wearing a black pirate hat and has star-shaped face paint on his cheeks. They are all smiling. In the background, there is a large historical painting on the wall.

*“The flames kindled on the 4th of July 1776,
have spread over too much of the globe
to be extinguished...”*

THOMAS JEFFERSON

JULY 4TH AT THE NATIONAL ARCHIVES



July 4th was celebrated at the National Archives again this year. Attendees enjoyed live music and the iconic Reading of the Declaration of Independence Ceremony. In celebration of the *All American* exhibit, Superbowl XXII MVP and Senior Advisor to the President of the Washington Commanders Doug Williams delivered keynote remarks.

Marketing efforts leading up to the event included ads on social media and other online inventory, a sponsored email to the Destination DC listserv, the premiere tourist network for Washington, DC, and for the first time, a Connected TV ad on Hulu and Disney+. Our advertising efforts garnered more than 2.4 million views.

The National Archives also hosted kid-friendly activities both on the portico and in the Boeing Learning Center. Children of all ages had the opportunity to make their own buttons, go on a Declaration of Independence-themed scavenger hunt, and hear from historical figures like Frederick Douglass on the importance of Independence Day.

The annual Road to the Declaration programming series was hosted in the lead-up to the event. Programming focused on the rights of the British in the American colonies, the Intolerable Acts, and the First Continental Congress.



SPONSORED BY



NATIONAL ARCHIVES
FOUNDATION

HONOR

*“The Founders’ idea was that it was
the highest form of patriotism to
preserve our documents...”*

MICHAEL BESCHLOSS

Presidential Historian

Records of Achievement Program

October 19, 2022



RECORDS OF ACHIEVEMENT AWARD CEREMONY AND GALA

Honoring Distinguished Historian and Author Michael R. Beschloss



On Wednesday, October 19, 2022, the National Archives Foundation honored distinguished author and presidential historian Michael Beschloss with our prestigious Records of Achievement Award for his commitment to chronicling the American story. Renowned journalist, commentator and television anchor Andrea Mitchell led an engaging interview with the honoree that was the highlight of the evening.

Known as “the nation’s leading presidential historian,” Michael Beschloss is one of the most impactful authors and journalists of our generation. He is a bestselling author whose works include *Presidents of War: The Epic Story, from 1807 to Modern Times*, *Presidential Courage: Brave Leaders and How They Changed America 1789-1989*, *The Crisis Years: Kennedy and Khrushchev, 1960-1963*, and *Mayday: Eisenhower, Khrushchev, and the U-2 Affair*. He is a longtime supporter and advocate of the National Archives and has been a distinguished member of the National Archives Foundation Board of Directors for over 20 years.



You can watch a video of the program online at archivesfoundation.org/2022-records-of-achievement/ or by using the QR code.

SPONSORED BY

Governor Jim and Janet Blanchard
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Anonymous
BMO Financial Group
Anne Chao
Maris S. Cuneo Foundation
Ambassador Fay Hartog-Levin (Ret.)
Marilynn Wood Hill and John A. Hill
Jacqueline B. Mars

The Daschle Group
DLA Piper LLP (US)
Cameron F. Kerry
Lucinda Robb
Ross O. Swimmer

CONGRESSIONAL OPEN HOUSE



On Wednesday, July 12, 2023, the National Archives and National Archives Foundation welcomed members of Congress, senior staff, and their families to its annual Congressional Open House. During the event, guests visited exhibits, enjoyed snacks and drinks on all three floors of the museum, and engaged in activities for their families. In celebration of the 160th anniversary of the Emancipation Proclamation, all guests were treated to a special viewing of the original document and General Order No. 3.

SPONSORED BY **AARP**

PARTNERSHIPS

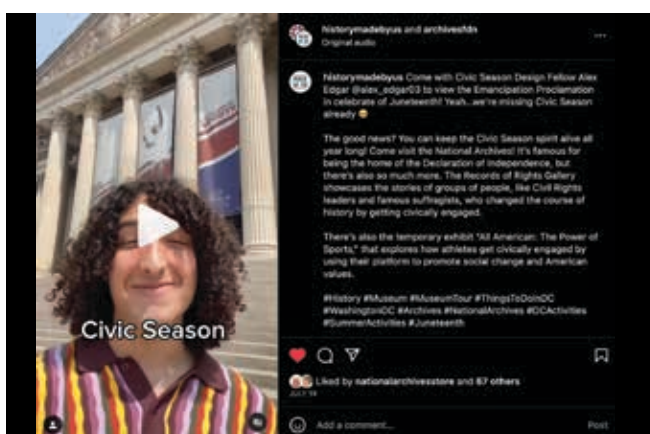
The success of this past year is due in part to our many committee, exhibit, program, and mission partners who lend their names, talents, and resources to the Foundation. The *All American: The Power of Sports* exhibit relied on partners for the rotating trophy display; our public programs invited partners to take the stage and add their voices to important national conversations; and our mission partners allowed us to bring our work out into the community through outreach events and collaborations.



In March, the Foundation teamed up with the Harlem Globetrotters for a game at Capital One Arena. Our staff was courtside promoting the sports exhibit while sharing resources and materials with Globetrotter fans. Globetrotters mascot Globie even signed his copy of the Declaration of Independence.



In May, the Foundation partnered with Camp Legacy, a three-day event honoring Vietnam Veterans and their families. The Foundation staff set up a temporary exhibit at the event, displaying records from *Remembering Vietnam*, a past exhibit.



In June, the Made by Us Coalition partnered with the Foundation for Civic Season in an effort to increase civic engagement with our democracy. This partnership extends beyond Civic Season since we have continued collaborations on social media throughout the year to keep our message in front of the younger generations.



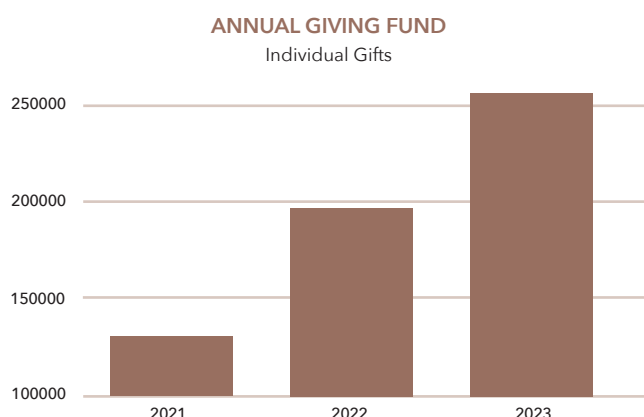
In September, the New-York Historical Society opened their venue to host a Fireside Chat between Archivist of the United States Colleen Shogan and journalist Soledad O'Brien. More than 200 guests attended this conversation focusing on the importance of the archives and the preservation of our past.

Thanks to all our partners for your continued support.

FUNDS

Annual Fund

The Foundation merged its membership program and its annual giving program into a single Annual Fund campaign. This streamlined program appeals to donors from all walks of life and every corner of the nation to support the mission of the National Archives Foundation—to make the records of the National Archives accessible so all Americans know their rights, responsibilities, and shared history.



Trustees Council

Trustees Council members come from every corner of the United States and are the Foundation's most dedicated supporters. They understand the National Archives' vital role in safeguarding our nation's democracy and promoting our nation's shared history.

2023 TRUSTEES COUNCIL

Brian and Tegan Acton	Pat and David Jernigan
Daniel Alvarez	Maarja Krusten
Linda and Jim Beers	Susan and Daniel Merrick
John Y. Cole and Nancy Gwinn	Cathy and Nancy Merrill
Charles and Deborah Cooper	Joel and Joan Pickett
David and Megan Don	Lola Reinsch
Christopher Dreher	Steve Roberts
Richard A. Eliasberg	David M. Rubenstein
Bitsey Folger	Steven Rose
Denise Gwyn Ferguson	Jai Saboo
Laura D. Gates	John Todd
Michael and Rae Hyatt	Jennifer A. Warren

Permanent Funds

The Foundation's mission is to inspire citizens to explore the past and cultivate a deeper understanding of their civic responsibility and history. To help facilitate this learning, the National Archives Foundation has developed several funds to support cutting-edge exhibits, interactive educational activities, and high-profile public programs.

CIVICS FUND

Building an engaged citizenry starts with civic education. The Civics Fund provides vital resources for teacher training workshops and institutes, online primary resources via the National Archives' award-winning DocsTeach website, and virtual and in-person public programs.

RIGHTFULLY HERS AND THE COKIE ROBERTS RESEARCH FUND FOR WOMEN'S HISTORY

Telling the stories of people often left out of traditional history books lies at the heart of what we do at the National Archives Foundation.

The new Rightfully Hers Fund will provide ongoing financial support for research, public programs, exhibitions, and educational materials focused on American women's stories. The Cokie Roberts Fund provides funding to the next generation of women journalists, scholars, and authors to honor the legacy of Cokie Roberts, a 17-year member of the NAF Board of Directors who spent a career shining a light on the stories of countless women in U.S. history who were previously unknown to the public.

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 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 in the records of the National Archives.

CORPORATE COUNCIL



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 private tours, and discounts on event space rentals in the beautiful National Archives building.

PLATINUM



GOLD



SILVER



BRONZE



RETAIL OPERATIONS



This past year brought continued success to retail operations, generating \$4.3 million in revenue for Foundation initiatives. A key highlight from the year is the \$250,000 store renovation designed to improve the customer experience and product display aesthetics. Self-checkout kiosks replaced traditional staffed checkout stations, which have greatly reduced checkout time, improved customer flow, and allowed for enhanced customer service with more staff on the retail floor. The renovation was completed on time and under budget and has already exceeded expectations.

Retail operations engaged in new business relationships this year, including the exploration of opportunities for cross promotion with Foundation partners. Additional efforts were made to build a presence as a wholesale distributor for National Archives Store custom products, which now appear at museums around the country. The store has also collaborated with Foundation special events clients to create custom gifts for event guests.

Our product selection continues to adapt to meet the demands and interests of our visitors and followers. New items introduced this year include an expansion to our Native American and Uncle Sam collections; new charter and building mugs; a custom Cherry Blossom section including hand-painted vases; and new socks featuring female Supreme Court justices.



Meet George Washingnome – the National Archives Gnome!

George was introduced on July 4th as the official Foundation mascot. We engaged our community to nominate and vote on a name, which inspired a custom version of the ornament to live on in infamy with our store collection. George Washingnome is available for purchase online and in our store.

Store Revenue: **\$3,845,604**

Conversion Rate: **12.9%**

Average Sale: **\$29.65**

eStore Revenue: **\$507,646**

Conversion Rate: **1.6%**

Average Sale: **\$66.24**

FINANCIALS

STATEMENT OF FINANCIAL POSITION

	2023 (unaudited)*	2022 (audited)
Cash & Cash Equivalents	\$ 1,145,704	\$ 3,943,543
Investments	10,733,582	4,846,664
Accounts & Pledges Receivable	1,871,112	494,075
Inventories	927,269	668,308
Other Assets	3,460,434	4,948,137
Total Assets	\$ 18,138,101	\$ 14,900,727
Accounts & Contracts Payable	598,822	724,037
Other Liabilities	235,557	426,815
Line of Credit	723,271	682,928
Total Liabilities	\$ 1,557,650	\$ 1,833,780
Assets without Donor Restrictions	6,207,617	4,874,817
Assets with Donor Restrictions	10,372,834	8,192,130
Total Net Assets	\$ 16,580,451	\$ 13,066,947
Total Liabilities	\$ 18,138,101	\$ 14,900,727

STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

	2023 (unaudited) *	2022 (audited)
Contributed Income & Contracts	\$ 7,110,182	\$ 5,458,624
Membership Dues	335,435	316,419
Gross Profit from Retail Operations	2,586,716	2,175,550
Investment Income	861,383	(1,480,797)
In-kind Support	120,752	691,889
Other Income	6,127	8,462
Total Revenue	\$ 11,020,595	\$ 7,170,147
Program Expenses	5,157,341	5,206,640
General & Administrative Expenses	1,350,927	1,409,991
Fundraising Expenses	998,823	976,581
Total Expenses	\$ 7,507,091	\$ 7,593,212
Extinguishment of Loan Payable		460,635
Change in Net Assets	3,513,504	37,570
Net Assets at Beginning of Year	13,066,947	13,029,377
Net Assets at End of Year	\$ 16,580,451	\$ 13,066,947

*Unaudited amounts subject to change.

A photograph of four sailors in white uniforms and caps, looking intently at a historical document displayed in a glass case. The document is a large, aged piece of paper with handwritten text. The sailors are standing in a line, with the one in the foreground looking down at the document. The background shows a museum-like setting with other display cases and a bright light source.

INSPIRE

"We have it in our power to begin the world over again."

THOMAS PAINE
Common Sense

IMPACT

1 Million + Museum Visitors

75+ Museum Tours

PROGRAMS

7
Signature Programs

1,109
Theater Program Participants

5,571
July 4th Program Participants

14,491
Virtual Program Views

CIVICS AND LEARNING

455
Total Number of Civics
and Education Programs

3,000+
Total Teacher
Participation

42,000+
Total Student
Reach

50 STATES + DC **3 TERRITORIES** **12 COUNTRIES**
Geographical Reach

1,324,423
DocsTeach Users

6,519,767
DocsTeach Page Visits

33 Cokie Roberts Women's History Fellowship Applicants

SUPPORT

\$7,103,774
Total Funds Raised

54
Partners

EVENTS

\$500,000+
Event Revenue

44
Client Events

12
Foundation Hosted Events

1,362
Event Guests

ENGAGEMENT

4.6 Million
Social Impressions

236,000
Social Engagement

264,000
Web Visitors

5.13%
Engagement Rate

68,177
Email
Subscribers

2,628
Documents
Shared

2 Million
Reached via
Influencer Initiatives

MUSEUM STORE

\$3,845,604
Museum Retail Revenue

\$507,646
eStore Retail Revenue

137,344
Retail
Transactions

\$31.69
Average Sale Per
Transaction

BOARD AND STAFF

OFFICERS

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GENERAL COUNSEL

William H. Minor
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Presidential Historian
Washington, DC

A'Lelia Bundles
Author/Journalist
Washington, DC

Ken Burns
Filmmaker/Historian
Walpole, NH

DIRECTORS

Douglas Brinkley
Professor and Presidential Historian
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LOOKING AHEAD

When we are challenged to understand the headlines, decisions, and actions of our government and its leaders, we turn to history to guide us. There is no better shepherd of our collective past than the National Archives.

The past year has been one of transition and renewal as the leadership of the National Archives changed and we welcomed Dr. Colleen Shogan. Her focus on access to the records in person and online and civics aligns with the National Archives Foundation's mandate to help the institution connect the American public to NARA's documents and their stories.

Over the past few years, the Foundation has worked to develop plans with the National Archives as part of the quiet phase of our campaign to improve and reimagine the National Archives Museum's visitor experience. This past summer, parts of the museum closed to the public to begin this work. With \$30 million in hand from Congress to update the museum before the 250th anniversary of the Declaration of Independence in 2026, the Foundation is pursuing private funding to augment the renovation budget, expand our civics work, and prepare for the anniversary celebration.

Over the next few months, we will roll out the details for the renovation as well as the plans for the 250th anniversary events. This effort would not be possible without the leadership and generous support of our board of directors, as well as some key leadership gifts from corporations, foundations, and individuals. Will you be a part of this once-in-a-generation project? **We welcome and invite you to join this historic effort.** Use the qr code at the bottom of this letter to learn more.

We are so grateful to all of you—our individual donors, sponsors, and grantors—who continue to be the bedrock of our annual support for exhibitions, civics outreach, public programs, and events.

Onward to another historic year!



Patrick M. Madden

Executive Director, National Archives Foundation



LEARN MORE about the
museum renovations and the
250th anniversary events



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