

## Advancement Report

FY24: July 1 to December 31, 2023

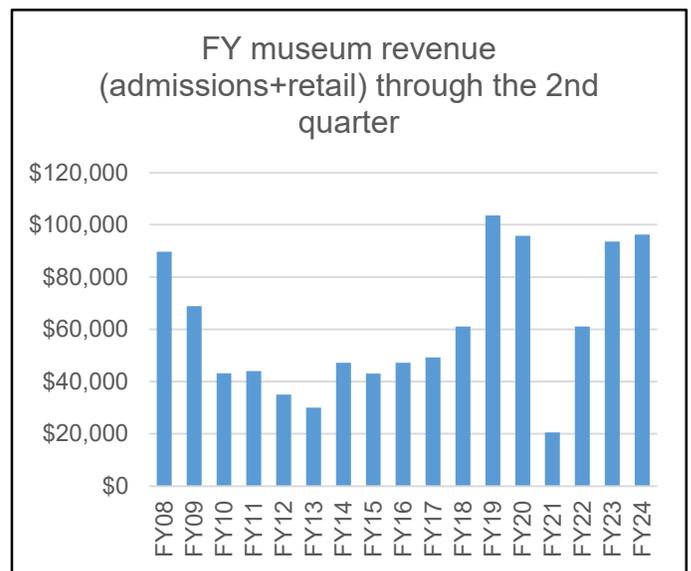
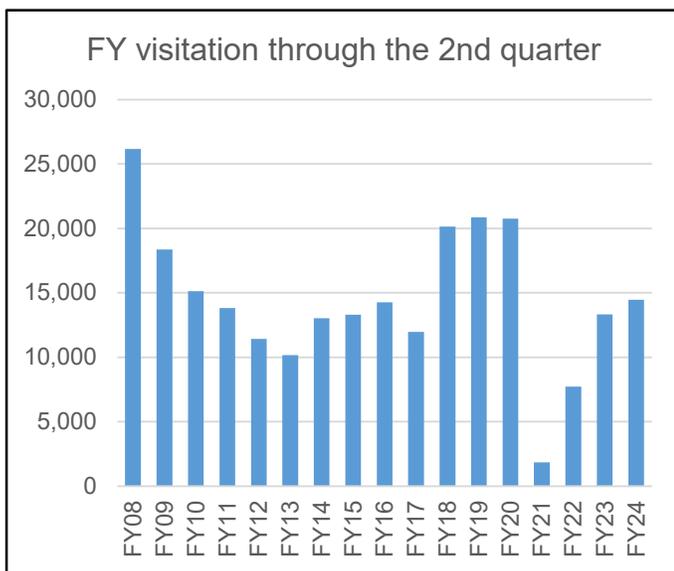
<b><u>EARNED REVENUE</u></b>		
	<i>FY2023</i>	<b>FY2024</b>
VMNH Foundation	\$152,096	\$301,554
Museum	\$95,836	\$99,484
<b>Total earned revenue</b>	<b>\$247,932</b>	<b>\$401,038</b>

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### **HISTORICAL VISITATION & ADMISSIONS+RETAIL REVENUE**

FY24 visitation: 14,466      FY24 admissions: \$55,240      FY24 Museum Store: \$41,081



## EARNED REVENUE DETAILS

### Museum Earned Revenue

	<u>FY2023</u>	<u>FY2024</u>
Admissions	\$55,911	\$55,240
Museum Store	\$37,667	\$41,081
Museum Rental	\$1,525	\$2,637
Publications	\$733	\$526
<b>Advancement 02 Total</b>	<b>\$95,836</b>	<b>\$99,484</b>

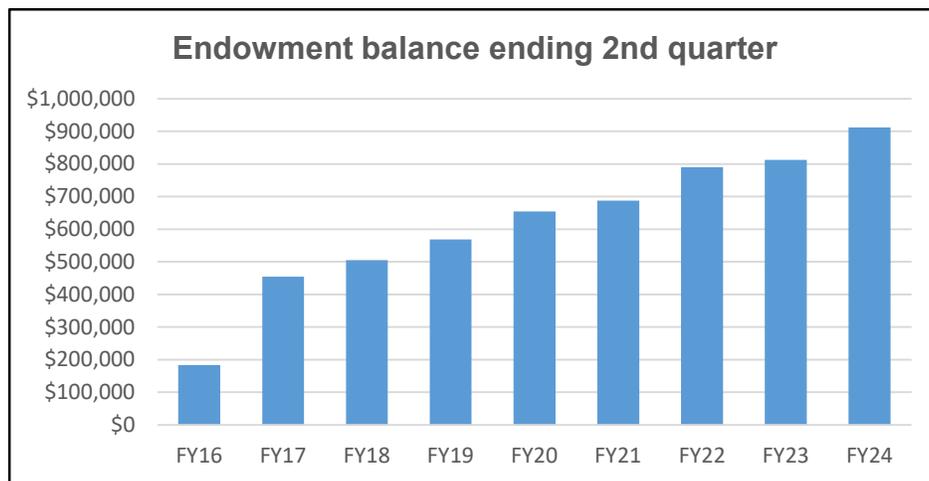
### VMNH Foundation Revenue

	<u>FY2023</u>	<u>FY2024</u>
Memberships/Corp.		
Partnerships	\$15,359	\$16,968
Annual Fund	\$40,869	\$49,596
Research restricted gifts	\$56,193	\$71,285
Education restricted gifts	\$0	\$15,800
Exhibits restricted gifts	\$0	\$0
Other restricted gifts	\$39,675	\$147,905
<b>Total VMNHF revenue</b>	<b>\$152,096</b>	<b>\$301,554</b>

## FUNDRAISING

### Endowment (balance as of December 31)

<u>FY2021</u>	<u>FY2022</u>	<u>FY2023</u>	<u>FY2024</u>
\$688,133	\$789,954	\$812,592	\$912,024



### Memberships (as of December 31)

<u>FY2022</u>	<u>FY2023</u>	<u>FY2024</u>
382	461	551

### Corporate Partnerships: 38

*VMNH Mission: to interpret Virginia's natural heritage within a global context in ways that are relevant to all citizens of the Commonwealth.*

## RECENT & UPCOMING EVENTS

January 20 – Last day of the *Dinosaur Discoveries: Ancient Fossils, New Ideas* exhibit

February 10 – Opening day celebration for the *Masters of the Night: The True Story of Bats* special exhibit (Member, supporter reception February 8)

Sponsored by: **Boxley** **Bassett Furniture**  
**MHC Tourism**  
**Monogram Loves Kids Fdn.**  
**(PENDING) Patterson Trust**

February 16 – VMNH Foundation Board meeting

March 2 – Speakeasy on Starling

April 19-20 – Reptile Festival (Member/Donor reception April 18)

Sponsored by: **Boxley** **Bassett Furniture**  
**(PENDING) Patterson Trust**  
**Monogram Loves Kids Fdn.**

May 2, 2024 – VMNH Teacher Appreciation Event

May 10, 2024 – VMNH Foundation Board meeting

May 18, 2024 – VMNH BOT meeting

June-August 2024 – VMNH Summer Camps

July 26,27, 2024 – Dino Festival

Sponsored by: **Boxley** **Bassett Furniture**  
**MHC Tourism**  
**Monogram Loves Kids Fdn.**  
**(PENDING) Patterson Trust**

## EXHIBITS

Now open – *Stories from Skeletons* in the Hall of Ancient Life

February 11, 2023 to January 20, 2024 – *Dinosaur Discoveries: Ancient Fossils, New Ideas*

Sponsored by: **Patterson Trust** **MHC Tourism**  
**Sovah Health**

February 10, 2024 to January 11, 2025 – *Masters of the Night: The True Story of Bats*

Sponsored by: **Boxley** **Bassett Furniture**  
**MHC Tourism**  
**Monogram Loves Kids Fdn.**  
**(PENDING) Patterson Trust**

## MARKETING

WHSV3 (ABC Affiliate - Harrisonburg)

[New VMNH mobile display coming to Constitution Park](#)

WVIR29 (NBC Affiliate - Charlottesville)

[Waynesboro approves \\$1M to fund future natural history museum](#)

Martinsville Bulletin

[Bonez & Booz Halloween festival returns to VMNH](#)

## DIVERSITY & INCLUSION

### VMNH purchasing

	Minority Business Enterprise (MBE)	Women's Business Enterprise (WBE)	Small Business Enterprise (SBE)
VMNH	10.59%	18.01%	19.08%
Overall Education Secretariat	3.43%	3.41%	18.32%

### VMNH education programs

Male: 50%

Female: 50%

Non-binary: 0%

White: 47%

African American: 37%

Hispanic: 8%

2 or more races: 8%

### Museums for All (MFA) EBT admissions program

<b>MFA as a percentage of total visitation</b>	<b>FY21</b>	<b>FY22</b>	<b>FY23</b>	<b>FY24</b>
1 <sup>st</sup> quarter	2.2%	4.0%	16.5%	16.2%
2 <sup>nd</sup> quarter	3.7%	2.5%	28.6%	20.3%
3 <sup>rd</sup> quarter	12.8%	6.0%	9.5%	
4 <sup>th</sup> quarter	5.2%	8.2%	15.8%	

### Staff demographics

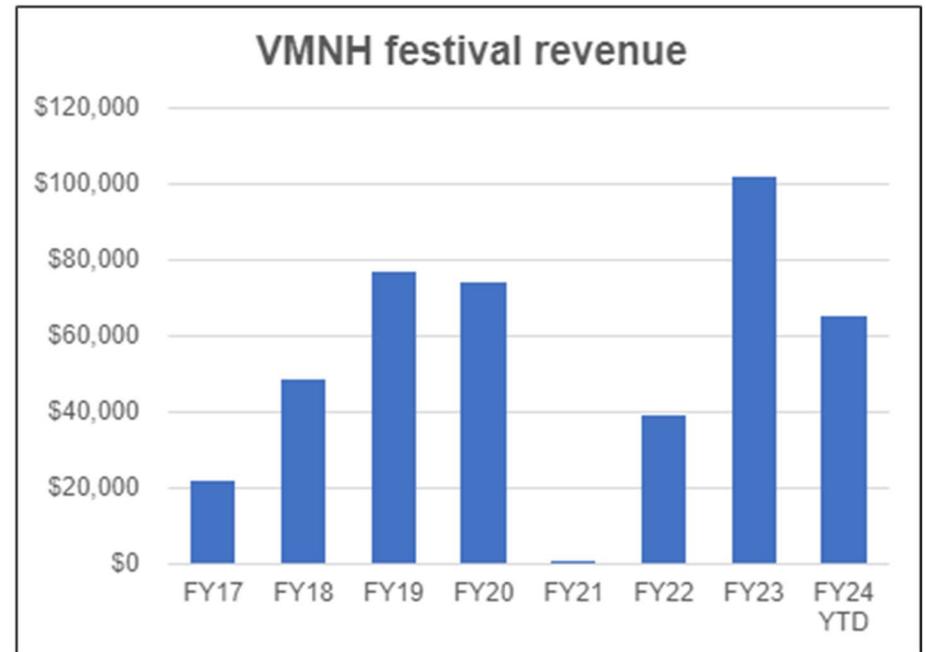
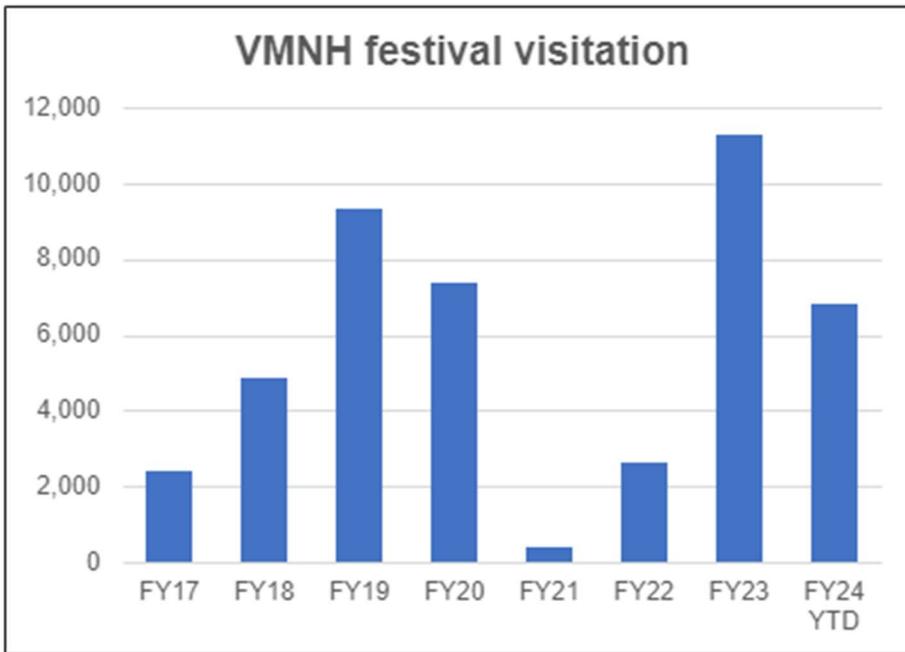
		Female	Male	Black or African American (non- Hispanic or Latino)	White (non- Hispanic or Latino)	Hispanic or Latino	Asian (non- Hispanic or Latino)	Native Hawaiian or other Pacific Islander (non- Hispanic or Latino)	American Indian or Alaska Native (non- Hispanic or Latino)	Two or more races (non- Hispanic or Latino)
Full-time	35	18 (51%)	17 (48%)	4 (11%)	31 (88%)	0	0	0	0	0
Part-time	16	7 (43%)	9 (56%)	4 (25%)	12 (75%)	0	0	0	0	0
All staff	51	25 (49%)	26 (50%)	8 (15%)	43 (84%)	0	0	0	0	0
Staff reporting directly to ED	11	4 (36%)	7 (64%)	1 (1%)	10 (91%)	0	0	0	0	0
Staff in supervisory roles	12	4 (33%)	8 (67%)	1 (8%)	11 (92%)	0	0	0	0	0

**FESTIVAL VISITATION & REVENUE**

*(charts show FY24 YTD compared with past full fiscal years)*

	<b>FY17</b>	<b>FY18</b>	<b>FY19</b>	<b>FY20</b>	<b>FY21</b>	<b>FY22</b>	<b>FY23</b>	<b>FY24 YTD</b>
Visitation	2,401	4,852	9,318	7,361	398	2,629	11,274	6,806
Admissions	\$7,586	\$14,838	\$36,392	\$30,518	\$638	\$11,868	\$44,051	\$24,137
*Museum Store	\$6,005	\$10,792	\$20,783	\$17,197	\$0	\$7,507	\$28,197	\$17,812
Corporate Partnerships	\$6,250	\$19,300	\$14,500	\$21,250	\$0	\$17,108	\$18,000	\$13,500
Membership sales	\$1,706	\$3,421	\$4,349	\$3,031	\$0	\$1,396	\$2,108	\$2,125
Beer Garden sales	\$0	\$0	\$805	\$1,835	\$0	\$1,180	\$2,784	\$2,810
Festival shirts, merch	\$0	\$0	\$0	\$0	\$0	\$0	\$6,810	\$4,775
<b>Total revenue</b>	<b>\$21,547</b>	<b>\$48,351</b>	<b>\$76,829</b>	<b>\$73,831</b>	<b>\$638</b>	<b>\$39,059</b>	<b>\$101,950</b>	<b>\$65,159</b>

*Pre-FY21 included the Museum Store + PALEO Café. FY21 to present is Museum Store only.*



## DEMOGRAPHICS

### Where our visitors came from

Virginia 78% (see map for breakdown among the 10 Virginia Tourism Regions)

Martinsville/Henry County	40%
Danville/Pittsylvania County	6%
Other Virginia	32%
North Carolina	15%
*States other than VA & NC	6%

*\*Includes visitors from 35 states: VA, NC, AL, AZ, CA, CO, DE, DC, FL, GA, IL, IN, IA, KS, KY, LA, MD, MI, MN, MS, MO, MT, NJ, NM, NY, OH, OK, OR, PA, SC, SD, TN, TX, WA, WV, WI, WY*

### Who our visitors are

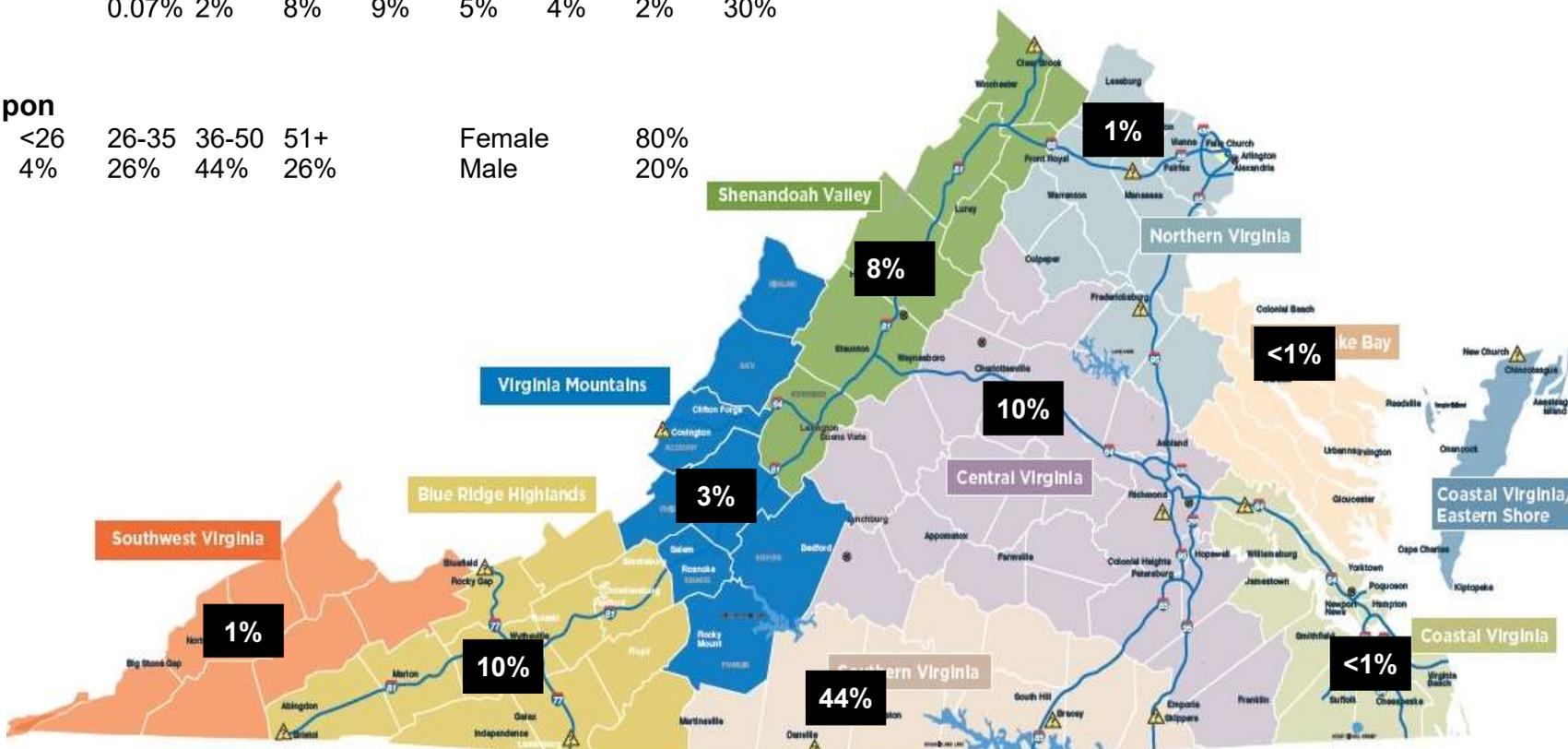
Adults (ages 19-59):	47%
Seniors (ages 60+):	5%
Children (ages 3-18):	30%
Children under 3:	7%
VMNH Members:	11%
Adults (ages 19-59):	6%
Seniors (ages 60+):	<1%
Children (ages 3-18):	4%
Children under 3:	<1%

### Facebook

Age	13-17	18-24	25-34	35-44	45-54	55-64	65+	
Female	0.08%	4%	21%	19%	14%	8%	4%	70%
Male	0.07%	2%	8%	9%	5%	4%	2%	30%

### Groupm

Age	<26	26-35	36-50	51+	Female	Male
	4%	26%	44%	26%	80%	20%



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## SCIENCE FESTIVALS INITIATIVE

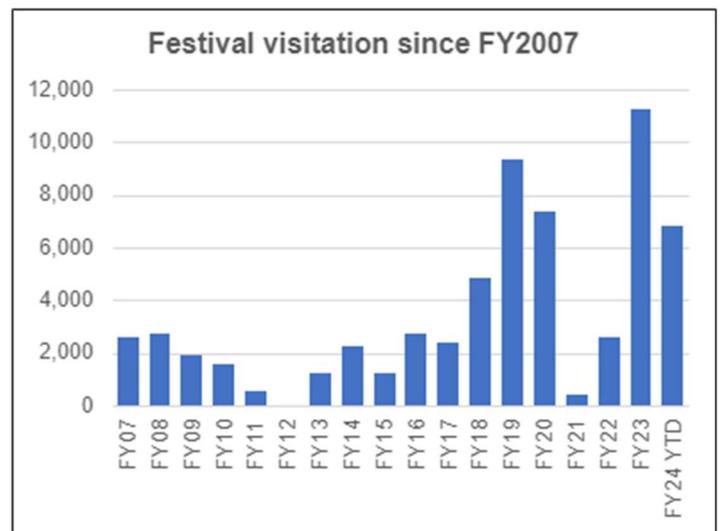
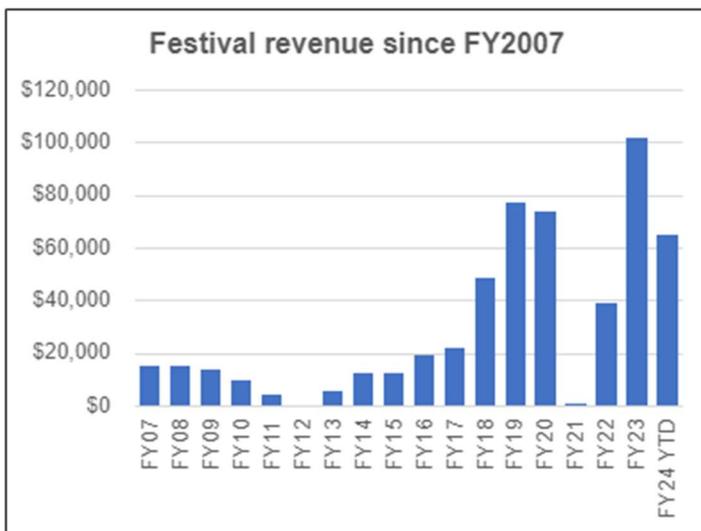
### Background

Launched in 2017 after science festivals were identified as a key tactic for the science outreach strategy at the spring 2017 Board of Trustees retreat. Goals included:

- Increased visitation
- Diversified revenue
- Expanded science outreach
- Growth in memberships, partnerships and donations

### Growth in visitation and revenue

Significant growth in festival visitation and revenue, with post-pandemic numbers surpassing pre-pandemic levels.



### Key investments in philanthropic support

\$427,499 in overall science festival revenue since FY2017, \$109,908 of which has come from grants and partnerships specifically in support of the *Science Festivals Initiative*.

### Corresponding launch and growth of *Museums for All*

The launch of the *Museums for All* program at VMNH also took place in 2017, with 7,862 visitors receiving free or reduced admission to-date through this program.

- Reduced admission from 2017 to 2021, with free admission since spring 2021 thanks to underwriting support from Hooker Furnishings, Carter Bank & Trust, and the Community Foundation Serving Western Virginia.

### Continued growth through strategic collaboration

This transformative 6-year initiative represents a successful collaboration between the VMNH Board of Trustees, the VMNH Foundation, and VMNH staff, with key philanthropic support serving as the catalyst for this program's continued growth and success in 2024 and beyond.

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