

Advancement Report

1st quarter of FY24: July 1 to September 30, 2023

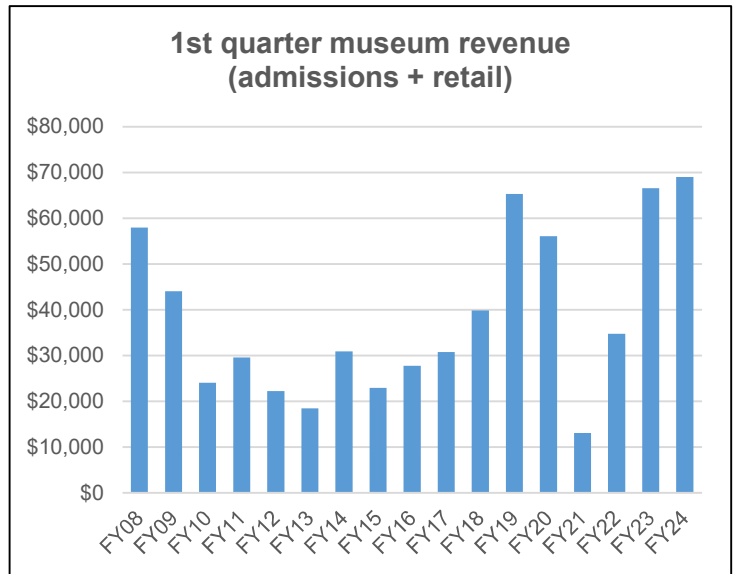
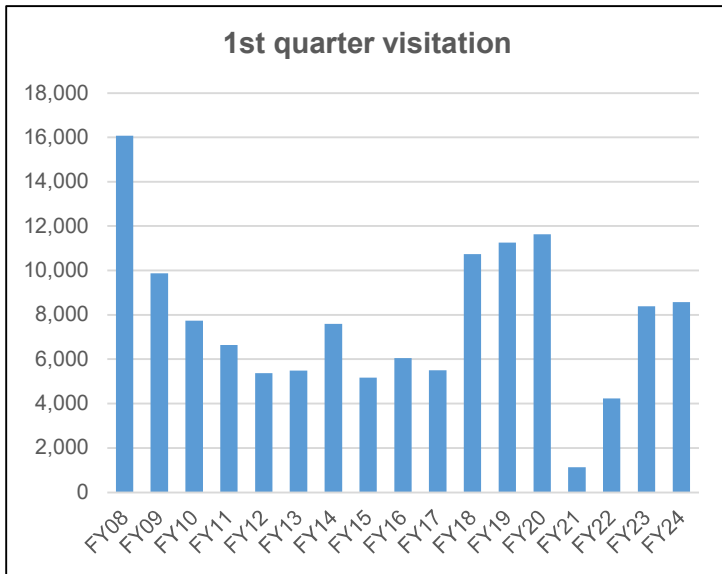
<u>EARNED REVENUE</u>		
	<i>FY2023</i>	FY2024
VMNH Foundation	\$97,401	\$206,527
Museum	\$67,719	\$70,852
Total earned revenue	\$165,120	\$277,379

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HISTORICAL VISITATION & ADMISSIONS+RETAIL REVENUE

FY24 visitation: 8,566 FY24 admissions: \$36,639 FY24 Museum Store: \$32,353



EARNED REVENUE DETAILS

Museum Earned Revenue

	<u>FY2023</u>	<u>FY2024</u>
Admissions	\$38,344	\$36,639
Museum Store	\$28,171	\$32,353
Museum Rental	\$963	\$1,600
Publications	\$241	\$260
Exhibit Rental	<u>\$0</u>	<u>\$0</u>
Advancement 02 Total	\$67,719	\$70,852

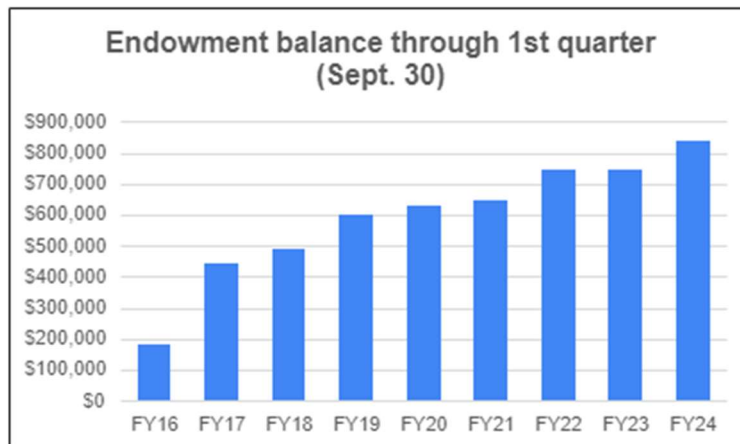
VMNH Foundation Revenue

	<u>FY2023</u>	<u>FY2024</u>
Memberships/Corp.		
Partnerships	\$5,510	\$9,519
Annual Fund	\$10,948	\$12,812
Research restricted gifts	\$55,943	\$50,966
Education restricted gifts	\$0	\$10,000
Exhibits restricted gifts	\$0	\$0
Other restricted gifts	<u>\$25,000</u>	<u>\$123,230</u>
Total VMNHF revenue	\$97,401	\$206,527

FUNDRAISING

Endowment (balance as of September 30)

<u>FY2021</u>	<u>FY2022</u>	<u>FY2023</u>	<u>FY2024</u>
\$644,609	\$745,191	\$743,248	\$836,615



Memberships (as of September 30)

<u>FY2022</u>	<u>FY2023</u>	<u>FY2024</u>
381	459	604

Corporate Partnerships: 38

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

RECENT & UPCOMING EVENTS

July 21-22 – Dino Festival (Member, supporter reception July 20)

Sponsored by: **Patterson Trust** **Carter Bank & Trust**
Sovah Health **Bassett Furniture**
Martinsville First Savings Bank

October 28 – Bonez & Booz (Member, supporter reception October 27)

Sponsored by: **Patterson Trust** **Bassett Furniture**
Carter Bank & Trust **Sovah Health**

December 2023 (specific date TBD) – MHC Chamber Business After Hours at VMNH_

December 8 – A Night at the Museum with Santa

January 20, 2024 – Last day of the *Dinosaur Discoveries: Ancient Fossils, New Ideas* exhibit

February 10, 2024 – Opening day celebration for the *Masters of the Night: The True Story of Bats* special exhibit (Member, supporter reception February 8)

Sponsored by: **Boxley** **Bassett Furniture**
Monogram Loves Kids Fdn. **(PENDING) Patterson Trust**

EXHIBITS

February 11, 2023 to January 20, 2024 – *Dinosaur Discoveries: Ancient Fossils, New Ideas*

Sponsored by: **Patterson Trust** **MHC Tourism**
Sovah Health

February 10, 2024 to January 11, 2025 – *Masters of the Night: The True Story of Bats*

MARKETING

WFXR (FOX Affiliate - Roanoke)

[VA Museum of Natural History gifted \\$10k for educational programs](#)

WSET13 (ABC Affiliate - Lynchburg)

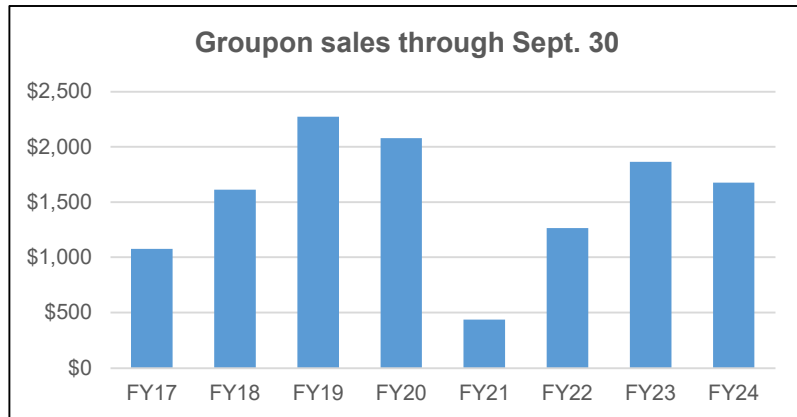
[Take a step back in time at the Virginia Museum of Natural History](#)

Cardinal News (News Website - Southwest Virginia)

[Reptile festival slithers into Martinsville](#)

Groupon (through September 30)

FY17	\$1,078
FY18	\$1,611
FY19	\$2,273
FY20	\$2,078
FY21	\$438
FY22	\$1,264
FY23	\$1,863
FY24	\$1,677



DIVERSITY & 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: 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 total visitation	FY21	FY22	FY23	FY24
1 st quarter	2.2%	4.0%	16.5%	16.2%
2 nd quarter	3.7%	2.5%	28.6%	
3 rd quarter	12.8%	6.0%	9.5%	
4 th quarter	5.2%	8.2%	15.8%	

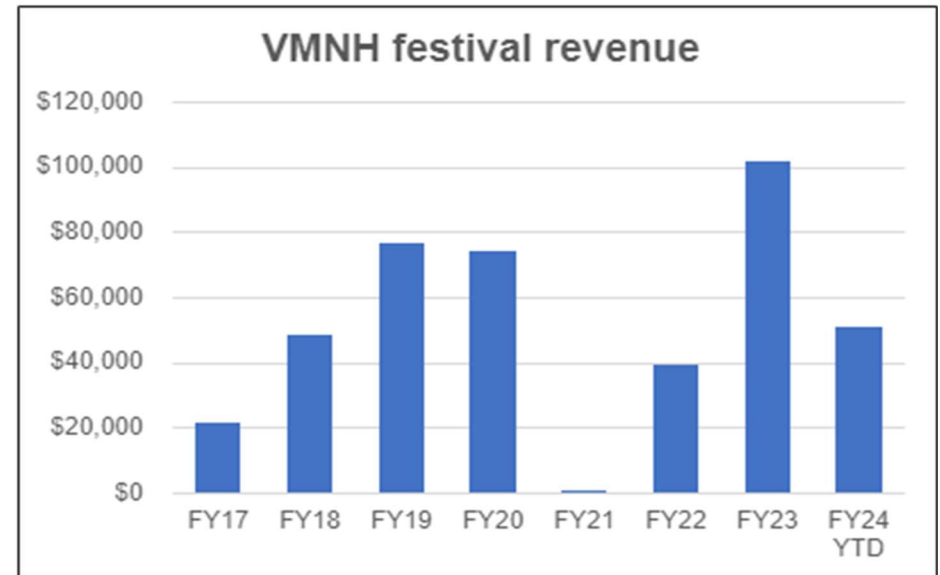
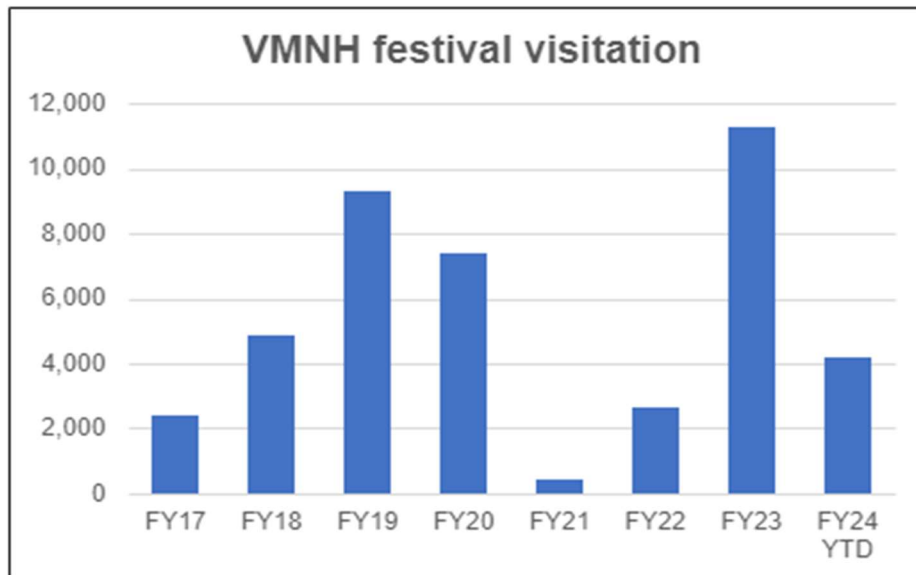
Staff demographics

		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	35	18 (51%)	17 (48%)	4 (11%)	31 (88%)	0	0	0	0	0
Part-time	16	7 (43%)	9 (56%)	4 (25%)	12 (75%)	0	0	0	0	0
All staff	51	25 (49%)	26 (50%)	8 (15%)	43 (84%)	0	0	0	0	0
Staff reporting directly to ED	11	4 (36%)	7 (64%)	1 (1%)	10 (91%)	0	0	0	0	0
Staff in supervisory roles	12	4 (33%)	8 (67%)	1 (8%)	11 (92%)	0	0	0	0	0

FESTIVAL VISITATION & REVENUE

(charts show FY24 YTD compared with past full fiscal years)

	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24 YTD
Visitation	2,401	4,852	9,318	7,361	398	2,629	11,274	4,211
Admissions	\$7,586	\$14,838	\$36,392	\$30,518	\$638	\$11,868	\$44,051	\$15,922
*Retail	\$6,005	\$10,792	\$20,783	\$17,197	\$0	\$7,507	\$28,197	\$16,354
Corporate Partnerships	\$6,250	\$19,300	\$14,500	\$21,250	\$0	\$17,108	\$18,000	\$13,500
Membership sales	\$1,706	\$3,421	\$4,349	\$3,031	\$0	\$1,396	\$2,108	\$1,689
Beer Garden sales	\$0	\$0	\$805	\$1,835	\$0	\$1,180	\$2,784	\$0
Festival shirts, merch	\$0	\$0	\$0	\$0	\$0	\$0	\$5,640	\$3,450
Photobooth	\$0	\$0	\$0	\$0	\$0	\$0	\$1,170	\$0
Total revenue	\$21,547	\$48,351	\$76,829	\$73,831	\$638	\$39,059	\$101,950	\$50,915



DEMOGRAPHICS

Where our visitors came from

Virginia	73%	(see map for breakdown among the 10 Virginia Tourism Regions)
Martinsville/Henry County	29%	
Danville/Pittsylvania County	10%	
Other Virginia	34%	
North Carolina	21%	
*States other than VA & NC	6%	

**Includes visitors from 35 states: VA, NC, AL, AZ, CA, CO, DE, DC, FL, GA, IL, IN, IA, KS, KY, LA, MD, MI, MN, MS, MO, MT, NJ, NM, NY, OH, OK, OR, PA, SC, SD, TN, TX, WA, WV, WI, WY*

Who our visitors are

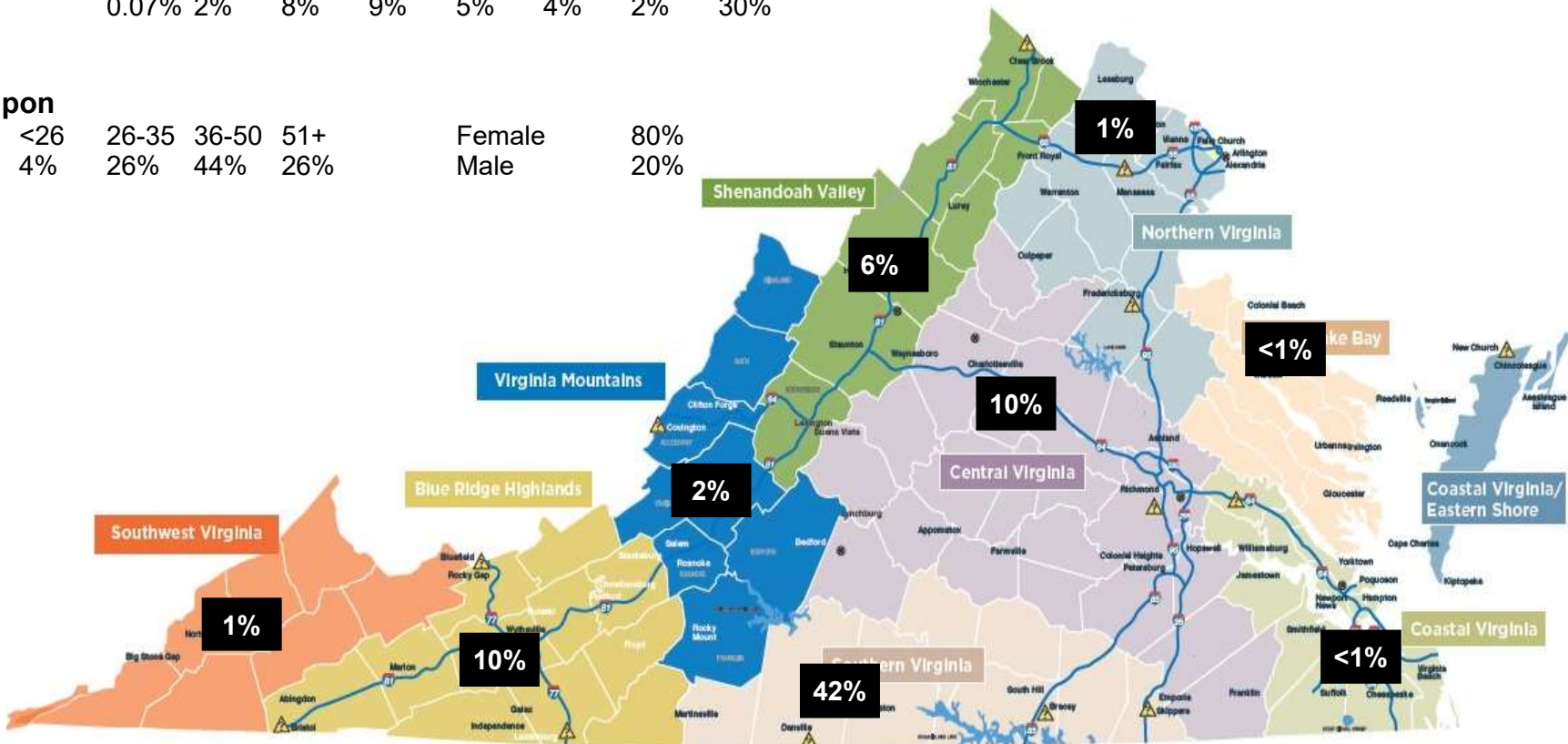
Adults (ages 19-59):	47%
Seniors (ages 60+):	5%
Children (ages 3-18):	30%
Children under 3:	7%
VMNH Members:	11%
Adults (ages 19-59):	6%
Seniors (ages 60+):	<1%
Children (ages 3-18):	4%
Children under 3:	<1%

Facebook

Age	13-17	18-24	25-34	35-44	45-54	55-64	65+	
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	Male
	4%	26%	44%	26%	80%	20%

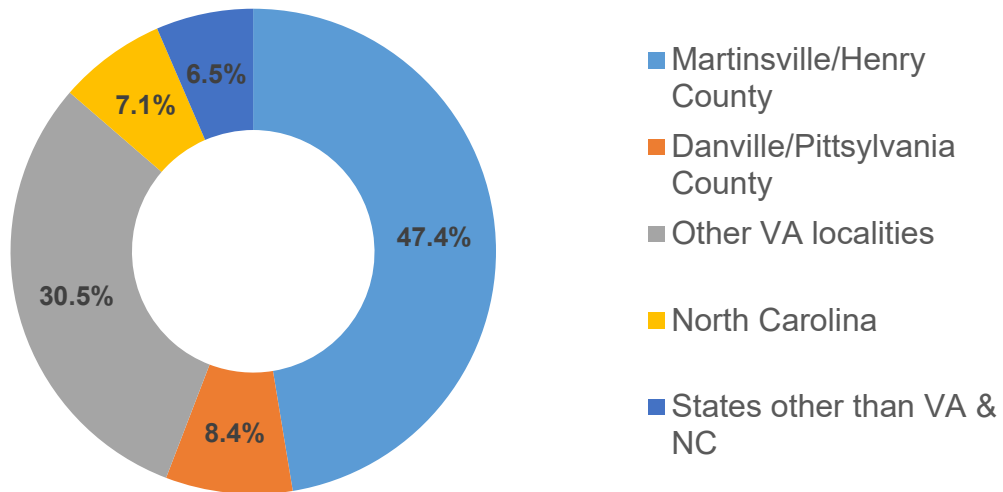


VMNH Mission: to interpret Virginia's natural heritage within a global context in ways that are relevant to all citizens of the Commonwealth.

VMNH FOUNDATION DONOR DISTRIBUTION

<u>FY24 (1st quarter)</u>	Number of gifts	% of gifts received	Total funds received	% of funds received
Martinsville/Henry County	73	47.4%	\$122,673	59.4%
Danville/Pittsylvania County	13	8.4%	\$603	0.3%
Other VA localities	47	30.5%	\$29,045	14.1%
North Carolina	11	7.1%	\$14,855	7.2%
States other than VA & NC	10	6.5%	\$39,352	19.1%
	154		\$206,528	

Number of donations: FY24 (1st quarter)



Total amount of donations received: FY24 (1st quarter)

