

Advancement Report

Marketing, Development, Exhibits, Museum Rental, Special Events, Visitor Services,
Volunteer Management, Publications, Human Resources
FY2022 – July 1, 2021 to March 31, 2022

<u>EARNED REVENUE</u>		
	<i>FY2021</i>	FY2022
VMNH Foundation revenue	\$196,762	\$265,023
VMNH Advancement 02 revenue	\$32,004	\$90,610
Total earned revenue	\$228,766	\$355,633

<u>VISITATION</u>		
	<i>FY2021</i>	<i>FY2022</i>
On-site:	2,770	9,611
Off-site:	25,515	41,591
Total	28,285	51,202

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EARNED REVENUE DETAILS

Earned Revenue

Advancement 02 Revenue (museum earned revenue)

	<u>FY2021</u>	<u>FY2022</u>
Admissions	\$18,917	\$52,753
Museum Store	\$13,087	\$34,919
Museum Rental	\$0	\$0
Publications	\$0	\$1,738
Exhibit Rental	<u>\$0</u>	<u>\$1,200</u>
Advancement 02 Total	\$32,004	\$90,610

Donations to the VMNH Foundation

	<u>FY2021</u>	<u>FY2022</u>
Memberships/Corp.		
Partnerships	\$16,993	\$34,557
Discovery Fund	\$24,724	\$38,010
Events	\$6,225	\$9,640
Research restricted gifts	\$107,620	\$37,285
Education restricted gifts	\$30,250	\$17,240
Exhibits restricted gifts	\$6,000	\$28,700
Other restricted gifts	\$4,950	\$23,500
VMNH Waynesboro	<u>\$1,721</u>	<u>\$76,091</u>
Total VMNHF revenue	\$198,483	\$265,023

FUNDRAISING

Endowment

<u>FY2020</u>		<u>FY2021</u>		<u>FY2022</u>	
3/31/20	\$566,410	3/31/21	\$722,012	3/31/22	\$769,984

Memberships

<u>FY2020</u>		<u>FY2021</u>		<u>FY2022</u>	
3/31/20	525	3/31/21	290	3/31/21	396

Corporate Partnerships: 38

RECENT & UPCOMING EVENTS

January 22 – Flight Festival, celebrating opening day of the *Science of Flight* exhibit
 Sponsored by: **Patterson Foundation Trust** **Carter Bank & Trust**
United Way of MHC **Bassett Furniture Industries**
Harvest Foundation

March 24, 2022 – 34th annual Thomas Jefferson Awards @ VMNH
 Sponsored by: **Bassett Furniture Industries** **Sovah Health**

April 23, 2022 – Grapes & Grains gala
 Sponsored by: **Danville Distributing Co.** **Everything Outdoors**
Bassett Furniture Industries **The Lester Group**
Janet Ashby **S&K Office Products, Inc.**
King’s Grant **Carter Bank & Trust**
Linda and Roscoe Reynolds **Daniel, Medley & Kirby, P.C.**
Dr. Joe Keiper **VMNH Curators**
Bankers Insurance

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 Industries**
Didi Pancake **Sovah Health**

EXHIBITS

Now open through Jan. 14, 2023 – *Science of Flight* exhibit in the Special Exhibit Hall at VMNH
Feb. 2023 to Jan. 2024 – *Dinosaur Discoveries* exhibit in the Special Exhibit Hall at VMNH

MARKETING

Below is a sample of statewide and national news coverage:

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

PBS NewsHour (National) - [Ukraine’s cultural sites under threat from Russia’s invasion](#)

WDBJ 7 (CBS Affiliate - Roanoke Media Market) - [“The Science of Flight” exhibit spreads its wings at the Virginia Museum of Natural History](#)

WSET 13 (ABC Affiliate - Lynchburg Media Market) - [Voting underway to select Virginia’s top endangered artifact](#)

Groupon (through March 31)

<u>FY2019</u>	<u>FY2020</u>	<u>FY2021</u>	<u>FY2022</u>
\$5,391	\$5,256	\$1,100	\$2,732

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%	

VMNH staffing

	Total	Men	Women	Minority
Full-time	30	15 (50%)	15 (50%)	3 (10%)
Part-time	11	7 (64%)	4 (36%)	4 (36%)
All staff	41	22 (54%)	19 (46%)	7 (17%)
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%)

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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	27%	
Danville/Pittsylvania County	7%	
Other Virginia	35%	
North Carolina	20%	
States other than VA & NC	11%	

Who our visitors are

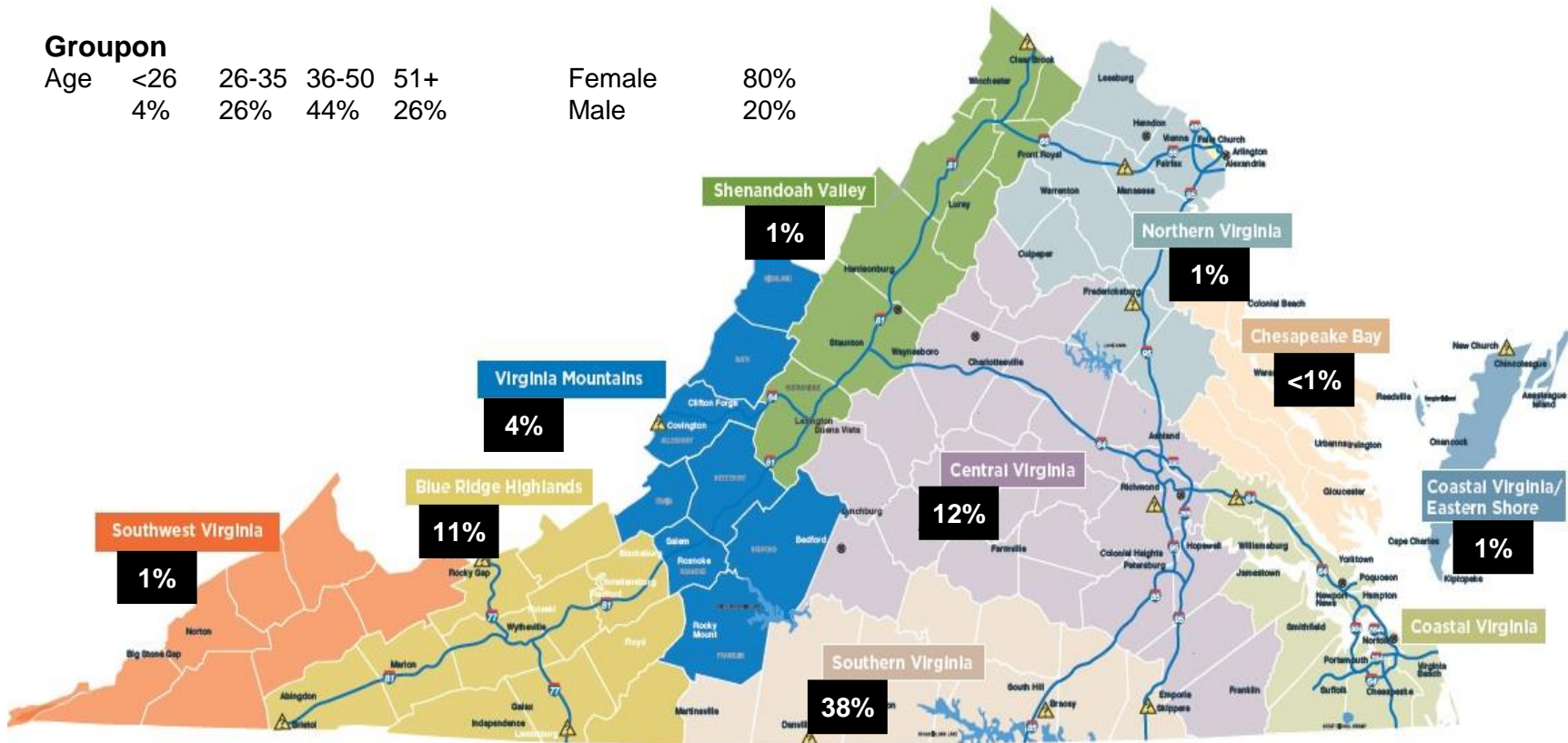
Adults (ages 19-59):	47%
Seniors (ages 60+):	5%
Children (ages 3-18):	30%
Children under 3:	7%
VMNH Members:	11%
Adults (ages 19-59):	6%
Seniors (ages 60+):	<1%
Children (ages 3-18):	4%
Children under 3:	<1%

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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