

Advancement notes FY23

Outstanding invoices (normal museum operations)

- VMNH Foundation donations are strong again this year, with \$110,483 in already approved gifts not reflected in the FY23 total due to invoice timing (\$42,083 in outstanding CHML invoices; \$8,400 outstanding IMLS invoice; \$10,000 outstanding Boxley invoice; \$50,000 in TRRC funds coming in this fall). These will all hit the books in FY24.

Visitation

- 26,939 at-the-museum visitation in FY23
- As always, this total includes all at-the-museum visitors, including general visitors, members, school group participants, outside rental event attendees.
- Outreach education numbers (DEPP) and off-site people served numbers (DEPP, R&C, etc.) are reported on outside the general visitation total on specific departmental reports.
- Overall visitation is not yet at pre-pandemic levels, but 154% average annual growth post-pandemic.
- Further comprehensive growth targeted in FY24

Continued endowment growth (page 2)

- In FY22 we had \$100,000 in Endowment gifts, with \$24,511 in FY23. These are of course cyclical by nature, with today's work paying off in future years/decades. Marie C. Thomson's \$112,636 in Endowment gifts came about thanks in part to Gael Chaney's early museum involvement and informal ambassador role (Gael and Marie attended the same church).

Museums for All growth

- Strong 4th quarter *Museums for All* numbers highlighted on page 4 driven by strong turnout at Reptile Festival.

Groupon revenue growth

- 40% average annual growth rate post-pandemic
- Groupon sales have served as a "canary in the coalmine" for festival success, with strong pre-festival Groupon sales often resulting in strong festival turnout (folks purchase Groupons for use at festivals).

Record festival visitation and revenue in FY23 (page 5)

- Record festival visitation and revenue highlighted on page 5.
- Leveraging of science festivals as fundraising mechanisms
 - Science festivals are the most successful fundraising events.
 - Science festivals serve as attractive menu options for Corporate Partners.
 - Staff resources spent planning and implementing festivals provide high returns in people served, revenue generated, and achievement of mission.