

2020 ANNUAL REPORT

PRESIDENT LINCOLN'S COTTAGE



INTERIM DIRECTOR'S LETTER

Much has transpired in our nation since our last report. In those months the nation has been collectively grieving the hundreds of thousands of lives lost to COVID-19 and the effects of centuries-old systemic racism resulting from slavery in this country.

Just two months into 2020, our staff readied ourselves to work from home during what we anticipated to be a two-week closure for the incipient COVID-19 public health crisis. Like the spectators at the Battle of Bull Run who expected a swift Union victory, we had no idea of the magnitude of the crisis we faced. Perhaps we still don't.

At the Cottage, President Lincoln's leadership and humanity have always inspired us, but perhaps never more so than when we closed to the public last March. Immediately, we asked the questions that guide us: what is the need and how are we uniquely positioned to help? We donated PPE to our neighbors at the Armed Forces Retirement Home and provided meaningful history content to their residents. We exerted our creativity to come up with responsive programs on crisis leadership and common humanity. We continued critical stewardship projects to ensure that this National Monument will give life to bold ideas for generations to come. And, we connected our members to intimate conversations with experts to provide historical context and perspective on modern challenges.

As this challenging year came to a close, our long-time, beloved CEO, Erin Carlson Mast, announced that she had accepted a new position and would be leaving the Cottage in the beginning of 2021. We are proud of what the organization accomplished over the last 10+ years under Erin's leadership and will work diligently to build on the success that she helped establish during her tenure.

This report highlights some specific achievements in 2020, none of which would have been possible without your generous support of our work. You continue to see the value we add to our communities – especially in the midst of national crisis – and we are so grateful to you for that. We hope you are well, and we look forward to a time when we can express our gratitude to you again in person.



CALLIE HAWKINS

Interim Director as of January 2021

SENIOR LEADERSHIP

Erin Carlson Mast
CEO & Executive Director

Callie Hawkins
Director of Programming

Jeffrey Larry
Senior Preservationist

Jason Molihan
Director of Development

STAFF

Molly Cadwell
Executive Administrator

Joan Cummins
Program Assistant

Rebecca Kilborne
Marketing and Communications Manager

Michelle Martz
Visitor Services Manager

Lacey Shaw
Museum Store Associate

Brittany Turner
Development Assistant

Staffing as of December 2020

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James Lynch
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John Goodloe

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*Ex-Officio: National Trust
for Historic Preservation*

Justin Seffens
*Ex-Officio: Armed Forces
Retirement Home*

EMERITUS BOARD MEMBERS

Richard Moe
Founder

Lester G. Fant, III*
Chairman Emeritus

**Deceased*

As of December 2020

CHAIRMAN'S LETTER

Dear Friends,

Much has happened in the last year. In that time, our nation fought an extraordinarily contentious election and has had to grieve for the loss of almost 600,000 of our fellow Americans to the ravages of COVID-19, all while being faced, in unavoidable ways, with the as yet unaddressed legacy of slavery, our nation's original sin, a sin President Lincoln tried, but ultimately failed, to expiate.

Our country has struggled with disease, partisan conflict and racism since its founding. While the challenges of the past year were extraordinarily intense, we know that knowledge of our history is one of the most important tools we have as we chart our future. At President Lincoln's Cottage, we examine the moral and political intentions and consequences of President Lincoln's bold actions, and ask what we can learn from them. We invite our visitors, both physical and virtual, and the many students who come to the Cottage to engage in dialogue about freedom, inequality, and justice. We seek to discover truth and to inspire action to address our common problems.

This year will be different, but no less difficult than the last, but we are confident that the Cottage - which provided sanctuary, peace, and inspiration for Lincoln - can bring the same to our generation, and generations to come. We are thankful for the steadfast dedication of our Board, staff and generous supporters for the commitment to the preservation of the Cottage and perpetuation of Lincoln's ideals at the Home for Brave Ideas.

Sincerely,



RICHARD MURPHY

Chairman of the Board

COVID-19 RESPONSE

2020 proved to be the most challenging year on record since President Lincoln's Cottage opened to the public in 2008 and contained our first-ever long term closure. While we navigated our closure, new safety and sanitary requirements, revenue loss, and telework – the Cottage was also able to adapt with new virtual programs and offerings that met the needs of our community.

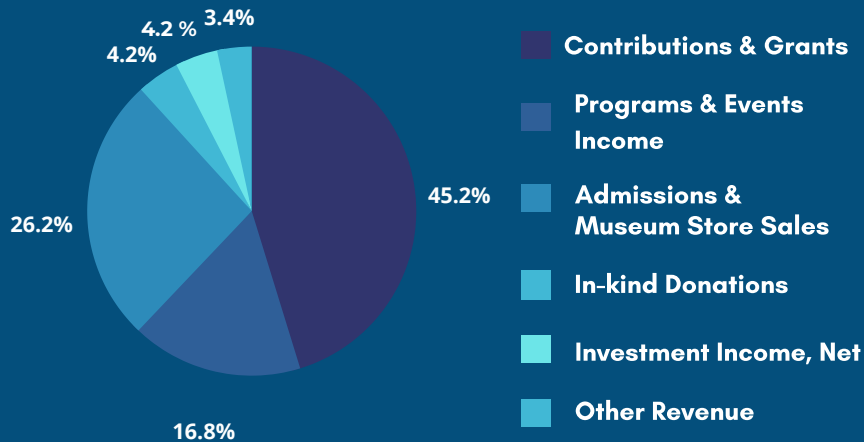


Here are some highlights of our COVID-19 response:

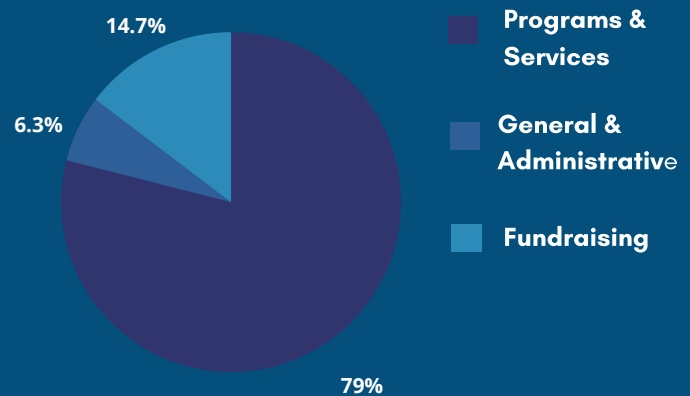
- Created responsive virtual programming that focused on crisis leadership, common humanity, family engagement, and historical scholarship. We held at least one program a week during the entirety of our closure.
- Offered new outdoor experiences, including 4 tours and outdoor programming that exceeded safety guidelines.
- Gradually reopened Cottage interior spaces for self-guided tours with safety and social distancing in mind.
- Completed and opened a new exhibit: *Reflections on Grief and Child Loss*.
- Focused extensively on Cottage preservation projects, including the completion of our restored vestibule.
- Donated PPE to our neighbors at the Armed Forces Retirement Home.
- Developed and launched a new website.
- Secured a PPP loan and relief funding from the National Endowment for the Humanities.

2020 FINANCIAL REPORT

REVENUE



EXPENSES



	Without Donor Restrictions	With Donor Restrictions	Total
SUPPORT AND REVENUE			
Contributions and grants	\$ 445,353	\$ 183,602	\$ 628,955
Admissions and museum store sales, net of costs of good sold of \$33,237	165,882	-	165,882
Programs and events income	257,463	-	257,463
In-kind donations	41,262	-	41,262
Investment income, net	41,155	-	41,155
Other revenue	33,358	-	33,358
Net assets released from donor restrictions	<u>260,170</u>	<u>(260,170)</u>	<u>-</u>
Total support and revenue	<u>1,244,643</u>	<u>(76,568)</u>	<u>1,168,075</u>
EXPENSES			
Program Services	1,186,847	-	1,186,847
General and Administrative	95,400	-	95,400
Fundraising	<u>220,577</u>	<u>-</u>	<u>220,577</u>
Total expenses	<u>1,502,824</u>	<u>-</u>	<u>1,502,824</u>
Change in net assets	(258,181)	(76,568)	(334,749)
Net assets at beginning of year	<u>1,637,230</u>	<u>550,195</u>	<u>2,187,425</u>
NET ASSETS AT END OF YEAR	<u>\$ 1,379,049</u>	<u>\$ 473,627</u>	<u>\$ 1,852,676</u>

PRESERVATION

Since 2001, millions of dollars and thousands of hours have been dedicated to preserving President Lincoln's Cottage, a National Monument and Historic Site. With expertise, vigilance, and continued investment, the Cottage will be available for future generations to experience and learn.

2,000+ Hours of preservation work in 2020

200+ Linear feet of reclaimed flooring installed

10 Specialists we engaged for projects in 2020

10 Years of research and restoration that went into our historic vestibule project, completed in November of 2020

20 Cubic feet of cement removed during the project

8 Areas of Lincoln-era faux graining exposed during the project

1 Pre-civil war era belt-buckle unearthed during restoration

ENGAGEMENT & MARKETING

Together, we raise awareness of the powerful history of this place and build relationships with members and visitors from around the world.

39%

Increase in Team Lincoln membership in 2020

1

Beautiful new website launched December 1st after collaborating with Compass DC and Punch Digital Strategies

1

COVID-19 relief fund grant secured from the National Endowment for the Humanities

53%

Increase in average time spent on our website since launching the new site in December of 2020

40%

Increase in Instagram followers in 2020





PUBLIC PROGRAMS

Our programs value the human experience, build understanding about the past, and address what Lincoln called our nation's "unfinished work."

RESPONSIVE PROGRAMS

6 New in-person tours created

1,589 Participants in our virtual programs

SCHOOL PROGRAMS

2,100 Students and teachers served virtually and in-person in 2020

3 New virtual field trips developed in 2020

183 Idea gardens growing around the country as a result of our Open Field Project

MUSEUM STORE

50 Orders placed online from the Cottage store during the first virtual Strathmore holiday market

3 Styles of Lincoln slippers available in the store as part of our partnership with Stubbs & Wooton

SPECIAL PROGRAMS

Our special programs are opportunities to delve into big ideas and issues faced by Lincoln and his contemporaries, the legacy of their decisions, and our responsibilities as citizens today.

4

Panelists who spoke at our 2020 virtual Lincoln Ideas Forum on presidential character

7,757

Unique listens to our podcast, Q&Abe, in 2020 from 47 countries around the world

7

Countries represented at our virtual 2020 Students Opposing Slavery Summit

9

Families who participated in our exhibit, *Reflections on Grief and Child Loss*, which opened in December 2020

235

Children and adults who participated in our reimaged socially distanced Social Studies for Young Learners program in 2020

26

Currently and formerly incarcerated artists who participated in our Iron Cages exhibition in January 2020

Our Stories

Grieving in the Lincolns' era was public and restrictive. Parents wore black, carried keepsakes, wrote letters from soldiers, and observed a distinct mourning period. They were expected to move on.

Today, a grieving parent is allowed to grieve in private, with signs, and society is perhaps even more welcoming of child loss. Maybe it's because death is less common now, or that the trauma continues to do so.

Through parents' own words, the exhibit hopes to bring to the experience of child loss.

EVENTS

It is our privilege to host events that honor and open this historic home to all who share Lincoln's values.

1

Visit by the President of Colombia Iván Duque Márquez for a talk with the National Endowment for the Humanities

4

New elopement and micro-wedding packages focused on outdoor space for safety and social distancing, created in response to COVID-19

11

Cancelled weddings with full refunds given

27

Postponed events due to COVID-19, with flexible rescheduling into 2022 without any additional fees

President Lincoln's Cottage was one of our very favorite wedding venues from the start of our search. It's a beautiful setting with meaningful historical significance, and it felt good knowing that our venue fee was going toward something we both cared about. ...It was very helpful to be able to downsize our wedding to a safe number of guests...the outdoor spaces/grounds are so extensive that there was no problem at all social distancing.

- A special event client

FOUNDATION, CORPORATE AND GOVERNMENT DONORS

*We are thankful for our generous supporters who enable us
to continue Lincoln's fight for freedom.*

△ Denotes in-kind donations

▲ Denotes cash & in-kind donations

\$100,000+

Compass △
National Endowment for the Humanities
Robert H. Smith Family Foundation

\$75,000-\$99,999

DC Commission on the Arts and Humanities

\$50,000-\$74,999

Lilly Endowment
Pulvermann Charitable Trust

\$25,000-\$49,999

Eversheds Sutherland (US) LLP ▲

\$10,000-\$24,999

Kettering Family Foundation
National Trust for Historic Preservation
Newburger-Schwartz Family Foundation
Peach Orchard Brigade
Richard Schwartz Family Foundation

\$5,000-\$9,999

Facebook Crowdfunding Campaigns
The Gipson Family Foundation

\$1,000-\$4,999

Office of the Deputy Mayor for Planning and
Economic Development
Main Event Caterers △
Smith Ackerly Charitable Fund
The Malkin Fund

Up to \$999

AmazonSmile
Booz Allen Hamilton
Bunge North America Foundation
Dames of the Loyal Legion of the United States
GEICO Philanthropic Foundation
Google, Inc.
Kids Out and About △
Kingfisher Foundation
Network for Good
PayPal Giving Fund
Petworth Cooperative Playgroup
RSVP Catering △
Thomas Brown Woodright △

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We are thankful for our generous supporters who enable us to continue Lincoln's fight for freedom.

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\$25,000- 49,000

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Charles Cadwell and Mary Schapiro

Bill Cain

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Cary Franklin

Marc and Kimberly Goldwein

Pamela Hatfield-Wells and Morris Wells

Callie Hawkins and Jason Hobbie^{****}

Allerton Kilborne and Elsie Walker

Michelle Krowl

Raymond Locker

Sophie Lynn and David Frederick

Erin Carlson Mast and Andrew Mast

Richard and Julia Moe

Brenda Pascal

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Deborah and Ronald Rudolph

Ronald and Linda Staley

Florence Stanley

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[^]Partial gift in memory of Bradford Warren Smith

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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



**PRESIDENT
LINCOLN'S COTTAGE**