

Jamestown-Yorktown Foundation, Inc.  
**2010 Annual Report  
to Donors**



front cover: At the Yorktown Victory Center's re-created Continental Army encampment, a visitor takes part in "A School for the Soldier."



## *Mission Statement*

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

The Jamestown-Yorktown Foundation, Inc., is a 501(c)(3) organization that raises private funds in support of the Jamestown-Yorktown Foundation museums, Jamestown Settlement and the Yorktown Victory Center.

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## *President and Executive Director's Letter*

Jamestown Settlement and the Yorktown Victory Center are many things: a destination for visitors to America's Historic Triangle, a cultural asset for the people of Virginia, and a resource for local residents. But first and foremost, they are institutions of public education. That mission drives every public program we present, every artifact we acquire, and every hands-on history lesson we teach.

As museums, we are given a public trust to preserve our nation's past and to educate future generations of Americans. We take that trust very seriously.

Jamestown Settlement and the Yorktown Victory Center are among fewer than five percent of museums nationwide accredited by the American Association of Museums. In fiscal year 2010, we engaged and educated 647,998 visitors at our museums. We reached 292,372 students on site and in outreach settings with our face-to-face museum education programs – more than any other museum in Virginia.

To provide excellent facilities and stellar educational programs requires a strong public-private partnership. We are grateful to the Commonwealth of Virginia for its commitment and to you, our donors, who have helped to strengthen this partnership year after year. Your support has sustained our core educational programs while allowing us to explore innovative ways to reach new audiences.

- We celebrated the opening of the special exhibition “Werowocomoco: Seat of Power” at Jamestown Settlement on May 15, 2010. Developed in cooperation with the Werowocomoco site owners Robert F. and C. Lynn Ripley, the Virginia Indian Advisory Board and the Werowocomoco Research Group, the exhibition explores the importance of Werowocomoco in Virginia Indian history and its role in early contact between Powhatan and English cultures.
- Our education and curatorial staff integrated information about newly acquired artifacts into our structured education programs on site, in outreach settings – and through electronic media. The first “Curator’s Corner” video entitled “The Declaration of Independence Broadside,” debuted on [www.historyisfun.org](http://www.historyisfun.org) in fall 2009.
- We presented for the third year in a row the intensive five-day Jamestown-Yorktown Foundation Summer Teacher Institute for 24 teachers from across Virginia. They are bringing skills and knowledge they have learned here back to their schools and their communities – to hundreds of students throughout Virginia.

As you read this annual report, we hope you will share our sense of pride in our work to connect visitors of all ages to the roots of our American democracy.

Sue H. Gerdelman  
President, JYF, Inc.

Philip G. Emerson  
Executive Director

# Annual Fund

Replicas of the *Susan Constant*, *Godspeed*, and *Discovery* grace the riverfront at Jamestown Settlement. Historical interpreters teach schoolchildren and museum visitors about the voyage from England and the impact of maritime exploration in the world of the 17th century.



*“I knew when we sailed on the Godspeed we would learn about history, but I had no idea we would learn things to help us integrate science and math into our history lessons.”*

## The 2010 Annual Fund

In fiscal year 2010, more than 3,000 individuals, corporations, and foundations responded generously, helping the Annual Fund raise \$785,931. Gifts to the Annual Fund provide unrestricted support that is critical for museum and education programs, including special museum events that draw visitors and inspire a lifelong love of history; outreach education programs that bring our proven hands-on history techniques to classrooms throughout Virginia; and the maritime education program, through which one of our replica 17th-century ships travels periodically to ports along Virginia's coast and serves as a floating classroom.

## The 1607 Society

This year members of *The 1607 Society*, the premier membership program that provides support for our museums, enjoyed several exclusive opportunities including a VIP tour at Jamestown Settlement's Military Through the Ages event that afforded an opportunity to handle reproduction historic weapons, and a special lecture on the Declaration of Independence with College of William & Mary Pullen Professor of History Jim Whittenburg. Members of George Washington's Council and Lord de la Warr's Associates dined with General Washington, portrayed by character actor Ron Carnegie, in the re-created Continental Army encampment at the Yorktown Victory Center and were treated to demonstrations by the Victory Center's historical interpreters.



## Endowment

Endowment donors create a legacy benefitting future generations. Through planned gifts (including bequests) and outright gifts to the endowment, donors provide financial stability for our museums while furthering our educational mission.

In fiscal year 2010, planned gifts totaling \$625,000 strengthened our education endowment.

This past year, board members, museum volunteers, and a museum visitor let us know that they have included Jamestown-Yorktown Foundation in their estate plans:

*I first visited the Historic Triangle in 1983 when I was a young officer, stationed at Fort Bragg, North Carolina. I had always wanted to return and finally did so with my wife Char in 2007. We were deeply impressed with what we saw. The ships, the fort, the living-history displays, and the museums were beyond our expectations. We were so impressed we revisited the area in 2009 and committed ourselves to help preserve the wonders found there. Consequently, we added the Jamestown-Yorktown Foundation, Inc., as a beneficiary to our estate planning documents and will begin to contribute annually from our own foundation. We believe it is money well spent. What you have there is exceptional, and I hope more people can experience it.*

— Thomas P. Hand, Wisconsin,  
member of the Jamestown-Yorktown  
Foundation, Inc., Legacy Society



During Jamestown Settlement's Military Through the Ages, Anne Symroski, a member of *The 1607 Society*, had the opportunity to fire a replica M1917 Enfield rifle—the same weapon that her father had used during World War I.

Members of George Washington's Council and Lord de la Warr's Associates of *The 1607 Society*, as well as members of *The Legacy Society* enjoy an evening in Yorktown Victory Center's re-created Continental Army encampment with General George Washington, portrayed by Ron Carnegie.

# Educational Programs

## Bringing History to Life

The outdoor living-history areas are at the heart of our museums. The educational opportunities provided by skilled historical interpreters in the outdoor areas help visitors of all ages experience the story of America's beginnings – from the founding of America's first permanent English colony in 1607 to the Revolution and establishment of a new nation almost two centuries later.

Grant commitments totaling \$104,800, together with FY10 Annual Fund dollars, are providing support for the educational materials, historical clothing, and heritage and theme events that create meaningful, hands-on experiences for every visitor and help bring the past to life.

## Preserving the Past

Our collections and our mission are intertwined. We cannot be truly successful as an institution of public education unless we can acquire and conserve artifacts that illustrate the complex stories of our nation's early history. Our goal: to acquire artifacts for their ability to tell a compelling and important story. After more than a decade spent building the collection of 17th-century artifacts for Jamestown Settlement, we have turned our focus to strengthening the collection of the Yorktown Victory Center. This past year, gifts and grants to our Yorktown Victory Center acquisitions program helped bring us one-third of the way toward that program's current \$2.5 million goal.



British officer's gilt brass gorget, engraved with a crown and the initials "GR."  
The gorget dates to the second half of the 18th century.  
Jamestown-Yorktown Foundation collection.



Reproductions of 18th-century farm and household tools are an integral part of the visitor experience in Yorktown Victory Center's re-created 18th-century farm.

*"If [my] 7-year-old daughter says that a history museum is fun, you know you're doing a great job! She's a tough critic!"*

During the 2009-2010 school year, students in Hampton City Schools had the advantage of outreach programs and on-site museum visits, thanks to donations and grants to the Jamestown-Yorktown Foundation, Inc. These programs “enrich the lives of socio-economically disadvantaged students” and have a powerful impact, according to Alma Dietz, Social Studies Curriculum Coordinator for Hampton City Schools:

*Over the course of four years the Foundation has partnered with [Hampton City Schools], student achievement in Social Studies has risen from below average pass rates on the Virginia Standards of Learning to the point where we have achieved a milestone: for the first time, 100% of our K-12 schools are fully accredited in social studies. One barrier stemmed from our teachers’ unfamiliarity with creative ways to teach the difficult concepts of Virginia’s colonial beginnings. The Jamestown-Yorktown Foundation has been instrumental in helping us eliminate those barriers and make full accreditation a reality!*



Fourth-grade students try and figure out how to use a rush lamp, a typical form of lighting available to Jamestown colonists in the 17th century, during the Jamestown-Yorktown Foundation outreach program “Life at Jamestown.”

## Inspiring a Lifelong Love of History

The Jamestown-Yorktown Foundation has developed educational programs that transform history from memorized names and dates to something that can be experienced firsthand. By helping to foster an interest in history, we lay the foundation for later civic literacy.

The Virginia outreach education program brings our face-to-face educational programs to classrooms across the Commonwealth. During the 2009-2010 school year, 87,007 students and teachers in 100 Virginia school districts experienced one of our outreach programs.

But for an increasing number of school districts, strained budgets mean that these enrichment programs are cut from the curriculum. Gifts and grants totaling \$18,500 in fiscal year 2010, together with Annual Fund dollars, are helping some of these underserved schools participate in educational activities designed to stimulate learning – and inspire a lifelong love of history.



# Yorktown Victory Center

## A New Museum of the American Revolution

Today, many museums across our nation tell the stories of portions of the American Revolution. But to understand and appreciate the meaning of liberty and democracy, we need a comprehensive museum of the American Revolution that tells the full story of the creation of our nation, invites visitors to relive the Revolution, and integrates artifacts, exhibits, technology, education, and outdoor living-history areas into a full array of opportunities for participation and learning.

We are embracing the opportunity to create such a museum.

Insights and comments from thousands of visitors, teachers, museum directors and curators, historians, cultural representatives, and Foundation staff have shaped planning for the new museum and activities it will support. The outcome envisions a facility in which programs will engage and educate visitors of all ages, support the Virginia Standards of Learning, and open the museum's resources to people everywhere. It will greatly increase the Foundation's capacity to tailor programs for families, heritage groups, and teachers.

The Commonwealth of Virginia is committed to funding the museum's construction. What will bring the museum to life are private gifts and grants invested by individual donors, corporations, and foundations.

The Jamestown-Yorktown Foundation, Inc., Board of Directors has to date embraced approximately \$5 million needed to help create the experiences for visitors, schoolchildren, teachers, and distant learners to understand the Revolution's legacy for us today – our democracy, our liberties, and our duties as citizens.



The Yorktown Victory Center is being transformed into a museum of national significance for its power to bring the entire story of the American Revolution to life to teach the stories of the people, places, and principles that forged our nation.



- Gallery Exhibits – Artifacts, displays, interactive features, new films and permanent exhibits will be integrated to create an intellectual and emotional connection between the visitor and the people of 18th-century America. Private investments will enable the museum to secure essential artifacts in a competitive market and to greatly enhance features such as films, changing exhibits and lifelike environments such as a colonial trading wharf.



- Outdoor Living-History Areas – Among the Victory Center’s most popular features, the outdoor living-history areas provide visitors with hands-on learning and the opportunity to observe and interact with skilled historical interpreters who bring the past to life. Gifts and grants will greatly enhance the museum’s Continental Army encampment and the farm. An educational pavilion will help visitors understand the connections between the museum, gallery exhibits and the outdoor demonstrations.
- Educational Resources – With sufficient support from private gifts, the Foundation can fulfill its mission of providing education by helping to send museum educators to all 132 Virginia school districts each year, supporting teacher resources and training, funding scholarships that enable Virginia school children to visit the museum, and producing audiovisual materials and distance learning opportunities.



*“The American war is over; but it is far from being the case with the American Revolution.”*

*– Benjamin Rush, 1786*

## 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 Web site, [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.

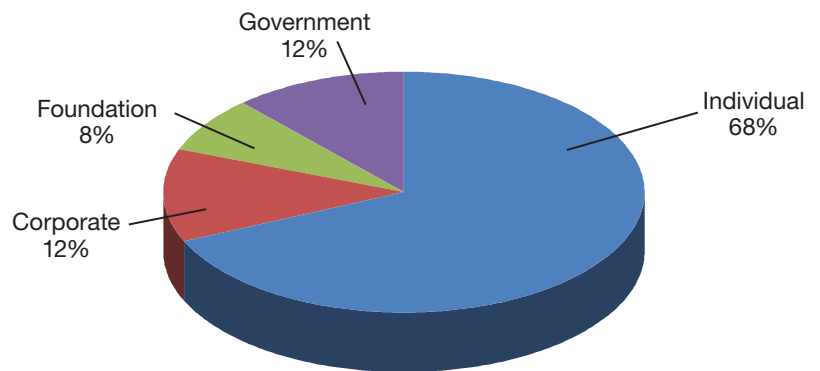
**Planned Gifts:** Planned gifts can take many forms. Members of the Jamestown-Yorktown Foundation, Inc., staff are happy to work with you and your advisers to ensure that your gift meets your goals and the Foundation's needs.

## Fiscal Year 2010 Financial Overview

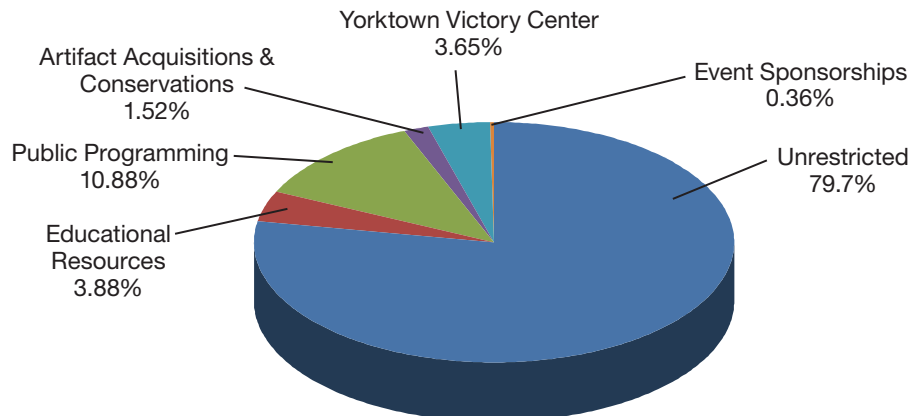
The Jamestown-Yorktown Foundation, Inc., is a 501(c)(3) non-profit organization that pursues private funds to strengthen and maintain museum programs and services, assists with the development of the museum collection, and oversees the endowment.

The Jamestown-Yorktown Foundation, Inc., is audited annually. The audit for the fiscal year ending June 30, 2010, was conducted by the firm of Cherry Beckaert & 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, 2010, 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 of America."

### Commitments Received in FY2010



### Distribution of Funds in FY2010



In FY 2010 (July 1, 2009-June 30, 2010), gifts and grants in support of artifact acquisition and conservation, exhibitions, and educational programs and resources totaled \$1,604,376. The endowment amounted to \$16.6 million as of June 30, 2010.

# 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 2010

The Honorable H. Benson Dendy III, *Chairman*  
Ms. Suzanne O. Flippo, *Vice Chairman*  
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The Honorable M. Kirkland Cox, *Treasurer*

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The Honorable Johnny S. Joannou	

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The Jamestown-Yorktown Foundation, Inc., coordinates private fund development in support of Jamestown-Yorktown Foundation programs and is governed by a Board of Directors.

## Board of Directors During Fiscal Year 2010

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Mr. Harry A. Pearce, *Senior Vice President*  
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## Management

Philip G. Emerson, *Executive Director*  
Laura W. Bailey, *Executive Assistant to the Boards*  
Susan K. Bak, *Senior Director of Marketing & Retail Operations*  
Joseph A. Gutierrez, Jr., *Senior Director of Museum Operations & Education*  
J. Jeffrey Lunsford, *Deputy Executive Director of Administration*  
Carter S. Sonders, *Chief Development Officer*

The Yorktown Victory Center of the Future



Jamestown-Yorktown Foundation, Inc.

Development Office

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