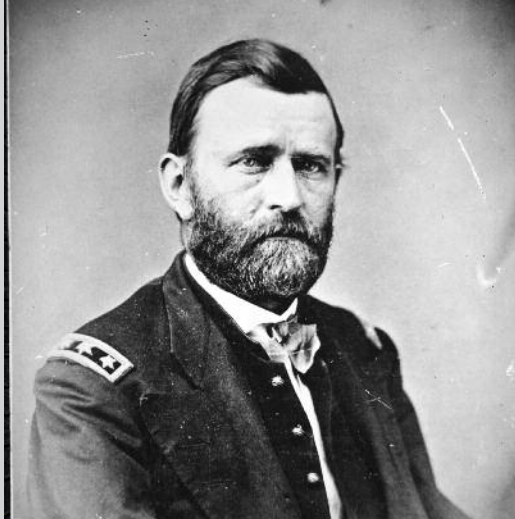

FOUNDATION FOR THE
NATIONAL ARCHIVES

2010 ANNUAL REPORT



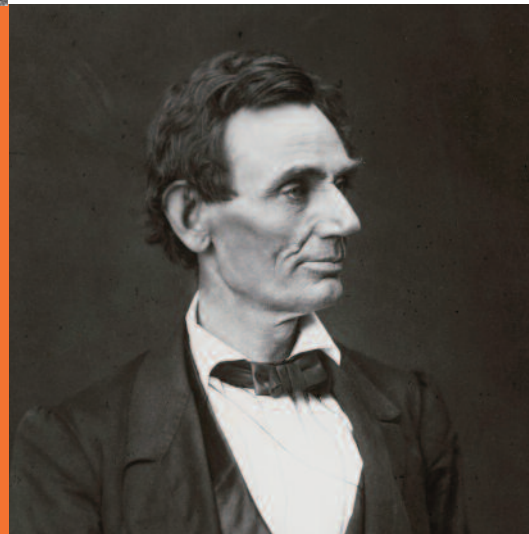


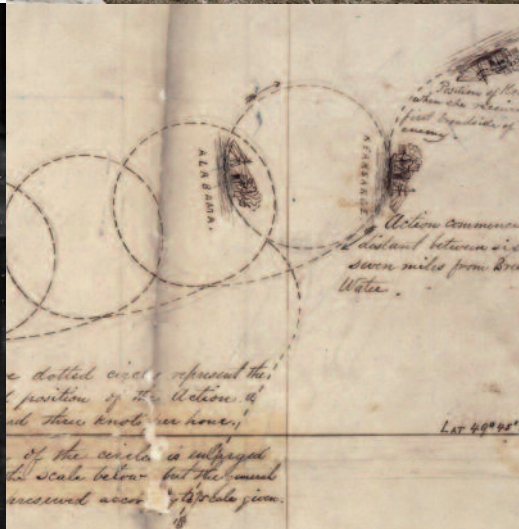
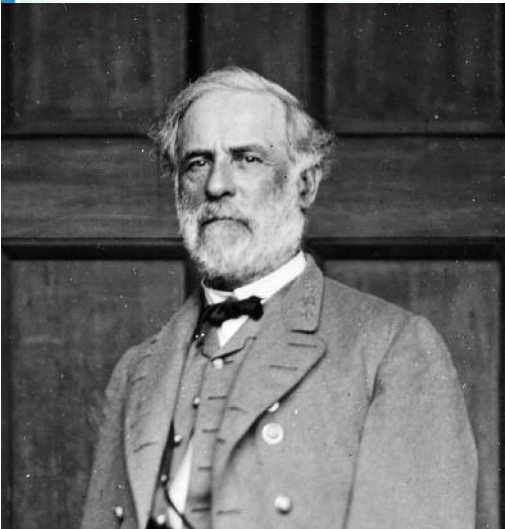
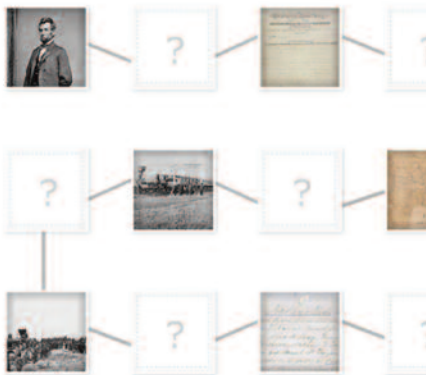
DOCS TEACH

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ICE for the Soldiers.

Saratoga, Aug. 13, 1863.

I have just received from the Colonel and Quartermaster at Hilton Head an urgent request for ICE for the sick and wounded at that place, ending, "FOR GOD'S SAKE SEND SOME ICE TO THESE SUFFERING MEN."

It is proposed that the visitors at Saratoga furnish money to purchase a *Cargo* or two, to be shipped at *once* from Boston to comfort these men, many of whom were wounded at





FINDING LEADERS

Changing Allegiances

ABOVE: Visitors explore *Discovering the Civil War* at the exhibition opening. Photo by Margot Schulman

PREVIOUS PAGES: Records and photographs featured in *Discovering the Civil War* exhibition and screen shots from the DocsTeach website. Images courtesy of the National Archives.



the National Archives in preserving our history.

2010 was an extremely good year for the Foundation for the National Archives. I am proud to report that the Foundation was able to provide approximately \$3.5 million for innovative educational products and programming to help teach Americans about the depth and diversity of records here and the importance of the work of

The Foundation is extremely proud of its role in the design, fabrication, and promotion of the National Archives Experience's "Discovering the Civil War" exhibition at the National Archives Building in Washington, D.C., in 2010. The exhibition itself, an accompanying book published by the Foundation, related products in the Archives Shop, fresh lesson plans in the Boeing Learning Center and online, and our numerous marketing initiatives were made possible through generous contributions from our loyal donors like you. In 2011 and beyond, the exhibition will travel around the United States, educating more Americans about the work of the National Archives.

2010 also marked a major advancement in our efforts to expand the Archives' innovative online offerings. The Foundation helped develop, build, and promote the revolutionary new website, www.DocsTeach.org, which allows teachers and students of all ages to interact online and learn about history, civics, science, and math through the Archives' records. Teachers around the country have embraced the website, and we thank them for responding by creating their own online activities and sharing them with each other.

With your support, the Foundation worked in 2010 to enrich the visitor experience at the Archives for museum visitors and researchers. The Foundation continued its support of annual museum activities, including the National Archives' July 4th celebration and Constitution Day, and we were happy to provide advertising and audience development funding for museum exhibits and related programs in the Lawrence F. O'Brien Gallery and the William G. McGowan Theater.

To assist researchers, the Foundation was pleased to support the installation of wireless connectivity in the National Archives' research rooms in Washington, D.C., and at the National Archives at College Park, Maryland. We also continued our support of the annual National Archives Genealogy Fair, bringing together record numbers of researchers and archivists in their quests to discover their own family histories.

I invite you to join us in celebrating these successes of 2010, all made possible by your support. We look forward to continuing our work in 2011.

Ken Lore, *Chairman and President*



volunteers, and visitors.

2010 has been a year of transformation at the National Archives as we work to improve the way our agency meets the needs of our customers and our staff, update our IT tools and skills to perform our jobs better in the digital age, and make our agency a great place to work, where we learn from each other, as well as from our clientele,

At this critical moment in our agency's history, I am proud of the great partnership we have built with the Foundation for the National Archives. Thanks to the work of the National Archives staff and our partners at the Foundation, as well as the support of private donors like you, millions of people from around the world are visiting the National Archives Building in Washington, D.C., and our regional facilities and Presidential libraries and museums around the country. They are seeing our traveling exhibitions at venues throughout the nation, and they are tapping the incredible resources of the National Archives through a growing number of online initiatives.

In 2010, we have become a leader in the use of social media in government, with two dozen Facebook pages, eight blogs, and a Wiki-hub for researchers. More than 1,200 of our historical videos are now available on YouTube. Readers can see our flagship publication, *Prologue*, through their mobile phones or iPads, and thousands of our photos are now available online through Flickr and Pictopia. We even have a Wikipedian in Residence!

Our National Declassification Center is clearing the backlog of millions of pages of classified documents to get these records declassified and on the shelves for researchers as quickly as possible. We are digitizing the entire 1940 Census in preparation for its April 2012 opening, and continue to work with private partners and volunteers who have been digitizing records relating to the Civil War, the Holocaust, and the Vietnam War.

And finally, thanks to the support of the Foundation, our research rooms have gone wireless!

As we face the challenges ahead, we are proud to continue our strong partnership with the Foundation. The efforts of the Board and staff of the Foundation to promote the National Archives help us to reach new audiences and educate the public about our mission: to preserve the most important records of our democracy and make them accessible to the people.

I look forward to working with the Foundation to build on this outstanding partnership in 2011.

David S. Ferriero, *Archivist of the United States*



Visitors explore *Discovering the Civil War* at the exhibition opening.
Photos by Margot Schulman

Foundation Supports “Discovering the Civil War” Exhibition

The Foundation was proud to partner with the National Archives Experience’s exhibition team to launch the landmark exhibition, “Discovering the Civil War,” shown in the Lawrence F. O’Brien Gallery in 2010. The exhibition, which begins a national tour in 2011, explores our nation’s most defining conflict from a variety of angles and viewpoints, through the unrivaled collection of Civil War documents in the National Archives. This exhibit focuses on the war’s impact on everyday people and emphasizes that by searching through the Archives’ records, one can learn more about well-known events and discover previously unknown stories.

The design, fabrication and shipping of the exhibit was provided by private dollars raised by the Foundation. This partnership has created the largest traveling exhibit ever to come out of the Archives and includes originals, facsimiles and computer interactives, all inviting our guests to step into the shoes of a researcher and discover more about the Civil War.

One of the computer-based interactives from the exhibit includes an animated video chronicling the fascinating story of the CSS *Alabama*, a Confederate warship sunk off the coast of France.

This video feature attracted a wide range of audiences touring the exhibition with its impressive graphics and unique style of presenting the story.

Other interactives in the exhibit included a video welcoming message from an “archivist” working in the stacks of the National Archives, and a social networking tool allowing visitors to see the connections between friends, classmates, and military buddies later separated by the war. Visitors to the exhibit were also encouraged to use their own electronic devices to “tweet” their reactions to the exhibit and to ask questions, which were answered in real time by Archives volunteers.

In addition to publishing the exhibition catalog, *Discovering the Civil War*, the Foundation developed a line of other Civil War-related merchandise, including Civil War-themed stationery, a postcard book of Civil War-era maps, and paperweights and jewelry incorporating the authentic “red tape” once used to bind Civil War-era government records together.

The Foundation’s marketing team supported the exhibit through press events, outdoor banners above the

Archives’ steps, and advertising in Washington, D.C., publications, metro stations, bus shelters, and on the sides of buses.

The Foundation also hosted the exhibition’s opening and preview, treating members and supporters to an elegant reception in the Rotunda Galleries, as well as a curator-guided tour.

The Foundation thanks AT&T, Karen Pritzker and The Seedlings Foundation, Richard Eliasberg, Retired Lt. Col. William Konze and Alice Konze, Marvin Weissberg and Judith Morris, Ken and Pat Lore, and Russell and the late Budge Weidman for their generous support of “Discovering the Civil War.”



DocsTeach (www.DocsTeach.org)

On September 20, 2010, in The Boeing Learning Center, the Foundation and the National Archives' education team introduced our latest online venture, DocsTeach, to members of the history education community. Teachers nationwide quickly responded with enthusiasm and resounding participation.

The DocsTeach website, created with support from Texas Instruments, features thousands of documents from the holdings of the National Archives, as well as a suite of clever tools that encourage users to interact with and learn more about those documents. Though primarily designed for teachers and students, the site has been very well received by other visitors who love to learn about history. One blogger noted, "This site makes me wish I were a history teacher!"

Created with the help of Second Story Interactive, the seven tools featured on DocsTeach are designed to teach specific historical thinking skills, including weighing evidence, interpreting data, and focusing on details. Each employs interactive components such as puzzles, scales, maps, and flow charts that teachers and students can tailor to their needs.

On the website, educators can browse or search for documents and activities, customize any activity to fit the needs of

a unique classroom, create a brand new activity with its own web address from scratch, and save and organize activities in an account to share with students. After participating in an activity, the site allows students to submit their work to their teacher via e-mail. DocsTeach is revolutionary because the interactive *is* the lesson.

The seven tools featured on DocsTeach are designed to teach specific historical thinking skills, including weighing evidence, interpreting data, and focusing on details.

At the event in September, we asked the education community's help in promoting the site and encouraging teachers to use it. By the end of 2010, DocsTeach had nearly 4,000 registered users and had been visited by people in all 50 states, Washington, D.C., and more than a hundred other countries around the world!

The Foundation thanks Texas Instruments for its generous support of DocsTeach.



Discovering the Civil War exhibition catalog.



Publications

Working with the National Archives' exhibition team, the Foundation was proud to publish *Discovering the Civil War*, a 208-page, highly illustrated exhibition catalog that offers new perspectives on America's most defining war.

Like the National Archives Experience exhibition of the same title, *Discovering the Civil War* delves into the extensive Civil War holdings of the National Archives to tell the stories that are not often told. Slaves, laborers, nurses, deserters, and guerrilla fighters are featured alongside military and political leaders to give readers an inclusive perspective on the experiences of well-known and "ordinary" people.

The catalog, published by the Foundation in association with D Giles Limited, showcases landmark documents such as the Emancipation Proclamation alongside the less well-known unratified 13th Amendment of 1861 and a draft of the Confederate Constitution, each of which threatened to change the outcome of the war entirely. Elsewhere, a Chinese-language message to Prince Kung asking for the banning of Confederate ships from Chinese ports demonstrates the global impact of the Civil War.

The book features essays from Civil War historians and curators, a message from Archivist of the United States David S. Ferriero, and a foreword by documentary



filmmaker and Foundation Vice President Ken Burns, whose highly acclaimed PBS series *The Civil War* brought renewed interest in that conflict.

The exhibit catalog is dedicated to a dear friend and longtime supporter of the Foundation and of the National Archives, the late Budge Weidman, volunteer manager of the Civil War Conservation Corps.

The Foundation also was pleased to work with the John F. Kennedy Presidential Library and Museum to round out a trilogy of catalogs with *Winning West Virginia: JFK's Primary Campaign*. This catalog joins the previously published *Poetry and Power: The Inaugural Address of President John F. Kennedy*, and *Moon Shot: JFK and Space Exploration*, each celebrating an anniversary exhibition at the library.

Archives Shop

The Archives Shop experienced a successful year with gross sales 2 percent ahead of the previous year and 4 percent over original budget projections.

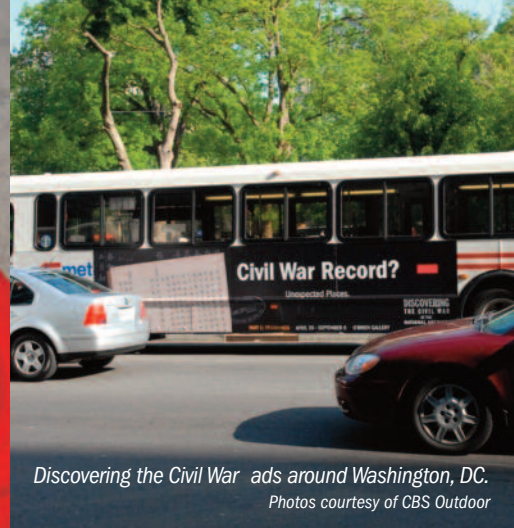
A new "Ask the Question" information and sales cart opened outside the National Archives Building, adding more than \$13,000 in gross sales and \$8,000 in new membership acquisitions. The cart proved very successful in providing a service to visitors waiting in line to enter the building, with Shop staff answering everything from basic inquiries regarding visitation policies to questions regarding Archives holdings and special exhibitions.

Foundation staff developed an impressive line of products in support of the "Discovering the Civil War" exhibition, which will be promoted to venues to which it will travel next year. Exhibition catalog sales were solid, with more than 150 copies sold within a month of publication.

The Shop experienced its most successful year in generating revenue derived from the support of the Archives' programs, including the Genealogy Fair, the Lincoln Symposium, and more than 50 book events. The Shop also participated once again in the annual Museum Store



Shopping at the National Archives.
Photo by Andi Kling



Discovering the Civil War ads around Washington, DC.
Photos courtesy of CBS Outdoor

“Shop Around” and repeated its spring and holiday season membership event, with both experiencing sales growth. Shop staff also collaborated with the Foundation’s Development and Events departments to host a reception and shopping evening for Foundation Board members, which we hope to make an annual event.

The year ended with a very successful year-end inventory count resulting in shrinkage of 1.4 percent, well within the industry standard. Expenses were tightly controlled, and combined with the increase in gross sales, a net income 20 percent above budget was realized.



The National Archives Cart.
Photo by Laura Brandt

Marketing

This year marked the launch of Washington, D.C.’s commemoration of the Civil War sesquicentennial with the National Archives Experience exhibition “Discovering the Civil War.” Thanks to generous in-kind matching gifts from CBS Outdoor, the Foundation promoted the exhibit with an extensive advertising campaign throughout the year in the city’s Metrorail stations and trains, as well as on Metro buses. A sponsorship spot featuring “Discovering the Civil War” ran on local television station WETA during the month of May, and the exhibit was covered in Weider History Group publications.

Marketing for “Discovering the Civil War” was supplemented by the Foundation’s and the National Archives’ extensive social media and online presence, which greatly expanded over the course of the year. A complete listing of social media initiatives is available on the National Archives’ homepage at www.archives.gov.

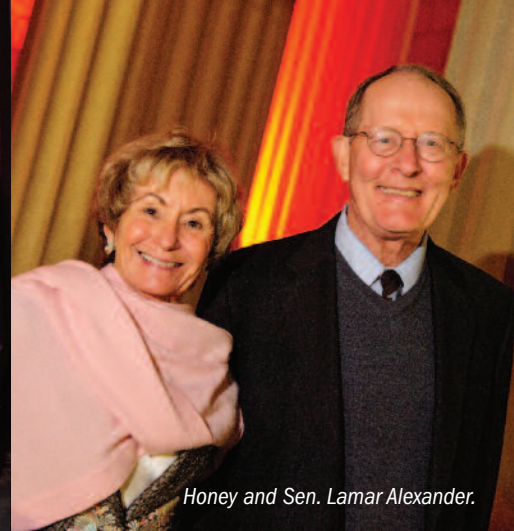
The Foundation continued to play an active role in promoting National Archives programming by advertising events featured in the William G. McGowan Theater, The Charles Guggenheim Center for the Documentary Film, the sixth annual Genealogy Fair, and the yearly Independence Day celebration at the National Archives.

Marketing staff continued to build support from local media, and a partnership with *CQ Roll Call* began in December to expand monthly public program ads to its Capitol Hill readership. Partnerships continued with Destination DC (formerly known as the Washington Convention and Tourism Corporation), the Cultural Alliance, and Cultural Tourism. Thanks to the Cultural Alliance, Archives representatives presented a documented recipe demonstration of Queen Elizabeth II’s scones, an early promotion for a 2011 exhibit, “What’s Cooking, Uncle Sam?”

The Foundation is proud to support a broad variety of Archives programs through its marketing efforts, which are made possible by private donations.



Bill Couper, Ken Burns, Thora Colot, Morgan Freeman, Ken Lore, and David S. Ferriero.



Honey and Sen. Lamar Alexander.

Records of Achievement Award and Gala

Every fall, the Foundation hosts its annual Gala in the Rotunda Galleries of the National Archives to honor those whose work cultivates a broader national awareness of the history and identity of the United States through the use of primary sources in the Archives' holdings.

This year, the Archives was proud to present its seventh annual Records of Achievement Award to documentary filmmaker Ken Burns, director and producer of such acclaimed documentaries as *The Civil War*, *Baseball*, *Jazz*, and *Mark Twain*. At the Gala, Archivist of the United States David S. Ferriero noted how, "using original documents and photographs from the National Archives, Ken brought a human dimension to the struggles and hardships" of the Civil War.

Many distinguished guests from within and outside the Archives and the Foundation joined Burns at the Gala, including Foundation President Ken Lore and his wife Pat, past presidents of the Foundation Larry O'Brien and his wife Helen and Tom Wheeler and wife Carol, U.S. Chief Information Officer Vivek Kundra, Senator Lamar Alexander with wife Honey, a member of the Board, Thurgood Marshall Jr. and his wife Teddi Levy Marshall, Bill Couper of Bank of America Mid-Atlantic, Josh Hanna of Ancestry.com, David Pryor Jr. of Microsoft and his wife Judith Pryor, and Paula Collins of Texas Instruments.

The Gala was chaired by actor Morgan Freeman, who passionately narrated the works of escaped slave and abolitionist leader Frederick Douglass in Burns' *The Civil War*. In his speech, Freeman praised

Burns's life work in which he has used the records of the National Archives "to tell us the story of our shared culture, whether it be through his films on the Civil War, on our national pastime, baseball, our unique musical heritage, jazz, or our beloved National Parks system."

"Through his incredible work as a historian and filmmaker, Ken has been able to bring this evidence of our shared past to a worldwide audience," Freeman said, "and we are better for it."

This year's Gala was made possible thanks to the generous sponsorship of Bank of America, with additional support from the Maris S. Cuneo Foundation and The Boeing Company.

Photos by Alexander Morozov



Guests enjoy the Gala at the National Archives, and a tour of the vaults.





Students examine and analyze Archives records in The Boeing Learning Center. Photos by Lisa Helfert

Boeing Learning Center

The Foundation was pleased to support the Boeing Learning Center's educational programming in 2010, including the launch of a new website, DocsTeach, which encourages students and teachers to interact with National Archives documents online.

The Boeing Learning Center's ReSource Room received more than 20,000 visitors in 2010, representing all 50 states, the District of Columbia, and 65 foreign countries. In addition, there were more than 465,000 visitors to the learning center's website.

Over the summer, the National Archives education team presented 29 workshops for 713 teachers from all over the United States.

Through the generous support of Texas Instruments, the Foundation was pleased to offer scholarships to participants in Primarily Teaching, a workshop for educators on using historical documents in the classroom. Primarily Teaching includes a full schedule of lectures, demonstrations, analysis of documents, independent research, and group work. Participants learn how to conduct research in historical records, create classroom material from records, and present documents in ways that sharpen students' skills and enthusiasm for history, social studies, and the humanities.

For the fifth year, the Foundation was proud to support the National History

Day program, helping students from the District of Columbia to participate in the yearlong research project, co-hosting the district competition with Howard University in April, and offering scholarships to D.C. student finalists to ensure their ability to participate in the national contest in June at College Park, Maryland. This year's theme was "Innovation in History: Impact and Change."

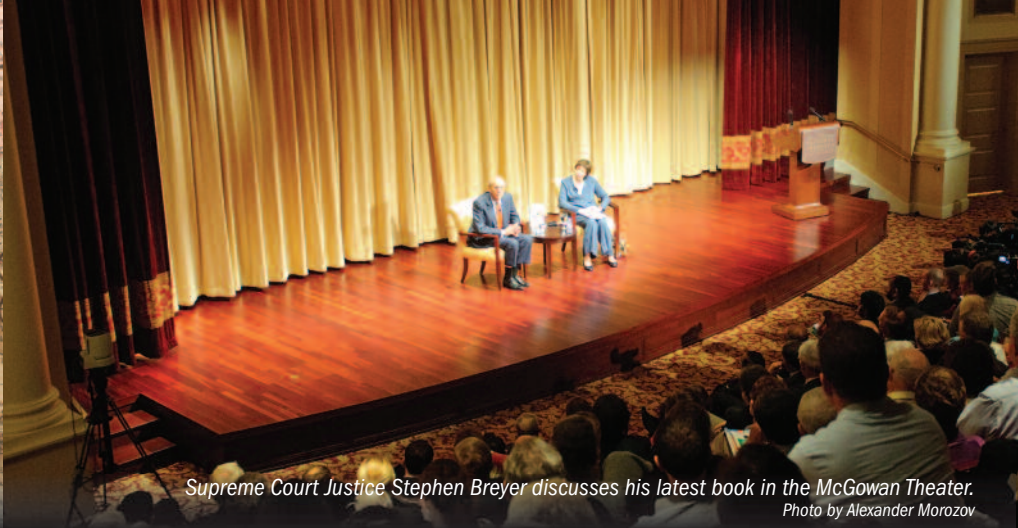
The Boeing Learning Center's ReSource Room received more than 20,000 visitors in 2010, representing all 50 states, the District of Columbia, and 65 foreign countries.

Throughout the year, the Boeing Learning Center drew hundreds of teachers and thousands of students who participated in Constitution-in-Action labs in Washington, D.C., and reached thousands more via videoconferencing. In addition, the Learning Center team continued to develop timely learning materials to engage visitors, including supplementary materials for the "Discovering the Civil War" exhibition, and worked to ensure that many of the documents in the Boeing Learning Center now have QR codes, which allow visitors to scan the code using a mobile device and further explore the record online at www.DocsTeach.org.

The Foundation thanks Texas Instruments for its generous support of Primarily Teaching for the fourth year, as well as its support of DocsTeach.



Visitors map their ancestors at the 6th annual Genealogy Fair. Photo by Jermaine Scott



Supreme Court Justice Stephen Breyer discusses his latest book in the McGowan Theater. Photo by Alexander Morozov

Research Support

The Foundation is proud to support researchers who come to the National Archives facilities in Washington, D.C., and College Park, Maryland. Researchers at these locations now have access to wireless internet thanks to a partnership between the Foundation and the National Archives. Using this wireless connection, researchers can access the Archives' online catalog, *Ancestry.com*, *Footnote.com*, and other useful sites even as they work with Archives records on paper or microfilm.

The Foundation was also pleased to support the National Archives' sixth annual Genealogy Fair with support from Ancestry.com. The 2010 event drew an estimated 2,500 people from around the world who came to the National Archives Building in Washington, D.C., to attend lectures, talk with archivists, and enjoy the study of genealogy. Many of the attendees were beginning genealogists who had never come to the National Archives Building prior to the fair.

The Archives Shop opened a temporary shop outside the Archives building with a great selection of genealogy-related items, and the Foundation sold memberships to interested visitors. We hope to see you next year!

The Foundation thanks Ancestry.com for its sponsorship of the Genealogy Fair.

William G. McGowan Theater

The Foundation was pleased to introduce new audiences to the National Archives by promoting events in the William G. McGowan Theater. We also worked with the National Archives to use new technology and social media tools to expand the theater's audience worldwide through webcasts of theater programs at www.archives.gov and on YouTube.

Highlights from the McGowan Theater's programming included the annual William G. McGowan Communications Forum and the annual "Women in Leadership" panel discussion, in which journalists discussed what it took to succeed and the future challenges for women in the field. The panel included Cokie Roberts, political commentator for ABC News, who also is a Foundation Board member; Gwen Ifill, moderator and managing editor of *Washington Week* on PBS; Diane Rehm, host of *The Diane Rehm Show* on NPR; and Katharine

Weymouth, publisher of *The Washington Post* and president and CEO of Washington Post Media.

Book events, such as Supreme Court Justice Stephen Breyer's discussion about his book, *Making Our Democracy Work: A Judge's View*, and David and Julie Eisenhower's talk about their book, *Going Home to Glory: A Memoir of Life with Dwight D. Eisenhower, 1961–1969*, are popular events at the McGowan Theater, which are usually followed by book signings arranged by the Foundation's Archives Shop. In addition, the Foundation hosted receptions prior to these and other excellent programs, allowing Foundation members and other special guests to meet and socialize.

The Foundation thanks the William G. McGowan Charitable Fund, Inc., for its generous support of the McGowan Theater and its public programming.

The Foundation was pleased to introduce new audiences to the National Archives by promoting events in the William G. McGowan Theater.



The William G. McGowan Theater.
Photo by Andi Kling



The Archives' July 4th float.
Photo by Margot Schulman

Guggenheim Center

The Charles Guggenheim Center for the Documentary Film, named for former Foundation president and documentary filmmaker Charles Guggenheim, hosted many film screenings in 2010, including several supporting the “Discovering the Civil War” exhibition.

During the first week of March, the National Archives Experience hosted the sixth annual free screenings of the Academy Award® nominees in four categories—Documentary Feature, Documentary Short Subject, Live Action Short Film, and Animated Short Film. This weeklong event was presented by the Academy of Motion Picture Arts and Sciences in partnership with The Charles Guggenheim Center for the Documentary Film and the Foundation.

In June, the Foundation supported the Academy of Motion Picture Arts and Sciences in honoring outstanding student filmmakers from throughout the nation with the Student Academy Awards® for 2010. Awards were presented in the Alternative, Animation, Documentary, Foreign, and Narrative genres.

The 4th Annual Charles Guggenheim Tribute Program in September honored Ambassador Andrew Young, who served as one of Martin Luther King Jr.’s closest confidants during the Civil Rights era and later became the first African American from the Deep South to be elected to Congress since Reconstruction.

The event featured *From King to Congress*, Charles Guggenheim’s 1974 film on Young’s campaign, as well as a post-screening discussion with Ambassador Young.

Throughout December, in conjunction with the “Discovering the Civil War” exhibit, the McGowan Theater featured three episodes of Ken Burns’s PBS documentary series *The Civil War*.



Ambassador Andrew Young.

Independence Day at the National Archives

Each year, the Foundation is proud to partner with the National Archives to offer an exciting and inspiring Independence Day celebration. Visitors and guests are treated to patriotic music, a dramatic reading of the Declaration of Independence, and free activities for families, making this event a favorite for thousands of July 4th visitors.

This year’s Washington, D.C., Independence Day Parade was marked by the addition of the first-ever National Archives float, which featured a facsimile of the Declaration of Independence as well as representations of other documents from the holdings of the National Archives. Archivist of the United States David S. Ferriero waved to the crowd from the float, which also featured the new National Archives logo, with its eagle symbolizing the guardian role the Archives plays in protecting the nation’s recorded past.

Throughout the day, visitors were treated to the sounds of the Federal City Brass Band, a reading of the Declaration of Independence by Congressman William Lacy Clay of Missouri, performances by historical re-enactors playing the roles of Thomas Jefferson and Benjamin Franklin, and even a chance to sign

continued on page 12



Re enactors at the Archives.
Photos by Margot Schulman



Independence Day

continued from page 11

a full-scale facsimile of the Declaration of Independence.

ABC7/WJLA-TV News Anchor Maureen Bunyan served as this year's Master of Ceremonies and Archivist of the United States David S. Ferriero was the keynote speaker.

The Foundation would like to thank John Hancock Financial for its continued support which makes this event so successful year after year.



The July 4th Parade.

Traveling Exhibitions

Each year, the Foundation helps National Archives exhibitions travel beyond their original home in the Lawrence F. O'Brien Gallery in Washington, D.C., to reach a much larger audience in museums across America. In 2010, exhibitions new and old travelled far and wide to independent museums and Presidential libraries and museums around the country.

Created in 2007, "School House to White House: The Education of the Presidents" uses report cards, photographs, letters, and memorabilia to explore the early lives of the U.S. Presidents. This year, the exhibition continued its tour of the Presidential libraries, reaching audiences at the Lyndon Baines Johnson Presidential Library and Museum, the Richard Nixon Presidential Library and Museum, and the Gerald R. Ford Presidential Library and Museum. The exhibit finished the year at the Durham Western Heritage Museum in Omaha, Nebraska, in December, and will continue to travel in 2011.

Featuring 86 black-and-white photographs, the National Archives Experience's "The Way We Worked" documents American workplaces, work clothing, working conditions, and workplace conflicts from 1857-1987. Thanks to the help of the Smithsonian Institution's Traveling Exhibition Service,

it traveled to the Lorenzo Cultural Center at Macomb Community College in Clinton Township, Michigan, and the Southern Museum of Civil War and Locomotive History in Kennesaw, Georgia, in 2010.

The Foundation also was pleased to support the opening of "Fighting for Democracy: Who Is the 'We' in 'We, the People?'" The exhibition was brought to the Lawrence F. O'Brien Gallery by the Japanese American National Museum and The Boeing Company.

In addition, preparations have begun to send "Discovering the Civil War" to the Henry Ford Museum in Dearborn, Michigan; the Houston Museum of Natural Science in Houston, Texas; and the Tennessee State Museum in Nashville, Tennessee, in 2011 and beyond.

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 and DocsTeach websites.

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	2010	2009
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 846,653	\$ 1,649,628
Accounts receivable	51,842	5,813
Pledges receivable, net of allowance for doubtful accounts	1,127,871	1,212,224
Inventory	746,274	698,548
Prepaid expenses	77,676	54,695
Total current assets	2,850,316	3,620,908
FIXED ASSETS		
Equipment	66,373	58,583
Less: Accumulated depreciation	(57,335)	(54,861)
Net fixed assets	9,038	3,722
NONCURRENT ASSETS		
Long-term pledges receivable, net of allowance for doubtful accounts	242,355	1,127,159
TOTAL ASSETS	\$ 3,101,709	\$ 4,751,789
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 268,732	\$ 195,447
Accrued salaries and benefits	96,167	75,069
Total current liabilities	364,899	270,516
NET ASSETS		
Unrestricted	877,595	1,169,614
Temporarily restricted	1,859,215	3,311,659
Total net assets	2,736,810	4,481,273
TOTAL LIABILITIES AND NET ASSETS	\$ 3,101,709	\$ 4,751,789

Statement of activities and change in net assets for the year ended December 31, 2010 with summarized financial information for 2009

EXHIBIT B

	2010			2009
	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL	TOTAL
SUPPORT AND REVENUE				
SUPPORT:				
Contributions and grants	\$ 229,584	\$ 1,360,849	\$ 1,590,433	\$ 954,691
In-kind contributions	269,980	-	269,980	323,130
Membership dues	597,282	-	597,282	478,614
Net assets released from donor restrictions	2,813,293	(2,813,293)	-	-
Total support	3,910,139	(1,452,444)	2,457,695	1,756,435
REVENUE:				
Archives shop revenue, net of cost of goods sold of \$1,101,101 and \$1,092,605 for 2010 and 2009, respectively	1,660,254	-	1,660,254	1,601,371
Interest income	4,533	-	4,533	20,143
Exhibition revenue	105,609	-	105,609	24,880
Miscellaneous	128	-	128	1,997
Total revenue	1,770,524	-	1,770,524	1,648,391
Total support and revenue	\$ 5,680,663	\$ (1,452,444)	\$ 4,228,219	\$ 3,404,826
EXPENSES				
PROGRAM SERVICES:				
National Archives Experience	\$ 1,123,023	\$ -	\$ 1,123,023	\$ 453,080
Museum Activities	585,838	-	585,838	578,520
Theater Programs	146,785	-	146,785	180,171
Education	63,854	-	63,854	65,704
Publications	153,210	-	153,210	167,178
Exhibitions	1,899,076	-	1,899,076	917,699
Archives Shop	802,958	-	802,958	717,349
Total program services	4,774,744	-	4,774,744	3,079,701
SUPPORTING SERVICES:				
General and Administrative	588,360	-	588,360	609,910
Fundraising	609,578	-	609,578	430,794
Total supporting services	1,197,938	-	1,197,938	1,040,704
Total expenses	5,972,682	-	5,972,682	4,120,405
Change in net assets	(292,019)	(1,452,444)	(1,744,463)	(715,579)
Net assets at beginning of year	1,169,614	3,311,659	4,481,273	5,196,852
NET ASSETS AT END OF YEAR	\$ 877,595	\$ 1,859,215	\$ 2,736,810	\$ 4,481,273



2010 was marked by challenges as well as the completion of major award-winning projects for the Foundation for the National Archives. We so appreciate all who have helped us to make so many amazing programs, projects, and educational outreach efforts possible.

For the past year, the “Discovering the Civil War” exhibition, shown in two parts in the Lawrence F. O’Brien Gallery, has delighted and educated audiences in Washington, D.C., with its presentation of the incomparable Union, Confederate, and other amazing records from the holdings of the National Archives.

In 2011, this landmark interactive exhibition is touring nationally, with the two parts of “Discovering the Civil War” coming together to invite exploration of new and diverse topics of our nation’s most defining war. The exhibition recently began its tour at the Henry Ford Museum in Dearborn, Michigan, a Detroit suburb, where record crowds waited in line for up to seven hours for a chance to see a special limited showing of the original Emancipation Proclamation. Later, the exhibition will travel to the Houston Museum of Natural Science in Texas and the Tennessee State Museum in Nashville.

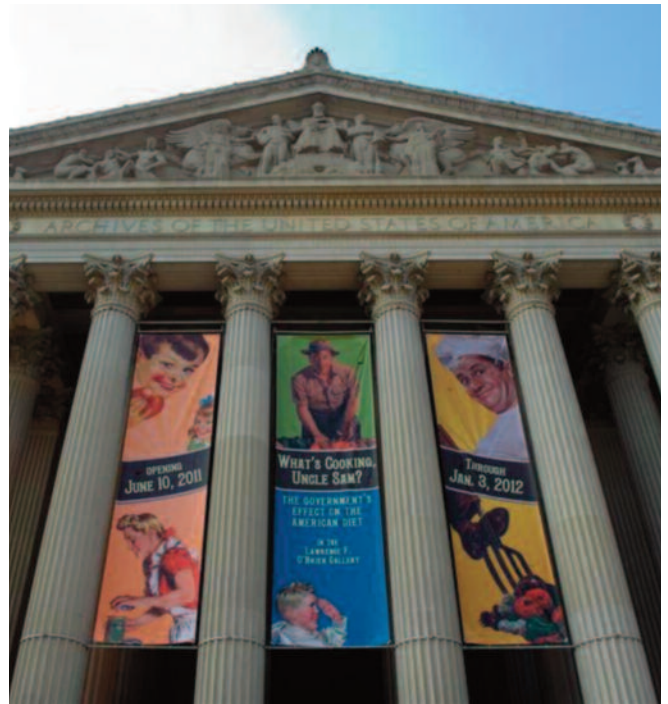
Meantime, the Foundation has been working to support and promote the 2011 National Archives Experience exhibition, “What’s Cooking, Uncle Sam? The Government’s Effect on the American Diet.” This fascinating exhibition explores the government’s efforts to ensure a safe, nutritious, and plentiful food supply, and the sometimes unintended consequences of those efforts. The Foundation is working to support the exhibition with fundraising, a marketing campaign, an exhibition catalog, and exhibit-related products, programming, and special events.

We also were so proud in 2010 to work with the National Archives education team on the preliminary introduction to the education community of the DocsTeach website. This revolutionary online resource puts teachers, students, and lifelong learners interested in history in virtual contact with the incredible records of the National Archives. The education team, along with hundreds of teachers, has since populated the site with additional lesson plans.

In 2011, we will continue to promote DocsTeach, to support researchers at the National Archives, and to encourage more visitors to the National Archives Experience to return to the Archives to conduct their own research and explore all that the Archives has to offer.

I hope you will join us in these efforts as well as new exciting initiatives that encourage Americans and people from around the world to appreciate and fully experience the records of our democracy and the role of the National Archives in preserving these records for future generations.

Thora Colot
Executive Director



“What’s Cooking, Uncle Sam?” banners on the Archives Building.
Photo by Alexander Morozov

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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 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.

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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