

Advancement Report

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

FY2022 – July 1 to September 30, 2021

<u>EARNED REVENUE</u>		
	<i>FY2021</i>	FY2022
VMNH Foundation revenue	\$139,726	\$48,519
VMNH Advancement 02 revenue	\$13,053	\$34,828
Total earned revenue	\$152,779	\$83,347

<u>VISITATION</u>		
	<u><i>FY2021</i></u>	<u><i>FY2022</i></u>
On-site:	1,181	3,919
Off-site:	4,316	6,492
Total	5,497	41,872

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EARNED REVENUE DETAILS

Earned Revenue

Advancement 02 Revenue (museum earned revenue)

	<u>FY2021</u>	<u>FY2022</u>
Admissions	\$7,562	\$20,760
Museum Store	\$5,491	\$13,860
Museum Rental	\$0	\$0
Publications	\$0	\$208
Exhibit Rental	<u>\$0</u>	<u>\$0</u>
Advancement 02 Total	\$13,053	\$34,828

Donations to the VMNH Foundation

	<u>FY2021</u>	<u>FY2022</u>
Memberships/Corp.		
Partnerships	\$3,065	\$11,590
Discovery Fund	\$2,316	\$8,129
Events	\$6,225	\$0
Research restricted gifts	\$107,620	\$0
Education restricted gifts	\$20,250	\$7,000
Exhibits restricted gifts	\$0	\$0
Other restricted gifts	<u>\$250</u>	<u>\$21,800</u>
Total VMNH revenue	\$139,726	\$48,519

FUNDRAISING

Endowment

<u>FY2020</u>		<u>FY2021</u>		<u>FY2022</u>	
9/30/19	\$627,097	9/30/20	\$644,609	9/30/21	\$745,191

Memberships

<u>FY2020</u>		<u>FY2021</u>		<u>FY2022</u>	
9/30/19	584	9/30/20	382	9/30/21	381

Corporate Partnerships: 49

Recent grants and partnerships:

\$7,000 – Siemens: support for STEM education programming

\$10,000 – Monogram Loves Kids Foundation: scholarship support for virtual and in-person education programming

\$20,000 – Patterson Foundation: support for the *VMNH Science Outreach Initiative* (science festivals, exhibits throughout 2021-2022)

\$2,500 – Hooker Furnishings: scholarships for underserved schools + underwriting of remaining admissions charge for Museums For All participants

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RECENT & UPCOMING EVENTS

Summer 2021 – VMNH Summer Camps

July 4 – 4th of July Celebration at VMNH

Sponsored by: **Hooker Furnishings**
Bassett Furniture

July 22 – Opening reception for *Lepidoptera* exhibit

July 24 – Bug Festival + public opening of the *Lepidoptera* exhibit

October 15-16 – Dragon Festival at VMNH

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

EXHIBITS

Open to November 6 – *Wild About Cats* exhibit in the Special Exhibit Gallery

January 20, 2022 – *Science of Flight* opening reception, 5:30 to 7 p.m.

January 22 to November 12, 2022 – *Science of Flight* exhibit in the Special Exhibit Gallery

MARKETING

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

WFXR (Fox Affiliate - Roanoke)

[Virginia Museum of Natural History hosts Bug Day 2021](#)

WTVR (CBS Affiliate - Richmond)

[How Henrico man discovered a creek bed that could produce Virginia's first dinosaur bones](#)

MSN (via The News Leader - Staunton)

[Waynesboro library becomes mini Jurassic Park with dinosaur display](#)

The Henry County Enterprise (Henry County / Martinsville)

[New technology reveals archaeological treasures](#)

Groupon (included in Admissions revenue)

<u>FY2020</u>	<u>FY2021</u>	<u>FY2022</u>
\$6,596.21	\$438.06	\$1,264.26

Diversity and Inclusion

VMNH purchasing

	Minority Business Enterprise (MBE)	Women's Business Enterprise (WBE)	Small Business Enterprise (SBE)
VMNH	___%	___%	___%
Overall Education Secretariat	___%	___%	___%

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

MFA as a percentage of overall visitation

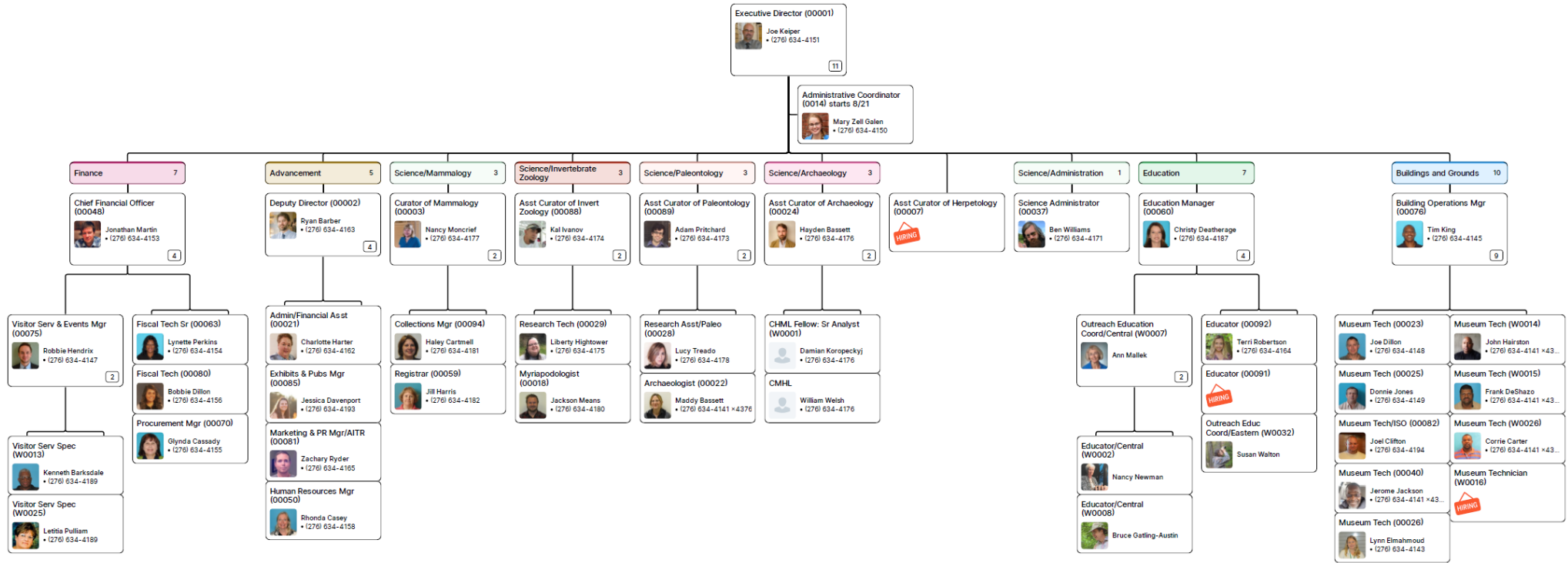
	FY20	FY21	FY22
1 st quarter	.03%	2%	4%

VMNH staff

		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	31	16 (52%)	15 (48%)	3 (10%)	28 (90%)	0	0	0	0	0
Part-time	10	4 (40%)	6 (60%)	4 (40%)	6 (60%)	0	0	0	0	0
All staff	41	20 (49%)	21 (51%)	7 (17%)	34 (83%)	0	0	0	0	0
Staff reporting directly to ED	10	3 (30%)	7 (70%)	1 (10%)	9 (90%)	0	0	0	0	0
Staff in supervisory roles	9	2 (22%)	7 (78%)	1 (11%)	8 (89%)	0	0	0	0	0

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VMNH ORGANIZATIONAL CHART



VISITOR SURVEY

How did you hear about the Museum? (please check all that apply)

Facebook/social media	30.77%
Email	0.00%
VMNH website	7.69%
Television	0.00%
Martinsville Bulletin	0.00%
Postcard/flyer	0.00%
Other _____	61.54%

What area(s) of the museum most interest you? (please check all that apply)

Scientific research & collections	28.57%
Education	28.57%
Exhibits	42.86%

Are you currently a VMNH Member?

Yes	8.33%
No	91.67%
I used to be a VMNH Member, but my membership expired in _____	0.00%

Race & Ethnicity

Hispanic or Latino	7.14%
White (Non Hispanic or Latino)	64.29%
Black or African American (Non Hispanic or Latino)	14.29%
Asian (Non Hispanic or Latino)	7.14%
Native Hawaiian or Other Pacific Islander (Non Hispanic or Latino)	0.00%
American Indian or Alaska Native (Non Hispanic or Latino)	7.14%
Two or More Races (Non Hispanic or Latino)	0.00%

Age

Under 18	28.57%
18-24	21.43%
25-34	14.29%
35-44	14.29%
45-54	0.00%
55-64	14.29%
65+	7.14%

Gender

Male	25.00%
Female	75.00%
Non-binary	0.00%
Prefer not to disclose	0.00%
Prefer to self identify _____	0.00%

Please rank your overall satisfaction with the below exhibit areas: Average satisfaction rating (1=least satisfied, 5=most satisfied)

VMNH Lobby & Museum Store	5.00
Harvest Foundation Hall of Ancient Life	4.90
Uncovering Virginia	5.00
How Nature Works: Rocks/Life	4.70
Hahn Hall of Biodiversity	4.56
Wild About Cats (special exhibit)	4.90
Fossil Overlook (upper level)	4.44
Suzanne M. Lacy Education Center (lower level)	4.44

DEMOGRAPHICS

Where our visitors came from

Virginia	69%	(see map for breakdown among the 10 Virginia Tourism Regions)
Martinsville/Henry County	23%	
Danville/Pittsylvania County	8%	
Other Virginia	38%	
North Carolina	19%	
States other than VA & NC	12%	

Who our visitors are

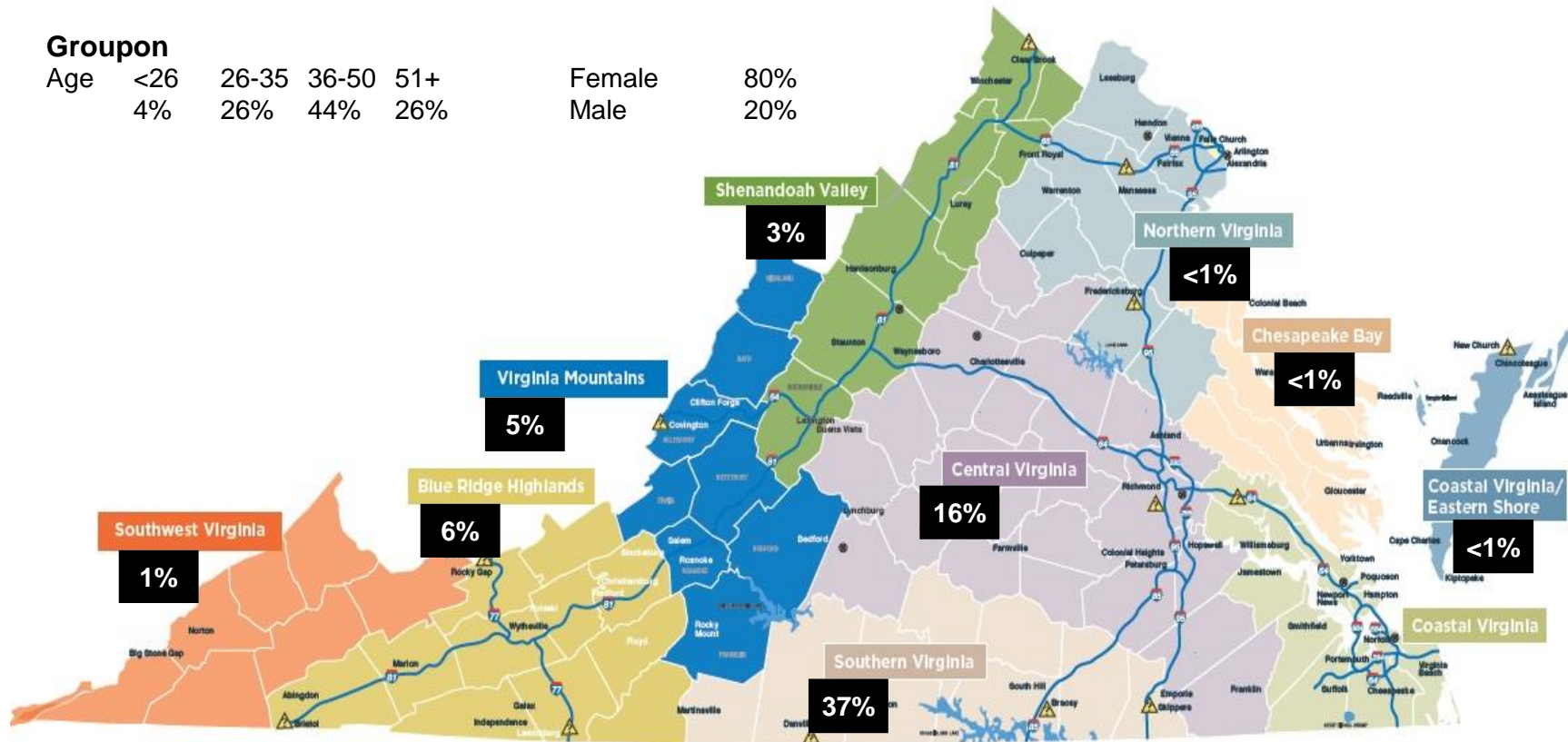
Adults (ages 19-59):	42%
Seniors (ages 60+):	11%
Children (ages 3-18):	33%
Children under 3:	5%
VMNH Members:	9%
Adults (ages 19-59):	5%
Seniors (ages 60+):	<1%
Children (ages 3-18):	3%
Children under 3:	<1%

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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