



Jamestown-Yorktown Foundation, Inc.

# 2011 Annual Report to Donors





## Mission Statement:

The Jamestown-Yorktown Foundation, an educational institution of the Commonwealth of Virginia, shall foster through its living-history museums – Jamestown Settlement and the Yorktown Victory Center – an awareness and understanding of the early history, settlement, and development of the United States through the convergence of American Indian, European, and African cultures and the enduring legacies bequeathed to the nation.

The Jamestown-Yorktown Foundation, Inc., is a nonprofit, 501(c)(3) corporation organized for charitable purposes in support of the Jamestown-Yorktown Foundation and its museums.

In Fiscal Year 2011 (July 1, 2010-June 30, 2011), gifts and grants in support of artifact acquisition and conservation, exhibitions, and educational programs and resources totaled \$1,294,006. The endowment amounted to \$17.1 million as of June 30, 2011.

The American Association of Museums (AAM) accredited Jamestown Settlement and the Yorktown Victory Center in 1987 and renewed accreditation in 1999 and, more recently, in 2011. AAM reviewers "...found the educational programs and collections management practices to be excellent..." and "...observed an institution with a clear sense of mission and service to its audience."

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Accredited by the  
American Association  
of Museums



Endorsed by  
National Council  
for the Social Studies  
[www.socialstudies.org](http://www.socialstudies.org)

**Cover:** History comes alive for visitors to the Yorktown Victory Center's re-created Continental Army encampment and 1780s farm site.

**Above:** Visitor trying on armor at Jamestown Settlement.

# President and Executive Director's Letter



With a deep sense of gratitude, we are pleased to share with you – our most devoted friends and supporters – this annual report for the fiscal year ending June 30, 2011.

Last year the Jamestown-Yorktown Foundation, Inc., partnered with the Foundation's Board of Trustees to provide engaging exhibits and educational programs to more than 729,000 visitors and students at our museums and through innovative outreach programs.

Your gifts not only strengthened the quality of our efforts, but also allowed us to expand our reach. As a result, the Foundation has once again earned distinction as the largest provider of structured museum education programs in the Commonwealth. Among our accomplishments:

- Museum education specialists brought Outreach Education programs to 98 Virginia school districts including, thanks to your gifts, students from disadvantaged schools
- *Godspeed* continued its role as a “floating classroom,” welcoming visitors and school groups at Virginia ports and serving as Foundation ambassador at regional events
- Brought our innovative hands-on inquiry-based teaching methods direct to educators with teacher training programs and the JYF Summer Teachers Institute
- Acquired artifacts that help illustrate important themes of the American Revolution – important additions to our collection, as gallery planning for the new Yorktown Victory Center continues apace
- Forged a new partnership with the Virginia Museum of Fine Arts (VMFA) to bring the special exhibition “The 17th Century: Gateway to the Modern World” to Jamestown Settlement
- Presented special museum events and lecture series that underscored our role as an educational resource for the community
- Expanded our electronic educational materials, helping us reach an increasingly technologically savvy audience

We are committed, as always, to inspiring a lifelong love of history in students of all ages and to safeguarding our museums' assets for our visitors and for future generations. Our partnership with you, our private supporters, allows us to move confidently forward.

Thank you.

Sue H. Gerdelman

Philip G. Emerson

# Yorktown Victory Center

*“The American Revolution was not an event – it was a process, and the process continues to change people’s lives even today. Ideas that fueled the Revolution can be accepted or rejected but cannot be ignored.”*

– Dr. Thomas L. Davidson,  
Senior Curator,  
Jamestown-Yorktown Foundation

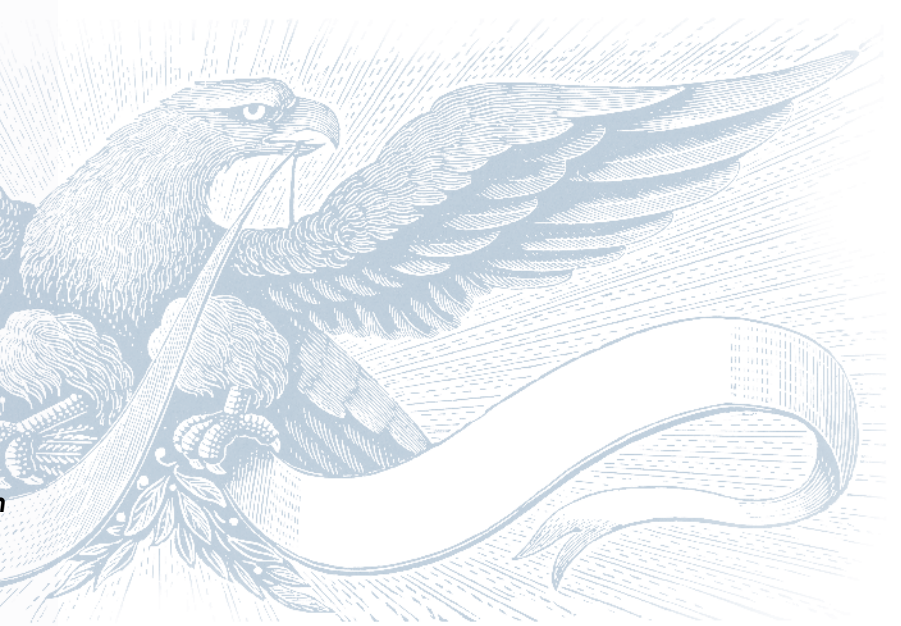
A public-private partnership is transforming the Yorktown Victory Center as a powerful, living museum of the American Revolution. Engaging galleries coupled with outdoor living history will encourage visitors to think beyond the history they learned in textbooks and use critical thinking skills to understand the import of the American Revolution and its relevance to world citizens today.

In May 2011, Governor McDonnell announced that the Commonwealth of Virginia has committed \$41 million



in construction costs. Groundbreaking for the new building is imminent. The Foundation, Inc., Board of Directors has embraced early, urgent private funding needs to keep pace with architectural and gallery planning. As of December 31, 2011, \$1,254,175 has been raised in support of Gallery Exhibits, Outdoor Exhibits, and Educational Resources.

**For more information on the Yorktown Victory Center of the future, visit <http://historyisfun.org/yorktown-victory-center-of-the-future.htm>.**



A bronze sculpture depicting George Washington, looking up from reading the preamble to the Constitution, now occupies a place outside the Yorktown Victory Center gallery building, where exhibits span the American Revolutionary period from the Declaration of Independence to the Constitution. Crafted by George and Mark Lundeen, the life-size sculpture is a gift of Douglas Morton and Marilyn Brown of Englewood, Colorado.



Modern museum audiences will trace the entire story of the American Revolution through new state-of-the-art galleries. A planned 4-D “experiential” theater will thrust visitors into the dramatic Siege of Yorktown.



Modeled after the great hall at Jamestown Settlement, the new Yorktown Victory Center’s Grand Corridor will provide an educational experience while facilitating passage through the museum building. This rendering shows one possible concept.

# The Annual Fund

The 2011 Annual Fund ended the year with \$761,130 in cash, in-kind gifts, and event revenue – making it possible for the Foundation, Inc., to support a variety of public programs, educational activities, and exhibition needs throughout the coming year.

**The 1607 Society** is among the most dedicated groups of Annual Fund supporters. These annual leadership donors include individuals, corporations, and foundations, all of whom contribute \$1,607 or more annually. With their gifts, they provide an important base of support that enables the Foundation to sustain critical programs. In fiscal year 2011, **The 1607 Society** members contributed more than 60% of the Annual Fund.

**For more information on the Annual Fund, gift clubs, and how your gift makes a difference, visit <http://historyisfun.org/annual-fund.htm>.**



Outdoor living-history areas complement Jamestown Settlement's and the Yorktown Victory Center's exhibition galleries by involving visitors in interactive, hands-on learning. Costumed historical interpreters involve visitors of all ages in hands-on programs that help them connect with our nation's history in meaningful – and memorable – ways.



The outdoor interpretive sites are at the heart of visitors' living-history experiences at Jamestown Settlement and the Yorktown Victory Center. The 2011 Annual Fund is providing critical support for materials for hands-on programs and demonstrations, as well as historical clothing, for the six outdoor interpretive areas. Providing the opportunity for as many visitors as possible to participate in hands-on activities, especially during peak periods of visitation, requires a significant supply of interpretive and educational materials.



**Top Left:** The Revolutionary War disrupted the flow of finished goods from Britain, spurring colonial families to become more self-sufficient. At the Yorktown Victory Center's 1780s farm, interpreter Jamie Lavin works with homemade clothing and bedding materials: linen thread, spun from flax grown on the farm, and the many domestic dyes available to color the finished fabric. **Bottom Right:** *Godspeed* continued its role as a "floating classroom," welcoming visitors and school groups at Virginia ports and serving as Foundation ambassador at regional events. **Bottom Left:** At the Victory Center, a visitor takes part in the School of the Soldier by preparing to dress in the uniform of the Colonel. Recognizing the commanding officer was an important part of every soldier's training. Accoutrements such as gorget, hat, and cockade identified the leaders of the Continental army.

*"I am known in my family as being one of the stingiest people around when it comes to money. However, this is not the case when it comes to your foundation. The reason is simple. You are a shining example of what every historic site should be and I am proud to be associated with a site of your caliber."* —Phil Snow, Springfield, Illinois

# Sustaining Our Educational Mission



Outreach education programs, on-site visits to our museums, and teacher workshops extend the borders of the classroom and inspire a lifelong love of learning history.



Our core museum and education programs rely year after year on the support of private individuals, corporations, and foundations. In addition to interpretive programs and special events presented at Jamestown Settlement and the Yorktown Victory Center, the Foundation offers curriculum-based on-site structured education programs for students, as well as educational outreach to classrooms across Virginia.

In fiscal year 2011, restricted gifts totaling \$517,469 supported a variety of donor-designated projects, from artifact acquisitions to education programs and special exhibitions.

**For more information on education programs, including educational audio, videos, and podcasts, visit <http://historyisfun.org/educational-adventures.htm>.**

*During the 2010-11 school year, we reached 292,373 people with hands-on, structured museum education programs, including 209,037 schoolchildren who participated in curriculum-based programs at our museums and 83,036 in outreach settings.*

*“Nothing takes the place of ... smelling the smoke as a canoe is being made, hearing the cannon boom penetrate the world around ... Every child who experiences Jamestown Settlement and all that is offered in this rich environment is not only living out this period in history, but also receiving life-changing, inspirational opportunities for growth. When a child receives the richest educational experience possible, their family and the whole world around them benefits.*

*Thank you for all that you do for our children and their families.”*

– Sally Miller, Fourth Grade Teacher,  
William Fox Elementary, Richmond



# The Legacy Society

Comprehensive List through June 30, 2011

The Jamestown-Yorktown Foundation, Inc., is honored to recognize members of The Legacy Society. The Legacy Society includes those individuals who have supported the mission of the Foundation by including the Foundation in their estate plans. We thank these donors for their investment in the future of the Jamestown-Yorktown Foundation and for their commitment to the legacies bequeathed to us by those who founded our state and nation.

*“This is where the freedom was won.”*

– Mary Mathews

Nick and Mary Mathews are perhaps the best-known people in recent Yorktown history. Both natives of Greece, they emigrated to the United States and through perseverance, honesty, and genuine respect for their fellow man, they prospered.

Their fortune was earned through Nick’s Seafood Pavilion, their lunch-counter-turned-world-renowned-restaurant. But their generous spirits are what truly defined their lives. Among their legacies: the Yorktown Victory Center.

In 1972, Nick and Mary donated 23 acres of prime real estate overlooking the York River for the Yorktown Victory Center. Upon her death, Mary bequeathed nearly their entire estate to the Jamestown-Yorktown Foundation, so that others would know “...the blessings of democracy that commenced in my native land of Greece and later here in [Yorktown]....”

Each year, tens of thousands of men, women, and children benefit from Nick and Mary’s patriotism and philanthropy. For them, and for generations to come, the stories of the people, places, and principles that forged our nation come alive at the Yorktown Victory Center.

With her bequest, Mary Mathews became one of the first members of The Legacy Society, which honors those who have established planned gifts to support our mission. For more information on how you can honor Nick and Mary Mathews and leave your own legacy for future generations of Americans, contact us at (757) 253-4139 or [giving@jyf.virginia.gov](mailto:giving@jyf.virginia.gov).



Anonymous Donor  
*Williamsburg, VA*

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*Williamsburg, VA*

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Mr.\* and Mrs. F. Jay Ward  
*Williamsburg, VA*

\* Deceased

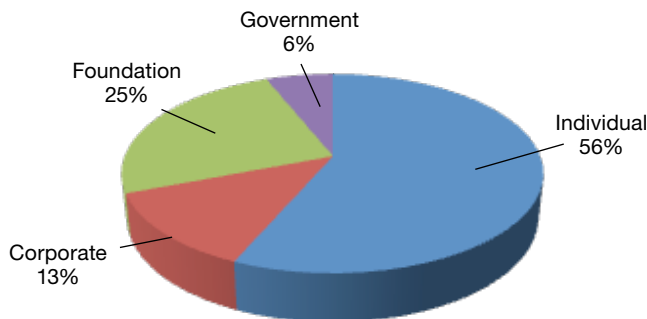
If you have included the Jamestown-Yorktown Foundation, Inc., in your estate plans and your name is not listed here, please contact Carter S. Sonders, Chief Development Officer, at (757) 253-4139.

# Fiscal Year 2011 Financial Overview

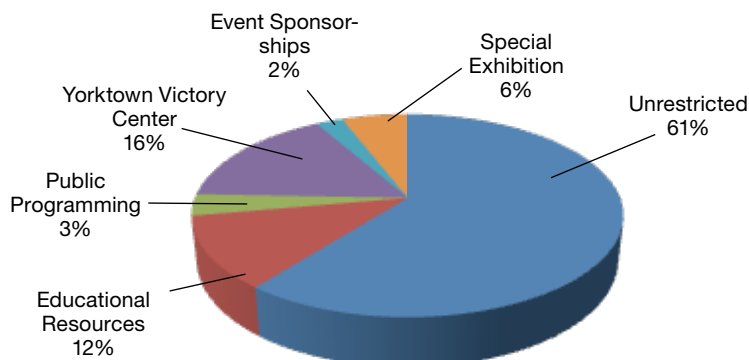
The Jamestown-Yorktown Foundation, Inc., is a 501(c)(3) non-profit organization that pursues private funds to strengthen and maintain museum programs and services, assists with the development of the museum collection, and oversees the endowment.

The Jamestown-Yorktown Foundation, Inc., audit for the fiscal year ending June 30, 2011, was conducted by the firm of Cherry, Bekaert & Holland. The auditors issued an unqualified opinion that “the financial statements present fairly, in all material respects, the financial position of the Jamestown-Yorktown Foundation, Inc., as of June 30, 2011, and the changes in its net assets and its cash flow for the year then ended, in conformity with accounting principles generally accepted in the United States.”

## Commitments Received in FY2011



## Distribution of Funds in 2011



## Ways to Make a Contribution

The Jamestown-Yorktown Foundation, Inc., relies on your continued involvement as we preserve the past and shape the future of our nation. There are numerous ways to support the Jamestown-Yorktown Foundation, Inc.

**The 1607 Society:** Your leadership gift of \$1,607 or more entitles you to the exclusive benefits of membership in *The 1607 Society* while helping to maintain vital museum programming and conserve historic artifacts for future generations.

**Annual Fund:** Your tax-deductible gift supports a wide variety of educational programs at both Jamestown Settlement and Yorktown Victory Center. Donor clubs at various giving levels offer members special activities and opportunities to experience our museums.

**Give online:** Your tax-deductible gift of any amount can be made on our secure website, [www.historyisfun.org/giving.htm](http://www.historyisfun.org/giving.htm).

**Phone:** To make a gift by phone using your credit card, call (757) 253-4139.

**Mail:** Make your check payable to Jamestown-Yorktown Foundation, Inc., and mail to P.O. Box 3605, Williamsburg, VA 23187-3605.

**Matching Gifts:** Many companies will match all or part of your donation. To find out if your employer will match your gifts, visit [www.historyisfun.org/ways-to-give.htm](http://www.historyisfun.org/ways-to-give.htm) or contact your employer’s human resources department.

**Planned Gifts:** Planned gifts can take many forms. Members of the Jamestown-Yorktown Foundation, Inc., staff are happy to work with you and your advisers to ensure that your gift meets your goals and the Foundation’s needs.

# Leadership

The Jamestown-Yorktown Foundation, an educational institution of the Commonwealth of Virginia, is governed by a Board of Trustees.

## Board of Trustees During Fiscal Year 2011

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The Jamestown-Yorktown Foundation, Inc., a 501(c)(3) nonprofit corporation organized for charitable purposes, is governed by a Board of Directors.

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Susan K. Bak, *Senior Director Marketing & Retail Operations*

Joseph A. Gutierrez, Jr., *Senior Director Museum Operations & Education*

J. Jeffrey Lunsford, *Deputy Executive Director of Administration*

Carter S. Sonders, *Chief Development Officer*

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ET  
EFFICACIORUM,  
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AD EXERCITUM  
Fœderatarum Americæ Civitatum  
PERTINENTIS  
MODERNA NOSTRÆ INOPIE ZERUMQUE  
ANGUSTIIS,  
Feroçi hostium sevitia, belloque crudeli ex longinquis  
patriæ mœnibus illata debilis,  
MAXIME ACCOMMODATA.  
PHILADELPHIÆ:  
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# Jamestown-Yorktown Foundation, Inc.

Development Office

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