

Laying the CORNERSTONE

NEW DOOR TO INFILL OFFICES
WINDOW AND SILL REMOVED

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FOUNDATION FOR THE
NATIONAL ARCHIVES

Mission and Vision

IT IS THE MISSION of the Foundation 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 collection 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, D. C., as well as its many branches 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.

“To educate, enrich, and inspire a deeper appreciation of our country's heritage.”

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Allen Weinstein

Archivist of the United States



This annual report is appropriately titled *Laying the Cornerstone*. The year 2005 was indeed one in which we established a new base for growth for both the National Archives and Records Administration and our friends and partners in the Foundation for the National Archives. This report provides a glimpse of some of the highlights of that year.

2005 was my first year as Archivist of the United States, and I enjoyed making the acquaintance of so many people, inside and outside of government, who share a passion for our records and the American stories they tell. I value the friendships I have made and renewed with colleagues on the Foundation Board and in the broader community of private individuals committed to furthering our mission. As much as our physical infrastructure, these relationships are also “cornerstones” of our future advances.

In 2005 we launched a 14-month effort to develop a strategic vision for the next decade. As this period of intense analysis and discussion draws to a close, I am very pleased to report that we have taken significant strides to look beyond the immediate horizon towards ambitious goals for our future. We have recommitted ourselves to reexamining and improving how we accomplish the core task of processing and preserving the billions of records in our care. We have moved forward from concept to implementation of our Electronic Records Archives, coping with the challenges of digitally-born records. We have envisioned an “archives without walls,” working through partnerships to massively increase our digitization of physical records. And perhaps the most important, we have defined access to our records as powerful teaching tools. We will build on decades of success, in our educational programs in Washington, in the Presidential Libraries, and in our regional archives, to make primary sources the lynchpin in improving the performance of both American history and civics education. The new Learning Center, thanks to generous support from members of our own Foundation Board, will fully open in early 2007. It is both a testament to what our partnership can accomplish and a launch pad for our expanded vision.

I believe that we will move from success to success, and that next year’s letter will tell a similar tale of moving even further ahead to reach our ambitious goals. Until then, I offer my heartfelt thanks to the leadership and staff of the Foundation for the National Archives for their outstanding efforts. The work continues.

Allen Weinstein

Tom Wheeler

President, Foundation for the National Archives

In his book *Mayflower* Nathaniel Philbrick recounts the story of the Pilgrims of Plymouth Plantation and the discovery they made on their first venture into the wilderness of the new land. As the Pilgrims walked along Indian trails they were fascinated to discover circular pits dug at seemingly random points along the path. Subsequently they discovered these were “memory holes” excavated by the natives at the site where a significant event had occurred. Every time a Native American passed, the hole would remind him or her of their history by recalling the story of what happened on that spot.



The National Archives is our nation’s modern memory hole. Thanks to the support of individuals such as you, the Foundation for the National Archives helps us recall and rediscover the story that is the United States. Instead of holes in the earth, however, our story is told through the documents of the people, great and small, who brought us to the crossroads of today.

History is to a nation as memory is to an individual, Arthur Schlesinger has observed. Imagine the disorientation each of us would experience if we lost our memory. Similarly, a people that cannot remember their history are a people destined to be disoriented and adrift.

Through its work the National Archives preserves our national memory. The function of the Foundation for the National Archives is to help expand on that work through outreach that opens the documents which are our memory to the nation and the world. Thanks to your support, for instance, over a thousand heretofore carefully filed documents, along with their stories, are displayed in the new Public Vaults. The McGowan Theater has become a venue for historical events in Washington as well as where the million annual visitors to the Archives building can see an introductory movie that puts the story told by records in perspective. The Lawrence F. O’Brien Gallery is the new home of temporary exhibits that bring even more documents out of the vaults to tell the American Story. And the new Learning Center has, for the first time, created a dedicated venue where young people in school and other groups can bring to life their nation’s history through the hands-on use of the documents from that story.

As President of the Foundation for the National Archives it is my privilege to work with an outstanding board of committed leaders, a superb staff, the Archivist and his dedicated team. We are sincerely grateful for the support that you have given to the Foundation to enable its outreach programs. With your continued support the Foundation for the National Archives will expand its efforts to share with Americans and the world the documents of American memory, to tell the story of a people striving to grow based on the wisdom of the Founders, and to preserve the underlying records on which that great quest rests.

A handwritten signature in black ink, appearing to read "Tom Wheeler". The signature is fluid and cursive, written in a professional style.

National Archives

National Archives Experience

The *National Archives Experience* is a public-private partnership between the Foundation for the National Archives, a non-profit entity, and the National Archives and Records Administration, a federal agency. Through the *National Archives Experience* we are committed to making the depth and diversity of the records of the National Archives more well known to individuals around the globe. 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” for themselves these treasures that form the cornerstone of history.

The *Experience* plays an instrumental role in deepening one’s appreciation for historic and cultural learning. As an ideal resource for researchers, educators, and the general public, the *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 that has created our American society. These elements are reflected throughout the programs and exhibitions within the *Experience*, offering valuable lessons about the diverse building materials that form the foundation of this great nation.



PHOTO BY CAROL M. HIGHSMITH



PHOTO BY EARL McDONALD

Project Update

In 2005, the Foundation for the National Archives completed the initial phase of the *National Archives Experience*. The *Experience*, which was launched in 2003, has so far 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 state-of-the-art 290-seat William G. McGowan Theater, a versatile facility that has become Washington’s premier venue for documentary film, author lectures, and high-profile panel discussions; the hallmark, award-winning Public Vaults, an engaging interactive permanent exhibition; and the Lawrence F. O’Brien Gallery, a venue dedicated to the display of topical subjects and traveling exhibitions, highlighting the diversity of our American records.

The Public Vaults exhibit completed its first full year of operation in November 2005, garnering three awards for its exceptional use of historical materials and its creative integration of technology and media. These awards include the 2005 John Wesley Powell Prize for Historical Display from the Society of History in Federal Government, the 2005 Interactive Design from Communication Arts, and the Spring 2005 Gold Award from Omni Intermedia.

“...a collection of records that shape the history of American democracy and together the Foundation and the Archives invite visitors to ‘discover’ these treasures...”

s Experience

The next and final phase of the *National Archives Experience* includes the unveiling of the Learning Center and the creation of the *National Archives Experience* on the Web. The Learning Center, comprised of two separate program spaces, the ReSource Room and the Learning Lab, will serve both as the nerve center for all of the Archives' educational programming and as an incubator for new models of activities that can be franchised and implemented at National Archives facilities and partner sites nationwide. The launch of the *National Archives Experience* on the Web will also help us extend our exposure and our influence as we diversify the methods in which we reach the American people.



“...the launch of the *National Archives Experience* on the Web will also help us extend our educational outreach to homes across the nation...”

LEFT: SCREEN CAPTURE, INVESTIGATIONS, FORM A MORE PERFECT UNION, PUBLIC VAULTS EXHIBIT.
MIDDLE: SCREEN CAPTURE, SIGNED AND SEALED, FORM A MORE PERFECT UNION, PUBLIC VAULTS EXHIBIT.
RIGHT: PHOTO BY EARL McDONALD

National Archives

Campaign Highlights

In 2005, the Foundation received a generous grant from the New York Life Foundation for \$1.2 million in support of the Foundation's ongoing development of exhibitions and public programming. A portion of this grant funds the creation of an original children's book and film for the new Learning Center. This multi-media initiative will help ensure that young students from across the country are able to learn and understand the processes of government and the importance of civic responsibility.

This grant contributed towards the Foundation's great progress on its capital campaign to fund the *National Archives Experience* in 2005. By the end of the year, the Foundation for the National Archives had received roughly \$17.1 million towards the campaign goal of \$22.5 million. We are proud to announce a successful new outreach strategy – the Board Leadership Challenge spearheaded by Foundation Board Member and Campaign Chair Ken Lore. At the end of 2005 we had raised \$525,000 in additional support from our Board in this new initiative.



PHOTO BY CAROL M. HIGHSMITH



PHOTO BY EARL McDONALD

Millionth Visitor Milestone

In the fall of 2005, the National Archives reached a noble milestone worthy of celebration in the form of balloons, photos, and a personal welcome from the Archivist of the United States. On Thursday, September 29, the building hosted its one millionth visitor for the year, 23-month-old Ariya Shah. The toddler, traveling with her parents from Austin, Texas who were en route to the airport, was personally greeted by Archivist of the United States Allen Weinstein expressing his sincere delight in welcoming her and her proud parents as the Archives' one millionth visitor for fiscal year 2005. This milestone illustrates how the Archives has become a "must-see" destination for Washingtonians and tourists alike.

Tremendous successes in attendance demonstrate a public demand for the kind of innovative civics and history education offered in the *National Archives Experience*.

Since the reopening of the Rotunda in fall of 2003, the *Experience's* attendance at the National Archives Building in Washington, D.C. has climbed dramatically. In fact, the *Experience* witnessed a 40% increase in visitation between FY 2004 and FY 2005. This is a testament to the *Experience's* growing success and popularity. Not only is there an increase in the attendance level, studies have shown there is a remarkable rise in participants' overall satisfaction with the exhibits as well as a heightened level of interest, reflected in visitors extending the duration of their museum stay.

s Experience



“...the Archives has become a ‘must-see’ destination for Washingtonians and tourists alike.”

LARGE IMAGE: PHOTO BY EARL McDONALD LEFT: SCREEN CAPTURE, FREEDMEN'S BUREAU, WE THE PEOPLE, PUBLIC VAULTS EXHIBIT. MIDDLE: LETTER FROM L.J. WEIL TO PRESIDENT FRANKLIN ROOSEVELT, NOVEMBER 1943, NATIONAL ARCHIVES, RECORDS OF THE U.S. MARINE CORPS.

Programs and Pa

Programs and Partnerships

The crux of the Foundation's mission is to pursue high quality programs and partnerships that showcase the nation's treasures in the Archives' holdings. As such, the Foundation for the National Archives supports year-round educational and family programming, all free and open to the public. In addition to the permanent exhibitions in the Rotunda and the Public Vaults, these ongoing programs in the William G. McGowan Theater and the Lawrence F. O'Brien Gallery offer visitors new and innovative ways to have personal encounters with the records of our democracy.



PHOTO BY EARL McDONALD

Program Highlights from the McGowan Theater

On February 15, the Foundation hosted a panel discussion in cooperation with the American Arbitration Association to commemorate the 80th anniversary of the American Arbitration Act. The discussion was moderated by former U.S. Attorney General, Janet Reno, and included as guest panelists the Honorable James H. Billington, Librarian of Congress, and the Honorable William H. Webster, former Director of the FBI and the CIA.

On March 7, the ceremonial swearing in of Ninth Archivist of the United States, Allen Weinstein, took place in the McGowan Theater. Justice Ruth Bader Ginsburg presided over the ceremony as the Archivist took his oath of office. This was viewed through a live webcast in each of the National Archives' facilities across the country.

In partnership with the National Constitution Center and the Aspen Institute, the McGowan Theater hosted "Constitutional Conversations" in April. The evening featured discussions between three sitting U.S. Supreme Court Justices, Justice Sandra Day O'Connor,

Justice Antonin Scalia and Justice Stephen G. Breyer. The well-known managing editor and moderator of "Meet the Press," Tim Russert, served as facilitator for the evening. This sold out program offered guests an enlightening and entertaining evening, with a rare inside glimpse into the workings of our nation's highest court.

In September, the National Archives hosted Constitution Week, a program honoring and celebrating the privileges and responsibilities of U.S. citizenship for both native-born and naturalized citizens, while commemorating the creation and signing of the supreme law of our land. Schools and research institutions across the country hosted Constitution-related events during late September and mid-October. The first annual William G. McGowan Communications Forum was showcased in the McGowan Theater on September 15. The National Archives was fortunate to have Senator Robert Byrd, the driving force behind Constitution Week and an advocate for Constitution-related education nationwide, kick off this exceptional program. Historian and Foundation Board Vice President Michael Beschloss moderated a discussion with Representative Roy Blunt and Representative Steny Hoyer on the impact of advancing technology on modern government in the program titled "Checks and Balances in the Age of Instant Messaging: A Congressional Perspective." The following day, the National Archives hosted National Public Radio's Justice Talking Debate on "Free Speech in the Digital Age." The program was simultaneously broadcasted live via satellite and as a web-cast.

“...offer visitors new and innovative ways to have personal encounters with the records of our democracy.”

Partnerships

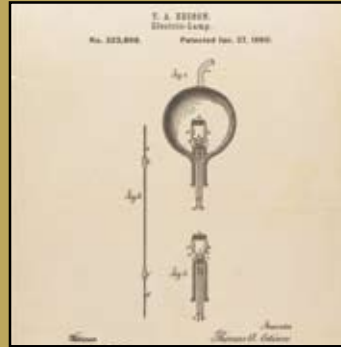
Exhibition Highlights from the O'Brien Gallery

Teaching with Documents

Since the late 1970s, the National Archives has been a pioneer in developing a “teaching with documents” program to make federal records more accessible to classrooms and to encourage teachers to use archival sources as learning tools. In March, the National Archives mounted a six-week exhibition in the Lawrence F. O'Brien Gallery designed to engage teachers and parents in a dialogue about how to make teaching civics and history more effective in their own communities. School groups from across the nation made their annual pilgrimage to Washington as they participated in an exhibit that offered tangible methods to make classroom teaching more effective. Educators developed skills to create a lesson plan incorporating Thomas Edison's patent drawing for improving electrical lamps and illustrating its relationship to Article I of the U.S. Constitution using the National Archives Digital Classroom on-line tool. Other participants reviewed letters written to the Federal Communications Commission (FCC) following the October 30, 1938 radio program of H.G. Wells' *The War of the Worlds*. Letters from Paul Morton and from J. V. Yaukey to the FCC in the fall of 1938 highlight the important roles and relationship of mass media, government, and First Amendment rights.

Americans in Paris

On May 27, the National Archives premiered *Americans in Paris* in the Lawrence F. O'Brien Gallery. For more than two centuries Americans have been drawn to Paris, on missions of commerce and diplomacy, in scientific and cultural pursuits, in voyages of pleasure and in the necessities of war. Records in the National Archives such as treaties, films, letters, and photos, document many of these journeys. The exhibition began with a letter from Benjamin Franklin and the original Treaty of Alliance in the American Revolution and culminated with Henry Kissinger and the Paris Peace Accords. Each case featured records and images of Americans, ordinary and famous, whose lives intersected with the City of Light. The exhibition revealed the secret correspondence of the Union ambassador as he competed with his Confederate counterpart for the favor of



PATENT DRAWING FOR “ELECTRIC-LAMP” (LIGHT BULB), BY THOMAS EDISON, 1880, NATIONAL ARCHIVES, RECORDS OF THE PATENT AND TRADEMARK OFFICE.



E. GROSS, P.C. JESSUP, AND ELEANOR ROOSEVELT AT THE UNITED NATIONS IN PARIS, SEPTEMBER 22, 1948, NATIONAL ARCHIVES, FRANKLIN D. ROOSEVELT LIBRARY, HYDE PARK, NY.

Napoleon III. Visitors journeyed to the Paris Exhibition of 1878, where Edison and Bell received medals for their inventions. Harry Truman's doughboy uniform was displayed along with instructions on proper behavior for soldiers in the city. Patrons saw Paris through the eyes of Hemingway as he drafts memoirs of his life in Paris, or through the authors of *Yank* magazine after the 1944 liberation. Visitors sampled the exceptional film holdings of the National Archives, including rare silent footage of hospital entertainers in World War I, a newsreel of Lindbergh's flight and USIA coverage of Jackie Kennedy's triumphal tour of the city.

The exhibition tied into Washington, D.C.'s cultural tourism campaign entitled *Paris on the Potomac*, a city-wide celebration honoring the long-standing cultural ties between two world capitals: Paris and Washington, D.C. In the spring and summer of 2005, more than 100 exhibits, performances, guided tours, restaurant experiences, and hotel packages highlighted the cultural exchange between these two nations.

In addition, the Foundation partnered with the National Archives by providing marketing and advertising support to help raise awareness for the exhibition and for all of the cultural resources of the nation's capital.

Programs and Pa

The Way We Worked

On Friday, December 16, the National Archives unveiled a new photo exhibit entitled *The Way We Worked*, focusing on the history of work in America.

The Way We Worked offered a lens for viewing the enormous transformation of work and workplaces through photography from 1857 - 1987. These photographs, drawn from and throughout the National Archives' collection, documented the conditions and conflict of the working environment in American history. They also depicted 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 honored those who built this country – the working men and women of America.

The Way We Worked included 86 exceptional black and white and color photographs, as well as large photomurals, a video showing a variety of workplaces, and audio segments in which workers spoke about their experiences on the job. The Foundation is proud to be an ongoing partner in supporting this exhibition, which will begin touring to sites nationwide in 2006.



"MAN WORKING ON HULL OF U.S. SUBMARINE AT ELECTRIC BOAT CO., GROTON, CONN." BY CHARLES FENNO JACOBS, AUGUST 1943, NATIONAL ARCHIVES, GENERAL RECORDS OF THE U.S. NAVY, 1789-1947.

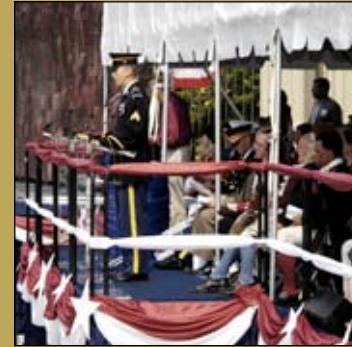


PHOTO BY KYLE SAMPERTON

Family Programming

Declaration Days

In celebrating the 229th anniversary of the Declaration of Independence, the Foundation for the National Archives co-hosted "Declaration Days," two days of festivities on July 3 and 4, serving tourists and local families on the popular Independence Day weekend in Washington, D.C. Historical reenactments highlighting the diverse Americans who helped shape our Independence, including stories of a Minuteman and former slave, a Continental Army private who was actually a woman fighting for independence, and a Spanish general who assisted the American forces during the Revolutionary War, were featured in the William G. McGowan Theater. A performance group known as the Hildebrands recreated a wide range of musical styles that embodied America's Colonial, Revolutionary, and Federal periods—styles including popular theater songs, dance tunes, ballads, marches and patriotic themes. Activity stations throughout the building invited participants to be a part of history and sign a giant copy of the Declaration of Independence, then view the original in the Rotunda for the Charters of Freedom; as well as experience life as a pioneer by filling out a Homestead Application and mark their homestead on the map of the expanding U.S. Others were able to decorate their own covered wagon, similar to Laura Ingalls Wilder as they crossed the prairie, making sure to stock it with all the supplies needed on the journey west. Young artists were able to draw their dream of America, ranging from the Grand Canyon to the Statue of Liberty illustrating what they love most about America. The most popular activity of the weekend was a temporary *National Archives Experience* tattoo. The celebration and the festivities were sponsored by John Hancock Financial Services.

Partnerships

Strengthening Partnerships

The Charles Guggenheim Center for the Documentary Film

The Charles Guggenheim Center for the Documentary Film wrapped up its first year of operation in October 2005. Created in partnership between the National Archives, the Foundation for the National Archives, and Guggenheim Productions, Inc., the Center has produced numerous public programs, helping to increase awareness of the American experience through documentary film.

In February 2005, the Archives hosted the first annual festival screenings of Short Film-Live Action, Short Film-Animated, Documentary Feature and Documentary Short Subject Films nominated for an Academy Award® that year. This and many other high-quality programs were produced in a joint venture with the Foundation, The Guggenheim Center and the Academy of Motion Pictures Arts and Sciences.

Branded as an institution that cultivates an interest in documentary film, the Center promotes the talents and accomplishments of film makers devoted to their craft. The Guggenheim Center is an outgrowth of the Foundation's own mission and has become an effective instrument to herald the educational usefulness of documentary materials, specifically the use of archival film at the National Archives.

Cultural Tourism

As an exciting part of the hustle and bustle of Washington, D.C.'s downtown economic development, area organizations are making strides in revitalizing the newly-created Penn Quarter.

In 2005, the Foundation for the National Archives participated in the city-wide cultural tourism campaign, *Paris on the Potomac*. The summer exhibition on *Americans in Paris* in the Lawrence F. O'Brien Gallery was a showcased event in this DC-wide initiative. In partnership with Cultural Tourism DC, more than 130 arts, heritage, and cultural organizations joined together in a grassroots, non-profit coalition dedicated to strengthening the image and economy of Washington, D.C. to draw new visitors and their tourist dollars to the region.

The *National Archives Experience* adds to the cultural life flourishing in our nation's capital. Tying into the larger effort to celebrate the rich, diverse communities in Washington, the *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 visitors to step from the Mall to the historical areas and the hotels, restaurants, and shops north of Pennsylvania Avenue.



THE CONSTITUTION OF THE UNITED STATES, BY BARRY FAULKNER, 1935-1936.

Thora Colot

Executive Director



The year 2005 started with a generous demonstration of confidence in the *National Archives Experience* with the announcement and receipt of a considerable gift from the New York Life Foundation. This gift supports the on-going design and construction of the *National Archives Experience*, and also focuses on support of films and books for the new Learning Center geared towards educating children about the National Archives. We are extremely thankful for their grant and are thrilled with New York Life's expression of support for the educational initiatives of the *National Archives Experience*.

The Foundation's other success stories of the year are more related to the establishment and growth of internal programs and systems that contribute towards the lasting infrastructure of a healthy organization - 2005 was the year the Foundation focused on fortifying its own "foundation". In its third full year of operating as the significant partner of the National Archives, it was time for the Foundation to also concentrate on activities that would reinforce its operational well being and establish long-term strategies and goals.

As I reported to you last year, we laid the cornerstone for the *National Archives Experience* in 2004, with the opening of the first three phases of this new visitor destination—the William G. McGowan Theater, the Public Vaults, and the Lawrence F. O'Brien Gallery. The framework of our public-private partnership with the agency grows ever stronger, as we work together to develop and design the blueprints for the next phase of the *National Archives Experience*, taking the resources of the National Archives across the nation with a new web site, traveling exhibitions, and educational initiatives. Meanwhile, the Foundation is working to fortify our identity as an organization and distinguish ourselves amongst the myriad of cultural institutions in the Washington metropolitan area, while simultaneously partnering with local neighborhoods in DC in marketing and promotion opportunities. In all of these endeavors, the Foundation continues to strive towards making quality and excellence its trademark.

The year 2005 started with generosity and it fittingly ended in similar fashion as Board members responded positively to the Leadership Challenge, thanks in great part to Ken Lore's stewardship. The Foundation is excited and grateful to have the continued support from all our patrons.

A handwritten signature in black ink that reads "Thora Colot". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Marketing

Marketing the *National Archives Experience*

The Foundation is committed to reaching diverse regional and national audiences for all programming of the *National Archives Experience*. In order to attract the year-round tourist market and increase attendance during the off-peak season, the Foundation has employed marketing strategies aimed to increase the visibility of the *National Archives Experience* and all of its components, including the William G. McGowan Theater and the Lawrence F. O'Brien Gallery, as a destination in the Washington metropolitan area.

The Foundation works closely with the National Archives to provide strategy and recommendations in scheduling programs during DC's off-peak season for tourists in order to attract local audiences, return visitors, and fall and winter visitor traffic. Our goal is to reach diverse regional and national audiences for all of the programming of the *National Archives Experience*. Our broad marketing efforts in 2005 ranged from advertising in print and radio to developing relationships with local hotels and tourist publications to introduce visitors from around the world to the *Experience*.

The Foundation purchased paid advertising in tourism-oriented *Museums Magazine* in both NY and DC as well as *Guest Informant*, the *Cherry Blossom Parade Guide*, the *Old Town Trolley Tour Map and Guide*, and the *Tear-Off Maps and Folded Maps* distributed to hotels. It also had begun targeting DC-area residents through such avenues as the *City Paper*, the *Washington Post Express*, the *Georgetown*, radio spots, and ads in *Shakespeare Theatre Company* playbills. The Foundation continues to explore a variety of strategies for increasing attendance during the off-peak months between September and March. In order to attract the year-round tourist



"A BELL SYSTEM SWITCHBOARD WHERE OVERSEAS CALLS ARE HANDLED. NOT ALL OF THE SERVICES SHOWN HERE ARE AVAILABLE UNDER WARTIME CONDITIONS," BY AN UNKNOWN PHOTOGRAPHER, UNKNOWN LOCATION, DECEMBER 22, 1943, NATIONAL ARCHIVES, RECORDS OF THE WOMEN'S BUREAU.



PFC. EDITH MACIES, U.S. MARINE CORPS, WASHINGTON, DC, 1919, NATIONAL ARCHIVES, RECORDS OF THE WAR DEPARTMENT GENERAL AND SPECIAL STAFFS.

market, including conference attendees and tour groups of students and seniors, the Foundation is building relationships with the hotel concierge, tour guide and private bus/coach operator communities. Additionally, the Foundation continues to be a major participant in Cultural Tourism DC, helping us broaden our exposure within the tourism community.

“...adds to the cultural life flourishing in our nation’s capital.”

Financials

Statement of Financial Position as of December 31, 2005
with Summarized Financial Information for 2004

ASSETS	2005	2004
Current Assets		
Cash and cash equivalents	\$722,813	1,155,898
Accounts Receivable	-	25,931
Pledges receivable, net of allowance for doubtful accounts	1,118,573	1,260,398
Inventory	396,707	300,409
TOTAL CURRENT ASSETS	\$2,238,093	\$2,742, 636
Fixed Assets		
Equipment	52,707	52,707
Less: Accumulated depreciation	(40,994)	(23,425)
NET FIXED ASSETS	\$11,713	\$29,282
Noncurrent Assets		
Long-term pledges receivable, net of allowance for doubtful accounts	1,010,713	1,275,048
TOTAL ASSETS	\$3,260,519	\$4,046,966

LIABILITIES AND NET ASSETS

Current Liabilities

National Archives Trust Fund Board	\$95,140	\$93,133
Loan payable	733,000	570,509
Accounts payable	174,936	770,811
Accrued salaries and benefits	31,600	29,732
Deferred membership	5,000	10,000

TOTAL CURRENT LIABILITIES

\$1,039,676

\$1,474,185

Noncurrent Liabilities

National Archives Trust Fund Board	\$196,475	\$291,615
Loan Payable	312,000	1,045,000

TOTAL NONCURRENT LIABILITIES

508,475

1,336,615

TOTAL LIABILITIES

\$1,548,151

\$2,810,800

Net Assets

Unrestricted	\$223,735	\$60,558
Temporarily restricted	1,488,633	1,175,608

TOTAL NET ASSETS

1,712,368

1,236,166

TOTAL LIABILITIES AND NET ASSETS

\$3,260,519

\$4,046,966

Financials

Exhibit B

	2005			2004
	Unrestricted	Temporarily Restricted	Total	Total
SUPPORT AND REVENUE				
Support:				
Contributions	\$83,500	\$1,378,015	\$1,461,515	\$4,285,122
Membership dues	271,120	-	271,120	257,273
In-kind	192,080	-	192,080	145,338
Net assets released from donor restrictions	1,064,990	(1,064,990)	-	-
TOTAL SUPPORT	1,611,690	313,025	1,924,715	4,687,733
Revenue:				
Archives shop revenue, net of cost of goods sold of \$1,034,420 for 2005	1,183,525	-	1,183,525	852,319
Annual gala	125,000	-	125,000	111,899
Investment income	9,855	-	9,855	3,278
Auxiliary endeavors	-	-	-	50,208
Royalties	10,244	-	10,244	26,490
Miscellaneous	1,826	-	1,826	1,248
TOTAL REVENUE	1,330,450	-	1,330,450	1,045,442
TOTAL SUPPORT AND REVENUE	2,942,140	313,025	3,255,165	5,733,175

	2005			2004
	Unrestricted	Temporarily Restricted	Total	Total
EXPENSES				
Program services:				
National Archives Experience	\$1,175,012	-	\$1,175,012	\$6,308,325
Membership	150,910	-	150,910	49,098
Auxiliary Endeavors	50,822	-	50,822	81,062
TOTAL PROGRAM SERVICES	\$1,376,744	-	\$1,376,744	\$6,438,485
Supporting services:				
General and Administrative	510,159	-	510,159	591,985
Fundraising	451,801	-	451,801	457,389
Archives Shop	440,259	-	440,259	365,389
TOTAL SUPPORTING SERVICES	1,402,219	-	1,402,219	1,414,763
TOTAL EXPENSES	\$2,778,963	-	\$2,778,963	\$7,853,248
CHANGE IN NET ASSETS	163,177	313,025	476,202	(2,120,073)
NET ASSETS AT BEGINNING OF YEAR	60,558	1,175,608	1,236,166	3,356,239
NET ASSET AT END OF YEAR	\$223,735	\$1,488,633	\$1,712,368	\$1,236,166

For a copy of the complete audited statements, please write to:
 Foundation for the National Archives
 700 Pennsylvania Avenue, NW
 Room G-12
 Washington, DC 20408-0001

The National Arc

Operations of the Foundation for the National Archives are largely funded through earned income from the National Archives Shop. The Archives Shop exceeded its budgeted goals for 2005. This success helped make it possible for the Foundation to pursue its ambitious programming goals.

A Banner Sales Year

The fiscal year closed with nearly \$2.2 million in total shop income, \$700,000 over the 2004 calendar year. Beginning in April 2005, Washington's booming tourist season added to the high sales in the Archives Shop. The highest grossing month was June 2005, with total revenues \$341,000, a difference of \$141,291 from last year's highest grossing month, June 2004. The majority of sales revenue was generated during the months of April through August, the peak tourist season for the National Archives. From June through August over one-third of the year's total sales were generated due to the sustained volume of tourists.

In 2005, the Archives Shop employed a staff of 10, including a director of retail operations, shop manager, assistant shop manager, inventory manager, and 6 sales representatives. Shop management trained new supervisors, and as a team, they staffed a larger and more flexible schedule during the extended summer hours kept by the *National Archives Experience*.

Custom Products in a Unique Setting

The Archives Shop completed its second full year of operations in 2005, with greater than projected dollar per visitor and dollar per transaction sales. Along with the steady flow of visitors coming into the building, the profitable year is also attributed to the effectiveness of the Shop's unique design, its distinctive merchandise, and hardworking staff.

In addition to specific themed products, many Shop items are popular as souvenirs or gift items and sell well year round. In wrapping up the year, the Shop carried items inspired by the 2005 traveling exhibit in the Lawrence F. O'Brien Gallery, *The Way We Worked*.

When entering the Shop, visitors will notice interior designs by Archetal that mirror their travels within the *National Archives Experience*. Large graphic-enhanced panels found throughout the Shop are titled—as in the Public Vaults—with key phrases from the Preamble to the Constitution. An area entitled “We the People” points visitors to a selection of merchandise that resonates with interests in genealogical research, citizenship, and records from the Freedmen's Bureau. Also included within this array of gift items are photo albums, an assortment of T-shirts, handbags, and other items that all feature the cherished words of our founding documents. Patrons encountering the phrases “to Form a More Perfect Union,” “Provide for the Common Defense,” and “Promote the General Welfare” will find merchandise selections that focus on the Presidency, Congress, and the military, as well as items celebrating invention, discovery, and exploration.

“Beginning in April 2005,
Washington's booming tourist
season added to the high sales...”

chives Shop

During 2005, product development was largely focused upon the *National Archives Experience* and the new exhibits opening that year. Finery such as scarves and jewelry were created specifically for sale in the Archives Shop, inspired by *Americans in Paris* in the Lawrence F. O'Brien Gallery. Drawings from Thomas Edison's light bulb patent also inspired designs for ties and T-Shirts. For our younger consumers, boxed sets of the Declaration of Independence, the Constitution, and the Bill of Rights became best-selling items, along with an array of "take-home" items like pens, pencils, key chains, and magnets, all with the *National Archives Experience* logo. And for the history buff, the Archives Shop holds a wealth of books on American history including the Civil War, the world wars, women's suffrage, civil rights, and biographies of Presidents, notable figures, and more.



LARGE IMAGE: PHOTO BY CHRISTOPHER MCCLARY
LEFT, MIDDLE AND RIGHT: PHOTOS BY KYLE SAMPERTON

In 2005, the Foundation produced several publications that serve as a testament to the organization's growing capacity. Among the Foundation's publications, inspired by the *National Archives Experience's* exhibitions, are *Charters of Freedom: A New World Is at Hand* and *The Public Vaults Unlocked: Discovering American History in the National Archives*. *Charters* studies the impressive events and principles which guided our Founding Framers in shaping our nation and influencing our politics. Building upon the award-winning permanent interactive exhibition the Public Vaults, *Public Vaults Unlocked* provides a vivid and engaging "way in" to the National Archives and its collection.

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Annual Fund

As the Foundation and its programmatic activities have grown, we have expanded our development program to include both the completion of the capital campaign and the creation of an Annual Fund. In 2005, thanks to the efforts of the Board's Development Committee and staff, the first Annual Fund campaign raised over \$500,000 in unrestricted operating support.

The Foundation's Annual Fund campaign seeks unrestricted, general operating support from a wide variety of sources, which includes: individual members, major donors, corporations and foundation grants. By building long-term renewable relationships with these donors, the Annual Fund has become an ongoing mechanism for the crucial operating support needed to cover the Foundation's diverse needs.

In 2005, the Foundation expanded its Development Staff to meet the organization's ambitious goals. Under the guidance of a Director of Development, the Manager of Individual Giving and the Manager of Special Events and Sponsorships worked to pursue individual and corporate support and plan a variety of events throughout the year. In addition, two new positions were added: the Grant Writer seeks support from foundations for both the Annual Fund and the Capital Campaign and develops a wide variety of organizational literature throughout the year, and the Develop-



PHOTO BY KYLE SAMPERTON

ment Assistant maintained all donor records, ensuring accuracy in gift processing, stewardship, and reporting. The creation of the Annual Fund and the new revenue it raises has enabled the Foundation to build this professional fundraising staff, who all serve to meet donor needs.

In September, the Foundation for the National Archives hosted its gala in conjunction with the Foundation's Second Annual Records of Achievement Award. The event, sponsored by The Boeing Company, honored the lifetime achievements of broadcast journalist and author Tom Brokaw. The black-tie evening helped raise the Foundation's growing profile in the community, as it drew in members from Congress, distinguished figures from the national media, international dignitaries, the Foundation's Board of Directors, members of the Society for the National Archives, donors to the *National Archives Experience* and other key supporters.



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

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Foundation for the National Archives Annual Fund

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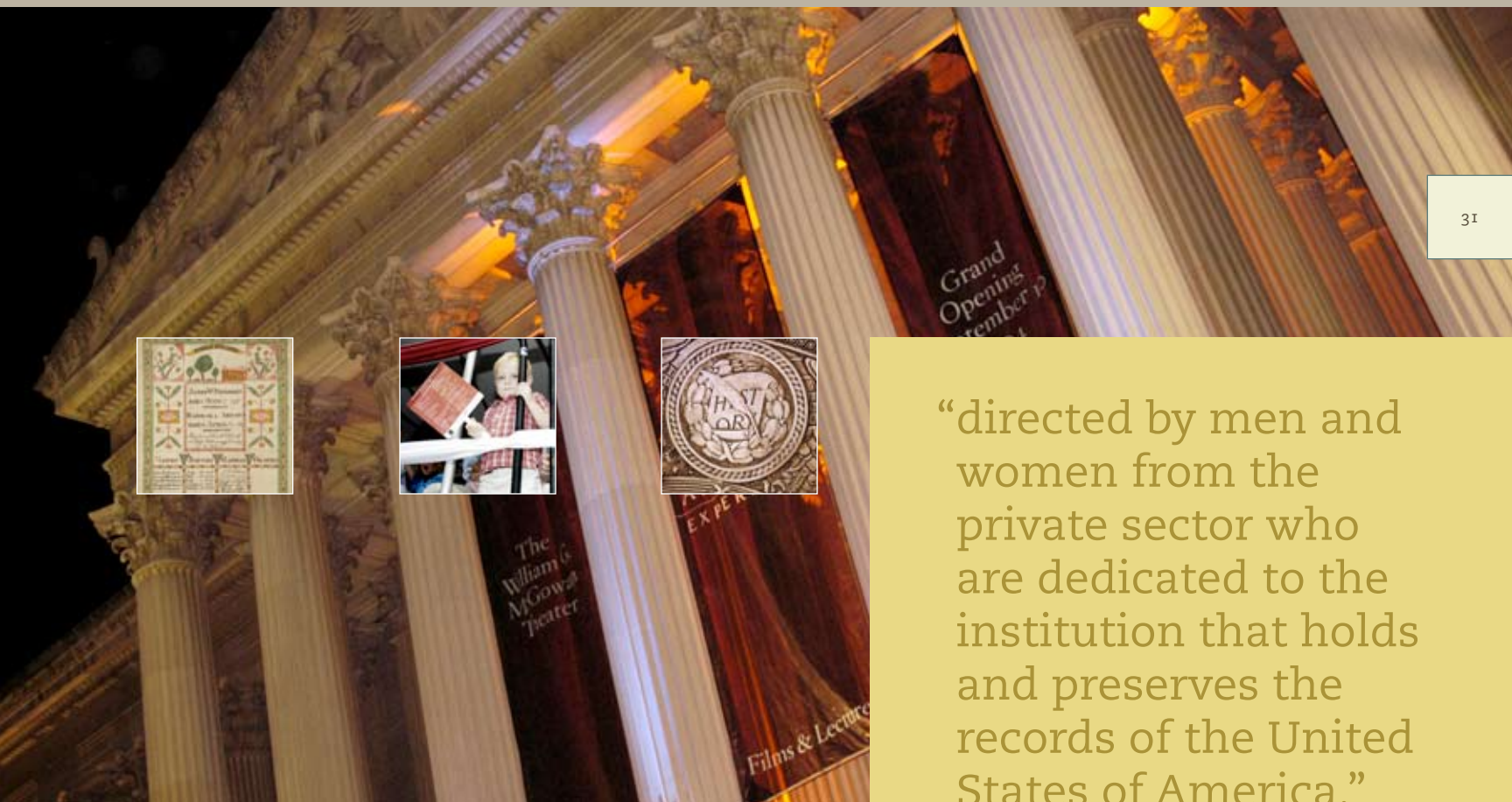
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