FOUNDATION
CELEBRATES
NATIONAL
ARCHIVES

ANNIVERSARY

FOUNDATION FOR THE NATIONAL ARCHIVES 2009 ANNUAL REPORT

Poppies

MISSION

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 National Archives Building in Washington, DC, as well as its many regional archives, records centers, and Presidential libraries and museums, 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:

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

VISION

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 institutions 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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Board of Directors









2009 SUCCESSES



As the National Archives marked its 75th anniversary in 2009, the Foundation for the National Archives also had much to celebrate. Thanks to the hard work of our Board and staff, and to the generous contributions of corporate, foundation, and individual donors like you, the Foundation

surpassed it initial capital campaign goal and raised \$23.6 million to complete the National Archives Experience.

As we completed the fundraising for this major civics initiative, we continued with the incredible projects this campaign has supported. In 2009, we promoted top-notch programming in the William G. McGowan Theater, made improvements to the "Public Vaults," and launched "BIG!" a 75th anniversary exhibition in the Lawrence F. O'Brien Gallery showcasing the big events and big ideas in the history of our nation.

We supported the Boeing Learning Center's excellent educational outreach as well as the National Archives' interactive on-line exhibition, the *Digital Vaults*. We also began working with our partners at the National Archives to create a new teaching tool, *DocsTeach*, a revolutionary website that will help teachers around the nation to incorporate primary sources from the National Archives into their classroom lessons and to interact with these documents—and with their students—on-line.

With your support, the Foundation was honored to bring new audiences to the National Archives Experience through our ongoing marketing efforts and by hosting special events. We also published three new books to commemorate the Archives' anniversary: BIG!, a catalog to accompany the exhibition; Records of our National Life, highlighting the treasures of the Archives; and The National Archives Building: Temple of American History, celebrating architect John Russell Pope's masterwork.

My fellow Board members and I also were proud to launch a new fundraising effort to support the Archives' latest exhibition, "Discovering the Civil War." Working with Acting Archivist of the United States Adrienne Thomas and now with Archivist of the United States David S. Ferriero, we will open the first and second parts of this spectacular interactive exhibition in the O'Brien Gallery in 2010 and will send it around the country beginning in 2011.

As we celebrate the successes of 2009, we thank you for helping us to tell the story of America through the incredible treasure of documents held by the National Archives. I hope you will continue to support us on this important journey.

Ken Lore

Chairman and President



As the National Archives celebrates the past 75 years of our agency's history and looks toward the challenges of the future, we are proud to continue our work with the Foundation for the National Archives.

Since this great partnership began,

millions of researchers, tourists, and families have come to the National Archives Building in Washington, DC, to explore the history of America in our research rooms and in the National Archives Experience. Thanks to the work of National Archives staff and the Foundation, and the support of private donors like you, millions more from around the world can now access the treasures of the National Archives online to learn more about the role that our nation's record-keeper plays in our democracy.

In stark contrast to its opening in 1934, the Archives at age 75 now has 44 locations across the country and holds billions of records, from the Declaration of Independence, to census records, to service records of the men and women who serve in our military, to documentation on homeland security issues aimed at making our country safer.

I was asked by the President to become Archivist of the United States because of our mutual conviction that the workings of our Government should be transparent and that the public should have access to these records.

This agency has made great strides in improving the way Government records are organized, stored, and retrieved. In fiscal year 2009, there were more than 37 million visits to our websites. We have been busy digitizing millions of records, including Civil War widows pension certificates, homestead land entry files, and Holocaust assets records, and we have embraced social networking and other online tools to deliver more information to the public via YouTube, Flickr, Twitter, and Facebook.

During my tenure, we will continue the challenging work of making it easier for citizens to discover what records the Government has and to gain access to them.

We appreciate the support of the Foundation's Chairman and President Ken Lore, Executive Director Thora Colot, and of the Board and staff of the Foundation, whose tireless efforts to promote the National Archives help us to educate the public about our mission to preserve the most important records of the Federal Government.

We look forward to building on this wonderful partnership in the years to come.

David S. Ferriero

Archivist of the United States



Foundation Celebrates National Archives' 75th Anniversary

Redstone band, including some Archives employees, entertains during 75th anniversary celebration

Photo by Jim Johnson



The National Archives marked its 75th anniversary in 2009, and the Foundation for the National Archives was honored to join in the celebration and support many activities to further the public's understanding of the agency and the role it plays in our democracy.

In June, the Foundation hosted a barbeque-style dinner, live entertainment, and other fun family activities during an event exclusively for Archives staff, family, volunteers, and friends at the National Archives in College Park, Maryland. This was the Foundation's special thank you for the hard work of the thousands of employees and volunteers of the National Archives.

In September, the Foundation was pleased to welcome guests to a special reception, followed by the panel discussion 75 Years of Discovering Archival Treasures, which brought together distinguished scholars on the stage of the William G. McGowan Theater at the National Archives Building to discuss their favorite discoveries in the National Archives. Foundation Vice President Cokie Roberts, political commentator for ABC News and author of Ladies of Liberty: The Women Who Shaped Our Nation, moderated the panel, which included presidential historian and author Michael Beschloss, who is also a Foundation vice president, as well as Drew Gilpin Faust, president of Harvard University and author of This Republic of Suffering: Death and the American Civil War, and David Grubin, documentary filmmaker and biographer for the PBS American Experience series.



Replica of President Taft's bathtub from "BIG!" Photo by Margot Schulman

"BIG!" Exhibition

The Foundation, through its partnership with the National Archives, was proud to present the "BIG!" exhibition at the National Archives Experience, which was created to honor the Archives' anniversary by displaying some of the biggest records, ideas, and events documented in the Archives. "BIG!" was on display in the Lawrence F. O'Brien Gallery from March 2009 through January 2010.

The exhibit featured many unique items, including the 1909 order for a bathtub to accommodate President William H. Taft's hefty frame, as well as a replica of the tub itself. By combining historically significant documents, such as the original Articles of Confederation, with unexpected artifacts, such as Shaquille O'Neal's size 22 shoe, "BIG!" illustrated the comprehensive role of the National Archives as America's official record keeper.

On March 12, the Foundation invited special guests to an exclusive event marking the opening of the exhibition. All the impressive records that defined "BIG!" were on display, and curators were on hand to answer questions as guests explored the exhibit.

Publications

In special commemoration of the Archives' anniversary, the Foundation was proud to publish three new books: *BIG!*, a companion catalog to the exhibition; *Records of Our National Life*, an impressive volume highlighting treasures, from the well-known to the surprising, among the holdings of the National Archives, and *The National Archives Building: Temple of American History*, focusing on the history and architecture of John Russell Pope's historic National Archives Building in Washington, DC, where it all began 75 years ago.

The catalog accompanying the "BIG!" exhibition is a testament to the enormous variety of holdings documenting big events and big ideas in the National Archives. It includes images of many important records in American history, such as a 19-page telegram from U.S. diplomat George Kennan, called "the long telegram," sent from Moscow in 1946, which set the course for U.S.-Soviet relations for the next 50 years.

Records of Our National Life was compiled in honor of the Archives' 75th anniversary through the joint effort of the Foundation and the National Archives, including regional facilities and Presidential libraries and museums. The beautiful coffee-table book takes readers on a journey through American history and features full-color images of a sampling of the billions of government documents, photographs, and maps that can be found in the Archives' holdings.

The National Archives Building: Temple of American History, by Foundation Senior Editor Patty Reinert Mason, is a lay person's guide to the National Archives Building, explaining its history, architectural features, and the symbolism of its ornate sculptures and pediments.

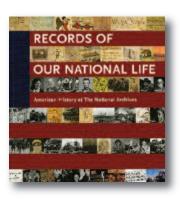
Working with the John F. Kennedy Presidential Library and Museum, the Foundation also created two exhibition catalogs: *Poetry and Power: The Inaugural Address of President John F. Kennedy* and *Moon Shot: JFK and Space Exploration*, highlighting key events in the Kennedy administration. The Foundation also partnered with the Archives in publishing *Your Land, Our Land,* a collection of documents and images pulled from the files of each of the National Archives' 13 regional facilities, capturing both the promises and challenges of the United States over the last two centuries.

Archives Shop

The Archives Shop seized a number of important opportunities in 2009. The inauguration of President Barack Obama and large crowds visiting DC in January brought recordbreaking sales through February, and the installation of glass doors on the shop's west wall increased exposure to visitors and led to a growth in sales. The opening and marketing of the "BIG!" exhibition was a positive force that allowed the shop to develop a popular line of products ranging from jumbo magnets and mugs to journals. The *BIG!* exhibition catalog also sold very well in the shop.

In anticipation of economic uncertainty, strategies were put in place in the beginning of the year, including careful monitoring of and reduction in expenses, improvement in staffing,







2009 Publications



Shopping at the Archives Photo by Andi Kling

and efforts toward increased marketing. The end result, despite a 9 percent drop in gross revenue, was a net profit that exceeded budget projections by 28 percent.

The shop collaborated with archivists, researchers, and public programs staff to provide excellent service to the public through participation in 48 book events, as well as the creation of a special shop in support of the Archives' annual Genealogy Fair. A conscious effort was made to expand and upgrade the shop's line of products based on the holdings and programs of the National Archives, all of which included provenance information emphasizing the educational or programmatic aspects of each piece.

In addition, a new shopping bag was produced which highlights the Archives as the home of the Charters of Freedom while exposing the audience to the vast and varied documents of the holdings. The shop also continued its work to increase awareness and improve the selections of the National Archives' retail web offerings and successfully promoted Foundation membership among its customers.

Marketing

The 75th anniversary celebration provided an excellent opportunity to launch a new marketing campaign, inviting the public to visit the Archives to "Ask the Question," and discover what they can learn from the records.

During the inauguration of President Barack Obama and the celebration of the Lincoln Bicentennial early in the year, "Ask the Question" advertising showcased the Emancipation Proclamation, which was on display at the National Archives Experience. National Archives programs and exhibitions were listed in Bicentennial publications, expanding visitation among locals and tourists.

Thanks to a generous in-kind donation from CBS Outdoor and a matching gift from Lawrence F. O'Brien III, the launch in March of the 75th anniversary "BIG!" exhibition was heralded by an extensive ad campaign on Metro rail and city buses.

In April, when the National Archives approved social media sites for use in its facilities, the Foundation immediately launched a social media presence on Facebook, not only for the Foundation, but also for its Young Founders Society, to connect more personally with a wider audience. The Foundation also began using email marketing tool eROI to improve its electronic marketing capabilities.

The Foundation promoted National Archives programming in monthly calendar ads in the local media as well as in history-related publications. The National Archives' Genealogy Fair in April was supported by paid advertising and signs, which resulted in an increase in Foundation membership and Archives Shop sales.

Marketing staff also worked to foster partnerships with other institutions in the area, and in February hosted a Penn Quarter Neighborhood Association gathering, which educated local allies about the holdings of the National Archives, and generated interest in Archives programming and exhibitions.

In addition, unique Archives Shop products were developed by the Foundation featuring the "Ask the Question" campaign, promoting the original documents held at the National Archives.











Records of Achievement Award and Gala

Every fall, the Foundation hosts its annual Gala in the Rotunda Galleries of the National Archives Building to honor those who dedicate their lives to proving the importance of primary documents and to showing the wealth of resources available in the Archives' holdings.

In 2009, the Foundation was pleased to present its Sixth Annual Records of Achievement Award to Annette Gordon-Reed, professor of history at Rutgers University, professor of law at New York Law School, and Pulitzer Prize-winning author of *The Hemingses of Monticello: An American Family.*

Many distinguished guests joined Gordon-Reed at the Gala, including supporters of the Foundation, notable historians, and leaders in Washington's civic and cultural communities, who enjoyed an elegant dinner in the Rotunda Galleries. Special guests included Acting Archivist of the United States Adrienne Thomas, Senator Lamar Alexander of Tennessee, Senator John Cornyn of Texas, Maureen Cragin of The Boeing Company, and Joann Piccolo of Tyco Electronics Corporation. The event was hosted by Foundation Chairman and President Ken Lore and Gala Chairs Michael and Afsaneh Beschloss.

The Gala was made possible thanks to a generous contribution by the Foundation's longtime supporter The Boeing Company.

Records of Achievement honoree Annette Gordon-Reed (top center), enjoys the Foundation's annual Gala with husband Robert Reed, Foundation Chairman and President Ken Lore, Executive Director Thora Colot, Acting Archivist of the United States Adrienne Thomas, and Sean McCormack of The Boeing Company. Foundation Board member A'Lelia Bundles and Fred Cooke; Gala musicians; Foundation Society members Karl Pribram and Katherine Neville. Photos by McArthur Newell







The Boeing Learning Center
Photo courtesy of the National Archives

Boeing Learning Center

The Foundation is proud of its role as a partner in the creation of the Boeing Learning Center and was pleased to support the Center's educational programming in 2009.

Since opening in April 2007, the Boeing Learning Center has received more than 57,262 visitors, representing all 50 states and the District of Columbia, as well as 112 countries. The Learning Center's staff has conducted more than 1,260 workshops and educational field trips serving more than 42,100 teachers and students at the National Archives Building in Washington, DC, at other Archives facilities around the country, at professional conferences, and via videoconferencing.

In the summer, 54 teachers from 15 states and 3 countries were able to take part in the National Archives' acclaimed Primarily Teaching Institute, with support from the Foundation's scholarship program. The Foundation thanks Texas Instruments for a generous contribution supporting Primarily Teaching for the third year.

Designed to give teachers from across the country access to the National Archives' resources, Primarily Teaching demonstrates how records can be used to sharpen students' critical thinking skills and deepen their engagement with the subject matter. Participants conduct archival research and develop lesson plans that can be taken home and implemented in their classrooms, benefiting their students for years to come. Topics explored in 2009 included school desegregation, the Works Progress Administration, child labor, and the creation of the National Park Service.

In July, the Foundation was pleased to support the National Archives' education team, which collaborated with colleagues from the Smithsonian American Art Museum (SAAM) to present a special institute for teachers, "Teaching With Documents and Works of Art: An Integrated Approach."

For three days, the team introduced 24 participating teachers from around the country to some of the holdings of the National Archives and the SAAM related to immigration. Workshop attendees participated in and developed classroom activities using both visual images and primary source documents as tools for teaching. The varied program of lectures, demonstrations, collaborative work, and analysis of documents and works of art received rave reviews from participants.

In August, the Boeing Learning Center held a press event in the Learning Lab where journalists from local and national media participated in the Constitution-in-Action Lab. A&E also filmed a segment for the television show *Teach* in the Boeing Learning Center, which featured 30 students from Philadelphia participating in the lab activity.



William G. McGowan Theater
Photo courtesy of the National Archives

William G. McGowan Theater

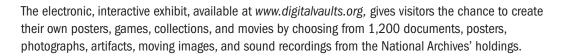
The Foundation was pleased to introduce new audiences to the National Archives through promotion of events in the William G. McGowan Theater, including to an exceptional panel discussion, *Big Strides, Diverse Paths: Women's Journeys to Political Leadership.*

Panelists included: U.S. Congresswomen Marsha Blackburn of Tennessee, Mazie Hirono of Hawaii, and Grace Napolitano of California; Madeleine Kunin, former governor of Vermont and author of *Pearls*, *Politics*, *and Power*, and Jennette Bradley, former lieutenant governor of Ohio. This outstanding group of women discussed their own political journeys as well as the influence of women on the nature of politics. This event marked the second year that the Foundation has partnered with the *William G. McGowan Charitable Fund, Inc.* to offer an invigorating and open forum at the National Archives on issues facing women.

Other highlights from the McGowan Theater's programming included a panel discussion, *White House: Moving Out/Moving In,* where scholars and former White House staff discussed keys to a successful White House transition. In February, Sen. George S. McGovern spoke about his book, *Abraham Lincoln,* with Professor Sean Wilentz, editor of the *Times Books American Presidents* series. The Archives also looked toward the future with the panel discussion *The Constitution in 2020,* during which four Yale Law School scholars, including Robert C. Post, dean of Yale Law School, discussed upcoming constitutional challenges. The Foundation hosted receptions for these and other excellent programs, allowing Foundation members and other special guests to meet and socialize prior to the events.

Digital Vaults

A year after its initial release, the "Digital Vaults" on-line exhibit continued to experience great success in 2009. This website, which has drawn 1.5 million visitors since its launch in 2008, gives the Foundation and the National Archives the unique opportunity to reach out to and educate a much wider national and international audience through the Internet.



"Digital Vaults" was featured on several websites during 2009, including *Free Technology for Teachers, iLearn Technology,* and *The Web Report.* It also received the "Design Distinction" award in the Interactive category of *I.D. Magazine's Annual Design Review* and was the Merit Winner of *HOW* magazine's design competition. The Boeing Learning Center demonstrated the Digital Vaults to many of its visitors, ensuring that the National Archives Experience can be continued in the classroom and on-line once students and teachers return home.



"Mr. Smith Goes to Washington" Photo courtesy of the National Archives





Guggenheim Center

The Charles Guggenheim Center for the Documentary Film, named for former Foundation President and documentary filmmaker Charles Guggenheim, hosted several programs in the McGowan Theater to supplement the National Archives' 75th Anniversary "BIG!" exhibition. The Center, created by a unique collaboration of the Foundation, the National Archives, and Guggenheim Productions, Inc., held a noontime film series running from June to December that featured films from the Archives' vaults, and a panel led by independent scholar David Weinstein discussed *When Television Became BIG*.

Under the leadership of Tom Nastick, who conceives, develops, and executes film and live programming for the National Archives Experience, the Guggenheim Center partnered with the Academy of Motion Picture Arts and Sciences to present *The BIG Picture: The Evolution of Wide Screen Film* and a special 70th anniversary screening of Frank Capra's classic film, *Mr. Smith Goes to Washington*, which originally premiered on October 17, 1939, at Constitution Hall in Washington, DC.

For the fifth year in a row, the Center also partnered with the Academy to offer free screenings of the Academy Award® nominees in four categories: Documentary Feature, Documentary Short Subject, Live Action Short Film, and Animated Short Film.

Participating in the 2009 Environmental Film Festival in the Nation's Capital, the Center presented the premiere of *Built for the People: The Story of TVA*, produced by Academy Award® nominated filmmakers Sean Fine and Andrea Nix Fine. The film chronicles the transformation of the Tennessee Valley through the Tennessee Valley Authority, established by President Franklin D. Roosevelt and Congress in 1933.

One of the Center's most exciting events was the Third Annual Charles Guggenheim Tribute Program, *The Johnstown Flood:* 20th Anniversary Screening and Discussion. The film expertly weaves archival photographs, narration, and historical re-creations to chronicle the catastrophic May 31, 1889, flood that killed 2,209 people in Johnstown, Pennsylvania. Grace Guggenheim, executive producer of the film and president of Guggenheim Productions, Inc., joined Richard Burkert, director of the Johnstown Area Heritage Association, Catherine Shields, the film's editor, and Skip Sorelle, the film's sound designer, for a panel discussion after the screening.



Independence Day at the National Archives
Photo by Ezra Gregg



Traveling Exhibitions

As part of its partnership with the National Archives, the Foundation helped exhibitions originally premiering in the Lawrence F. O'Brien Gallery travel "beyond the granite" walls of the flagship Washington, DC, building to reach a much larger audience.

"School House to White House: The Education of the Presidents," an exhibition showcasing report cards, photographs, letters, and memorabilia related to the lives of U.S. presidents as they grew up, traveled to the Jimmy Carter Presidential Library, the Harry S. Truman Presidential Library, and the Lyndon B. Johnson Presidential Library in 2009.

The National Archives Experience's "The Way We Worked" exhibition of 86 black-and-white and color photographs from the National Archives, documenting American workplaces, work clothing, working conditions, and workplace conflicts from 1857-1987, also continued its travels in 2009 through the efforts of the Smithsonian Institution's Traveling Exhibition Service. It traveled to the East Tennessee Historical Society in Knoxville, Tennessee; the California State Railroad Museum in Sacramento, California; and the National Heritage Museum in Lexington, Massachusetts.

Independence Day

Every July 4th, the Foundation is proud to partner with the National Archives to offer an exciting Independence Day celebration. Guests are treated to patriotic music, a dramatic reading of the Declaration of Independence, and free family activities that make this event an annual favorite for thousands of July 4th visitors.

This year's celebration began with the Promise of America breakfast, during which special guests were allowed to converse with historical reenactors, including "Thomas Jefferson," "Benjamin Franklin," and "John and Abigail Adams." The reenactors from the American Historical Theatre also participated in a skit that revealed the founders' personal sacrifices and dreams for the future.

Guests at the event were also treated to a special tour of the Archives Rotunda to view the official Charters of Freedom.

The Foundation thanks John Hancock Financial for its sponsorship of the Promise of America Breakfast for the fifth year.

The Independence Day ceremony, hosted by NBC News correspondent for the *Today* show Bob Dotson, included a dramatic reading of the Declaration of Independence by historical reenactors and by middle school National History Day award winners.

Acting Archivist of the United States Adrienne Thomas and Timothy Naftali, director of the Richard Nixon Presidential Library and Museum, addressed the crowd.

NATIONAL ARCHIVES EXPERIENCE CAMPAIGN DONORS

The following supporters have been influential in helping to **launch the National Archives** Experience, including the renovation of the Rotunda for the Charters of Freedom and the creation of the "Public Vaults." William G. McGowan Theater, Lawrence F. O'Brien Gallery, the Boeing Learning Center, and the Digital Vaults, a centerpiece of the National Archives Experience online.

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FINANCIALS

Statement of Financial Position as of December 31, 2009 with Summarized Financial Information for 2008

EXHIBIT A

| | 2009 | 2008 |
|--|-----------------|-----------------|
| ASSETS | | |
| CURRENT ASSETS | | |
| Cash and cash equivalents | \$ 1,649,628 | \$ 1,607,879 |
| Accounts receivable | 5,813 | 20,520 |
| Pledges receivable, net of allowance for doubtful accounts | 1,212,224 | 1,228,545 |
| Inventory | 698,548 | 437,468 |
| Prepaid expenses | 54,695 | 26,059 |
| Total current assets | 3,620,908 | 3,320,471 |
| FIXED ASSETS | | |
| Equipment | 58,583 | 58,583 |
| Less: Accumulated depreciation | (54,861) | (53,686) |
| Net fixed assets | 3,722 | 4,897 |
| NONCURRENT ASSETS | | |
| Long-term pledges receivable, net of allowance for doubtful accounts | 1,127,159 | 1,984,942 |
| TOTAL ASSETS | \$ 4,751,789 | \$ 5,310,310 |
| LIABILITIES AND NET ASSETS | | |
| CURRENT LIABILITIES | | |
| Accounts payable | \$ 195,447 | \$ 47,463 |
| Accrued salaries and benefits | 75,069 | 55,777 |
| Deferred membership | · <u>-</u> | 10,218 |
| Total current liabilities | 270,516 | 113,458 |
| NET ASSETS | | |
| Unrestricted | 1,169,614 | 1,842,849 |
| Temporarily restricted | 3,311,659 | 3,354,003 |
| Total net assets | 4,481,273 | 5,196,852 |
| TOTAL LIABILITIES AND NET ASSETS | \$ 4,751,789 | \$ 5,310,310 |

EXHIBIT B

| EXHIBIT B | 2009 | | | 2008 | |
|---|--------------|---------------------------|--------------|--------------|--|
| | UNRESTRICTED | TEMPORARILY RESTRICTED | TOTAL | TOTAL | |
| SUPPORT AND REVENUE | | | | | |
| SUPPORT: | | | | | |
| Contributions and grants | \$ 430,718 | \$ 523,973 | \$ 954,691 | \$ 738,243 | |
| n-kind contributions | 323,130 | - | 323,130 | 259,694 | |
| Membership dues | 478,614 | - | 478,614 | 508,866 | |
| Net assets released from donor restrictions | 566,317 | (566,317) | , - | - | |
| Total support | 1,798,779 | (42,344) | 1,756,435 | 1,506,803 | |
| REVENUE: | | | | | |
| Archives shop revenue, net of cost of goods sold of \$1,092,605 and \$1,200,297 for | | | | | |
| 2009 and 2008, respectively | 1,601,371 | - | 1,601,371 | 1,756,707 | |
| nterest income | 20,143 | - | 20,143 | 35,312 | |
| Exhibition revenue | 24,880 | - | 24,880 | 294,980 | |
| Miscellaneous | 1,997 | - | 1,997 | 401 | |
| otal revenue | 1,648,391 | - | 1,648,391 | 2,087,400 | |
| otal support and revenue | \$ 3,447,170 | \$ (42,344) | \$ 3,404,826 | \$ 3,594,203 | |
| EXPENSES | | | | | |
| PROGRAM SERVICES: | | | | | |
| National Archives Experience | \$ 453,080 | \$ - | \$ 453,080 | \$ 458,672 | |
| Museum Activities | 578,520 | - | 578,520 | 398,063 | |
| heater Programs | 180,171 | - | 180,171 | 259,495 | |
| Education | 65,704 | - | 65,704 | 49,474 | |
| Publications | 167,178 | - | 167,178 | 153,024 | |
| Exhibitions | 917,699 | - | 917,699 | 679,314 | |
| Archives Shop | 717,349 | - | 717,349 | 723,161 | |
| otal program services | 3,079,701 | - | 3,079,701 | 2,721,203 | |
| SUPPORTING SERVICES: | | | | | |
| General and Administrative | 609,910 | - | 609,910 | 543,991 | |
| undraising | 430,794 | - | 430,794 | 372,039 | |
| otal supporting services | 1,040,704 | - | 1,040,704 | 916,030 | |
| otal expenses | 4,120,405 | - | 4,120,405 | 3,637,233 | |
| Change in net assets | (673,235) | (42,344) | (715,579) | (43,030) | |
| Net assets at beginning of year | 1,842,849 | 3,354,003 | 5,196,852 | 5,239,882 | |
| NET ASSETS AT END OF YEAR | \$ 1,169,614 | \$ 3,311,659 | \$ 4,481,273 | \$ 5,196,852 | |

LOOKING AHEAD



2009 was an excellent year for the Foundation for the National Archives. We are so grateful to our old friends, as well as our new ones, for making so many exciting programs, projects, and educational initiatives possible.

As we toast to successes of the past year, we also look to the future –

2009's persistence, research, hard work, and creativity are the building blocks to many projects we will launch in 2010.

For example, throughout 2009, the Foundation worked with the National Archives Experience as a team to prepare an innovative, engaging, and interactive exhibit featuring the Archives' incomparable Civil War holdings. Due to open in the spring of 2010, in the Lawrence F. O'Brien Gallery at the Washington, DC, building, "Discovering the Civil War" will launch local and national programs commemorating the sesquicentennial of the Civil War.

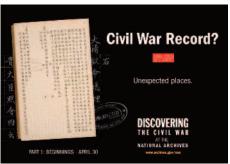
Another team effort in 2009 was the development of what we believe will be a cutting-edge website focusing on teaching with primary sources. Interactive tools are being developed that will engage teachers nationwide in putting together lesson plans with primary sources. For example, one of the tools will be a scale where students place documents on one side to support a hypothesis and on the other side to support the other line of thought. The scale tips depending on where the records are placed and how many are added to each side. The students then explain their placement. Our goal is to launch this website, www.docsteach.org, in the fall of 2010.

Another great product that will see more use and exposure in 2010 is the marketing campaign "Ask the Question." This great line for engaging the public in the incredible resources and the diversity of records will invite people to come explore the National Archives Experience throughout the next couple of years, and to participate in our programs, to see our new exhibits, and to visit our exciting websites.

I hope you will join us in these efforts and others, to ensure that citizens in our democracy can fully experience access to the records of their Government and better appreciate the role of the National Archives.

Thora Colot Executive Director







'Ask the Question' ads for 'Discovering the Civil War' exhibition



Online activity from DocsTeach

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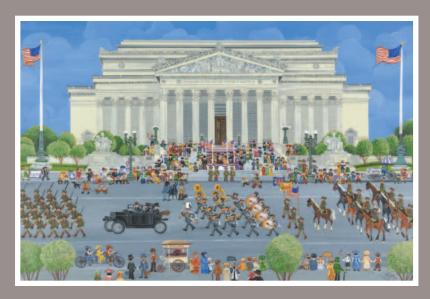
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To celebrate the National Archives' 75th anniversary, the Archives Shop commissioned American folk artist Carol Dyer to paint a scene of the National Archives Building based on historical photographs of the Army Day Parade as it passed by the building in 1937.

