



# 2012

*Annual Report to Donors*



Jamestown-Yorktown Foundation, Inc.

## 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.

## “A Clear Sense of Mission..”

The American Alliance of Museums (AAM) (formerly the American Association of Museums) 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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Endorsed by  
National Council  
for the Social Studies  
[www.socialstudies.org](http://www.socialstudies.org)

**Cover:** History comes alive for visitors of all ages at Jamestown Settlement and the Yorktown Victory Center. Silver coffee pot, London, 1774-75. Jamestown-Yorktown Foundation collection.

**Above:** Quartermaster in the re-created Continental Army encampment at Yorktown Victory Center.

## *President and Executive Director's Letter*



An annual report, by its very nature, is a look at the past; but by every measure, the past year laid the foundation for a remarkable future.

- In the midst of a downturned economy, the Annual Fund reached \$755,044. Those dollars make a direct and demonstrable impact, allowing us to remain a leader in developing and delivering standards-based education programs at our museums and in classrooms throughout Virginia.
- The American Revolution Museum at Yorktown made huge strides with more than \$1.9 million in private support raised for gallery exhibits, outdoor exhibits, and educational resources. Private gifts will play an integral role in fully transforming the Yorktown Victory Center into the American Revolution Museum at Yorktown, a nationally significant living-history museum dedicated to the entire story of American independence.
- The Foundation partnered with the Virginia Museum of Fine Arts to present “The 17th Century: Gateway to the Modern World” at Jamestown Settlement. The exhibition explored developments that set in motion the transition from the “old” world of the Mediterranean to a new globally connected world in the 17th century.

Every dollar we raise is an endorsement of our educational mission and encourages us to seek new ways to shape the future by preserving our shared past. This Annual Report highlights some of our most notable successes made possible by the generosity of individuals, foundations, and the corporate community.

It is our privilege to be a part of a museum family so deeply committed to preserving and teaching the stories of our nation’s earliest years. Thank you for choosing to embrace, to nurture, and to inspire a love of history.

Sincerely,

Sue H. Gerdelman  
President, JYF, Inc.

Philip G. Emerson  
Executive Director



# Sustaining our Educational Mission

Each morning, 363 days a year, our museums open their doors to visitors and schoolchildren eager to learn. From engaging, interactive galleries to hands-on history led by historical interpreters, our visitors encounter dozens of opportunities to hold, analyze, and discuss the past – thanks in no small part to our donors.

## The 2011-12 Annual Fund

The Annual Fund underwrites a wide array of programs at Jamestown Settlement and the Yorktown Victory Center, each of which furthers our educational mission in unique ways.

In the fiscal year ending June 30, 2012,

Annual Fund donors contributed a total of \$755,044, thereby helping us achieve our mission by supporting critical museum and education programs such as:

- The interactive materials costumed interpreters use at the ships' pier, Powhatan Indian village, re-created James Fort, Continental Army encampment, and 1780s farm;
- The “hands-on” artifact reproductions schoolchildren enjoy during their on-site field trips and during presentations by our outreach educators;
- Special events such as “Military Through the Ages” and “Foods & Feasts of Colonial Virginia” that bring history to life and stimulate active learning;
- Continued artifact acquisition and conservation that ensure future generations will experience and learn about our American ideals and legacies.



*The 1607 Society* is the Jamestown-Yorktown Foundation, Inc.'s premier annual giving program. Members enjoyed exclusive educational, cultural, and social activities throughout the year while simultaneously learning about the direct and demonstrable impact their donations have on our museum and education programs.

# *The 1607 Society Page*

## Baker Victory Challenge



In May 2012, Board of Directors member Linda Baker and her husband, Don, longtime supporters of the Annual Fund, made an extraordinary commitment to our mission: they issued the Baker Victory Challenge as an incentive for donors to invest in the future of our museum and educational programs.

The Baker Victory Challenge matches dollar for dollar each new or increased Annual Fund gift of \$500 or more. As of June 30, 2012, more than \$25,000 had been raised.

The Baker Victory Challenge will continue to match up to \$100,000 in qualifying gifts made through June 30, 2013. Reaching our goal means that our museum and education programs are the real winners.

To learn more, visit  
[www.historyisfun.org/victory.htm](http://www.historyisfun.org/victory.htm)



Members of General Washington's Council, Lord de la Warr's Associates and The Legacy Society were invited to celebrate the Diamond Jubilee of Her Majesty, Queen Elizabeth II at Jamestown Settlement. Guests enjoyed a reception, a sit-down dinner and a surprise guest – Queen Elizabeth I, played by Mary Ann Jung of Baltimore, Maryland. Good Queen Bess regaled her subjects with tales of life in Renaissance England. She constantly astonished the audience as she vividly described the food, clothes, and pastimes of her realm. She even taught a few of our donors proper manners and the most popular new dance, the galliard! Jim and Jane Kaplan are pictured with Queen Elizabeth.



This group of holiday revelers participated in Delights of December, an event designed exclusively for members of *The 1607 Society*. The guests enjoyed a private tour of Maymont, an American estate, and then enjoyed an exquisite dinner in the Library at the Jefferson Hotel in Richmond.



## Special Exhibition Partners

### “The 17th Century: Gateway to the Modern World”

The Jamestown-Yorktown Foundation partnered with the Virginia Museum of Fine Arts to present “The 17th Century: Gateway to the Modern World” at Jamestown Settlement. Sixty-five objects from the VMFA collection – oil and watercolor paintings, etchings and engravings, needlework, and decorative and utilitarian objects of ceramic, wood, and metal – were featured.

During the exhibition’s 10-month run, visitors from Virginia and across the United States had the opportunity, at no additional cost, to visit the special exhibition.

“The 17th Century: Gateway to the Modern World” was made possible with grants from James City County and Altria Group, Inc., with additional support from Bay Electric Co., Inc.; Grace Industries, Inc., William and Janice Grace; and Philip and Virginia Alsop and Linda and Don Baker.

### “Jamestown’s Legacy to the American Revolution”

The Foundation is committed to continuing our thriving special exhibitions program. In March of 2013, “Jamestown’s Legacy to the American Revolution” will open at Jamestown Settlement. This exhibition will look at the lives of some of the individuals living in Revolutionary War-era Virginia who were the descendants of people associated with Jamestown in the 17th century.

For more information, visit <http://www.historyisfun.org/Special-Exhibitions.htm>.

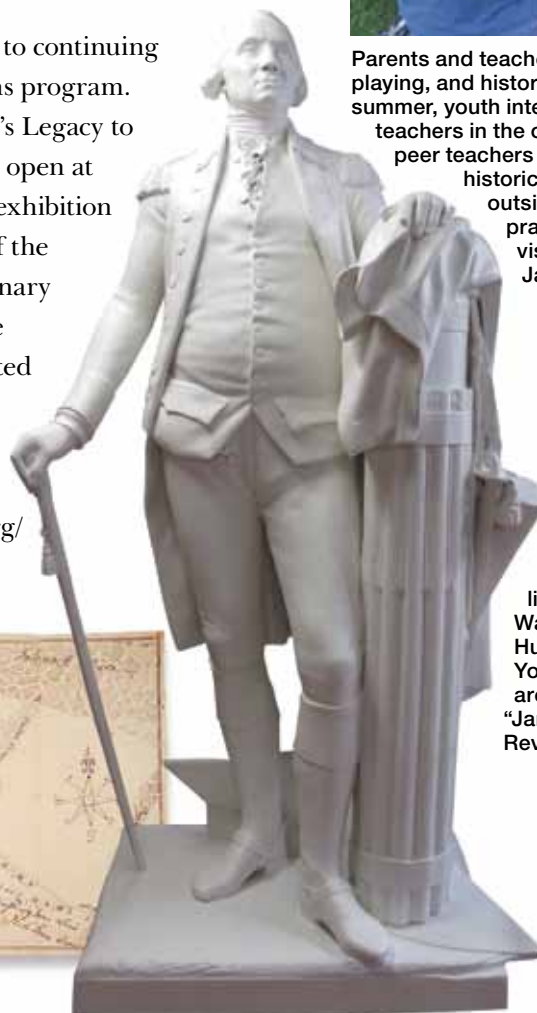
## Endowment

The Jamestown-Yorktown Foundation’s endowment was created in 1982 to help ensure future fiscal stability.

As of June 30, 2012, the endowment amounted to \$16.7 million. Expendable interest earnings support artifact acquisitions, special exhibition planning, and core public and structured education program areas, including volunteer services, the maritime education program, on-site and outreach education, and historical interpretation.



Parents and teachers know that children learn by playing, and history education is no exception. Each summer, youth interpreters serve as volunteer peer teachers in the outdoor living-history areas. The peer teachers learn techniques in effective historical interpretation. They then head outside to put what they learned into practice, such as engaging young visitors in 17th-century games at Jamestown Settlement.



A surveyor’s plat of George Washington’s birthplace and life-size plaster statue of George Washington made by William James Hubbard, both in the Jamestown-Yorktown Foundation collection, are among artifacts featured in “Jamestown’s Legacy to the American Revolution.”

# By the Numbers

## You Can't Teach Them if They Don't Come: Our Visitors

*Over the past decade, total combined visitation at Jamestown Settlement and Yorktown Victory Center exceeded 8 million.*

*"I'm excited to go home and read all about Jamestown!"*

— Summer 2012 Visitor to Jamestown Settlement

*"Please accept [this donation] as a small token of our thanks for the enrichment of life in Williamsburg which the Foundation so consistently provides."*

— 2012 Annual Fund donor

*Number of local residents who visited our museums in 2012:*

# 14,642

History is fun ... and FREE for local residents! Residents of James City County, York County, and the City of Williamsburg, including the College of William and Mary, enjoy free admission to our museums.

*During the 2011-12 academic year, Foundation programs served 292,766 students through hands-on sessions and guided tours at both museums and in outreach settings.*



## Inspiring a Love of History: Our Donors

- 2,799 donors gave \$755,044 to the Annual Fund
- Donors came from 37 states, Washington, D.C., and Bermuda

Our youngest donor this year was just seven years old. His second-grade class took part in a Virginia Indian World outreach program, and he was so impressed that he donated his lemonade stand earnings - \$10.06 - because...

*"I wanted other kids to get to do this with Mr. McGowan."*





# From Yorktown Victory Center to American



*This past year saw remarkable progress on the Yorktown Victory Center museum replacement project.*

**Fall 2011** The design of the new galleries incorporates Virginia's Standards of Learning (SOL), with content that supports 43 standards relating to social studies, history, civics, economics, and geography – including the recently added SOL related to the Battle of Great Bridge.

The Foundation has secured through acquisition or loan agreement 65% of the artifacts needed to illustrate key themes in the planned new permanent galleries.

**Spring 2012** After a comprehensive customer research process, the Board of Trustees approves a new name for the new facility: the **American Revolution Museum at Yorktown**. The new name will take effect when the project is complete.



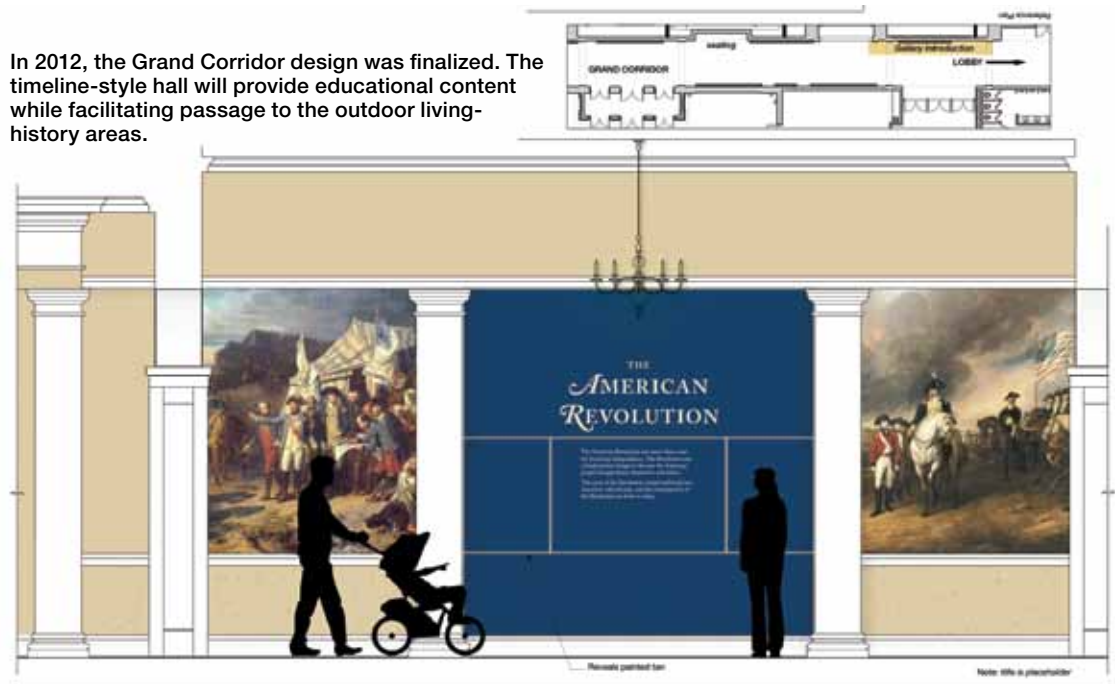
**Summer 2012** W.M. Jordan Company, Inc., of Newport News begins construction on Phase I – the parking lot and museum building. Phased construction and demolition allows the Yorktown Victory Center to remain open continuously, giving visitors and school groups uninterrupted access to a rich museum experience.



# Revolution Museum at Yorktown



In 2012, the Grand Corridor design was finalized. The timeline-style hall will provide educational content while facilitating passage to the outdoor living-history areas.



A comprehensive facilities master plan is guiding the replacement of the existing Yorktown Victory Center facilities with a new building, thus taking full advantage of the 22-acre site – and transforming the Victory Center into the American Revolution Museum at Yorktown. Planning and construction, estimated at \$50 million, is funded by the Commonwealth of Virginia.

Private support will allow the Jamestown-Yorktown Foundation to realize the vision of the American Revolution Museum at Yorktown, an institution that will inspire in current and future generations an appreciation of the people, places, and ideals that forged our nation.

At the close of fiscal year 2012, \$1.9 million in private funding had been committed to support Gallery Exhibits, Outdoor Exhibits, and Educational Resources at the American Revolution Museum at Yorktown.

## 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.

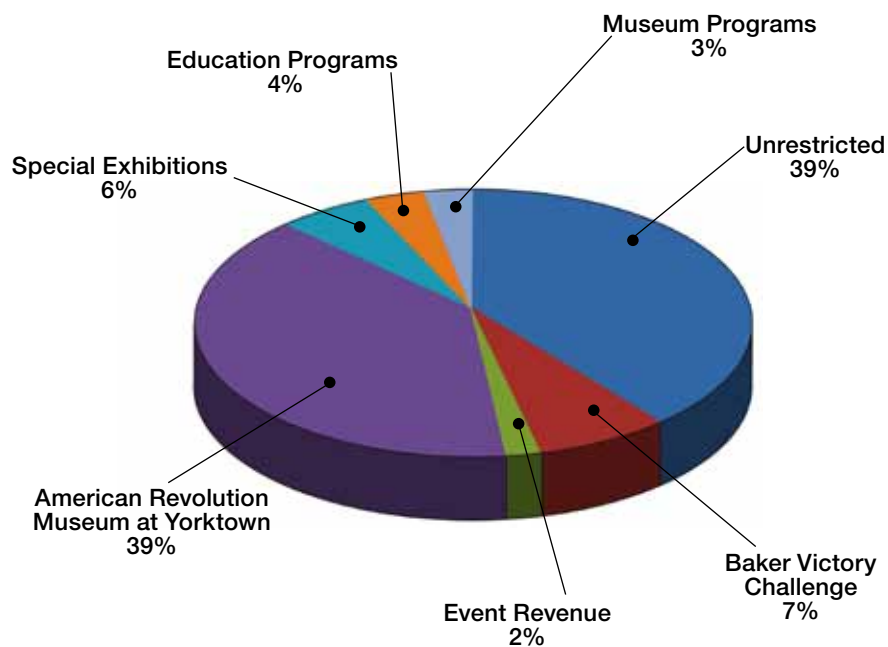
**Matching Gifts:** Many companies will match all or part of your donation. To find out if your employer will match your gifts, visit [www.historyisfun.org/ways-to-give.htm](http://www.historyisfun.org/ways-to-give.htm) or contact your employer's human resources department.

**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.

# Fiscal Year 2012 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, 2012, was conducted by the firm of Keiter. 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, 2012, and the change in its net assets and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States."





# 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 2012

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The Honorable M. Kirkland Cox, *Treasurer*

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The Honorable John C. Watkins

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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.

## Board of Directors During Fiscal Year 2012

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Mrs. Jane T. Kaplan, *Vice President/Secretary*  
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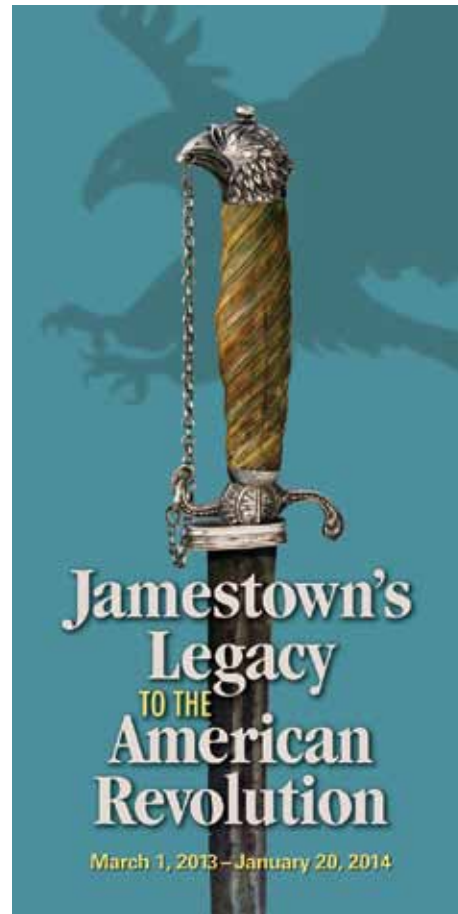
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## Management

Philip G. Emerson, *Executive Director*  
Laura W. Bailey, *Executive Assistant to the Boards*  
Susan K. Bak, *Senior Director Marketing & Retail Operations*  
Julie Westhafer Basic, *Senior Director of Development*  
James S. Holloway, *Acting Senior Director Museum Operations & Education*  
J. Jeffrey Lunsford, *Deputy Executive Director of Administration*

# Upcoming Events . . .

- “Jamestown’s Legacy to the American Revolution” opens March 1 in the Jamestown Settlement special exhibition gallery.
- “Party on the Pier” will rock the dock once again on June 22 at Jamestown Settlement.
- Tactical drills, military exercises, and a rare broadside printing of the Declaration of Independence (pictured below) are highlights of “Liberty Celebration,” July 4-6 at Yorktown Victory Center.
- “Community Day,” September 21 at Jamestown Settlement, will feature special family tours of “Jamestown’s Legacy to the American Revolution” along with children’s crafts and hands-on activities.
- The “Revolutionary War Lecture Series” will return to Yorktown Victory Center in fall 2013, with scholarly lectures exploring aspects of the American Revolution.



For a complete list of 2013 special events, visit  
[www.historyisfun.org](http://www.historyisfun.org)





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