

Advancement Report

Marketing, Development, Exhibits, Museum Rental, Special Events, Visitor Services,
Volunteer Management, Publications, Human Resources

FY2022 – July 1, 2021 to June 30, 2022

<u>EARNED REVENUE</u>		
	<i>FY2021</i>	FY2022
VMNH Foundation revenue	\$228,110	\$466,628
VMNH Advancement 02 revenue	\$54,282	\$141,521
Total earned revenue	\$282,392	\$608,149

<u>VISITATION</u>		
	<i>FY2021</i>	<i>FY2022</i>
On-site:	<u>4,603</u>	<u>12,781</u>
Off-site:	<u>37,269</u>	<u>64,978</u>
Total	41,872	77,759

TABLE OF CONTENTS

2. Earned revenue details, fundraising
3. Events, exhibits & marketing
4. Diversity & inclusion
5. Visitor demographics

EARNED REVENUE DETAILS

Earned Revenue

Advancement 02 Revenue (museum earned revenue)

	<u>FY2021</u>	<u>FY2022</u>
Admissions	\$31,541	\$70,621
Museum Store	\$21,711	\$51,214
Museum Rental	\$0	\$2,756
Publications	\$1,030	\$1,930
Exhibit Rental	<u>\$0</u>	<u>\$15,000</u>
Advancement 02 Total	\$54,282	\$141,521

Donations to the VMNH Foundation

	<u>FY2021</u>	<u>FY2022</u>
Memberships/Corp.		
Partnerships	\$26,723	\$39,237
Discovery Fund	\$29,631	\$38,439
Events	\$2,215	\$21,513
Research restricted gifts	\$108,620	\$83,057
Education restricted gifts	\$39,250	\$37,240
Exhibits restricted gifts	\$11,000	\$42,500
Other restricted gifts	\$4,950	\$123,500
VMNH Waynesboro	<u>\$5,721</u>	<u>\$81,142</u>
Total VMNHF revenue	\$228,110	\$466,628

FUNDRAISING

Endowment

<u>FY2020</u>		<u>FY2021</u>		<u>FY2022</u>	
6/30/20	\$618,492	6/30/21	\$752,978	6/30/22	\$802,161

Memberships

<u>FY2020</u>		<u>FY2021</u>		<u>FY2022</u>	
6/30/20	483	6/30/21	319	6/30/22	446

Corporate Partnerships: 37

RECENT & UPCOMING EVENTS

June-July 2022 – VMNH Summer Camps

Sponsored by: **Southwestern Piedmont Master Naturalists**
Sovah Health

June 18, 2022 – Wildlife Festival

Sponsored by: **Patterson Foundation Trust**

July 22-23, 2022 – Dino Festival

Sponsored by: **Patterson Foundation Trust** **Carter Bank & Trust**
Comm. Fdn. Serving Western VA **Bassett Furniture**
Didi Pancake **Sovah Health**

October 29, 2022 – Bonez & Booz

Sponsored by: **Patterson Foundation Trust** **Bassett Furniture**
Sovah Health

EXHIBITS

Now open through September 2022 – VMNH Dinosaur Maze exhibit at the Greenwood Museum in SC

Now open through Jan. 14, 2023 – *Science of Flight* exhibit in the Special Exhibit Hall at VMNH

Feb. 2023 to Jan. 2024 – *Dinosaur Discoveries (AMNH)* exhibit in the Special Exhibit Hall at VMNH

MARKETING

Below is a sampling of national and regional media coverage the museum received during the time period between July 1, 2021 through June 30, 2022.

National Geographic

[Armادillos are expanding further into the U.S.—and why is still a mystery](#)

Washington Post

[A lab in rural Virginia is racing to preserve Ukraine’s cultural heritage](#)

WDBJ 7 (CBS Affiliate - Roanoke)

[The Science of Flight exhibit spreads its wings at the Virginia Museum of Natural History](#)

VICE

[Scientists Have Identified the First ‘True’ Millipede](#)

Groupon (included in Admissions revenue)

<u>FY2020</u>	<u>FY2021</u>	<u>FY2022</u>
\$5,274.51	\$2,280.57	\$3,673.30

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

Diversity and 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	Female	Minority
Homeschool Science and Engineering Academy	55%	45%	14%

Museums for All (MFA) EBT admissions program

MFA as a percentage of overall visitation	FY2020	FY2021	FY2022
1 st quarter	1.3%	2.2%	4%
2 nd quarter	1.4%	3.7%	2.5%
3 rd quarter	0.2%	12.8%	6%
4 th quarter	<i>COVID closure</i>	5.2%	8.2%

VMNH staffing

	Total	Men	Women	Minority
Full-time	33	17 (52%)	16 (48%)	3 (9%)
Part-time	13	7 (54%)	6 (46%)	4 (31%)
All staff	46	22 (54%)	19 (46%)	7 (17%)
Staff reporting directly to ED	9	7 (78%)	2 (22%)	1 (11%)
Staff in supervisory roles (counting ED)	10	8 (80%)	2 (20%)	1 (10%)

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DEMOGRAPHICS

Where our visitors came from

Virginia	69%	(see map for breakdown among the 10 Virginia Tourism Regions)
Martinsville/Henry County	29%	
Danville/Pittsylvania County	8%	
Other Virginia	34%	
North Carolina	17%	
States other than VA & NC	12%	

Who our visitors are

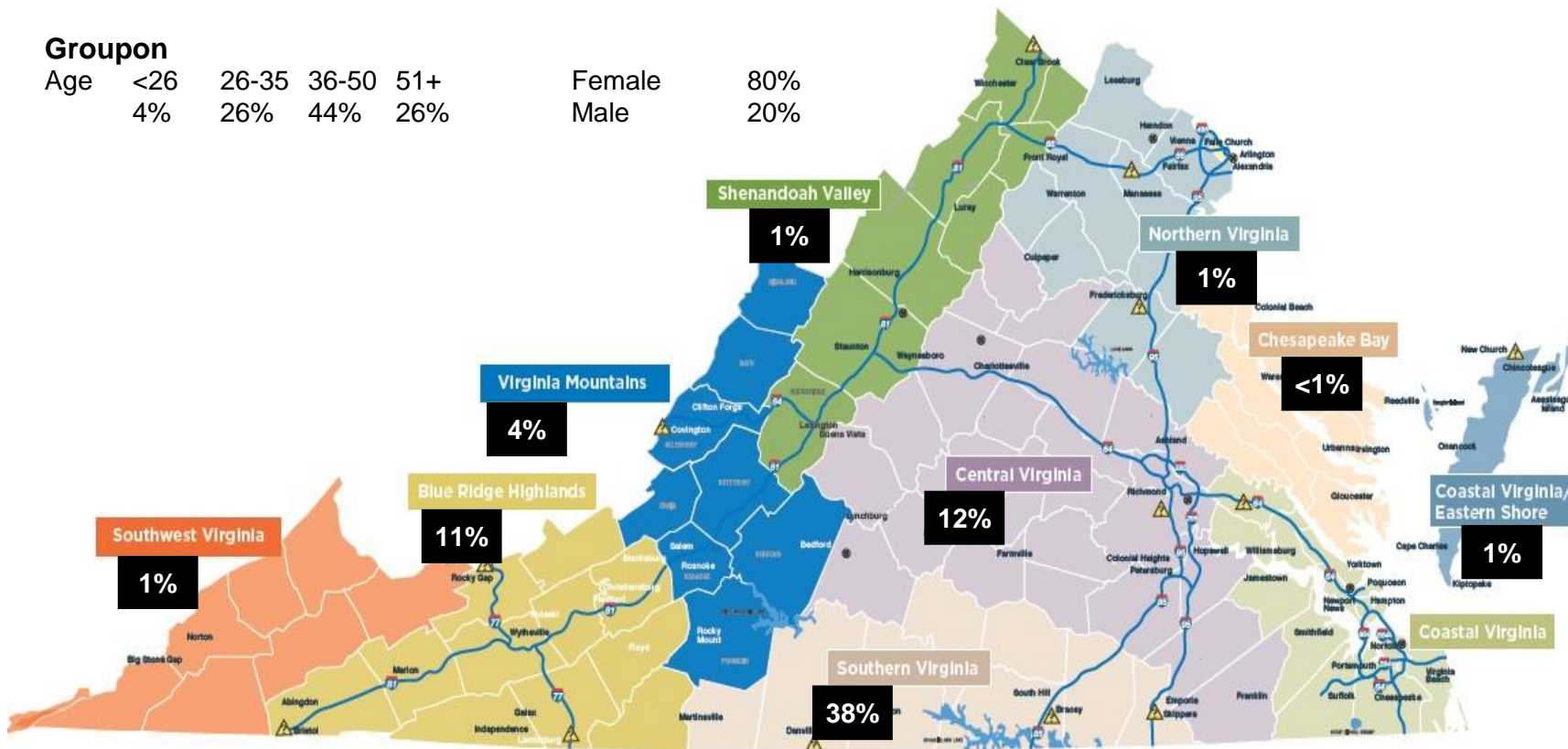
Adults (ages 19-59):	47%
Seniors (ages 60+):	5%
Children (ages 3-18):	30%
Children under 3:	7%
VMNH Members:	11%
Adults (ages 19-59):	6%
Seniors (ages 60+):	<1%
Children (ages 3-18):	4%
Children under 3:	<1%

Facebook

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

Groupon

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



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