

Advancement Report

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

FY2022 – July 1 to December 31, 2021

<u>EARNED REVENUE</u>		
	<i>FY2021</i>	FY2022
VMNH Foundation revenue	<i>\$181,409</i>	\$238,402
VMNH Advancement 02 revenue	<i>\$20,585</i>	\$62,742
Total earned revenue	<i>\$201,994</i>	\$301,144

<u>VISITATION</u>		
	<i>FY2021</i>	<i>FY2022</i>
On-site:	<i>1,841</i>	<i>6,933</i>
Off-site:	<i>23,015</i>	<i>36,643</i>
Total	<i>24,856</i>	43,576

TABLE OF CONTENTS

2. Earned revenue details
Fundraising
3. Recent & upcoming events
Exhibits
Marketing
4. Diversity & inclusion
5. Demographics

EARNED REVENUE DETAILS

Earned Revenue

Advancement 02 Revenue (museum earned revenue)

	<u>FY2021</u>	<u>FY2022</u>
Admissions	\$12,288	\$37,302
Museum Store	\$8,297	\$23,825
Museum Rental	\$0	\$0
Publications	\$0	\$1,615
Exhibit Rental	<u>\$0</u>	<u>\$0</u>
Advancement 02 Total	\$20,585	\$62,742

Donations to the VMNH Foundation

	<u>FY2021</u>	<u>FY2022</u>
Memberships/Corp.		
Partnerships	\$12,455	\$28,892
Discovery Fund	\$21,688	\$38,734
Events	\$6,225	\$2,000
Research restricted gifts	\$107,620	\$27,435
Education restricted gifts	\$20,250	\$17,000
Exhibits restricted gifts	\$6,000	\$25,000
Other restricted gifts	\$1,450	\$23,500
VMNH Waynesboro	<u>\$5,721</u>	<u>\$75,841</u>
Total VMNHF revenue	\$181,409	\$238,402

FUNDRAISING

Endowment

<u>FY2020</u>		<u>FY2021</u>		<u>FY2022</u>	
12/31/19	\$654,830	12/31/20	\$688,133	12/31/21	\$789,954

Memberships

<u>FY2020</u>		<u>FY2021</u>		<u>FY2022</u>	
12/31/19	566	12/31/20	326	12/31/21	382

Corporate Partnerships: 38

RECENT & UPCOMING EVENTS

October 15-16 – Dragon Festival at VMNH

Sponsored by: **Helen S. & Charles G. Patterson Jr. Charitable Foundation Trust**

January 20 – Members/donors reception for the *Science of Flight* exhibit

January 22 – Flight Festival, celebrating opening day of the *Science of Flight* exhibit

Sponsored by: **Carter Bank & Trust**
Helen S. & Charles G. Patterson Jr. Charitable Foundation Trust
Bassett Furniture
United Way of Henry County & Martinsville
Harvest Foundation

March 24, 2022 – 34th annual Thomas Jefferson Awards @ VMNH

Sponsored by: **Bassett Furniture**

EXHIBITS

Now open – *Lepidoptera* exhibit in the Lecture Hall Corridor at VMNH

Now open – *Stories from Skeletons* exhibit in the HAL column cases at VMNH

Opening January 22, 2022 – *Science of Flight* exhibit in the Special Exhibit Hall at VMNH

MARKETING

The museum received coverage on a wide variety of media outlets nationally and throughout Virginia, including:

WSLS10 (NBC Affiliate - Roanoke)

[Get an inside look at the Virginia Museum of Natural History](#)

VICE

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

WVTF (NPR)

[Armadillos are making their way into Southwest Virginia](#)

Smithsonian Magazine

[The Oldest Airborne Vertebrate Animal Was a Reptile With ‘Weird’ Wings](#)

Groupon

Current Groupon promotion produced the below revenue (included in Admissions total) during the first 2 quarters (July 1 to December 31) of the fiscal year. While revenue decreased in FY21 due to the pandemic, sales have trended upward in recent months.

<u>FY2020</u>	<u>FY2021</u>	<u>FY2022</u>
\$3,904	\$765	\$1,929

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	58%	42%	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%	
4 th quarter	<i>COVID closure</i>	5.2%	

VMNH staffing

	Total	Men	Women	Minority
Full-time	29	14 (48%)	15 (52%)	3 (10%)
Part-time	11	7 (64%)	4 (36%)	4 (36%)
All staff	40	21 (52%)	19 (48%)	7 (18%)
Staff reporting directly to ED	10	7 (70%)	3 (30%)	1 (10%)
Staff in supervisory roles (counting ED)	10	8 (80%)	2 (20%)	1 (10%)

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

DEMOGRAPHICS

Where our visitors came from

Virginia	69%	(see map for breakdown among the 10 Virginia Tourism Regions)
Martinsville/Henry County	26%	
Danville/Pittsylvania County	8%	
Other Virginia	35%	
North Carolina	20%	
States other than VA & NC	11%	

Who our visitors are

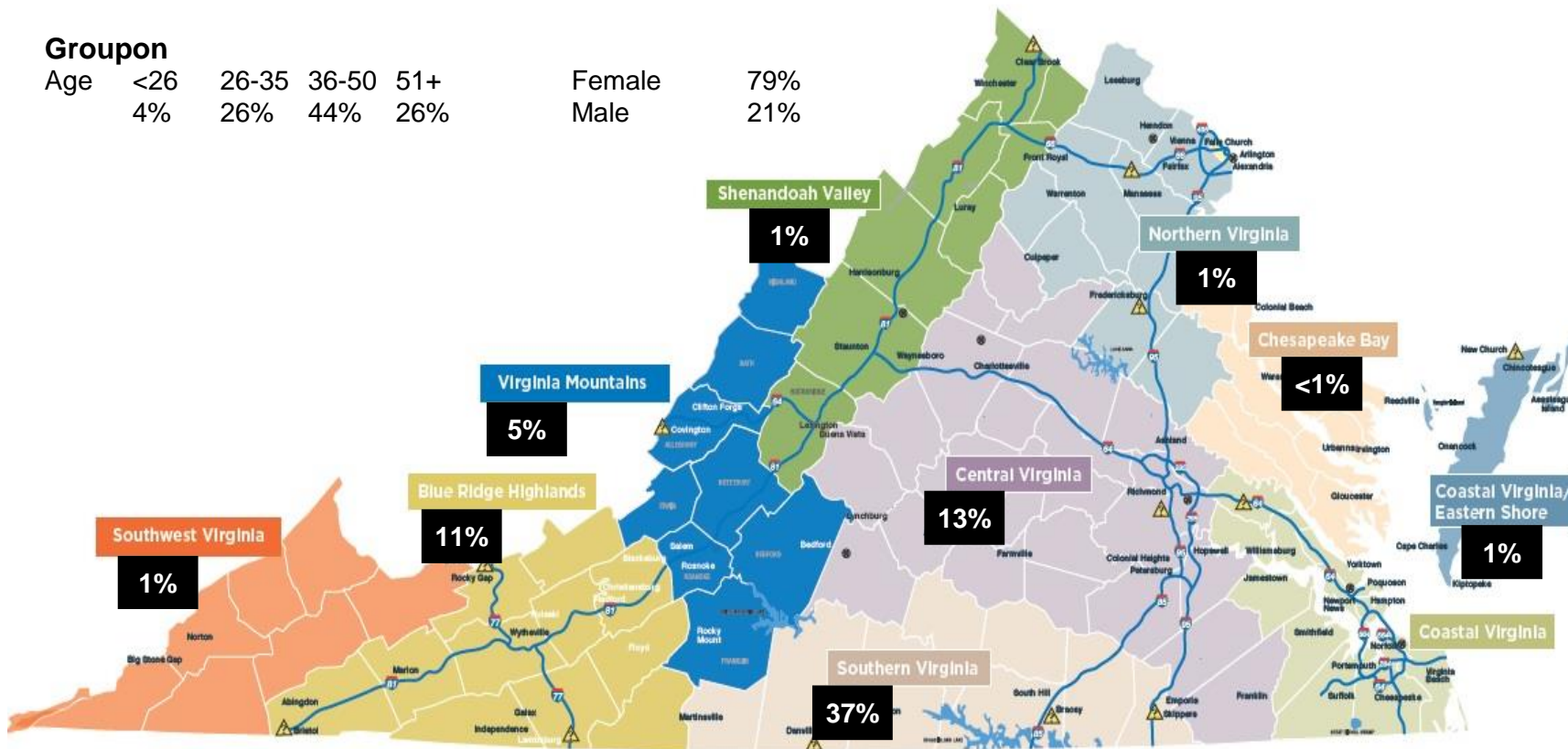
Adults (ages 19-59):	46%
Seniors (ages 60+):	6%
Children (ages 3-18):	29%
Children under 3:	7%
VMNH Members:	12%
Adults (ages 19-59):	7%
Seniors (ages 60+):	<1%
Children (ages 3-18):	4%
Children under 3:	<1%

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	79%
	4%	26%	44%	26%	Male	21%



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