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
EDUCATION

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

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

2359 DC school students served

Closest students came from:
Creative Minds PCS

Farthest away students came from:
Beijing, China

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

EVENmTText

Best Outdoor Venue in North America by Unique Venues

October Busiest month for rentals

97 total site rentals

24 corporate retreats

25 happy couples wed

15 partner events

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

280 fables were created

2359 DC school students served

2019 people in 94 group tours
DEVELOPMENT

32% increase in Team Lincoln membership
100+ new donor prospects added

32% revenue increase over 2017

1,200 total event attendees

Bourbon & Bluegrass

200 tour attendees

PRESERVATION

700 hours of preservation

300 lightbulbs changed.

New lumber purchased for west balcony.
Numerous splinters pulled out of hands.

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

20 vendors

Cast iron stairs
Replacement of PLC pathways
Bandstand
Vestibule

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

4 unexpected large projects

240 new donor prospects added

4 preservation projects planned or in the works

Sold out attendance over 2 days
## 2018 FINANCIAL REPORT

### REVENUE
- **Contributions and Grants**: 39%
- **Admission and Museum Store Sales**: 22%
- **Programs and Events Income**: 29%
- **In-Kind Donations**: 8%
- **Investment Income**: 1%
- **Other Revenue**: 1%

### EXPENSES
- **Program Services**: 15%
- **General and Administrative**: 9%
- **Fundraising**: 79%

### SUPPORT AND REVENUE

<table>
<thead>
<tr>
<th>Description</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions and grants</td>
<td>$631,156</td>
<td>$46,277</td>
<td>$677,433</td>
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<tr>
<td>Admissions and museum store sales</td>
<td>$377,682</td>
<td>-</td>
<td>$377,682</td>
</tr>
<tr>
<td>Programs and events income</td>
<td>$506,779</td>
<td>-</td>
<td>$506,779</td>
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<tr>
<td>In-kind donations</td>
<td>$139,988</td>
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<td>$139,988</td>
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<tr>
<td>Investment income</td>
<td>$20,839</td>
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<tr>
<td>Other revenue</td>
<td>$10,701</td>
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<tr>
<td>Net assets released from donor restrictions</td>
<td>$159,120</td>
<td>$(159,120)</td>
<td>-</td>
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<tr>
<td><strong>Total revenue</strong></td>
<td>$1,846,265</td>
<td>$(112,843)</td>
<td>$1,733,422</td>
</tr>
</tbody>
</table>

### EXPENSES
- **Program Services**: $1,301,093
- **General and Administrative**: $94,617
- **Fundraising**: $248,754

### TOTAL EXPENSES
- **Total expenses**: $1,644,464
- **Change in net assets**: $201,801
- **Net assets at beginning of year**: $1,547,003
- **Net assets at end of year**: $1,748,804

### NET ASSETS AT END OF YEAR
- **Total**: $1,941,359

## FOUNDATION, CORPORATE AND GOVERNMENT DONORS

### $50,000 +
- **The Kiplinger Family Pulvermann Charitable Trust**

### $25,000 +
- **DC Commission on the Arts and Humanities Lilly Endowment**

### $10,000 +
- **Crowell & Moring LLP**
- **Eversheds Sutherland (US) LLP**
- **The Newburger-Schwarz Family Foundation**

### $5,000 +
- **Corcoran Caterers**
- **Gragg Cardona Partners**
- **Peach Orchard Brigade**
- **Richard Schwartz Family Foundation**
- **Sugarplum Tent Company**

### $1,000 +
- **Aimee Custis Photography**
- **Bacchus Importers, LLC†**
- **Bialek’s Music**
- **Brown-Forman Corporation Catering by Seasons**
- **Chris Fereni Photography**
- **Design Cuisine**
- **Ford Foundation**
- **Geppetto Catering**

### Up to $1,000
- **Main Event Catering**
- **The Malkin Fund**
- **Occasions Caterers**
- **Robert and Arlene Kogod Family Foundation†**
- **RSVP Catering**
- **Running Away Enterprises**
- **Southern Glazer’s Wine and Spirits of Maryland**

### Alfred N. Watson Family Foundation
- **Beer Institute†**
- **Benjamin Moore**
- **Boland Family Charitable Fund**
- **Buchman Law Firm LLP†**
- **Burness**
- **Danow, McMullan & Panoff, PC†**
- **Donatalla Floral Design**
- **Free Spirit Floral**
- **Gartner**
- **GEICO Philanthropic Foundation**
- **Lawrence Mazyx Trust†**
- **Lowcountry Civil War Round Table**
- **Military Order of the Loyal Legion of the United States**
- **The Mittlemann Family Foundation**
- **Petworth Citizen**
- **Psych Providers of United Community and Family Services†**
- **RFI Foundation, Inc.†**
- **Rolls Royce Owners’ Club - Chesapeake Region†**
- **Saval Foodservice†**
- **Silver Family Foundation†**
- **Warrenton Antiquarian Society**
- **The Wholesale Beer & Wine Association of Ohio†**
INDIVIDUAL DONORS

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$25,000 +
James Lynch and Anne Woodard
Michael and Susan Kahn

$10,000 +
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Larry and Kathleen Zimpleman

$5,000 +
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Eric and Doreen Spiegel
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$1,000 + continued
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Laura Wolverton

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Nina Cardin Cardin
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Robe Chapman and Sarah Hoefst
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Arlene Crousher
Diane Curling
Karen Daly
Sarah Daniels
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Bonnie Davids
Frederick Davidson†
James and Jennifer Davis
Lloyd Davis
John Davison†
Michael Day and Desiree Pipkins

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Moe and Ruth Burg†
Debra and David Burt
Sandra and Paul Byrne
Debra Cagan
Harley Cahen
Lisa Camera
Margaret Camomile

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Robert Benton
Jonathan Berg
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Arnold Berlin†
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Aaron Sokolow†
Joanne Solberg
H. Jay and Kathryn Sommerkamp†
Dianna Sonneborn
Sharon Spalding
Robert and Kate Speckman
Nancy Staats

UP TO $1,000

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Ronald and Linda Staley
Phyllis and Sydney Stearnman†
Harry Stein and Elizabeth Copeland
Mark Stein
Susan Steinberg†
Barry and Harriette Steine†
Peter Steininger
George Stephens and Edith Roth
Stanford and Elaine Stoppel†
Joshua Stierwalt
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Alexander Wilkins
Michael Williams and Allegra Penny
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Burniss and Donna Wilson†
Irene Winkler
Allan Wise†
Ellen Witt†
Daniel Wolcott

* In memory of Coley Hobbie
† In memory of Paul Pascal
MISSION

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