

History Matters Campaign

The Story of Virginia for All Virginians



**VIRGINIA MUSEUM OF
HISTORY & CULTURE**



History Matters Campaign

TABLE OF CONTENTS

Our Leadership	1
Our Mission, Vision, and Story.	3
Our Inspiration	5
Our Moment	11
Our Plan	15
Our Future	43

The Story of Virginia For All Virginians

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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.



Guests enjoying the splendor of Virginia House's gardens. The Virginia House is a lasting reminder of VMHC's strong legacy of private donor support. A gift of Ambassador and Mrs. Weddell, this historic property on the James River has been thoughtfully cared for by the historical society for more than 60 years.

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 near 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




Winners of Virginia History Day rally as part of the opening ceremony of National History Day, where our best and brightest students compete with others from across the nation.

OUR INSPIRATION



OUR INSPIRATION

A young student with short dark hair and glasses is smiling broadly at the camera. He is wearing a grey hoodie and a watch with a colorful braided strap. He is holding a wooden mallet over a white bowl with an orange rim. The background is a blurred indoor setting, possibly a museum or school hallway.

A young student enjoys new hands-on learning activities as part of the museum's reinvigorated education program. Serving students across the Commonwealth, the VMHC engages tens-of-thousands of students annually.

A MESSAGE FROM PRESIDENT & CEO JAMIE BOSKET

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. As generations pass and our narrative expands, we must ensure that the past is not forgotten. We must be engaging, inclusive, and inspiring to encourage and empower the history makers of both today and tomorrow. **We must boldly reinvent ourselves to more meaningfully connect with our community and our Commonwealth.**

We stand ready to create an entirely new and compelling museum experience that allows us to be the history museum Virginia needs and Virginians deserve.

The work we do together matters; history matters. Please join us in ensuring our continued progress.

“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

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Proud student winners pose together after the annual Virginia History Day statewide award ceremony at the VMHC. Part of the popular national history competition, Virginia History Day engages thousands of middle and high school students from every district in the Commonwealth.

MESSAGE FROM THE CAMPAIGN CABINET

We believe that the Commonwealth of Virginia and its diverse citizenry deserve a world-class history and culture museum. The Virginia Museum of History & Culture is that institution, and with your support, we are prepared to focus and expand our collections, exhibitions, and community programs to be of greater value and impact and secure our rightful place as a national leader in history education.

The Virginia Historical Society Board of Trustees recently issued a unanimous vote in favor of the History Matters Campaign. In addition, all members of our Board have made personal commitments toward our \$35 million campaign goal.

Each generation of Virginians has its moment. We are in a pivotal point of reconciliation, exploration, and reflection as a community. It is only fitting that the VMHC play a leading role in sharing the dynamic and unfolding story of Virginia by becoming a venue that welcomes and reflects all citizens. This campaign will deepen our collections, provide the needed support to drive programmatic excellence, and serve all citizens who wish to connect with their own family history. It will position VMHC for the next generation.

We encourage you to find your story, ignite your passion for Virginia, and deepen your understanding of today's most pressing issues with the wisdom of the past.

History matters.

HISTORY MATTERS CAMPAIGN CABINET

CO-CHAIRS

Austin Brockenbrough, III
Aggie & Richard Cullen
Pam Royall

MEMBERS

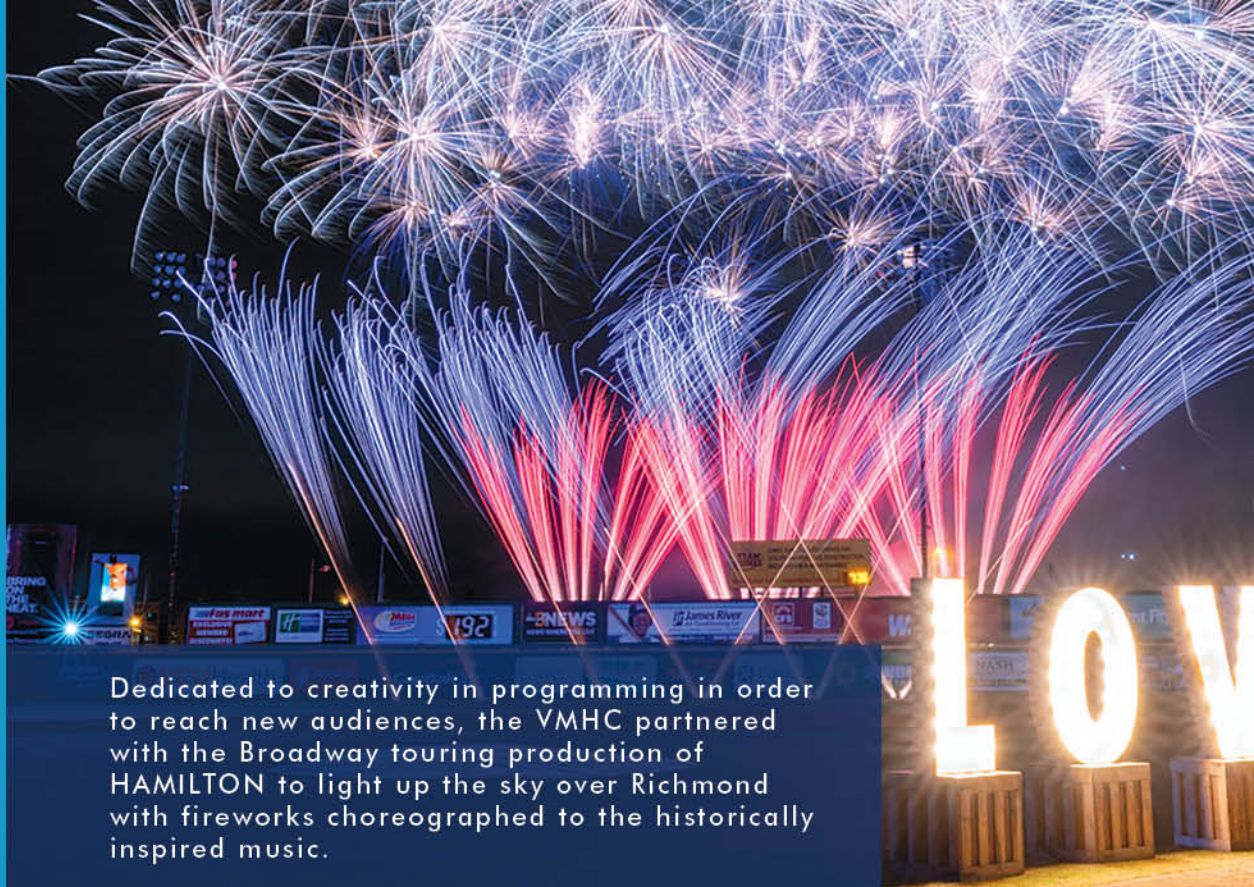
Charles Cabell
Peter Farrell
William Fralin
Susan Goode
Jack Nelson
Tom Slater



On Independence Day, guests witness a Naturalization Ceremony officially welcoming one hundred new citizens to the United States.

OUR MOMENT





Dedicated to creativity in programming in order to reach new audiences, the VMHC partnered with the Broadway touring production of HAMILTON to light up the sky over Richmond with fireworks choreographed to the historically inspired music.

WE ASPIRE TO

- Ready our institution, its infrastructure and programming, to begin its third century of service on behalf of the Commonwealth
- Grow museum attendance by 25%, and expand the length of a guest's visit by 50%
- Provide 50% more educational programming across the Commonwealth
- Create relevant and meaningful exhibitions and activities that spark conversation, promote awareness, and reflect all Virginians
- Strategically grow our collections to reflect the vastness of Virginia's history and make them more accessible onsite and at a distance
- Increase research library use by 25%
- Increase our earned income and grow our endowment for a more sustainable future



RECENT ACHIEVEMENTS

106,000+ GUESTS

An increase of nearly 20% over 2018 and 50% over our historical average – the highest ever for our museum

44,000+ STUDENTS

An increase over previous years with advancements through our award-winning education programs like HistoryConnects and Virginia History Day

7+ NEW STRATEGIC PARTNERSHIPS

New partnerships with The Black History Museum of Virginia, Coming To The Table, Initiatives of Change, The John Marshall Foundation, The Nature Conservancy, Virginia Pride, and Virginia Association of Museums

9+ MILLION OBJECTS

One of the nation's finest collections, growing every day



With a bold new vision, new institutional values, and an exciting new strategic plan, the VMHC is more determined than ever to welcome and represent all Virginians.



Public awareness and community engagement are at an all-time high for the VMHC.



As our community and Commonwealth change and grow, reflecting on history has never been more important. With extensive new partnerships, collaborations, and outreach, the VMHC is prepared to be a statewide leader.

OUR MOMENT IS NOW!



Guests tour VMHC's innovative exhibition, *Fresh Paint: Murals Inspired by the Story of Virginia*.

OUR PLAN



OUR PLAN



VMHC's galleries come alive with custom educational programming during its Virginia home school days.

INVESTING IN THE FUTURE

Through a \$35 million capital campaign, we will reinvent the Virginia Museum of History & Culture and prepare it for a long and successful future. Approximately two-thirds of the funds raised will be invested in strategic renovations and enhancements to our museum campus, with a focus on promoting learning and enjoyment through a best-in-class guest experience. The remaining funds raised will be dedicated to our future wellbeing and growth through our endowment and strategic funds.

NEW & RENOVATED MUSEUM SPACES: \$25 Million

NEW GALLERY + COLLECTION SPACES

We will create six new galleries — adding nearly 50% more public exhibition space to the museum — allowing us to tell more of our important story. We will add a new marquee permanent exhibition, *Our Commonwealth*, that will provide a regional exploration of Virginia. We will also add a new Virginia National Treasures Gallery and a kids discovery and hands-on history space.

NEW COMMUNITY GATHERING SPACES + NEW ORIENTATION THEATER

We will create a magnificent new Great Hall to accommodate expanded public programming and special events. The Great Hall will provide new space to display large-scale objects from our collections. It will also include a new orientation theater with a dramatic new introductory film about the remarkable history of Virginia.

RENEWED RESEARCH LIBRARY + EDUCATION SPACES

We will bring new life to our renowned research library to support scholarship and life-long learning. We will enhance our reading room with new technology, add a new scholar relations and publications office, a new rare book and manuscripts vault and study room, and four new multipurpose education/conference rooms.

NEW GUEST AMENITIES

To provide a better overall guest experience, we will provide a new café, a beautiful new gift shop, modern restrooms, a mother's room, significantly expanded parking, and new outdoor spaces.

MUSEUM SUPPORT SPACES

To inspire collaboration and innovation, we will upgrade and consolidate museum offices and support spaces — bringing all staff together and providing the technology and equipment needed to run a modern museum.

OUR PLAN



ENDOWMENTS & STRATEGIC FUNDS: \$10 Million

EDUCATION ENDOWMENT & FUNDS

To bring history alive more effectively for people of all ages and to enhance statewide outreach programming, we will grow our endowment to fund critical educational programs and to invest in educational technology enhancements.

SPECIAL EXHIBITIONS ENDOWMENT & FUNDS

To strengthen the museum's ability to plan fine exhibitions here and throughout the state while also competing more effectively for major national traveling exhibitions, we will grow our endowment to dramatically boost our exhibitions program.

COLLECTIONS ENDOWMENT & FUNDS

To enable the museum to strategically acquire new objects and collections and to conserve and care for its existing nine-million-item collection, we will grow our endowment and welcome new targeted collection funds.

ENDOWED POSITIONS

To ensure that professionals of great distinction and ability always lead the museum, we will grow our endowment to underwrite key positions.

MEMBERSHIP FUNDS

To celebrate every individual who invests in our work as Virginia's history museum.

PROJECT TIMELINE

Planning & Fundraising — Summer 2019 to Spring 2022

Construction — Fall 2020 to Spring 2022

Grand Opening Celebration — Spring 2022





Rendering: A new Great Hall and welcome spaces for museum and library guests. This stunning and expansive hall will be home to public programs, special events, community gatherings, and even large-scale objects from the VMHC collection. (looking from the entrance)





Rendering: A new Great Hall provides a grand space for museum activities and access to new guest amenities, including a beautiful gift shop and café. (looking toward entrance)





Rendering: A new, visitor-centered entry to museum galleries. A similar look and feel will extend throughout the galleries, providing elegant, and more welcoming spaces.





Rendering: A new immersive museum orientation theater featuring a stirring introductory film about the history of Virginia — specifically designed to accommodate student groups and daily walk-in guests.





Rendering: Adding to the VMHC's extensive permanent exhibitions, and supplementing the current major exhibition, *The Story of Virginia*, will be a 5,000+ square-foot new installation called *Our Commonwealth* — a regional exploration of the history and culture of Virginia.



FOLK ART

Philip Byers
Timberville, Virginia



Questo oggetto, come altri, è stato realizzato da un artigiano locale, che ha utilizzato tecniche tradizionali per creare un'opera d'arte unica.

Questo tipo di arte è molto diffuso in Virginia, e rappresenta un'importante parte della cultura locale.



RAILWAYS



PURE APPLE CIDER



FARMING



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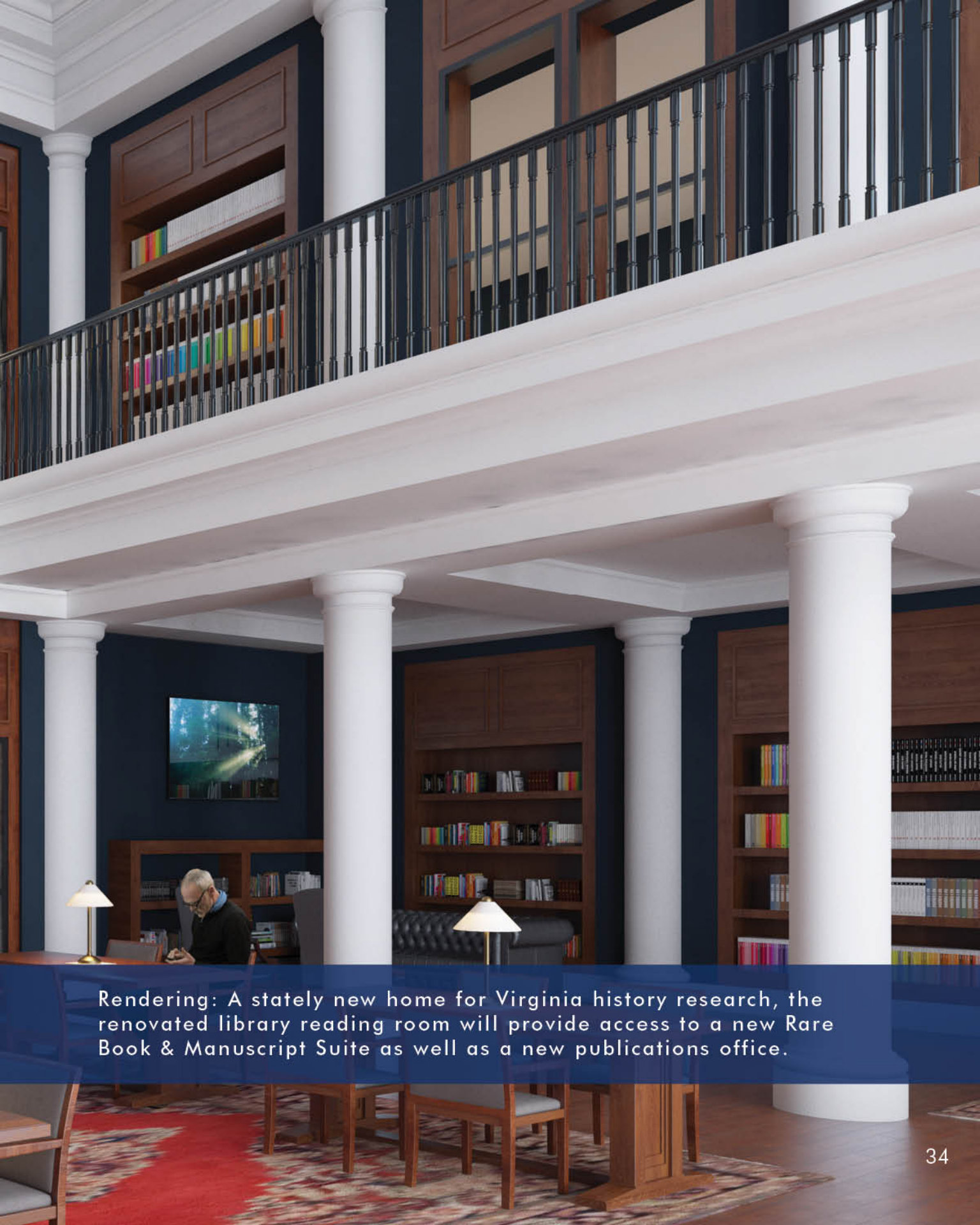
Northern Virginia





Rendering: Through dynamic and immersive, technology and artifact-rich displays, *Our Commonwealth* will provide an in-depth journey through the five major regions of Virginia — transporting students and museum guests alike to the diverse landscapes and traditions of our state.





Rendering: A stately new home for Virginia history research, the renovated library reading room will provide access to a new Rare Book & Manuscript Suite as well as a new publications office.





Rendering: A state-of-the-art rare book and manuscript vault and study room with specially designed security and fire protection will house the VMHC's most important collections.



Rendering: One of four new multipurpose education rooms, beautifully appointed with state-of-the-art technology.







Rendering: A new café to provide an important new amenity for museum guests, and new revenue for the VMHC. The café will feature indoor and outdoor seating.



EXTERIOR IMPROVEMENTS

- New outdoor event plaza, which can be easily tented for events.
- New second-floor event terrace that connects the new meeting rooms to the lower event plaza.
- New vehicle arrival drive with covered guest drop-off.
- New outdoor seating for café and more attractive campus connector with the VMFA
- 50% more guest parking.
- Enhanced education arrival space/bus drop-off.



Rendering: A complete redesign to the main entrance of the museum, featuring a second-floor event terrace, new meeting rooms, a prominent guest entrance, vehicle drop-off, and a new green space/event plaza.



A BRIGHT FUTURE

This campaign will ready us for another century! It will allow us to...

- Secure our rightful place as a national leader in history education and preservation
- Dramatically increase museum visitation and expand the length of a guest's visit
- Reach more Virginians where they live with more statewide activity
- Double the number of public programs and exhibitions we offer
- Strategically grow our collections
- Expand our potential for earned income and improve our sustainability overall

OUR FUTURE



Statewide winners of the annual Virginia History Day celebrate on the stage of the Robins Family Forum at the VMHC.

HISTORY MATTERS!

We invite you to join us at this remarkable moment in the VMHC's story — when we reinvent ourselves to be a state history museum worthy of Virginia and one that all Virginians deserve. We will prepare ourselves from a position of strength to serve you and all who wish to connect with the power of Virginia's story and its leading role in the American experience.

Become a part of this historic moment — discover your family's past — and invest in the VMHC as it embraces and reflects the story of all Virginians.



*We can only do this if we do this together.
Please join us!*

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