

History Matters Campaign

The Story of Virginia for All Virginians



**VIRGINIA MUSEUM OF
HISTORY & CULTURE**

Your History Museum
YOUR STORY

A dark blue brushstroke underline that starts under the 'Y' of 'YOUR' and ends under the 'Y' of 'STORY', with a slight curve and a textured, hand-painted appearance.

OUR MISSION

Connecting people to America's past through the unparalleled story of Virginia. By collecting, preserving, and interpreting the Commonwealth's history, we link past with present and inspire future generations.

OUR VISION

We aspire to represent all Virginians as we meaningfully share the ever-evolving story of Virginia with a broader audience.

OUR VALUES

We are dedicated to preserving the past, as we believe knowledge and appreciation of history matters.

We are trusted stewards, committed to telling an accurate and inclusive story of Virginia.

We work passionately and with integrity to best represent ourselves, our colleagues, our institution, and our critical mission.

We are service oriented, and we are welcoming and respectful to all.

We operate as one team; we are clear about our goals, transparent, and collaborate for success.

We are purposeful; we are innovative and entrepreneurial in the advancement of our mission.

We embrace partnerships, and we are a strong and active contributor to our community and Commonwealth.

OUR STORY

The Virginia Museum of History & Culture was founded in 1831 as the Virginia Historical Society. Its first president was Chief Justice John Marshall. Its first member was President James Madison. Older than the Smithsonian Institution and half of the states of our nation, this organization has devoted nearly two centuries to collecting and preserving the artifacts of our past to share the far-reaching history of the Commonwealth of Virginia with the world.

Today, this nationally respected museum and research organization cares for one of the largest history collections in the United States, totaling more than nine million items. The VMHC, the sole institution dedicated to telling the whole story of Virginia, welcomes more than 100,000 guests annually and reaches hundreds of thousands more students and adults across the state and beyond.

“ I have but one lamp by which my feet are guided, and that is the lamp of experience. I know of no way of judging of the future, but by the past. ”

– Patrick Henry 1775

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VIRGINIA HISTORICAL SOCIETY

HISTORY & CULTURE

FOUR CENTURIES OF VIRGINIA

HISTORY & CULTURE

HISTORY MATTERS.

As the oldest cultural organization in the Commonwealth of Virginia and one of the largest and finest history collections in the nation, we take pride in saving and sharing the remarkable story of Virginia. We believe in the unparalleled role history plays in creating a strong, healthy, and inspired society. We also believe that no place has been more essential to the formation and evolution of our nation than Virginia. It has been at the epicenter of the American experience—a story that must be told.

As we approach our institution's 200th anniversary and prepare for the 250th anniversary of our nation, we stand at a turning point, and the stakes have never been higher.

The work we've completed is the most dramatic and transformative in our history—a bold reimagining that will connect us more meaningfully with our community and our Commonwealth.

Thanks to you, we have created a more engaging and inspiring experience to encourage and empower the history makers of both today and tomorrow.

Thanks to you, we have created an entirely new and compelling museum experience that allows us to be the history museum Virginia needs and all Virginians deserve. History matters.



President & CEO



With funds raised as part of the **History Matters Campaign**, VMHC has completed the most extensive renovation in its nearly 200-year history—improving more than two-thirds of the museum’s 250,000-square-foot complex.

With focus on creating a best-in-class guest experience that is more welcoming and reflective of all Virginians, this comprehensive reimagination allowed for:

- 50% more gallery space for long-term and changing exhibitions
- A new immersive orientation theater
- A new interactive learning space for families
- A new research library with a new rare book and manuscript suite
- A new education and meeting center
- A new café, museum store, and other guest amenities
- New and renewed community and event spaces, including a new great hall, a second-floor event terrace, an outdoor event lawn, an expanded parking lot, and an improved VMFA campus connector

CAMPAIGN DETAILS

Total Funds Raised: ~\$60 Million

The most successful campaign in VMHC history with more than 7,500 unique gifts.

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NEW MARQUEE EXHIBITIONS & MUSEUM SPACES

- **OUR COMMONWEALTH:** The centerpiece of the museum's new offerings located in the Margaret Moore Hall Gallery. *Our Commonwealth* will provide an in-depth, multi-sensory exploration of the arts, culture, food, music, industry, and people of the five major regions of Virginia, featuring stories and artifacts from partner organizations and cultural institutions throughout the state.

Our Commonwealth Statewide Partners:

CENTRAL VIRGINIA: Lynchburg Museum and Fredericksburg Area Museum

NORTHERN VIRGINIA: Office of Historic Alexandria and Manassas Museum

SHENANDOAH VALLEY: Museum of The Shenandoah Valley and Rockbridge Historical Society

SOUTHWESTERN VIRGINIA: Blue Ridge Institute and William King Museum

TIDEWATER: Eastern Shore of Virginia Historical Society and The Mariners' Museum & Park

- **COMMONWEALTH HALL:** An iconic two-story space with dramatic displays, including *Faces of Virginia* (a mural of 71 portraits of Virginians) and *Virginia Views* (a spectacular 40-foot-wide "living" mural of Virginia landscapes at the top of the Patsy K. & Hunter R. Pettus, Jr. Grand Stairs), and fascinating macro-objects, including a rare 1918 car, a 19th-century coach, and an amusement park ride.
- **ROYALL ORIENTATION HALL:** A stunning entry hall to the expanded galleries, which features compelling artifacts that speak to the importance of history.
- **LETTIE PATE EVANS ORIENTATION THEATER:** An intimate theater screening a 17-minute immersive film highlighting indelible moments and scenes in Virginia history.



OTHER NEW EXHIBITIONS & EXPERIENCES

- **TREASURES OF VIRGINIA:** An elegant display in the Mr. & Mrs. Gerald F. Smith, Jr. Gallery that features remarkable objects associated with Virginians.
- **COMMONWEALTH EXPLORERS:** A playful exploration space in the Christina & Martha Goode Gallery that is specifically oriented toward the museum's youngest visitors.
- **OTHER EXHIBITIONS:** The popular, long-term exhibitions *Landscapes of Virginia* in the Thomas F. Farrell II Gallery and *The Story of Virginia* have been enhanced and renewed. *The Story of Virginia* now features Chief Justice John Marshall's sole surviving black robe.
- **OTHER DISPLAYS & INSTALLATIONS:** *Visionary Virginians* features a sampling of Virginia folk art from the William & Ann Oppenheimer Collection. *Finding The Familiar* is a creative display that presents ordinary objects from multiple perspectives. Connected to the renewed Vickie & Tom Snead Lobby, *Uncommon Strength* is an archaeological display developed in partnership with the Virginia Department of Historic Resources and *Taking Aim* features the stories of craftspeople, soldiers, hunters, and law breakers as told through VMHC's firearms collection.
- **SPECIAL EXHIBITION SPACES:** The renewed Virginia Sargeant Reynolds, Anne Rowell Worrell, and David & Susan Goode galleries will provide space for a vibrant portfolio of changing exhibits.
- **OTHER SPACES:** The new Dominion Energy Plaza and Mary Morton Parsons Plaza will provide beautiful outdoor spaces for events and gathering. The renewed Halsey Family Hall and adjacent Barbara & William B. Thalheimer, Jr. Gallery will allow for large indoor functions.



NEW LIBRARY FACILITY

- **E. CLAIBORNE ROBINS, JR. RESEARCH LIBRARY:** Strengthening VMHC's nearly 200-year history of promoting scholarship and research, the new Robins Research Library features a stunning two-and-a-half-story reading room, the Brockenbrough-Bryan Family Rare Book & Manuscript Suite, the Manuel G. Loupassi Library Stacks, and Donald M. Wilkinson Scholarship & Publications Office.
- **RUSSELL & SUSAN HARPER EDUCATION CENTER:** The new Harper Education Center, encompassing the J. Sargeant Reynolds Leadership Center, Harry & Barbara Byrd Meeting Room, James C. Rees IV Grand Terrace, Lacy Family Meeting Room, and Aggie & Richard Cullen Meeting Room, will provide an ideal location for educational events, conferences, and community gatherings.

NEW PROGRAMS & INITIATIVES

- **COMMONWEALTH HISTORY FUND:** Through this new major endowment fund, made possible primarily through the support of Dominion Energy, the VMHC will be able to do more on behalf of the whole Commonwealth through direct financial support of history-related work happening in communities across Virginia now and for many years to come. The VMHC will be able to provide more than \$400,000 in grants annually.
- **ENDOWED POSITIONS:** New endowed positions include the Melanie Trent De Schutter Library Director, Lisa & Bill Moore Vice President for Collections & Exhibitions, and Pamela K. Royall Director of Partnerships & Community Engagement.
- **ENDOWED FUNDS:** New and enhanced endowment funds include the Virginia History Day Fund, William & Ann Oppenheimer Collection Fund, Norfolk Southern Collections Care Fund, John R. Nelson Internship Fund, David & Susan Goode Conservation Fund, Bob & Melinda Sledd Independence Day & Citizenship Fund, and Virginia Railroad History Fund.

CAMPAIGN WALL OF HONOR

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“Those who have no record of what their forebears have accomplished lose the inspiration that comes from the teaching of biography and history.”

– **Dr. Carter G. Woodson, 1928**



**VIRGINIA MUSEUM OF
HISTORY & CULTURE**

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