



2021 ANNUAL REPORT



PRESIDENT
LINCOLN'S COTTAGE

DIRECTOR'S LETTER

Dear Friends,

When I began at the Cottage in September of 2021, I was impressed with the critical preservation work, responsive programming, and impactful storytelling demonstrated by the Cottage team.

I arrived from the Smithsonian where my work involved helping communities---especially vulnerable communities--- tell their stories. President Lincoln's Cottage stands at the intersection of many communities, from Petworth locals, to historical pilgrims, to preservation enthusiasts, to bereaved families. This house means so much to so many.

The stories told this year are included in this report. The year began with a mystery solved when our Senior Preservationist Jeff Larry discovered two exposures: an intricate frieze likely original to the house, and an imitation of crown molding likely of the Lincoln era. Some of the most important stories we told this year dealt with tragedy. Our exhibit *Reflections on Grief and Child Loss* brought thousands of families to the Cottage to connect with the Lincolns as parents and honor their own lost loved ones. The impact of the exhibit was personal for the families, and groundbreaking for both the museum field and the cultural perception of Mary Lincoln. Both the *Washington Post* and *Smithsonian* questioned the narrative that 'Mary Lincoln was crazy' by examining her as a bereaved mother in the light of our exhibit. New versions of old stories were read by hundreds of thousands of people across the country.

The stories we tell here inspire, guided as they are by the empathy, relentless dedication to self-improvement, and intellectual depth of Abraham Lincoln (and the brilliance and resilience of Mary). President Lincoln is a rare point of agreement in a still-divided country. He has come to represent our deepest ideals. The Cottage, with its dedication to education, preservation of place and social justice, strives to live up to these ideals and share them with future generations.

Thank you for playing a role in this story.



MICHAEL ATWOOD MASON

CEO & Executive Director

SENIOR LEADERSHIP

Michael Atwood Mason
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

Jerry Jeffries
Events Manager

Rebecca Kilborne
Marketing & Communications Manager

Michelle Martz
Visitor Services Manager

Lacey Shaw
Development Assistant

Staffing as of December 2021

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Richard Moe
Founder

Lester G. Fant, III*
Chairman Emeritus

**Deceased*

As of December 2021

CHAIRMAN'S LETTER

Dear Friends,

2021 was another year of hope and challenge for the Cottage and the country. New vaccines, new variants, new protests, new injustices, a new administration, an attack on the Capitol.

At President Lincoln's Cottage, the year began with a loss: the departure of longtime CEO & Executive Director Erin Carlson Mast, who had guided the Cottage through its formative early years. The months that followed were ones of growth and innovation, thanks to the resilient Cottage staff and especially the Director of Programming, Callie Hawkins. In her months as Interim Director she demonstrated the capable and empathetic leadership that we admire at President Lincoln's Cottage. The year ended with a beginning: the first few months with a new head Michael Atwood Mason, a respected folklorist and 29-year Smithsonian veteran. Our entire board was wholeheartedly behind his appointment, and we continue to be heartened by his revolutionary work. His commitment to transparency, inclusion, and collaboration have launched the Cottage into a new era.

New leadership brings a renewal of commitment—to address the needs and aspirations of our local communities as well as national challenges. Through new beginnings and new challenges, the old scourges of racism, division, and inequality remain constant in this country.

With your help, we will tackle the “unfinished work” of democracy and draw inspiration from a place that provided sanctuary and hope to our greatest president.

Sincerely,



RICHARD MURPHY
Chairman of the Board



PRESERVATION

With expertise, vigilance, and continued investment, the Preservation team works to ensure that the Cottage will be available for future generations to pick up Lincoln's "unfinished work."

2,000+

Hours of preservation work in 2020

625

Square feet of refinished flooring

28

Shutters restored.

7

Doors restored.

20+

Layers of paint removed to expose the decorative painting in the parlor.

10

Areas of trade expertise involved in Cottage preservation.

250+

Linear feet of baseboard and trim restored.



PUBLIC PROGRAMS

Our programs help us examine the past, value the human experience, build empathy for one another, and inspire civic action for the future.

RESPONSIVE PROGRAMS

27 In-person events executed with safety in mind.

9 Virtual programs to ensure continued access.

SCHOOL PROGRAMS

3,082 Students and teachers served virtually and in-person in 2021.

14 Schools who participated in our virtual field trips.

1800 Students whose learning was guided by our 2021 teacher workshops.

Q & ABE PODCAST

3168 Listens to Q&Abe.

26 Countries represented in our 2021 podcast audience.

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.

1264

Lincoln letter brain teasers sent by snail mail to puzzle enthusiasts in 40 states and four countries.

18

Social studies programs offered to young learners.

5

Time zones navigated for our virtual 2021 Students Opposing Slavery summit.

1280

Vellum leaves commemorating lost loved ones hanging on the willow tree in our special exhibit, *Reflections on Grief and Child Loss*.

69

Total miles biked by participants recreating Abraham Lincoln's commute from the Cottage to the White House.

8

U.S. Senators who visited the Cottage in April of 2021.



EVENTS

It is our privilege to host events that share Lincoln's beloved home with people who share in his values.

9

Couples who chose to make their own history at President Lincoln's Cottage.

10

Meetings and retreats for businesses and nonprofits.

5

Partnership organizations we collaborated with through our M.A.S.E. program (Mission Advancement through Special Events).

50

Years of marriage celebrated at one couple's golden anniversary, held at the Cottage.

"Our guests were in awe of the beauty and history of the property, especially that it was nestled in the middle of the city."

- A special event client

ENGAGEMENT & MARKETING

We connect with others to raise awareness of the power of this place and its importance in history.

238%

Audience growth across our social media channels.

11K

Viewers of our most popular Instagram reel.

41%

Increase in average session durations on our new website (launched December of 2020)

155M

Approximate number of unique visitors to media pages that discussed President Lincoln's Cottage.

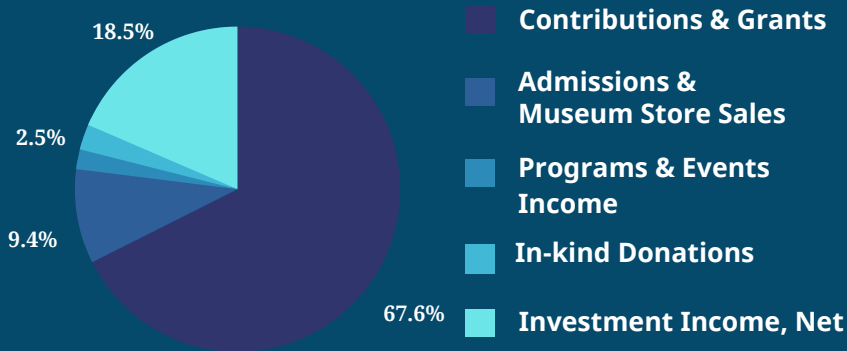
36K

Approximate number of people who tuned in for the initial screening of "The Price of Freedom," the episode of educational TV series *Roots Less Traveled* on NBC that was filmed at the Cottage and told the story of a family's journey to emancipation.

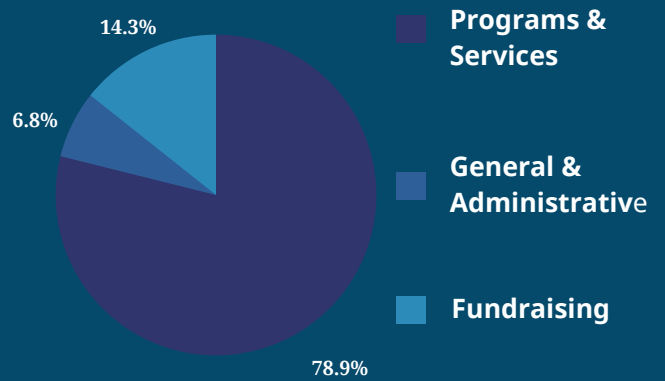


2021 FINANCIAL REPORT

REVENUE



EXPENSES



SUPPORT AND REVENUE

	2021			2020
	Without Donor Restrictions	With Donor Restrictions	Total	Total
Contributions and grants	\$ 832,677	\$ 193,571	\$ 1,026,248	\$ 628,955
Admissions and museum store sales, net of costs of good sold of \$17,760	142,515	-	142,515	165,882
Programs and events income	29,868	-	29,868	257,463
In-kind donations	38,414	-	38,414	41,262
Investment income, net	281,254	-	281,254	41,155
Other revenue	2	-	2	33,358
Net assets released from donor restrictions	<u>383,018</u>	<u>(383,018)</u>	<u>-</u>	<u>-</u>
Total support and revenue	<u>1,707,748</u>	<u>(189,447)</u>	<u>1,518,301</u>	<u>1,168,075</u>

EXPENSES

Program Services	1,099,313	-	1,099,313	1,186,847
General and Administrative	94,660	-	94,660	95,400
Fundraising	<u>199,535</u>	<u>-</u>	<u>199,535</u>	<u>220,577</u>
Total expenses	<u>1,393,508</u>	<u>-</u>	<u>1,393,508</u>	<u>1,502,824</u>
Change in net assets	314,240	(189,447)	124,793	(334,749)
Net assets at beginning of year	<u>1,379,049</u>	<u>473,627</u>	<u>1,852,676</u>	<u>2,187,425</u>
NET ASSETS AT END OF YEAR	<u>\$ 1,693,289</u>	<u>\$ 284,180</u>	<u>\$ 1,977,469</u>	<u>\$ 1,852,676</u>

FOUNDATION, CORPORATE AND GOVERNMENT DONORS

Thank you to our donors who supported us between January 1, 2021 and December 31, 2021 and who enable us to continue Lincoln's fight for freedom.

*** Denotes in-kind donations**

\$100,000+

Latino Economic Development Center
Robert H. Smith Family Foundation
DC Commission on the Arts and Humanities

\$1,000-\$4,999

Charleston Associates, Inc.
The Malkin Fund

\$50,000-\$99,999

Pulvermann Charitable Trust

\$10,000-\$49,999

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\$5,000-\$9999

The Gipson Family Foundation

Up to \$999

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The Kingfisher Foundation

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Thank you to our donors who supported us between January 1, 2021 and December 31, 2021 and who enable us to continue Lincoln's fight for freedom.

\$100,000+

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\$10,000- \$24,999

Andy and Julie Klingenstein
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Sara Zuckerman**

GIFTS IN MEMORIAM

*Gifts made January 2020 - December 2021 as part of our exhibit,
Reflections on Grief and Child Loss.*

IN LOVING MEMORY OF

Ben Gradison

Coley James Hobbie

Bradford Warren Smith

Gwen Hendly

Ruthie Mae Unkovic

William J. Foreman

Riley James Davis

David Robert Raul Ferrer

Kirk Francis Ziska

Harold Eubank

Benjamin James Taylor

Anastasia Naimah Swanson

Jay Cecil Banks

Emma Paige Lewis

Cornelius Carpenter, Sam Carpenter,
Bruce Carpenter, Annie Carpenter

Mary Elizabeth Wynn Mategrano

Henry Caito

Daniel Elliott Barnhardt

Benjamin Bedell Koomen

Colin Michael Horwitz

Joshua Stephens

Kathryn Frances Sullivan Bacher

Wesley Harald Frey

GIVEN BY

Candice Shy Hooper and Lindsay Hooper

Callie Hawkins and Jason Hobbie; Candice Shy Hooper and Lindsay Hooper;
Bud and Beverly Elzey

Tefft and Nancy Smith

George Wellman

Rachel Unkovic

Mark Foreman

Emily Davis

Eduardo Ferrer

Deborah Ziska

Elizabeth Eubank

Teresa Taylor

Wendy Swanson

Sandra and Douglas Banks

Nicole Lewis

Ruth Carpenter

Terri Bourus

Lisa Caito

John and Lisa Barnhardt

Marcia Koomen

Shannon Horwitz

Cindy Hoffman

Diane Sullivan

Meghan Frey

GIFTS IN MEMORIAM

The loved ones listed on these pages are memorialized with a leaf on the exhibit's weeping willow.

IN LOVING MEMORY OF

Levi James Lozano

Ruby Soho Grace Young

Katie Field

Sharon Anne Peterson

Matthew Nathaniel Pratt

Ron Tucker Jr.

Jacqueline Tell

Margot Julia Cochenour

Megan Elizabeth Santa Croce

Briana Marie Bertolini

Erik Johnson

Clifford A. Moore

Samuel Robert Ahnemann

Grace Michele Girling

Cora June Dunlap

Ethan Miles Williamson

Gala Rose Taylor

Logan Michael Judge

Nicolas Francois de la Garza Newkirk

Brayden Miluszusky

Lowell Ensel

Barb, Keith, Greg,
Sue, David, Kathy Baderschneider

Allan Spiegel, Marian Spiegel,
Roger Anderson, Dorothy Anderson

Ginny Cobo

Annalee Corinne D'Ambrosio

GIVEN BY

Andy and Samantha Lozano

Leemone and Amanda Young

Katrina Foard

Rebecca Wise

Teresa Arledge

Laura Rasor

Cheri Tell

Danelle Kosmal and Brandon Cochenour

Molly Santa Croce

Barbara and Mark Bertolini

Jessica Lunde

Mea Moore

Janet and Doug Ahnemann

Kathy Girling

Cameron Dunlap

Matthew Williamson

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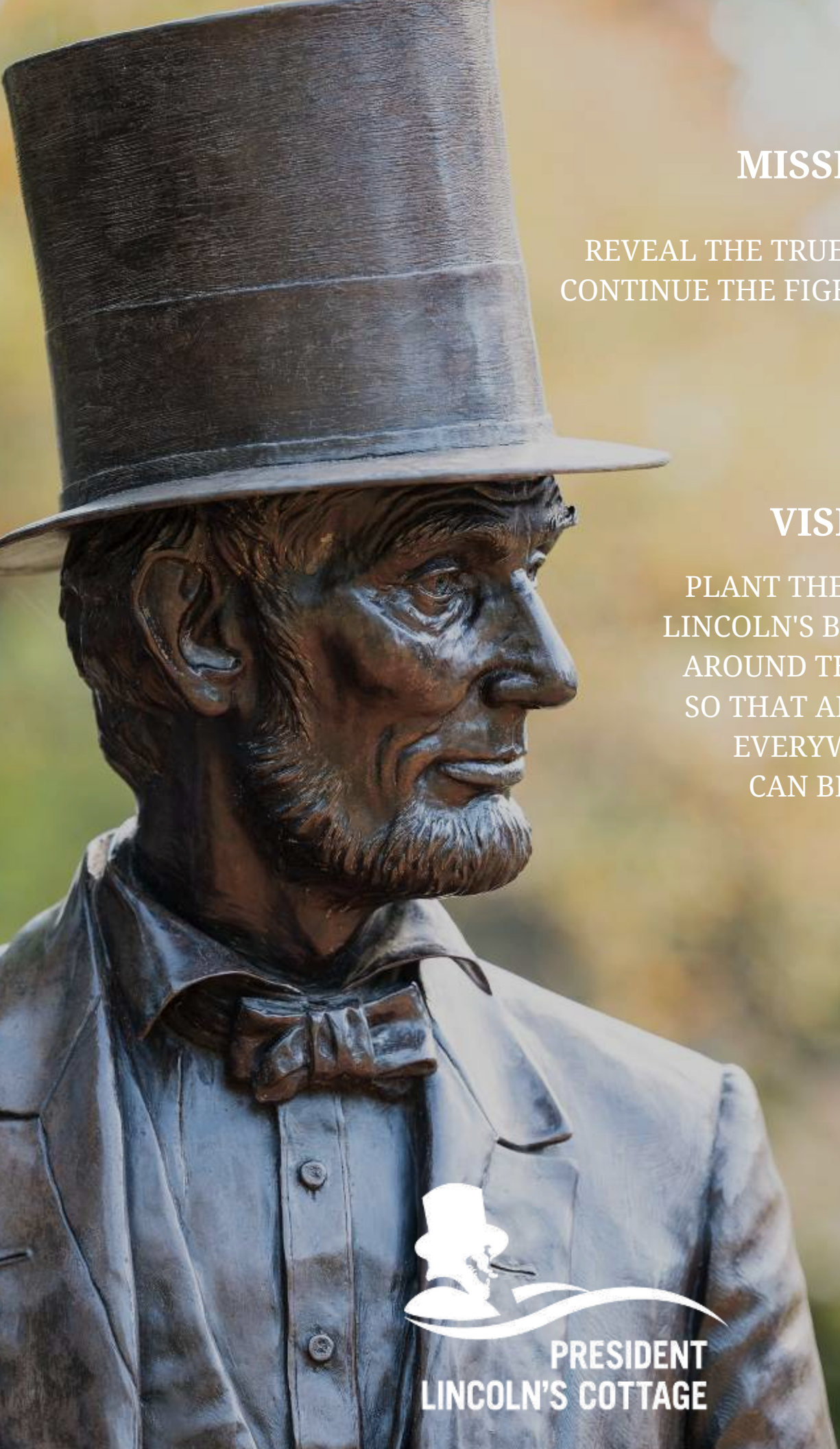
Ellen Ensel and Fenwick Anderson

Jean Baderschneider and Pat MacArevey
and the Baderschneider family

Eric and Doreen Spiegel

Nora Cobo

Shaina and Joe D'Ambrosio
Jean Baderschneider and Pat MacArevey



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