



FOUNDATION FOR THE
NATIONAL ARCHIVES



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A N N U A L

R E P O R T



2 0 1 1 S U C C E S S E S



2011 was an incredibly productive year at the Foundation for the National Archives. We experienced the most successful fundraising year in the organization's 20-year history, raising \$18.4 million dollars, helped launch a very successful exhibit, "What's Cooking, Uncle Sam?" and formed meaningful relationships that will

benefit the National Archives Experience for years to come.

The Foundation is extremely grateful for the \$13.5 million gift from philanthropist David M. Rubenstein, which is assisting us in the creation of an exciting new exhibition space at the National Archives Building in Washington, DC. This generous donation will enable us to tell more of the American story through exhibits focused on civil rights, women's rights, and immigrants whose struggles have had a lasting impact on our nation and its democracy. The new David M. Rubenstein Gallery will begin welcoming visitors in 2013.

We also thank David Rubenstein for his loan and magnificent re-encasement of the 1297 Magna Carta, which will be moved to the David M. Rubenstein Gallery when it is completed.

The Archives Store is being expanded into an exciting new retail space in the National Archives Building. We are also grateful to Ancestry.com for its generous \$2 million donation in support of this project as well as its participation in efforts of the Foundation to encourage museum visitors to utilize the research facilities of the National Archives.

Ancestry.com, a longtime supporter of the National Archives and our Foundation, also continued its support of the Archives' annual Genealogy Fair in April 2011, and with the generous support of John Hancock Financial and the Dykema law firm, we once again welcomed visitors to the annual Independence Day celebration.

We were pleased in 2011 to continue our work with our partners at the National Archives Experience, supporting the acclaimed "What's Cooking, Uncle Sam?" exhibition in the Lawrence F. O'Brien

Gallery. We forged a unique partnership with Chef José Andrés' ThinkFoodGroup, resulting in the opening of the award-winning America Eats Tavern and in Andrés' participation in public programs and book signings at the Archives. The Foundation was also proud to produce a new line of exhibit-related products as well as two successful publications in support of "What's Cooking?"

We thank Mars, Incorporated for its generous support as the lead sponsor of "What's Cooking?" Its \$100,000 commitment was among the largest donations we have received toward a temporary exhibition.

The Foundation continued to support last year's successful "Discovering the Civil War" exhibition as it traveled across America in 2011, bringing the treasures of the National Archives to new audiences. Thousands of visitors stood in line for hours for a glimpse of the original Emancipation Proclamation, proving once again the power of original documents to touch Americans as we explore our shared history.

We also were proud in 2011 to continue our support of educational programming through the Boeing Learning Center and through the revolutionary website, DocsTeach. We thank Texas Instruments for its ongoing support of DocsTeach and the Archives' Primarily Teaching workshops. We also appreciate the company's generous donation of a new digital projection system to enhance the quality of film screenings in the William G. McGowan Theater.

All of these efforts and projects created powerful momentum for the coming year as we continue to work with NARA staff, our Board, and other partners to help provide access to the treasures of the National Archives and to educate our citizens and others about the depth, diversity, and importance of the records of the National Archives. Support from all of our partners makes this possible.

A handwritten signature in black ink that reads "Ken Lore". The signature is fluid and cursive, with the first name "Ken" being larger and more prominent than the last name "Lore".

Ken Lore
*Chairman and President
Foundation for the National Archives*

2 0 1 1 S U C C E S S E S



When the National Archives opened the “What’s Cooking, Uncle Sam?” exhibition in 2011, we put the National Archives Experience on the map as a “must-see” museum destination on the National Mall.

We knew this fascinating exhibit exploring how the Government affects the food we eat would draw thousands of new visitors to the National Archives’ O’Brien Gallery. We knew it would help us to expand our traditional audience of history and government buffs to include people from every walk of life, connected by everybody’s favorite subject: food.

But “What’s Cooking?” did so much more than that. It allowed the National Archives to mine and showcase our collection of records from across many Government agencies in a way we hadn’t done before. It drew attention and involvement not only from the public, but also from our colleagues across Government. It allowed the Archives and its partners at the Foundation to forge a key new relationship in our Penn Quarter neighborhood with Chef José Andrés and his ThinkFoodGroup. José graciously served as the exhibit’s Chief Culinary Advisor, returning to the Archives many times to lead a series of related programs in the William G. McGowan Theater. He opened a temporary restaurant, the America Eats Tavern, to help us promote the exhibit while presenting a taste of America’s rich culinary history as it is meant to be experienced – on the plate. He and his family even joined me aboard the National Archives float as we led the July 4th parade!

In short, “What’s Cooking?” and all of its related programs set a new bar for us in terms of what our visitors and researchers should expect to see and experience at the National Archives.

Meanwhile, we continued to carry out our mission in 2011, preserving valuable Government records and making them accessible to the people. Thanks to a generous stipend provided by the Foundation, we welcomed the first recipient of a National Archives Fellowship. The \$10,000 fellowship was created to support scholarly work in United States history, based on research in the records of the National Archives. This year’s recipient, Dr. Peter Shulman, is researching the historical records of Congress housed in the National Archives Center for Legislative Archives to explore the complex interplay between technological change, the rise of fossil fuels, and the emergence of the United States as a global power.

The National Archives National Declassification Center reviewed and declassified millions of pages of Federal records in 2011, making

them available to the public for the first time. The Archives also worked to preserve electronic records created by the Federal Government, making them searchable and accessible to the public.

The National Historical Publications and Records Commission, the grant-making arm of the National Archives, signed a cooperative agreement with the University of Virginia to provide pre-publication access to 68,000 historical papers of John Adams, Benjamin Franklin, Thomas Jefferson, James Madison, and George Washington. The Founders Online Initiative leverages the latest technology to provide free online public access to these documents, allowing any user to conduct full-text searches across the papers of our Founding Fathers.

The Archives also improved its online initiatives, giving the public access to thousands of free lectures, videos, books, and podcasts through iTunes U.

In 2012, with the support of members like you, we will continue to raise the bar. We look forward to opening the 1940 Census in the spring and welcoming genealogists and other researchers to explore these incredible records. We are collaborating with the Foundation to publish a Genealogy Tool Kit to help visitors research their own family histories at the Archives.

Our conservators have been hard at work in treating David M. Rubenstein’s 1297 Magna Carta, one of 17 surviving versions of Magna Carta in the world today and the only one in North America. Once this incredible document is preserved and re-encased, it will return to display in the Rotunda Galleries with enhanced educational materials, thanks to David’s generosity. We look forward to sharing it with the public again in 2012.

David’s generous contributions also will allow us to continue our work with the Foundation on an exciting project to expand the exhibition and retail space of the National Archives Building and to create a new exhibition gallery named in his honor. Scheduled to open in 2013, the David M. Rubenstein Gallery will help us to tell more of America’s story from the point of view not only of the Founders of our nation, but its citizens, including women, African Americans, and immigrants from around the world.

Working together, the Archives and its Foundation can accomplish so much. We appreciate your support!

A handwritten signature in black ink that reads "David S. Ferriero". The signature is fluid and cursive, with a long horizontal stroke at the end.

David S. Ferriero
Archivist of the United States

C O N T E N T S

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“What’s Cooking, Uncle Sam?” in the Lawrence F. O’Brien Gallery
PHOTO BY ALEXANDER MOROZOV



Curator Alice Kamps welcomes Secretary of Agriculture Tom Vilsack, with the Archivist, José Andrés, and Marvin Pinkert. PHOTO BY ALEXANDER MOROZOV

FOUNDATION SUPPORTS “WHAT’S COOKING, UNCLE SAM?” EXHIBITION

The Foundation was proud to partner with the National Archives Experience’s exhibition team to create the “What’s Cooking, Uncle Sam?” exhibition, presented in the Lawrence F. O’Brien Gallery in 2011. The exhibition, scheduled to travel in 2013, explores the Federal Government’s role in the production, regulation, research, innovation, and economics of our food supply, as well as its attempts to influence the eating habits of Americans. From the farm to the factory to the dinner table, “What’s Cooking, Uncle Sam?” features the records of the National Archives that trace the Government’s effect on what Americans eat.

The exhibition created the perfect opportunity for the Foundation to develop an innovative partnership with award-winning chef José Andrés’ ThinkFoodGroup. The exhibition’s “Chief Culinary Advisor,” Chef Andrés and his team created a temporary restaurant, the America Eats Tavern, near the National Archives. The restaurant, which opened on July 4, features delicacies based on traditional American recipes. The proceeds from this restaurant will be donated to the Foundation when the highly acclaimed restaurant closes in 2012. In recognition of this unique collaboration, the Foundation and America Eats Tavern were chosen to receive the Downtown Business Improvement District’s 2011 Momentum Award.

The Foundation worked with curator Alice Kamps to publish an exhibition catalog, also titled *What’s Cooking, Uncle Sam?*, as well as a recipe book, *Eating with Uncle Sam*, featuring more than 150 historical recipes from the holdings of the National Archives, including the 13 Presidential Libraries. In addition, the Archives Shop developed a successful line of products to accompany the exhibition, including aprons, towels, lunch bags, trays, coasters, and reusable grocery totes, all emblazoned with images from vintage food posters developed and distributed by the U.S. Government.

The Foundation’s marketing team supported the exhibition through press events and advertising in Washington, DC, publications, metro stations, bus shelters, and on the sides of buses.

The Foundation also hosted the exhibition’s opening event and preview, and supported a wide range of food-related programs, including the well-attended “America Eats” series.

The Foundation thanks ThinkFoodGroup, Mars, Incorporated, and the National Restaurant Association for their generous support of “What’s Cooking, Uncle Sam?”



The America Eats Tavern
PHOTO COURTESY OF THINKFOODGROUP

THE BOEING LEARNING CENTER



Students participate in a Constitution-in-Action Lab at The Boeing Learning Center. PHOTO BY SCOTT SUCHMAN

The Foundation was pleased to support the Boeing Learning Center's educational programming and initiatives in 2011 as it continued to expand its reach across the nation and the globe.

The Learning Center's ReSource Room welcomed more than 22,000 visitors in 2011, representing all 50 states, the District of Columbia, and many foreign countries.

Throughout the year, the National Archives education team conducted 40 workshops for more than 1,000 teachers. During the summer, the Learning Center hosted two extended-day workshops for teachers: *Primarily Teaching*, an annual workshop exploring the use of primary resources in the classroom, and *Teaching with Documents and Works of Art*, an institute offered in collaboration with educators from the Smithsonian American Art Museum.

In addition, as part of the Foundation's sixth year of support for National History Day, the Learning Center conducted special workshops for District of Columbia Public School teachers and students. The Foundation also co-hosted the National History Day district competition with Howard University in April, and offered scholarships to D.C. student finalists to ensure their ability to participate in the national contest at College Park, Maryland, in June. This year's theme was "Debate & Diplomacy:

Successes, Failures, Consequences," for which students were asked to conduct research with primary and secondary sources and present their conclusions in papers, websites, exhibits, performances, and documentaries.

Throughout the year, the Boeing Learning Center drew thousands of students from across America to participate in 95 Constitution-in-Action labs, including 40 schools that returned for the second or third time since the lab first opened.

With the support of the Foundation, the Boeing Learning Center continues to reach out through its internet initiatives. The education team conducted hundreds of video conferences to reach thousands of students across the country, as well as a special session with students in France.

Since the successful launch of *DocsTeach.org* in 2010, the website has received more than 1.6 million page views. More than 12,000 users have registered on the site—many of them teachers who use the website and its more than 5,000 National Archives documents in the classroom or to create their own lesson plans.

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

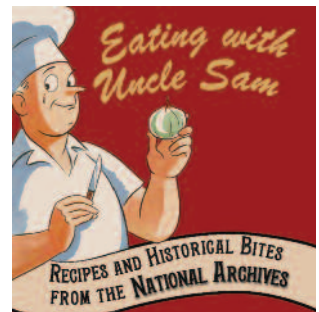
PUBLICATIONS

The Foundation was proud to publish two books in support of the “What’s Cooking, Uncle Sam?” exhibition featured in the Lawrence F. O’Brien Gallery in Washington, DC. *What’s Cooking, Uncle Sam?*, written by curator Alice D. Kamps, explores how the Government affects what Americans eat. The exhibition catalog features a message from Archivist of the United States David S. Ferriero and a foreword by award-winning chef and the exhibition’s Chief Culinary Advisor José Andrés.

An accompanying recipe book, *Eating with Uncle Sam: Recipes and Historical Bites from the National Archives* was released in July in association with D Giles Ltd. This book,

produced by the Foundation’s staff, includes more than 150 recipes from the holdings of the National Archives, including the 13 Presidential libraries, as well as the Obama White House. Included are favorite Presidential dishes, recipes from public school lunch menus, military cooking manuals, and wartime pamphlets emphasizing conservation of particular food items. The Archivist opens the book with one of his favorite recipes and Chef Andrés contributed the foreword.

Both publications sold out and are now in their second printings. Proceeds from the sale of books and products related to the records of the National Archives benefit the Archives’ educational programming.



MARKETING

Throughout the year, the Foundation worked to promote the National Archives through traditional media as well as newer online channels.

In support of the National Archives Experience exhibition “What’s Cooking, Uncle Sam?” the Foundation joined forces with chef José Andrés’ ThinkFoodGroup, which opened a temporary restaurant, the America Eats Tavern, to help promote the exhibit. This unique partnership, in which Andrés also served as Chief Culinary Advisor to the exhibit, garnered national media attention for “What’s Cooking?” as well as the restaurant it inspired.

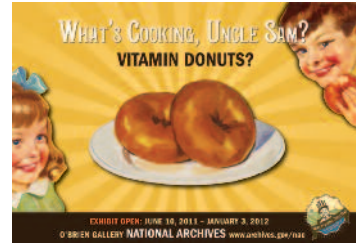
Thanks to generous in-kind matching gifts from CBS Outdoor, the Foundation promoted the exhibition with an extensive advertising campaign throughout the year in Washington, DC’s Metrorail stations and trains, as well as on Metro buses. Additional advertising for “What’s Cooking?” ran in select magazines and newspapers in the DC area. This physical presence was supplemented by the Foundation’s and the National Archives’ extensive social media and online initiatives,

which were enhanced by the playful nature of the exhibition. The Foundation also explored mobile games and blogging avenues to promote the exhibit to new audiences.

The Foundation continued to promote the National Archives’ varied programming in the William G. McGowan Theater, the Charles Guggenheim Center for the Documentary Film, the seventh annual Genealogy Fair, and the yearly Independence Day celebration at the National Archives.

Various partnerships with *The Onion*, Destination DC, the Cultural Alliance, and Cultural Tourism continue to provide fruitful opportunities to bring the Archives’ message to new audiences.

The Foundation thanks José Andrés, ThinkFoodGroup, and CBS Outdoor for their generous support.



What’s Cooking, Uncle Sam?” Metro ad



THE ARCHIVES SHOP



carried in the Shop due to its popularity. A selection of these products are featured for sale at the American Eats Tavern in cooperation with ThinkFoodGroup. The cookbook and catalog produced for this exhibition did very well in the Shop, consistently ranking among the top 25 sellers. *Discovering the Civil War*, a catalog in support of that National Archives exhibition which traveled the country in 2011, continued to produce strong sales via wholesale distribution to exhibit venues.

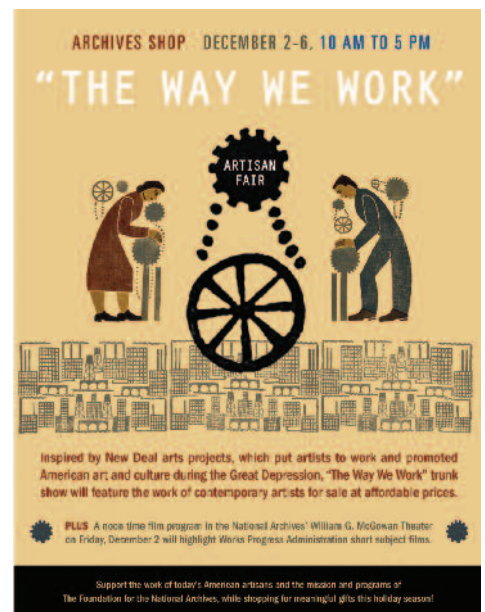
The store once again participated in the Museum Shop Around at Strathmore Hall in Rockville, Maryland, featuring the products of area museum shops and repeated its annual holiday shopping events for Foundation and Board members. It also participated in the Lincoln Symposium and annual Genealogy Fair.

The Archives Shop exceeded its net income budget goals for fiscal year 2011, despite a challenging economic climate and weather-related decreases in visitation that led to decreased gross sales during the first three quarters. A conscious effort to control expenses and increase sales during the holiday shopping season, as well as income realized through sales of Shop product and books during corporate sponsored events, contributed to a strong fourth quarter that ended the year on a positive note.

For the first time, the Shop worked with the publications team to develop a corporate gift guide to promote its products during the holidays, and hosted its first artisans fair, inspired by the New Deal WPA programs in support of American artists during the Great Depression. In addition, the Shop experienced its most successful year in support of Archives programs, including book sales following programs featuring special guests such as Chef José Andrés and Chris Matthews.

The retail team also developed a new product line in support of the "What's Cooking, Uncle Sam?" exhibition that will continue to be

The year ended with a successful year-end inventory count resulting in a shrinkage rate well within industry standards. Extensive planning took place for the opening of the new "MyArchives Store" in fall 2012, including the development of interactives and product that will further educate the public on the vast holdings of the National Archives.



RECORDS OF ACHIEVEMENT AWARD AND GALA



PHOTOS BY ALEXANDER MOROZOV

Thora Colot, David S. Ferriero, David M. Rubenstein, Caroline Kennedy, Ken Lore, and Edwin Schlossberg



Mary Lynn Kotz and Marilyn Wood Hill



Maris and Peter Cuneo

Each fall, the Foundation is proud to present its highest honor, the Records of Achievement Award, to an individual whose work cultivates a broader national awareness of the history and identity of the United States through the use of primary sources.

This year, during its annual Gala at the National Archives Building, the Foundation presented its eighth Records of Achievement Award to philanthropist David M. Rubenstein. Rubenstein, a generous supporter of the National Archives and its Foundation, was honored for his loan of the 1297 Magna Carta as well as a rare Stone engraving of the Declaration of Independence to the National Archives for public display. He also was recognized for lending a signed copy of the Emancipation Proclamation to the White House, a rare copy of the Declaration of Independence to the State Department, and the first official map of the United States published after the Revolution to the Library of Congress.

The event, chaired by Caroline Kennedy and Edwin Schlossberg, drew distinguished guests from the civic and cultural community who were welcomed by Archivist of the United States David S. Ferriero and Foundation Chairman and President Ken Lore. Guests included Maris S. Cuneo, Peter Cuneo, and Jacqueline Badger Mars. Former U.S. Secretary of Labor Elaine Chao also attended the event, as did David Sandler, associate counsel to the President, and Rajesh De, staff secretary to the President. Chief Judge Royce Lamberth of the U.S. District Court of the District of Columbia and his wife Janis joined the festivities, as did U.S. Senator Ben Cardin (D-MD) and U.S. Representative Gregg Harper (R-MS). Other attendees included *The Washingtonian* publisher Catherine Merrill Williams and Paul Williams of MicroStrategy, and philanthropists Clarice Smith and her daughter Michelle Smith.

This year's Gala was made possible thanks to the generous sponsorship of the Maris S. Cuneo Foundation and AT&T Services, Inc., with additional support from Mars, Incorporated.



A'Leia Bundles and Thora Colot



RESEARCH SUPPORT

On April 20-21, 2011, the National Archives, with the support of the Foundation, hosted its seventh annual

Genealogy Fair in Washington, DC. More than 5,000 people—twice the attendance of the previous year's fair—came to this free event, which included sessions on records relating to such diverse areas as the Civil War, immigration, court records, and African American records. Visitors were encouraged to become their family's detective, using the National Archives for their genealogical investigations, and the sessions were designed to inspire both novice and experienced genealogists.

The event began with a ribbon-cutting ceremony by Archivist of the United States David S. Ferriero, and continued with staff demonstrations and guest exhibitors including the U.S. Census Bureau, Library of Congress, Ancestry.com, Family Search, and Footnote.com, as well as local genealogical societies.

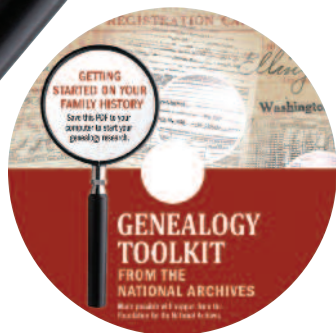
Foundation staff volunteered at the event and the Foundation provided 500 CD copies of the *Genealogy Tool Kit*, a beginner's guide to genealogical research. The *Tool Kit* will be available in a printed format for the 2012

Genealogy Fair. The Foundation's retail team also offered family history-related products for sale at a special Genealogy Fair shop outside the Archives Building.

In July, the Foundation provided funding for a National Archives Legislative Archives Fellowship. The Fellowship is open to Ph.D. candidates or recent graduates interested in researching a topic that uses the historical records of Congress housed in the National Archives Center for Legislative Archives.

This year's recipient was Dr. Peter Shulman, an assistant professor of history at Case Western Reserve University whose research focuses on a reinterpretation of 19th and early 20th century American foreign relations. He is exploring the complex interplay between technological change, the rise of fossil fuels, and the emergence of the United States as a global power. His research will expand on his 2007 dissertation, "Empire of Energy: War, Environment, and Geopolitics before the Age of Oil," in which Dr. Shulman made extensive use of the records at the National Archives.

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



WILLIAM G. MCGOWAN THEATER AND THE CHARLES GUGGENHEIM CENTER FOR THE DOCUMENTARY FILM

As a result of a generous donation of a DLP Digital Cinema projector and associated equipment from Texas Instruments' DLP Products and Christie Digital Systems, the William G. McGowan Theater is now capable of presenting state-of-the-art 2K resolution digital files, representing the best image quality currently available. The new projection system allows the National Archives to keep pace with the growing trend to produce and distribute films as high-quality digital files rather than on film, videotape, or DVD. In addition, the equipment improves the image quality of HD and standard definition video presented in the theater.

With this system installed, the first screening of the year was the seventh annual showcase of Academy Award®-nominated documentaries and short subjects, presented by the Academy of Motion Picture Arts & Sciences in partnership with the Guggenheim Center and the Foundation. Throughout the rest of the year, the theater hosted a variety of other documentaries and student films on such diverse topics as rural electrification during the Depression, the Freedom Riders, and the food industry in America.

In March, the fourth annual Women in Leadership Forum discussed the changing roles of women in academic leadership, featuring female presidents of major universities. Later in the year, the seventh annual McGowan Communications Forum was a panel discussion exploring new opportunities and ideas for social media affecting the private, Government, and public sectors as well as the average citizen.

In September, the McGowan Theater hosted the fifth annual Charles Guggenheim Tribute program, featuring a screening of his 1995 Oscar®-winning documentary short subject, *A Time for Justice*. A discussion followed, with civil rights leader and historian Julian Bond, President of the Southern Poverty Law Center

Richard Cohen, and Pulitzer Prize-winning author and journalist Nick Kotz.

The McGowan Theater also hosted more than 4,400 patrons for panel discussions, film programs, book lectures, performances – even a game show – in support of the celebrated “What’s Cooking, Uncle Sam?” exhibition. Highlights included the “America Eats” series of panel discussions featuring Chef José Andrés; a panel discussion with former White House Chefs Roland Mesnier, Pierre Chambrin, and Frank Ruta; and screening and discussions of important documentary films including Pare Lorentz’ 1936 classic *The Plow That Broke the Plains*, the 2008 Oscar®-nominated documentary *Food, Inc.*, and 2010’s *Lunch Line*.

The Foundation thanks the William G. McGowan Charitable Fund, Inc., for its generous support of the McGowan Theater and its public programming, and Texas Instruments’ DLP Products and Christie Digital Systems for the donation of theater equipment.



Former First Lady Laura Bush talks with Archivist of the United States David S. Ferriero.
PHOTO BY ALEXANDER MOROZOV



INDEPENDENCE DAY AT THE NATIONAL ARCHIVES

ABOVE: Young guest celebrates July 4th at the Archives. RIGHT: Archivist of the United States David S. Ferriero, Chef José Andrés and his family, and a historical re-enactor on the National Archives' July 4th float. PHOTOS BY ALEXANDER MOROZOV



Every July 4th, the Foundation is proud to partner with the National Archives to offer an exciting and inspiring Independence Day celebration that has become a favorite event for thousands of Independence Day visitors.

This year, from the steps of the National Archives, visitors enjoyed the presentation of the colors by the Continental Color Guard and a performance by the Continental Color Fife and Drum Corps. Following remarks by Archivist of the United States David S. Ferriero, historical re-enactors participated in a dramatic reading of the Declaration of Independence.

Veteran news broadcaster John Palmer served as emcee and the Honorable Royce C. Lamberth, Chief Judge, U.S. District Court for the District of Columbia, was the keynote speaker.

The National Archives' float was featured as the lead float in the national July 4th parade. The Archivist was joined on the float by award-winning chef José Andrés and his family.

Inside the National Archives, guests were given the chance to sign a full-scale facsimile of the Declaration of Independence, join in conversation with historical re-enactors portraying Benjamin Franklin, Thomas Jefferson, and others, and listen to patriotic and historic stories in the Boeing Learning Center.

The Foundation would like to thank John Hancock Financial and the national law firm Dykema for their support.

RIGHT: Crowds gather on the steps of the National Archives for July 4th festivities.

PHOTO BY ALEXANDER MOROZOV



ARCHIVES OF THE UNITED STATES

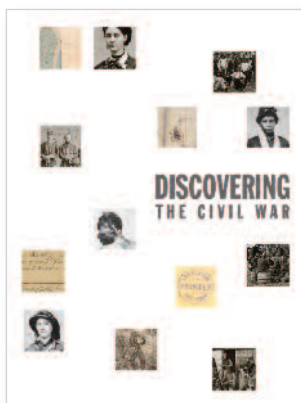
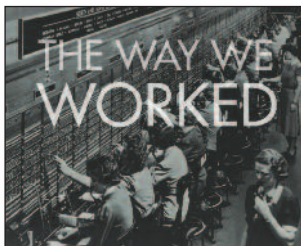
July 4th at the National Archives

... established in the Lawrence F. O'Brien Gallery



Archivist of the United States David S. Ferriero joins Bill Ford and Patricia Mooradian as Ford cuts the ribbon to open “Discovering the Civil War” at the Henry Ford Museum in Michigan.

TRAVELING EXHIBITIONS



After a successful debut in the Lawrence F. O’Brien Gallery, the National Archives Experience’s “Discovering the Civil War” exhibition began its travels around the nation with a stop at the Henry Ford Museum in Dearborn, Michigan. The 6,000-square-foot exhibition, which was shown in two parts in Washington, DC, then joined together for the tour, features a plethora of Civil War documents from the incomparable holdings of the National Archives. In Michigan, the original Emancipation Proclamation drew record crowds when it went on continuous display for 36 hours. It was seen by more than 20,000 visitors, some standing in line for up to eight hours to view the milestone document.

From Michigan, the exhibition traveled to the Houston Museum of Natural Science in Texas, and in 2013, it will arrive at the Tennessee State Museum in Nashville, Tennessee. In addition to supporting the exhibition itself, the Foundation developed a line of Civil War-related products, published an exhibition catalog, and provided advertising and marketing for the exhibit venues.

The acclaimed “School House to White House” exhibition continued its travels at the Durham Western Heritage Museum in Omaha, Nebraska, and the Herbert Hoover Presidential Library and Museum in West Branch, Iowa. In 2012, the exhibition will go on display at the National Archives at Lenexa, Kansas (Central Plains Region).

Thanks to the Smithsonian Institution Traveling Exhibition Program’s Museum on Main Street organization, the National Archives’ photography exhibition, “The Way We Worked,” visited small museums, libraries, and historical societies in Idaho, Missouri, and Tennessee, and will tour many more locations across the United States over the next two years.

The Foundation thanks AT&T, Karen Pritzker and The Seedlings Foundation, the Tawani Foundation, the Civil War Conservation Corps, Richard Eliasberg, Marvin Weissberg, and Judith Morris for their support of the “Discovering the Civil War” exhibition.

NATIONAL ARCHIVES EXPERIENCE
CAMPAIGN DONORS

The following supporters were 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, Boeing Learning Center, and the Digital Vaults and DocsTeach websites. The Foundation thanks all of these donors who helped exceed the capital campaign goal of \$23.6 million.

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 (\$1,000,000 +)**

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2 0 1 1 FINANCIALS

Statement of financial position as of December 31, 2011 with summarized financial information for 2010.

EXHIBIT A

	2011	2010
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 3,726,796	\$ 834,863
Accounts receivable	45,840	63,632
Pledges receivable, net of allowance for doubtful accounts	6,795,059	1,127,871
Inventory	880,126	746,274
Prepaid expenses	184,009	77,676
Total current assets	11,631,830	2,850,316
FIXED ASSETS		
Equipment	66,373	66,373
Less: Accumulated depreciation	(60,068)	(57,335)
Net fixed assets	6,305	9,038
NONCURRENT ASSETS		
Long-term pledges receivable, net of allowance for doubtful accounts	640,373	242,355
TOTAL ASSETS	\$ 12,278,508	\$ 3,101,709
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 268,474	\$ 268,732
Accrued salaries and benefits	141,785	96,167
Total current liabilities	410,259	364,899
NET ASSETS		
Unrestricted	1,292,472	877,595
Temporarily restricted	10,575,777	1,859,215
Total net assets	11,868,249	2,736,810
TOTAL LIABILITIES AND NET ASSETS	\$ 12,278,508	\$ 3,101,709

2 0 1 1 FINANCIALS

Statement of activities and change in net assets for the year ended December 31, 2011 with summarized financial information for 2010.

EXHIBIT B

	2011			2010
	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL	TOTAL
SUPPORT AND REVENUE				
SUPPORT:				
Contributions and grants	\$ 204,040	\$16,134,304	\$ 16,338,344	\$ 1,590,433
Contributed goods and services	482,804	311,280	794,084	269,980
Membership dues	741,258	-	741,258	597,282
Net assets released from donor restrictions	7,729,022	(7,729,022)	-	-
Total support	9,157,124	8,716,562	17,873,686	2,457,695
REVENUE:				
Archives shop revenue, net of cost of goods sold of \$1,114,417 and \$1,101,101 for 2011 and 2010, respectively	1,429,472	-	1,429,472	1,660,254
Interest income	12,501	-	12,501	4,533
Exhibition revenue	557,594	-	557,594	105,609
Miscellaneous	3,105	-	3,105	128
Total revenue	2,002,672	-	2,002,672	1,770,524
Total support and revenue	\$ 11,159,796	\$ 8,716,562	\$ 19,876,358	\$ 4,228,219
EXPENSES				
PROGRAM SERVICES:				
National Archives Experience	\$ 6,004,991	\$ -	\$ 6,004,991	\$ 1,123,023
Museum Activities	796,026	-	796,026	585,838
Theater Programs	279,795	-	279,795	146,785
Education	85,712	-	85,712	63,854
Publications	110,938	-	110,938	153,210
Exhibitions	1,245,460	-	1,245,460	1,899,076
Archives Shop	808,955	-	808,955	802,958
Total program services	9,331,877	-	9,331,877	4,774,744
SUPPORTING SERVICES:				
General and Administrative	873,296	-	873,296	588,360
Fundraising	539,746	-	539,746	609,578
Total supporting services	1,413,042	-	1,413,042	1,197,938
Total expenses	10,744,919	-	10,744,919	5,972,682
Change in net assets	414,877	8,716,562	9,131,439	(1,744,463)
Net assets at beginning of year	877,595	1,859,215	2,736,810	4,481,273
NET ASSETS AT END OF YEAR	\$ 1,292,472	\$ 10,575,777	\$ 11,868,249	\$ 2,736,810

LOOKING AHEAD



2011 was a remarkable year at the Foundation for the National Archives as we introduced new audiences to the incredible records of the National Archives and forged innovative partnerships to support the wildly successful exhibition “What’s Cooking, Uncle Sam?”

We are so proud that our collaboration with Chef José Andrés and ThinkFoodGroup, who opened a temporary restaurant two blocks from the Archives in support of the exhibit, received the Downtown DC Business Improvement District’s 2011 Momentum Award, recognizing an “event, entity or idea that involved people in or exposed them to a positive downtown experience, thus enhancing their enjoyment while visiting the area.” The Foundation’s successful marketing campaign, its development of a new line of products related to the food exhibition, and the publication of an exhibit catalog and a recipe book all added to the excitement surrounding this fascinating exhibit. As we look forward to 2012 and 2013, we hope to transform this amazing exhibit into a traveling exhibit. Look for it in venues across the country!

We were also delighted that the National Archives Experience’s “Discovering the Civil War” exhibit, marking the 150th anniversary of the war, began its travels around the United States, drawing record crowds and much praise.

Thanks to Foundation member David M. Rubenstein’s generous loan of the 1297 Magna Carta for public display at the National Archives as well as additional funding for its preservation in early 2012, we will celebrate the opening of a new state-of-the-art encasement and interactive exhibit on that seminal document. Interactives will allow visitors to translate the original Latin and to

explore the connections between Magna Carta and the U.S. Charters of Freedom. We also look forward to supporting three exhibitions in the Lawrence F. O’Brien Gallery, on such varied topics as the life and work of Benjamin Franklin, individual stories of immigrants, and the 50th anniversary of the Cuban Missile Crisis.

In the fall of 2012, the Foundation plans to open a new introduction to research and retail space at the National Archives Building in Washington. This new space will not only showcase records-related products and publications, but will also use interactive kiosks to allow visitors to learn more about the holdings of the National Archives and to discover how to explore them further on any internet device.

We also will continue to support the annual Genealogy Fair and the revolutionary DocsTeach website, which puts teachers, students, and lifelong learners interested in history in virtual contact with the records of the National Archives.

I hope you will join us in supporting all of these exciting projects and in helping us to spread the word about the important role the National Archives plays in our democracy.

A handwritten signature in blue ink that reads "Thora Colot" with an exclamation point at the end.

Thora Colot
Executive Director

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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.

