

We the People

Article 1

Section 1. All legislative Powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

Section 2. The House of Representatives in each State shall have the same Qualifications, Requirements, and Electors as the Representatives of that State in the Congress of the United States.

No Person shall be a Representative who shall not, when elected, be an Inhabitant of that State in which he shall be chosen.

Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to all free Persons, Whites, Males, twenty years of Age, and bound to Service for a Term of Years, and been seven Years within that State, three fifths of all other Persons, who are bound to Service for a Term of Years, and been seven Years within that State.

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When vacancies happen in the Representation from any State, the Executive Authority thereof shall issue Writs of Election to fill such Vacancies.

The House of Representatives shall choose their Speaker and other Officers, and shall have the sole Power of Impeachment.

Section 3. The Senate of the United States shall be composed of two Senators from each State, chosen by the Legislature of the State in which they may be chosen.

Immediately after they shall be assembled in Consequence of the first Election, the Chief Magistrate of the United States shall convene the Senate on the Capital City thereof, to choose one of their Number to act President of the Senate, who shall, if the Senate be equally divided, have the Vote.

Two thirds of the Senators present shall constitute a Quorum, and a Majority of the same shall be necessary to do Business, and a Quorum may be present on any Day on which they may be required to meet.

No Person shall be a Senator who shall not have attained to the Age of thirty Years, and been seven Years a Citizen of the United States, and, when elected, be an Inhabitant of that State for which he shall be chosen.

The Vice President of the United States shall be President of the Senate, but shall not be counted in the Number of Senators, and shall have no Vote, unless he be equally divided with the Senate.

The Senate shall have the sole Power to try all Impeachments, when sitting for that Purpose, they shall be on Oath or Affirmation. The Oath or Affirmation shall be administered by the Chief Magistrate of the United States.



connections

2006 ANNUAL REPORT

FOUNDATION FOR THE
NATIONAL ARCHIVES

Mission and Vision

It is the mission of the Foundation for the National Archives to create public awareness of the importance of the National Archives as a cultural resource in the American democracy – a place where historians, seekers of justice, and private citizens can find evidence on which truth is based.

The Foundation was created to support the Archivist of the United States in developing programs, technology, projects and materials that will introduce and interpret the Archives holdings to the American people and to people around the world. The purpose of the Foundation is to educate, enrich, and inspire a deeper appreciation of our country's heritage through the collected evidence of its history.

Within the Archives Building in Washington, DC, as well as its many regional archives, records centers, and Presidential Libraries, and in outreach to the American public through traveling exhibitions and national media, the Foundation's goal is to assist in presenting the historical records that:



1. Reveal the ideals and values of the nation's Founders,
2. Point to the meaning of the records and accomplishments of previous generations, and
3. Establish the significance of these records as proof that individual citizenship not only matters, but is vital to our lives.

It is the vision of the Foundation for the National Archives that this creative effort, enhanced with 21st Century methods, will produce a greater understanding of the American journey – where our nation has been and how it can be best guided in the future. In this public/private partnership, the role of the Foundation is to generate financial and creative support from individuals and corporations to provide this extensive outreach, which has not been mandated by Congress.

The Foundation for the National Archives, a 501(c)(3) organization, is directed by men and women from the private sector who are dedicated to the institution that holds and preserves the records of the United States of America. The National Archives is guardian of the nation's most important and treasured documents. At the heart of its holdings are the Charters of Freedom: the Declaration of Independence, the Constitution, and the Bill of Rights. These documents exist as the cornerstone of our society.

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DEED OF GIFT FOR THE STATUE OF LIBERTY, 1884, GENERAL RECORDS OF THE DEPARTMENT OF STATE, 1756-1999



PRESIDENT JIMMY CARTER WITH POPE JOHN PAUL II, BY BILL FITZ-PATRICK, 1979, NATIONAL ARCHIVES, JIMMY CARTER PRESIDENTIAL LIBRARY AND MUSEUM, [NLJC-13525.15]

Allen Weinstein

Archivist of the United States



Photo by Earl McDonald

In creating the *National Archives Experience*, the National Archives and Records Administration (NARA) and the Foundation for the National Archives have introduced millions of visitors to American heritage through the records held in the vaults of the National Archives. The pages of this 2006 Annual Report highlight the achievements of our ongoing partnership.

In 2006, I was pleased to present NARA's Strategic Plan detailing the Agency's goals and strategies for the next ten years. The Archives' role as the preserver of America's history through its documents remains paramount. However, with a new emphasis on the importance of civic literacy and increasing demands for access to the Archives' records, we must now augment our resources to match our responsibilities. The Foundation plays an instrumental part in facing these challenges.

Circumstances tested NARA's ideals in 2006 with growing emphasis on increasing access to the information stored in our vaults and problems of reduced budgets. In addition, a flood in June forced the Archives' downtown building to close for three weeks. The dedication of our staff ensured that no records were damaged and that the Archives' annual 4th of July celebration proceeded on schedule. Throughout the year, exhibits, public programs and educational workshops gave our million-plus visitors memorable experiences and unhindered views of the richness of America's history. But, it is with the opening of the innovative Boeing Learning Center—where each visitor can personally

experience the impact of our records—that we make many of our most important connections.

Supported and assisted by the Foundation, the National Archives strengthened its influence on record numbers of visitors in the Washington, DC community and across the nation. I am proud to help lead such a successful partnership and of the achievements we have shared in the recent past. I look forward to an even brighter future.

The glory and romance of
our history are here preserved
in the chronicles of those
who conceived and builded
the structure of our nation.

— BUILDING, WEST SIDE WALL

Allen Weinstein

Tom Wheeler

President, Foundation for the National Archives

Situated at the Pennsylvania Avenue entrance of the National Archives Building is a massive statue of a young woman with the inscribed quote below her, “What is Past is Prologue.” Quite simply, the wealth of history at the Archives gives us the beginning to each of our stories and a connection to those great figures and everyday Americans who shaped our nation.

The work of the Foundation for the National Archives seeks to share the richness of the holdings of the Archives by connecting visitors to the people and events of the past. Thanks to the support of our donors and partners in 2006, the Foundation continued to expand its efforts with diverse programs and lectures, while increasing access through traveling exhibitions and new partnerships with the Presidential Libraries and the National Park Service. The generosity of individuals like you and the resolve of the staff enabled the Foundation to overcome the adversity of flooding and a three-week building closure following severe rains last June.

In the years since the Foundation and the Archives created their partnership to develop the *National Archives Experience*, America’s past has been displayed in many exciting and innovative ways. The cherished Charters of Freedom in the renovated Rotunda and over a thousand records in the Public Vaults share the American spirit with over a million people each year. The William G. McGowan Theater has become the premier venue for documentary film and lecture programs in Washington, DC, acting as a unique tool for displaying the myriad of film footage from the Archives. The Lawrence F. O’Brien Gallery gives visitors to Washington, DC and, as the exhibitions tour, people across the nation the opportunity to intimately explore treasures from the vaults. Finally, the new Boeing Learning Center will let families, students, and the casual visitor engage in hands-on activities with historical documents while also serving as a headquarters for the Archives’ national education programs. The *National Archives Experience* has opened the records of our country’s heritage, thus communicating that the knowledge of our past is the foundation for the American democracy.

It is because of your support that this partnership has thrived and grows stronger each year. With the work of committed people at the Foundation and the Archives, together with your continued support, Americans of all ages and backgrounds will continue their journey of discovery through the *National Archives Experience*.



Photo by John Whitman

This building holds in trust
the records of our national
life and symbolizes our faith
in the permanency of our
national institutions.

— BUILDING, EAST SIDE WALL

National Archives

The *National Archives Experience* is a public-private partnership between the Foundation for the National Archives, an independent non-profit entity, and the National Archives and Records Administration, a federal agency. Through the *National Archives Experience*, we are committed to introducing the depth and diversity of the records of the National Archives to as many individuals around the globe as possible. Within the vast holdings of the National Archives is a collection of records that shape the history of American democracy and together the Foundation and the Archives invite visitors to “discover” these treasures that form the cornerstone of history for themselves.

As an ideal resource for researchers, educators, and the general public, the *National Archives Experience* encourages individuals to sharpen their critical thinking skills and become active participants in our democratic process. Beyond its emphasis on education and citizenship, the project illustrates the rich blending of cultures and communities that have created our American society. These elements are reflected throughout the programs and exhibitions within the *National Archives Experience*, offering connections to the people and events of the past that continue to shape this great nation.

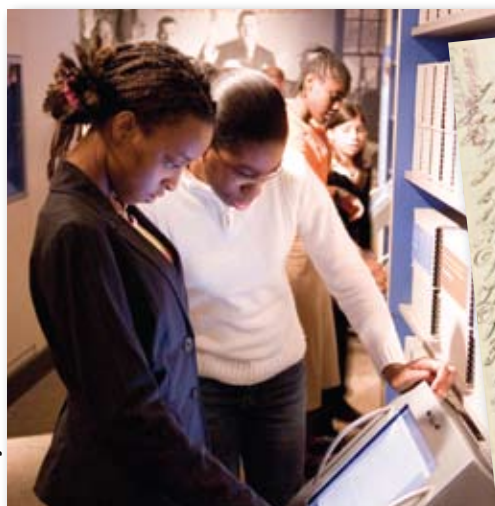


Photo by Scott Suchman



LETTER FROM JOHN BOSTON, 1862,
NATIONAL ARCHIVES, RECORDS OF THE
ADJUTANT GENERAL'S OFFICE, 1780'S-1917

National Archives Experience Update

In 2006, the Foundation and the National Archives completed its second full operational year of the *National Archives Experience*. The *National Archives Experience*, which was launched in 2003, has completed and opened: the restored Rotunda, housing our nation's Charters of Freedom- the Declaration of Independence, the Constitution and the Bill of Rights; the hallmark, award-winning Public Vaults, an engaging permanent interactive exhibition; the 290-seat William G. McGowan Theater; the Lawrence F. O'Brien Gallery; and most recently, the first phase of the Boeing Learning Center, the ReSource Room.

The restored Rotunda and the Public Vaults exhibit are permanent components of the *National Archives Experience*, inviting over a million visitors a year to explore our founding documents and over 1,100 records in innovative ways. These components serve as cornerstones for the *National Archives Experience* allowing visitors a chance to see each and every day why the holdings of the National Archives are vital to understanding the history of their heritage and country.

In addition to these permanent exhibitions, the *National Archives Experience* enables visitors to interact with the rich and diverse array of documents, recordings, films, and photographs in the Archives' collection - and the American stories that they tell - in the William G. McGowan Theater and the Lawrence F. O'Brien Gallery.

Experience

Photo by Scott Suchman



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“Story after story is revealed from the work that is accomplished every day at the Archives — the incomparable truths, all telling and retelling what is the essential American journey.”

— CHARLES GUGGENHEIM,
*Former President of the Foundation
for the National Archives*

National Archives

Photo by Michel Leroy

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“Our National Archives is the physical manifestation of the American journey, all in one amazing place.”

— TOM WHEELER
*President of the Foundation
for the National Archives*

Since it opened in September 2004, the William G. McGowan Theater has become the premier showcase in Washington for documentary films past and present, and an important venue for lectures, symposia and forums. In its brief history, the Theater has been host to hundreds of unique film, lecture and education programs.

The Lawrence F. O'Brien Gallery, which also completed its second successful year in operation in 2006, allows the Archives to reveal and share records from the National Archives and its Presidential Libraries and Regional Facilities through changing, topical exhibitions. In 2006, vivid firsthand accounts of events and people that have defined the American scope from the exhibition “Eyewitness: American Originals from the National Archives” drew hundreds of thousands of visitors in its six-month stay.

The new Boeing Learning Center is comprised of two important activity spaces, the ReSource Room and the Learning Lab. When finished, the Boeing Learning Center will serve as the heart of all of the Archives' educational programming, including as a prototype site for activities that can be modeled at other National Archives facilities and partner sites across the nation. The ReSource Room had a “soft opening” in late spring 2006 and is now accessible to all visitors to the *National Archives Experience*. This state-of-the-art space offers all general visitors, whether they are families, school groups or teachers

Experience

in training from the community, opportunities to explore further the records and historical themes they saw on exhibit. Since its opening, the ReSource Room has enjoyed visitors from 48 states and over 50 countries and has hosted teachers, school administrators, curriculum coordinators and social studies department heads, making connections in the local community and across the nation. The new phase of the Center, the Learning Lab, is currently scheduled to be opened in fall 2007. The Foundation looks forward to reporting the success of the new Lab and its programs in next year's report.

The next and final component of the *National Archives Experience* will be the creation of the *National Archives Experience* website. The launch of the *National Archives Experience* on the Web will increase access to the rich diversity of the Archives' holdings by diversifying the methods in which people can interact with the records of American history.

Campaign Highlights

For the second straight year, the *National Archives Experience* surpassed the one million visitor mark with average visitation totaling nearly 2,800 people a day. This tremendous achievement demonstrates the success of the *National Archives Experience*, and the Archives' growing status as a "must-see" destination for Washingtonians and tourists alike.

The Foundation also made progress in the development and production of the new children's films and a companion book underwritten by a portion of the \$1.2 million gift awarded by the New York Life Foundation in 2005. The book and films will be unique educational tools that orient students and teachers before their visit to the new Learning Lab, guide students as they embark on a multi-media adventure about the Constitution, and enhance their trip with lessons about the concepts of archival work and the importance of records in understanding and interpreting history. The Foundation expects both films and the book to be completed and in full use by the fall of 2007.

The Foundation was pleased to welcome many new major donors who contributed a total of \$410,000 to the campaign for the *National Archives Experience* in 2006. In addition, we are proud of the continued success of the Board Leadership Challenge led by Campaign Chair Ken Lore. In 2006, it raised \$215,000 through "second gifts" as well as \$350,000 from the newest members of the Board. By the end of the year, the Foundation for the National Archives had received an approximate total of \$18 million towards the campaign goal of \$23.6 million.



Photo by Scott Suchman

Programs and Part

As a part of the *National Archives Experience*, the Foundation is able to offer the public year-round educational exhibitions both temporary and permanent, as well as family and issues-oriented programming. In addition to the Rotunda and the Public Vaults, ongoing programs in the William G. McGowan Theater and the Lawrence F. O'Brien Gallery introduce the Archives' vast collection of records. It is through historical examination of original documents that visitors can engage with their heritage in diverse and unique ways. Ultimately, these innovative programs and exhibitions allow visitors to develop a personal connection with our democracy while also showcasing the treasures of the Archives' holdings.

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Photo by Darryl Herring



Program Highlights from the William G. McGowan Theater

In January 2006, the McGowan Theater hosted a series of programs to celebrate the completion of the first phase of a five-year effort to preserve and make available the records of the Freedmen's Bureau Project. Entitled "The Road to Freedom," the series featured documentaries, a symposium led by the Archivist of the United States along with other fellow experts, and tributes to Rosa Parks held in the McGowan Theater. Three original documents from the Freedmen's Bureau were also on display in the East Rotunda Gallery throughout January and February, and the Foundation produced a special commemorative publication, *The Road to Freedom*.

Due to heavy rains in Washington, DC in June, parts of the Archives Building including the McGowan Theater suffered severe water damage. But, thanks to our neighbors at the United States Navy Memorial who donated the use of their Arleigh and Roberta Burke Theater, in the Memorial's Naval Heritage Center, programs like those for Constitution Week in September were able to continue.

Photo by Kyle Samperton



nerships

In the fall, following a complete renovation after the flood, the McGowan Theater hosted a variety of high-profile programs:

- On October 21, the Archives and the Foundation offered a day-long symposium entitled, “The Cold War: An Eyewitness Perspective.” Scholars, archivists, and the general public provided unique dialogue and multiple perspectives on the study of The Cold War through panel discussions led by the Archivist of the United States, former ambassadors, and historians.
- The Second Annual William G. McGowan Forum was held on November 3, 2006, and focused on the theme of “Citizen Witness.” The Forum, a partnership with the Newseum, included a panel discussion exploring how everyday citizens become witnesses to historic moments, mishaps and miseries by using ever-more-advanced cell phones, digital cameras and camcorders. A panel discussion moderated by Robert MacNeil, formerly of PBS’s *The MacNeil-Lehrer Newshour*, featured experts in news media and constitutional law discussing the quandaries of these technological times and what’s ahead in both the newsrooms and the courts. This program was supported by one of the Foundation’s strongest benefactors, the William G. McGowan Fund, Inc.
- Furthermore, the Foundation has been able to partner in the Archivist’s American Conversations monthly series throughout the year, which has featured such notable guests as John Hope Franklin, Ken Burns, Senator Hillary Clinton, Cokie Roberts and Congresswoman Lindy Boggs, Ken Mehlman, and many others.



Photo by Darryl Herring

Exhibition Highlights from the Lawrence F. O’Brien Gallery

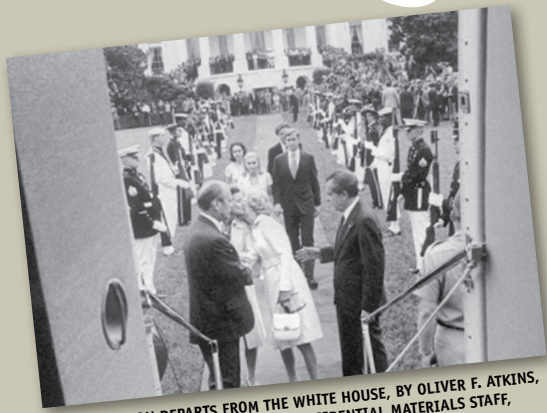
The Way We Worked

“The Way We Worked,” which opened in late 2005 and closed on May 29, 2006, included 86 exceptional black and white and color photographs offering a lens for viewing the enormous transformation of work and workplaces from 1857 – 1987. Drawn from the National Archives’ collection, the photographs document the conditions and conflict of the working environment in American history. They depict a workforce whose distinctiveness was shaped by immigration and ethnicity, slavery and racial segregation, wage labor and technology, gender roles and class - as well as by the American ideals of freedom and equality. Most importantly, these images honor those who built this country – the working men and women of America. The Foundation is proud to be an ongoing partner with the National Archives and the Smithsonian Institution Traveling Exhibition Service in supporting this exhibition as it travels to various venues across the nation through 2009, including: Oregon, Georgia, Missouri, and Florida.

Eyewitness: American Originals from the National Archives

On June 24, 2006, “Eyewitness: American Originals from the National Archives,” premiered to significant acclaim, including a cover story in *U.S. News & World Report* and positive reviews in *The New York Times* and *The Washington Post*, attracting hundreds of thousands of visitors during its six-month engagement in the O’Brien Gallery. Original eyewitness accounts, in the form of letters, diaries, photographs, and audio and film recordings, were presented in this unique multimedia exhibition, chronicling some of the most dramatic moments in U.S. history. Gripping and emotional, they offered a unique perspective on familiar events. Highlights of the exhibition include George Washington’s 1775 report on a threat of bioterrorism, Lady Bird Johnson’s 1963 audio diary account of President Kennedy’s assassination, and John Lewis’s account of “Bloody Sunday,” March 7, 1965, when he and hundreds of peaceful demonstrators marching for voting rights were attacked in Selma, Alabama. The Washington, DC premiere of

Programs and Part



RICHARD NIXON DEPARTS FROM THE WHITE HOUSE, BY OLIVER F. ATKINS, 1974, NATIONAL ARCHIVES, NIXON PRESIDENTIAL MATERIALS STAFF, COLLEGE PARK, MARYLAND [NLNS-E3398-09]

“Eyewitness” was supported by a generous contribution from the Lawrence F. O’Brien Family.

After closing on January 2, 2007, it embarked on a nationwide tour, opening first at the Jimmy Carter Presidential Library and Museum in Atlanta, GA, on February 2 and moving

to the National Constitution Center in Philadelphia in May. Through 2009, “Eyewitness” will continue its tour to the Ford Museum of the Gerald R. Ford Library and Museum in Grand Rapids, Michigan; the Bob Bullock Texas State History Museum in Austin, Texas; the Richard M. Nixon Presidential Library in Yorba Linda, California; and the Durham Western Heritage Museum in Omaha, Nebraska.

Family Programming

Benjamin Franklin Family Day

In partnership with the National Archives, the Foundation supported films, lectures, family programs, and a special exhibit celebrating the 300th birthday of founding father Benjamin Franklin. On February 20, visitors of all ages were treated to colonial storytellers sharing stories of the world in which Franklin grew up, as well as being able to chat with a reenactor about Benjamin Franklin’s many accomplishments. Franklin’s many successes were on display as technical experts from Mad Science of Washington demonstrated some of his discoveries, including the recreation of the



Photo by Kyle Samperton

famous kite experiment used to study electricity. Visitors participated in making one-sided newspapers called broadsides, just as Franklin did at the age of 12, signed a copy of the Treaty of Alliance, as Franklin did as a diplomat in 1778, and listened to the musical instrument he invented, the armonica. A classic Disney film, *Ben and Me*, about a mouse named Amos and how he met his best friend, Ben Franklin, played early in the day. The Benjamin Franklin Family Day was generously supported by Walgreens.

July 4th: An American Original

The Foundation was a key partner in presenting the Archives’ Independence Day festivities to mark the nation’s 230th birthday. This popular day, which includes a traditional ceremonial reading of the Declaration of Independence on the Constitution Avenue steps overlooking the National Mall, serves tourists and local families from around the Washington, DC area. Visitors were able to participate in a variety of activities in the temporary Archives Exploration Tent, including adding their own “John Hancock” to a giant copy of the Declaration of Independence. A special thanks to John Hancock Financial Services as their crucial sponsorship of the event gave the Foundation the extra flexibility needed to respond to the challenges of hosting July 4th outdoors during the building closure from the summer floods. The Archives’ inspirational effort to continue serving visitors during this crisis was highlighted in *The Washington Post* and the Discovery Channel online news.

“Happy Birthday, Constitution!” Family Day

On September 17, visitors sang “Happy Birthday” to the US Constitution and were able to talk with President James Madison, the “Father of the Constitution,” while also enjoying a piece of “Constitution cake.” Other activities on that day included the signing of a facsimile of the Constitution, a viewing of the film *The Road from Runnymede*, and a the chance to meet the author of the children’s book *The U.S. Constitution and You*, Syl Sobel. A special thanks to Whole Foods for providing the Constitution’s birthday cake for hundreds of visitors.

nerships

Strengthening Partnerships

The Presidential Libraries

On March 10 and 11, 2006, the John F. Kennedy Library in Boston hosted “Vietnam and the Presidency,” a two-day conference sponsored by the nation’s twelve Presidential Libraries and the National Archives and Records Administration, with support from the Foundation for the National Archives. During the conference, leading historians, policymakers, journalists, and veterans considered the antecedents of the war, Presidential decision-making, media coverage, public opinion, lessons learned, and the influence of the Vietnam experience on subsequent U.S. foreign policy. An unprecedented gathering of public figures intimately associated with the Vietnam War participated in the conference, including former Secretary of State Henry Kissinger, Nebraska Senator Chuck Hagel, former CBS News anchor Dan Rather, and NBC Nightly News anchor Brian Williams. “Vietnam and the Presidency” was the first national conference sponsored by all of the Presidential Libraries from Hoover to Clinton — including the Richard M. Nixon Library and Birthplace. The Foundation’s support of this symposium marks an important connection in providing access to the records of the National Archives throughout the nation.

The National Park Service

The National Archives and the Foundation have entered into a new partnership to commemorate Federal history in our early capital city, New York. The Archives is working with the National Park Service to create new visitor experiences in Federal Hall, a historic treasure located on the site of our young nation’s capital, where George Washington was inaugurated and the First Congress drafted the Bill of Rights. This partnership will bring Federal Hall to life with new, interactive exhibits highlighting more than 200 years of national history in New York, from the Founding Era to New York’s rise as a world commercial capital to Lower Manhattan’s rebirth following the events of September 11. A special thanks to Board member Blair Effron for his generous contribution enabling early planning for the project.

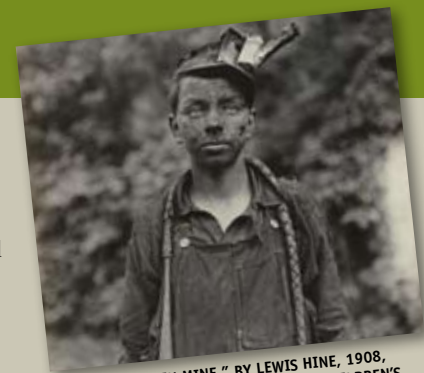
The Charles Guggenheim Center for the Documentary Film

Created in partnership between the National Archives, the Foundation for the National Archives, and Guggenheim Productions, Inc., The Charles Guggenheim Center for the Documentary Film is an outgrowth of the Foundation’s own mission to educate, enrich, and inspire a deeper appreciation of our country’s heritage through the collected evidence of our history. Since October 2005, the Center has produced numerous public programs, helping to increase awareness of the American experience through documentary film.

Cultural Tourism

Cultural Tourism DC strengthens the image and economy of Washington, DC, neighborhood by neighborhood, by linking more than 185 DC cultural and neighborhood organizations with partners in tourism, hospitality, government, and business. Tying into the larger effort to celebrate the rich, diverse communities in Washington, the *National Archives Experience* and the visitors it attracts spur growth in the revitalized Penn Quarter and continue to have a significant economic impact on the District. By acting as a bridge to the Penn Quarter, the Archives invites tourists to step from the Mall to the historical areas and hotels, restaurants, and shops north of Pennsylvania Avenue.

In 2006, the Foundation for the National Archives participated in the city-wide initiative, *Washington, DC Celebrates American Originals*. This unique celebration took place from Memorial Day to Labor Day across the Capital Region with museums, theatre, attractions, restaurants, and hotels all able to jointly offer visitors and local residents a glimpse of their own offerings under the same theme - a celebration both uniquely American and uniquely Washingtonian. The “Eyewitness: American Originals from the National Archives” exhibition was a showcased event in this DC-wide initiative.



“YOUNG DRIVER IN MINE.” BY LEWIS HINE, 1908, NATIONAL ARCHIVES, RECORDS OF THE CHILDREN’S BUREAU [102-LH-136]

Thora Colot

Thora Colot, Executive Director



Photo by Andi Kling

Over the past four years, the Foundation has collaborated with the National Archives to create exhibitions, programs, and other educational initiatives that emphasize the connection of our nation's records to civic literacy. We are now committed to share that lesson with the nation.

We worked hard in 2006 to maintain strong connections in our local neighborhoods, but we also began preparations to undertake initiatives more national in scope.

2006 began with a celebration of the completion of the Freedman's Bureau Project. This monumental five-year undertaking provided easier access to a vast collection of extremely important records. The Foundation published a unique magazine and sponsored events that neighbors, Congress, and other important Community members attended in honor of the hard work so many dedicated National Archives staff and volunteers completed.

The new year also saw the benefits of the Board Leadership Challenge led by Ken Lore. The results of the Board's generosity funded both phases of the Boeing Learning Center, including: the completion of the ReSource Room – open to the public in March 2006 – and the Learning Lab. New York Life's generous gift in 2005 allowed the "media" components of the Lab to continue to develop, including films, computer software, and a children's book. Having completed five components of the *National Archives Experience* in previous years and secured the funding to complete the Learning Center, the Foundation began to create opportunities to further define our national outreach.

As the summer of 2006 approached, shop sales were at record levels, fundraising was strong, and from our projected surplus the Board dedicated \$110,000 to the "Archives Vaults at Federal Hall" project in New York. But on the evening of June 25th, heavy rains in Washington, DC resulted in significant damage to the National Archives Building, which forced it to close for three weeks during the busiest time for visitation. As a true testament to the fortitude and determination of the staff of the Foundation and the Archives, and a special thanks to the support of John Hancock Financial Services and our Society members, on July 4th we opened in the "Archives Exploration Tent" on Pennsylvania Avenue. Through the Foundation's support, the tent remained open during the building closure and the staff of the Archives created an activity space where visitors were able to explore and "virtually" experience the Rotunda and other exhibits.

The flood continued later that summer, but with praise instead of water, as the special exhibit, "Eyewitness: American Originals from the National Archives" opened in the Lawrence F. O'Brien Gallery to critical and visitor acclaim. A special thanks to Board member Larry O'Brien for his generous

gift that enabled the Foundation to launch a comprehensive marketing campaign supporting the exhibit. The excitement and increased attendance that "Eyewitness" created is another example of how the Foundation and the Archives connect the people of Washington, as well as new audiences across the nation, to America's records - the collected evidence of our heritage and an important source for civics education.

We remain strong in our commitment to continue to move forward to bring the powerful educational initiatives from the *National Archives Experience* in Washington, DC to communities nationwide. The Foundation truly appreciates the hard work of the Board members, the talented staff, and our inspired colleagues at the Archives, but we could not engage in this important work without our supporters - we are sincerely grateful to you, our closest supporters, and champions of civic literacy.

The ties that bind the lives of
our people in one indissoluble
union are perpetuated in the
archives of our government
and to their custody this
building is dedicated.

— BUILDING, SOUTH SIDE WALL

A handwritten signature in black ink, appearing to read "Thora Colot".

Marketing

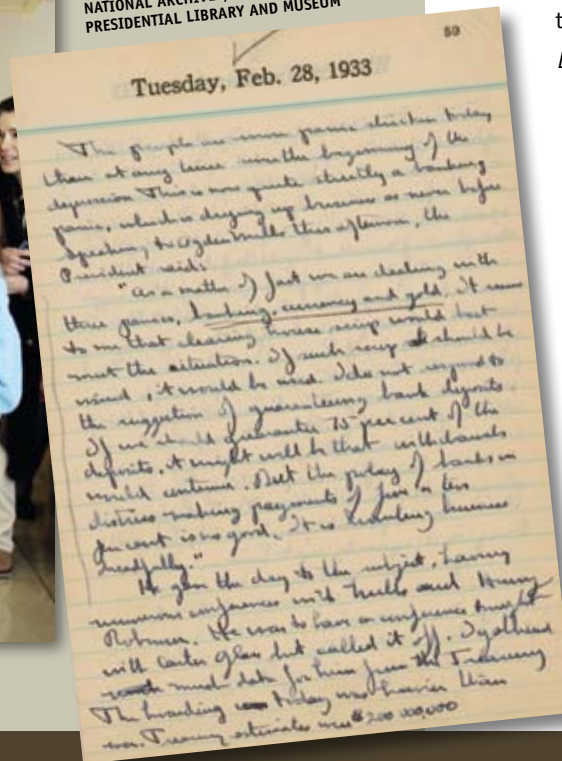
Marketing the *National Archives Experience*

Since its launch, the *National Archives Experience* has continually seen increased attendance in tourist and off-peak seasons, climbing to over one million annual visitors in both 2005 and 2006. This success has a direct correlation to the Foundation's dedicated marketing efforts toward an audience base that includes the local community and national visitors for all of the *National Archives Experience's* programming. Enhancing overall visibility, continuing to build partnerships with local cultural institutions and organizations catering to Washington's busy tourist trade, and highly-focused advertising strategies for the *National Archives Experience's* special exhibits are a few of the ways in which the Foundation has concentrated its efforts in increasing and attracting year-round visitation.



Photo by Kyle Samperton

DIARY OF THEODORE JOSLIN, 1933,
NATIONAL ARCHIVES, HERBERT HOOVER
PRESIDENTIAL LIBRARY AND MUSEUM



Goals We Accomplished in 2006

Our goal throughout the year is to reach a broad and diverse audience, thereby promoting to as many patrons as possible the access we provide. In 2006, the Foundation continued to strengthen its relationships with local hotels and tourist publications with advertisements in *Museums Magazine* in NY and DC, *Guest Informant*, *Official Washington*, *DC Visitors' Guide and Maps*, *goSmithsonian*, *Where* magazine, the Cherry Blossom Parade Guide, and inside the Old Town Trolleys as well as in their Tour Map and Guide. These are only a sampling of the efforts that

serve to introduce visitors from around the globe to the components of the *National Archives Experience*. In previous years, the Foundation targeted the tourist base to increase visibility for the *National Archives Experience* and establish its identity as one of Washington, DC's visitor destinations, while also purchasing print, radio and web advertisements to excite local communities about year-round programming in the *National Archives Experience*. The Foundation continues to use these strategies, while also focusing on targeted marketing to DC-area residents for the programs of the William G. McGowan Theater and the special exhibits of the Lawrence F. O'Brien Gallery in avenues such as: the *City Paper*, the *Washington Post*, the

Marketing

Express, the *Georgetown*, *DC North*, *Hill Rag*, *East of the River*, and ads in *The Shakespeare Theatre Company* programs.

Additionally, in 2006 the Foundation was able to launch a comprehensive marketing campaign supporting “Eyewitness: American Originals from the National Archives” thanks to a generous gift from Larry O’Brien and his family. The campaign included Metro advertising, street banners, radio ad buys, print ads, and personalized appeals to leading Washingtonians. This exhibition drew strong attendance, and, according to anecdotal evidence, for the first time the Archives welcomed visitors who came to the building specifically to see the special exhibit in the O’Brien Gallery. The Foundation believes this campaign was a large part of the exhibition’s success and hopes to launch similar promotional efforts surrounding future exhibitions.



Photo by Andi Kling

The Foundation works closely to coordinate with the National Archives’ Public Affairs and Programming teams to ensure the success of attracting local audiences, return visitors, and fall and winter visitor traffic for high-profile programs. This working relationship allowed the Foundation to nurture partnerships with various tourist organizations, including Cultural Tourism DC, and the Washington Convention and Tourism Corporation, to provide the *National Archives Experience* in 2006 with strong connections to increase year-round visitation. The *National Archives Experience*’s “Eyewitness” exhibit was featured in the *Washington, DC Celebrates American Originals* city-wide celebration. Taking place from Memorial Day to Labor Day across the region, this event not only helped to increase visitation to the *National Archives Experience*, but also enhanced relationships for the Foundation with museums, theaters, restaurants and various other businesses throughout the city.



Photo by John Woo



“We must take steps to make sure that the documents of our democracy are safe for the ages, for the millions of Americans and new immigrants and foreign visitors who view them every year.”

— PRESIDENT WILLIAM J. CLINTON,
*August 15, 1997, in the Rotunda of
the National Archives Building*

Financial

STATEMENT OF FINANCIAL POSITION AS OF DECEMBER 31, 2006 WITH SUMMARIZED FINANCIAL INFORMATION FOR 2005

ASSETS	2006	2005
Current Assets		
Cash and cash equivalents	\$819,028	\$722,813
Grants Receivable	200,000	-
Pledges receivable, net allowance for doubtful accounts (Note 2 and 6)	924,848	1,118,573
Inventory (Note 5)	320,909	396,707
TOTAL CURRENT ASSETS	\$2,264,785	\$2,238,093
Fixed Assets		
Equipment	52,707	52,707
Less: Accumulated depreciation	52,707	(40,994)
NET FIXED ASSETS	-	\$11,713
Noncurrent Assets		
Long-term pledges receivable, net allowance for double accounts (Note 2 and 6)	634,176	1,010,713
TOTAL ASSETS	\$2,898,961	\$3,260,519

LIABILITIES AND NET ASSETS**Current Liabilities**

	<u>2006</u>	<u>2005</u>
National Archives Trust Fund Board (Note 5)	\$97,190	\$95,140
Loan payable (Note 6)	572,692	733,000
Accounts payable	-	174,936
Accrued salaries and benefits	44,087	31,600
Deferred membership	15,000	5,000
TOTAL CURRENT LIABILITIES	<u>\$728,969</u>	<u>\$1,039,676</u>

Noncurrent Liabilities

National Archives Trust Fund Board (Note 5)	\$99,285	\$196,475
Loan Payable (Note 6)	-	312,000
TOTAL NONCURRENT LIABILITIES	<u>99,285</u>	<u>508,475</u>
TOTAL LIABILITIES	<u>\$828,254</u>	<u>\$1,548,151</u>

Net Assets

Unrestricted	\$458,793	\$223,735
Temporarily restricted (Note 3)	1,611,914	1,488,633
TOTAL NET ASSETS	<u>2,070,707</u>	<u>1,712,368</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$2,898,961</u>	<u>\$3,260,519</u>

Financial

EXHIBIT B

	Unrestricted	Temporarily Restricted	2006 Total	2005 Total
SUPPORT AND REVENUE				
Support:				
Contributions and grants	\$145,810	\$1,529,671	\$1,675,481	\$1,461,515
Membership dues	345,368	-	345,368	271,120
In-kind	257,202	-	257,202	192,080
Net assets released from donor restrictions (Note 4)	1,406,390	(1,406,390)	-	-
TOTAL SUPPORT	2,154,770	123,281	2,278,051	1,924,715
Revenue:				
Archives shop revenue, net of costs of goods sold of \$992,200 for 2006	1,332,673	-	1,332,673	1,183,525
Annual gala	125,000	-	125,000	125,000
Investment income	34,824	-	34,824	9,855
Royalties	34,093	-	34,093	10,244
Miscellaneous	8,453	-	8,453	1,826
TOTAL REVENUE	1,535,043	-	1,535,043	1,330,450
TOTAL SUPPORT AND REVENUE	3,689,813	123,281	3,813,094	3,255,165

	Unrestricted	Temporarily Restricted	2006 Total	2005 Total
EXPENSES				
Program services:				
National Archives Experience	\$1,398,225	-	\$1,398,225	\$1,175,012
Membership	227,002	-	227,002	150,910
Auxiliary Endeavors	118,595	-	118,595	50,822
Marketing and Advertising	46,380	-	46,380	-
TOTAL PROGRAM SERVICES	\$1,790,202	-	\$1,790,202	\$1,376,744
Supporting services:				
General and Administrative	598,370	-	598,370	510,159
Fundraising	593,460	-	593,460	451,801
Archives Shop	472,723	-	472,723	440,259
TOTAL SUPPORTING SERVICES	1,664,553	-	1,664,553	1,402,219
TOTAL EXPENSES	\$3,454,755	-	\$3,454,755	\$2,778,963
CHANGE IN NET ASSETS	235,058	123,281	358,339	476,202
NET ASSETS AT BEGINNING OF YEAR	223,735	1,488,633	1,712,368	1,236,166
NET ASSETS AT END OF YEAR	\$458,793	\$1,611,914	\$2,070,707	\$1,712,368

The Archives Shop



Photo by Andi Kling

Standard of Excellence

In its first three years, the Archives Shop has set a standard of excellence by increasing its overall sales in each year of operation while also maintaining and improving customer service. This success has been vital to the Foundation for the National Archives as its operations are largely funded through the earned income from the Shop. Serving as a companion to the components of the *National Archives Experience*, the Shop provides the opportunity for visitors to extend their experience with unique educational products and materials that reflect and record the highlights of their visit.



Photo by Andi Kling

Another Banner Sales Year

The 2006 fiscal year closed with approximately \$2.3 million in total shop gross income, more than \$100,000 over the 2005's sales. This success is extraordinary considering the adversity the Shop faced and overcame. On June 25th, during the height of the busiest and most profitable time of the year, heavy rains in Washington caused significant damage to many of the lower areas of the Archives Building. Fortunately, the Archives Shop was left undamaged; however, the building's closure for nearly three weeks resulted in a large loss of sales and slowed visitation through August even after the building reopened. From July 4–14, the Foundation opened the "Archives Exploration Tent" on the Pennsylvania Avenue Plaza; the Shop was able to operate a small sales area within the tent. This good will, unfortunately, did not translate into exceptional sales as 11 days of operation totaled only \$11,500 in comparison to the approximately \$120,000 sold in the same period the previous year.

This shortfall in July could have been disastrous if not for the Shop's extremely high performance at all other times. As in 2005, and even with the three week



Photo by John Clarke

“In this Rotunda are the most
cherished material possessions
of a great and good nation.”

— PRESIDENT GEORGE W. BUSH,
SEPTEMBER 17, 2003

The Archives Shop

“I can hardly think of a time when we have so much needed the documents that bind us together and give us a sense of common history—not only the documents themselves, but also an idea of how those documents fit into our daily lives and their relevance to us.”

— MICHAEL BESCHLOSS,
*Historian and Board Member,
Foundation for the National
Archives*

closure, the majority of sales revenue was generated during the months of April – August, the peak tourist season in Washington, DC. The highest grossing month was April 2006, with total revenue of \$326,000, an increase of approximately \$100,000 from April the previous year. Additionally, the three-month total income from April to June of 2006 was approximately \$150,000 more than the same time period in 2005. A portion of this achievement can be attributed to the over one million visitors throughout 2006, making the Archives one of the City’s premier tourist destinations. But, the accomplishments are also due to the Shop’s resolve and the ability to convert the ever-increasing visitation into improved sales.

Best of the Bunch

The Archives Shop completed its third full year of operations in 2006, and finished for the second straight year with improved dollar per visitor and dollar per transaction sales. The continued success is not only attributed to the steady flow of visitors, but also a dedicated staff, unique merchandise and design, and special recognition in several publications.

In 2006, the Archives Shop employed a staff of 10, including a Director of Retail Operations, Shop Manager, Inventory Coordinator, Merchandise Coordinator — a new position, and 6 sales representatives. The added position of Merchandise Coordinator further enhanced the Foundation’s connection to the Archives by creating mission- and educationally-

THE DECLARATION OF INDEPENDENCE, BY BARRY FAULKNER, 1935-1936

relevant products while also researching the collection to bring products into the store that expose visitors to new and exciting items from the holdings of the National Archives. Additionally, the Shop has been able to retain a large number of its full-time staff — who are now celebrating their first and second anniversaries — an exceptional rarity among urban retail shops and a reason for excellent customer service.

Serving as a companion to the interactive exhibits at the Archives, the Shop's merchandise mirrors the full breadth of records and documents on display in the *National Archives Experience*, offering a wide variety of inventory for the avid history buff to the casual visitor. Reproduction documents and books are at the heart of the Shop's business with copies of the Charters of Freedom selling extremely well in any season. These documents, along with books containing reproduction documents, make up approximately half of the Shop's total sales. Product development also continues to center around the *National Archives Experience* with visitors able to find a wide selection of themed products on the Presidency, Congress, and the military, as well as items about invention, discovery, and exploration. Publications highlighting both the permanent and temporary exhibits along with T-shirts, ties, pens, photo albums and jewelry are also available and popular.

Because of the Shop's innovative and unique inventory, it received recognition from a variety of publications as one of the best museum gift shops in Washington, DC. In November 2006, The *Washington Post* said that the Shop was "among the best," and "deserving of praise for a lively, recently spruced-up retail space." Praise from *Lucky* magazine and *Sky*, the Delta Airlines in-flight magazine, highlighted the Shop's distinctive merchandise, and recommended it as a destination "not to miss" for tourists and local visitors. The Museum Store Association's online publication commended the Shop's response to the conditions of the summer and its fortitude in a difficult situation.

Connections

In 2006, the Foundation produced two publications, both of which were inspired by special exhibits: *The Road to Freedom*, *The Freedmen's Bureau Records* and *Eyewitness: American Originals from the National Archives*. These publications served to strengthen the connection between the Foundation and the National Archives as they highlighted records from the exhibits, marketed educational messages, and created a revenue stream for the Shop.

The Archives Shop also developed a popular line of products that feature the Rotunda murals. Painted by Barry Faulkner in 1935-36, the murals of the signing of the Declaration of Independence and the Constitution accentuate the grand atmosphere and architecture of the Rotunda. These products, much like the publications, allow us to extend our visitors' experience away from the Archives Building.

In addition, the long-awaited e-commerce site was launched in 2006. The Shop helped organize and merchandise this online store adding to a strong partnership with the National Archives and the National Archives Trust Fund. All of these efforts have and will continue to enhance and enrich a deeper appreciation of America's heritage through quality-related products that extend our visitors' memorable experiences and support the important educational initiatives of the Foundation for the National Archives and the National Archives.



Photo by John Clarke

Annual Fund

The Annual Fund raises unrestricted contributions from individuals, corporations, and foundations who share the Foundation's commitment to raising awareness of the National Archives and its holdings as a vital resource in our democracy. By building long-term, renewable relationships with donors, the Annual Fund becomes an ongoing instrument to generate support year after year for the organization's mission-driven programs and diverse operational needs.

The year 2006 marked the completion of the Foundation for the National Archives' second full Annual Fund campaign and generated approximately \$603,000 in contributed support. This final total was an increase of more than 18% from the previous year, which along with shop revenues helped meet the organization's operational overhead, and made it possible for the Foundation to support a variety of public programs, educational activities, and exhibition needs throughout the year.

Individual Giving

The *Society for the National Archives* is the Foundation's most dedicated group of individuals supporters. This leadership group is comprised of committed donors who are willing to contribute \$5,000 and above on an annual basis, providing an important base of support which enables the Foundation to develop and promote long-term programming. In 2006, the Society contributed more than \$210,000 in an effort to invest in the growth and success of the *National Archives Experience*.



Photo by Andi Kling

As one of the benefits of membership in 2006, the Society enjoyed an exclusive donor program in conjunction with the Gala in September – “Off the Record” with Cokie Roberts and Michael Beschloss, moderated by Tom Wheeler. Society members were treated to a rare candid conversation about the major players in American history from these experts, who are fellow Society members themselves. Among other benefits are an exclusive framed document facsimile from the Archives' holdings, tours of the National Archives, and invitations to education programs and special events like the Foundation's Gala, the Fourth of July celebration, and other special Society events.

The Foundation also received nearly 800 general membership gifts, totaling more than \$86,000, from diverse supporters throughout the country in 2006. This membership program recognized gifts ranging from \$50 to \$4,999, offering tiered benefits for each level which included: exclusive behind-the-scenes tours, discounts at the Archives Shop, a complimentary subscription to *Prologue*, the National Archives' quarterly magazine, and an opportunity to attend a special dinner with key figures.

The Corporate Council

The Corporate Council of the Foundation for the National Archives is a membership program for companies that make a tax-deductible contribution from \$250 to \$15,000 or more in support of the Foundation's educational mission. In 2006, the Foundation unveiled an updated Corporate Council program with enhanced benefits including special employee tours, invitations to the Annual Gala, and the opportunity to co-host a private event in the National Archives Building in Washington, DC. Because of this, the Council grew to reach \$61,000 in support, all from new members due to strong Board leadership and advocacy. These unrestricted funds supported a myriad of programs of the *National Archives Experience*, including: exhibitions, author lectures, film programs, and family activities.

Sponsorships & Grants

The Foundation also raised \$225,000 in sponsorship support in 2006, which came from both companies and individuals. Sponsorship opportunities enable contributors to become partners with the Foundation in offering innovative and meaningful educational programming for all ages, while enjoying prominent recognition benefits and opportunities to entertain and educate employees, clients and constituents. The sponsorship support received in 2006 has helped make many programs of the *National Archives Experience* possible, such as: the Benjamin Franklin Family Day, the Annual Gala and Records of Achievement Award, "Eyewitness: American Originals from the National Archives", and the Fourth of July celebration.

In addition, the Foundation receives grant funding from both local and national philanthropic institutions in support of its mission-based education programs throughout the year. A highlight of 2006 was the second annual William G. McGowan Forum on Communications, Technology and Government, which is made possible through the support of the William G. McGowan Charitable Fund, Inc. and has quickly become a signature program of the *National Archives Experience* for its high-profile guests and engaging discussion.

All of these successes demonstrate the Foundation's continued growth, strengthening the partnership between the Foundation and the National Archives as increases in contributed revenue allow for augmented mission-based activities and enhanced access to the records that are at the core of all of the Foundation's initiatives. We thank all of the important friends and supporters who make our work possible, and we are happy to recognize all of you in the pages of this report.



In 2006, the Foundation presented its Third Annual Records of Achievement Award to Brian Lamb and C-SPAN. The award commemorated Mr. Lamb's innovation in creating a media network that brings the daily workings of our democracy to all Americans in real-time, in their own homes and communities. C-SPAN's long commitment to sharing the resources of the National Archives with the American people is exemplified in their programming that spotlights the Presidential Libraries, and the Foundation was pleased to show its appreciation to this important institution and its founder. For the second year in a row, the award ceremony and the annual gala dinner were sponsored by The Boeing Company.

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National Archives Experience Campaign Donors

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Annual Fund

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