PRESIDENT LINCOLN'S COTTAGE



ANNUAL REPORT 2017

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LETTER FROM THE CHAIRMAN

I have been engaged with President Lincoln's Cottage since before it was named a National Monument, underwent an eight-year capital restoration project, and opened to the public in 2008. I have been proud to see the organization grow and claim its unique place in the world, as a "Museum of Ideas" that reveals the true Lincoln and continues his fight for freedom in many ways. Board Members and I are extremely proud to be a part of this ongoing work, which is carried out every day by the outstanding leadership and staff of the Cottage.

In 2017, the Board worked closely with the staff to adopt a Strategic Plan that builds on the Cottage's great work to date and charts the course ahead. The Strategic Plan focuses our efforts on growing our most effective work, with an eye toward harnessing the power of President Lincoln's beloved sanctuary as a force for good in the world. The Board is committed to ensuring that the Cottage's team can build on the accomplishments of the first decade and can continue to inspire real change in the world for years to come. I encourage all to read the plan, which is on the Cottage's website, and to contribute to its fulfillment.

The accolades and recognition received by the Cottage make clear that the impact of President Lincoln's Cottage is felt not only in the museum or nonprofit sectors but also in the world at large.

STILL, THERE'S NOTHING THAT COMPARES WITH VISITING THE COTTAGE IN PERSON

and having the inspiring and thought-provoking experience that changes with every tour. I hope to see each of you at President Lincoln's Cottage in the year ahead.

Mr fort

Lester G. "Ruff" Fant, III Chairman, Board of Directors



LETTER FROM THE CEO

When we first opened in 2008, we quickly established a reputation for pushing boundaries in scholarship and programming. Yet few could have predicted what we would become within a decade: an independent 501(c)3 organization, winner of a Presidential Medal, and collaborators on a cutting-edge neuroscientific study. In 2017 alone, we were honored to receive:

- Best Museum Off the Mall
- 50 Great Places to Work in Washington, D.C.
- EXCEL Award for chief executive leadership, Center for Nonprofit Advancement

Our efforts received diverse media coverage ranging from CNN to PBS to Teen Vogue. And, this past year we completed the first phase of a groundbreaking study designed to understand the transformative effect the Cottage experience has on visitors' hearts and minds. We've begun sharing the results publicly, and the response has been overwhelming. The foresight and vision of our Board, staff, and supporters have allowed us to continually achieve big goals and exceed expectations. We thank you for your support.

Personally, it's been a thrill to be part of the evolution of the Cottage over time. What I've witnessed is that some things never change — the history of what Lincoln experienced here resonates with people on a very personal level. Whether it's the loss of a child, the expectations of leadership during times of crisis, deep divisions in country and family, or even something as simple as the act of a daily commute, visitors find something in Lincoln's experiences here that are human and relatable.

THIS PLACE MOVES PEOPLE — SOMETIMES ROCKING THEM TO THEIR CORE.

And yet, I'm most proud of the fact that, in spite of what stays the same, the Cottage itself keeps changing — continuously, responsively, to best serve the public. We look forward to serving as a beacon of hope in many forms, for years to come.

Sincerely,

Epin Mast

Erin Mast CEO & Executive Director



SENIOR LEADERSHIP

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EMPOWERING THROUGH PERSONAL GROWTH AND SELF-REFLECTION

Living at the Cottage gave Abraham Lincoln the opportunity to challenge his own perspectives. He encountered many people along his daily commute, including wounded soldiers and formerly enslaved men, women, and children living in refugee camps in the city. These interactions undoubtedly informed the President's thinking about the war, slavery, and democracy. In 2017, we welcomed over 30,000 visitors to the Cottage for our programs including the award-winning tour, school programs, private events, exhibits, Cottage Conversations, and the Lincoln Ideas Forum. We launched a new visitor orientation experience, began expansion of our award-winning Debating Emancipation program, and restored several historic windows and doors in the Cottage and the Visitor Education Center, discovering some new artifacts in the process.

In 2017, we also concluded the first phase of a groundbreaking study that seeks to prove the anecdotal "Lincoln shiver" our guests have reported feeling since our grand opening a decade ago. With scholarship suggesting Lincoln was transformed by his time living at the Cottage and the importance of the place in the evolution of his thinking, we began testing whether the immersive Cottage tour successfully creates a similarly transformative experience for visitors today. The first phase of this study was a Visitor Impact Survey of nearly 1,000 individuals, concluding in November 2017. The findings illustrate that the structure itself and the nature of the tour are critical in creating what respondents described as "an emotional experience." This first phase is only the beginning. Collecting, leveraging, and sharing scientific data as part of the proposed second phase will enable President Lincoln's Cottage and other organizations across a wide range of disciplines and purposes to improve the use of space, story, and interaction in leading guided experiences, develop new metrics, and evolve activities to better meet our mission-driven goals.



EMPOWERING THROUGH INNOVATION AND KNOWLEDGE



Each year, President Lincoln's Cottage hosts students of all ages to learn from the experience of Abraham Lincoln and the many other people for whom the Cottage provided inspiration and opportunity to focus. President Lincoln's Cottage offers all school programs free of charge to DC public schools and Title I schools in Maryland and Virginia, and offers scholarships for transportation to the site to local schools, as a result of sustained private support. In school year 2016-17, we welcomed over 5,200 youth who engaged with Lincoln's brave ideas and planted the seeds of their own.

Our award-winning school programs use the physical space of the Cottage to spark conversations around democracy, freedom, competition, ethical leadership, power, and creativity. School programs — centered around the Cottage tour — build knowledge and life skills, including debate, composition, and more. We don't shy away from talking about difficult subjects with learners of all ages. This past year, we shared 30 publications with the public, including seven calls to action based on the knowledge we gained and imparted. This work is essential to ensuring future generations have a firm grasp on the realities of the past, context of the present, and hope for the future.

EMPOWERING TO ACTION

While living at the Cottage, Abraham Lincoln developed and signed pivotal documents. Most notable among these is the Emancipation Proclamation, an important milestone on the road to abolition of slavery nationwide. Living here gave Lincoln the time, space, and perspective to nurture these nation-changing decisions. We are committed to using the Cottage to empower people to positive action today. In 2017 we hosted 21 children, ages 4-14, from 13 countries for a Youth Naturalization Ceremony in partnership with the United States Citizenship and Immigration Services — our sixth such ceremony, and our fifth focused on youth. The ability to offer this authentic space — where President Lincoln contemplated issues of justice, freedom, and democracy during a time of deep political division — for these young people to take the Oath of Citizenship is a critical and core part of why President Lincoln's Cottage exists.

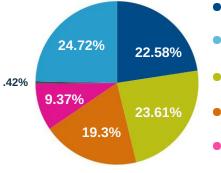


In 2017, our Presidential Award-winning Students Opposing Slavery program held its fifth annual international summit. Since its founding, SOS has brought over 130 students from over 20 countries across the world to the cradle of the Emancipation Proclamation, cultivating and training these youth abolitionists to be leaders in the fight against modern slavery. These students gain access to experts, practitioners, and each other as they build their own network and campaigns to end slavery in the world today. The program, which was recognized in 2016 with the Presidential Award for Extraordinary Efforts to Combat Trafficking in Persons, received wide-ranging media coverage in 2017, with CNN's Freedom Project, the Grateful American Foundation, and Teen Vogue highlighting its work.

FINANCIAL REPORT

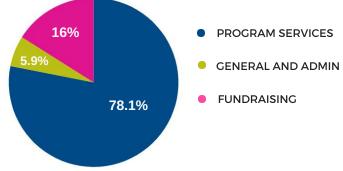
STATEMENT OF ACTIVITIES & CHANGE IN NET ASSETS FROM JULY 1, 2016 TO JUNE 30, 2017

REVENUE



EXPENSES

- CONTRIBUTIONS AND GRANTS NET ASSETS RELEASED FROM DONOR RESTRICTIONS ADMISSION AND MUSEUM STORE PROGRAMS AND EVENTS INCOME
- IN-KIND DONATIONS
- OTHER REVENUE



REVENUE	Unrestricted	Temporarily Restricted	Total
Contributions and grants Admissions and museum store sales Programs and events income In-kind donations Other revenue Net assets released from donor restrictions	\$ 374,636 450,923 368,560 178,872 8,023 472,179	\$ 56,620 - - - (472,179)	\$ 431,256 450,923 368,560 178,872 8,023
Total revenue	1,853,193	(415,559)	1,437,634
EXPENSES			
Program Services General and Administrative Fundraising	1,255,302 94,407 257,522		1,255,302 94,407 257,522
Total expenses	1,607,231		1,607,231
Change in net assets	245,962	(415,559)	(169,597)
Net assets at beginning of year	1,301,041	720,957	2,021,998
NET ASSETS AT END OF YEAR	\$ 1,547,003	\$305,398	\$ <u>1,852,401</u>

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On the cover: Museum Program Associate Ashlee Anderson sits on the floor of the Drawing Room