



PRESIDENT LINCOLN'S COTTAGE

ANNUAL
REPORT
2018



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LETTER FROM THE CHAIRMAN

It is my honor to compose my first annual letter as Chairman of the Board of President Lincoln’s Cottage. I accepted this responsibility with the greatest respect and admiration for all that has been accomplished by the Board and the staff in the 10 years since the Cottage opened to the public. In that relatively brief span of time, the Cottage has truly become a “Home for Brave Ideas” that has educated thousands of students, inspired hundreds of thousands of visitors, and earned worldwide recognition for the inspiring place it has become and the programs it has initiated.

Amongst our many successes, the Cottage serves an ever more important role in the world as we look to Lincoln and his thoughts on liberty, equality, justice, political division, and freedom for inspiration in facing the challenges that confront us all. Heading into the future we are excited to have the opportunity to deepen our impact, expand our audiences, and serve as a place of pilgrimage for many seeking inspiration and reflection in difficult times — exactly the purpose it served for Abraham Lincoln more than 150 years ago.

I am deeply grateful to our dedicated supporters, from all walks of life, whose generosity supports our mission. I look forward to working alongside our staff, the members of our Board, and our growing community of supporters to ensure that Lincoln’s sanctuary is preserved for generations to come.

Sincerely,



Richard G. Murphy, Jr.



LETTER FROM THE CEO & EXECUTIVE DIRECTOR



“When was the last time a museum left you with such introspection?” It’s a question that a recent visitor posed on social media, after just having an unforgettable experience at President Lincoln’s Cottage. We aim to provide that kind of transformative experience every day, to each and every visitor. It is a value reflected in one of our four tenets, which states, “We promote and engage in conscious reflection, which is necessary for effective action.” Together we can keep President Lincoln’s Cottage a Home for Brave Ideas past, present, and future. Thank you for your encouragement of and investment in our mission.

Our accomplishments in 2018 – our ten-year anniversary year – were notable and wide-ranging, including:

- Winning DC’s Best Museum Off the Mall, for the second year in a row
- Publication of Phase 1 of our groundbreaking, three-part neuroscientific study on the visitor experience
- Launching our all-new Lincoln’s Toughest Decisions multimedia program for students

We capped off the year by sharing original research and scholarship, courtesy of an African American Cultural Heritage Action Fund grant, on Mrs. Anna Harrison Chase, a formerly enslaved woman who had come to Washington, DC for freedom in her youth. In the 1930s, when she was in her 90s, she made a pilgrimage to the Cottage on foot, to sit within the walls of the place where she understood President Lincoln had developed the Emancipation Proclamation. The stories we choose to tell say much about our values, and hers is a remarkable and inspiring story of courage, hope, and resilience. Every visitor takes their own path to the Cottage, but what they have in common is that they were drawn here together, to this beacon of hope, this reminder of our national ideals.

The next ten years will undoubtedly hold many surprises, a fact of life we have always embraced alongside continuous change, as well as great promise. I’m pleased to announce that this year we’ll be launching our first two digital programs, a new podcast titled “Q&Abe” and a distance learning program called “The Open Fields Project.” We are planning a redesign of exhibit and gathering spaces to increase our high-impact, responsive programming. Finally, we are taking the crucial step of ensuring President Lincoln’s Cottage is here for future generations by establishing a fund to provide the resources to make that possible. We invite you to join us in this effort, tying your legacy to Lincoln’s.

Sincerely,



Erin Carlson Mast

SENIOR LEADERSHIP

Erin Carlson Mast
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Jeffrey Larry
Senior Preservationist

Jason Molihan
Director of Development

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Senior Museum Program
Associate

Zach Klitzman
Senior Executive Assistant

Michelle Martz
Visitor Services Manager

Shayla Roland
Events Manager

Lacey Shaw
Museum Store Associate

Brittany Turner
Development Assistant

EDUCATION



1121 students in
I See the President

1136 students in Lincoln's
Toughest Decisions

4826 students in **131** school groups

1928
Lincoln hats made

280
fables were
created

New Lincoln's
Toughest Decisions
program launched
Oct 26, 2018

Closest students
came from:
**Creative
Minds PCS**

Farthest away students
came from:

**Beijing,
China**

2359
DC school
students served



2783
students had their
admission waived,
for a total value of
\$21,898 in admission
scholarships

19
free buses
provided

2019 people in **94** group tours

97

total site
rentals

24

corporate
retreats

25

happy couples
wed

15

partner
events

EVENTS

Best Outdoor Venue
in North America by
Unique Venues

October

Busiest month
for rentals

4 **NEW** spaces added
equaling
25,000 square feet
of space added to
rental offerings

- **Governor's Mansion**
- **South Lawn for Tenting**
- **Stanley Chapel**
- **Rose Chapel**





32%
increase in Team
Lincoln membership

1
new Board
Designated Fund
100+
new donor
prospects added

DEVELOPMENT



Sold out
attendance
over 2 days



**Bourbon &
Bluegrass**

1,200
total event attendees

200
tour attendees

52%
revenue increase
over 2017

PRESERVATION

300

lightbulbs changed.

New lumber purchased
for west balcony.

Numerous splinters
pulled out of hands.

We work with

20

vendors

700

hours of
preservation

Preservation grants received:

National Trust for Historic
Preservation Sites Fund

DC Commission on the Arts
and Humanities Facilities and
Buildings Grant

2

preservation
projects
completed

Stripping of exterior paint, prep
and paint the Visitor Education
Center sash and trim

Installation of PLC lighting

4

preservation
projects planned
or in the works

Cast Iron stairs
Replacement of
PLC pathways

Bandstand
Vestibule

4

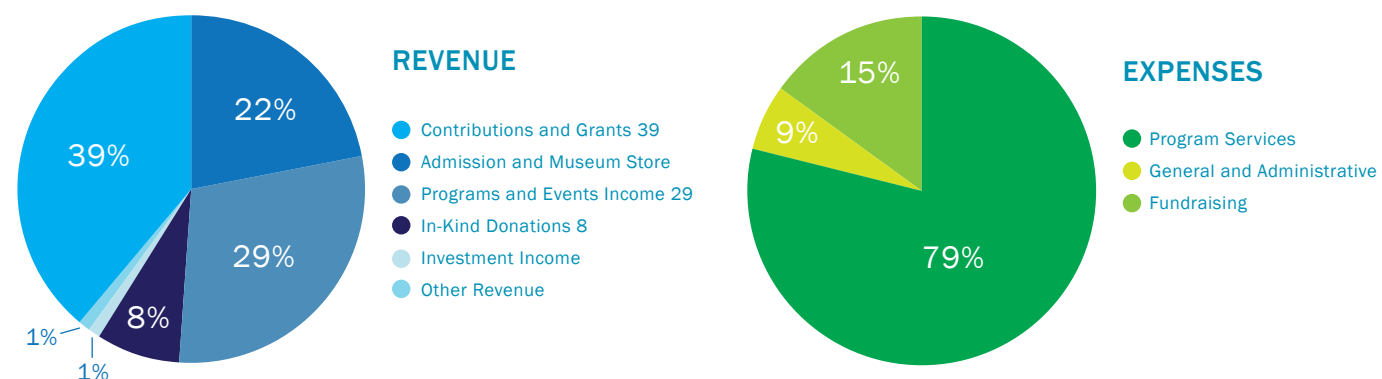
unexpected
large projects

Design build a PVC frame for
a 10' tall Lincoln hat

Began restoration of West Balcony

Began design/build collaboration
with Howard Revis for reimagining our
Lincoln's Toughest Decisions room

2018 FINANCIAL REPORT



SUPPORT AND REVENUE	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
Contributions and grants	\$631,156	\$46,277	\$677,433
Admissions and museum store sales	377,682	-	377,682
Programs and events income	506,779	-	506,779
In-kind donations	139,988	-	139,988
Investment income	20,839	-	20,839
Other revenue	10,701	-	10,701
Net assets released from donor restrictions	159,120	(159,120)	-
Total revenue	1,846,265	(112,843)	1,733,422
EXPENSES			
Program services	1,301,093	--	1,301,093
General and administrative	94,617	-	94,617
Fundraising	248,754	-	248,754
Total expenses	1,644,464	--	1,644,464
Change in net assets	201,801	(112,843)	88,958
Net assets at beginning of year	1,547,003	305,398	1,852,401
NET ASSETS AT END OF YEAR	\$1,748,804	\$192,555	\$1,941,359

FOUNDATION, CORPORATE AND GOVERNMENT DONORS

\$50,000 +

The Kiplinger Family
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\$25,000 +

DC Commission on the Arts and Humanities
Lilly Endowment

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† In memory of Paul Pascal

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REVEAL THE TRUE LINCOLN AND CONTINUE THE
FIGHT FOR FREEDOM

VISION

PLANT THE SEEDS OF LINCOLN'S BRAVE IDEAS
AROUND THE WORLD SO THAT ALL PEOPLE,
EVERYWHERE, CAN BE FREE

