

## **DIRECTOR'S LETTER**

Dear Friends,

At President Lincoln's Cottage, we value curiosity. Asking difficult questions and seeking answers, however murky, in search of glimmers of truth is what informs our Cottage tours specifically, our programming broadly, and of course, our podcast Q&Abe.

2022 began with some important questions: "How can we turn this hidden gem, this national treasure, into something less hidden and more iconic? How can we engage more people with the true spirit of the Lincolns? How do we best serve our surrounding community? And how do we build empathy and connection through the stories we tell?"

To help us explore these questions, we brought on arts and culture consultancy group, Morris Hargreaves McIntyre, whose team worked hand-in-hand with ours, listening, advising, responding, refining. Together we reflected on the elements that makes this place so special and the role we want to play as a historic site over the next five years and beyond.

As part of this process, we expanded our mission in the spirit of inclusion and transparency and created a new strategic framework to guide our work.

I am proud to share our refined mission with you:

"President Lincoln's Cottage works to preserve this place to connect people to the true spirit of the Lincolns, build empathy, and inspire them to act upon their own ideas for social justice."

With this mission in mind, 2022 was a year of maturation as shown by the successes documented in this report. We continue look to the future, fueled by abiding curiosity and a belief that this "inestimable jewel" is worth fighting for.

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**CEO & Executive Director** 

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As of December 2022

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As of December 2022

## **CHAIRMAN'S LETTER**

Dear Friends,

Thank you for your support of this unique National Monument, which continues teach us the power of reflection, the importance of self-improvement, and the triumph of hope.

With your support during 2022, the Cottage:

- Received outstanding recognition in the field, including a History in Progress award from the American Association for State and Local History for our special exhibit *Reflections on Grief and Child Loss*. With this award, we join a small group of organizations to receive this special recognition for projects that are highly inspirational, exhibit exceptional scholarship, or are exceedingly entrepreneurial.
- Offered fun, creative, and insightful programming. Both Bourbon & Bluegrass and Homecoming set all-time records for attendance in 2022! We were proud to collaborate with the Smithsonian's National Museum of African Art and Howard University in preparation for our special installation, Create to Free Yourselves by Georges Adéagbo.
- Conducted critical preservation work. With the initial restoration of the Cottage seventeen years behind us, our director of preservation has been hard at work making necessary repairs both inside and out. These include restoring the veranda and south balcony, and masonry repairs to keep the 181-year-old structure sound.
- Brought people together to consider big ideas in the spirit of Abraham Lincoln. March 2022 was our busiest to date, where we welcomed more than 3,000 school children onsite for tours and educational programming.

Often called a "hidden gem", the Cottage is breaking out and bringing this special place to more people than ever before. As you'll see later in this report, we had an 206% increase in articles mentioning the Cottage, with prominent features in *Washingtonian*, *The Washington Post*, NBC, Fox5 News, CBS, WETA, and C-SPAN.

Plus, season four of our podcast, Q&Abe, reached audiences across the globe and tackled real visitor questions, including: "Was Lincoln Racist?", "Where's all the furniture?" and, "Did Lincoln Ever Play Basketball?"

Lincoln's legacy, like the work of the Cottage, is still unfolding. There are many more questions to be asked, stories to be told, and people to be comforted and inspired.

We look forward to seeing the Cottage reach new heights in the years to come, inspired, as ever, by our greatest president.

Sincerely,

RICHARD MURPHY

Richard Murfy W

Chairman of the Board

## **COTTAGE KUDOS**

Reflections from our friends and visitors

"[President Lincoln's Cottage] goes above and beyond to support community events."
-Stakeholder

"This is an excellent and meaningful exhibit. Exploring the experiences of grief, of which the Lincoln family had much, and the power of nature and peace to sustain someone through such extraordinary times."

-Visitor to our exhibit, Reflections on Grief and Child Loss

"Great blending of voices to talk about history, documentation, and how this type of research is both performed and re-evaluated."

-Q&Abe listener

"This visit opened my eyes to what historic homes can do for their communities, and has made me more interested in working in one."

-Student visitor

"We heard from so many out-of-town guests how special and unique this venue was, and how much they appreciated its cultural significance."
-Special events client

"What a a treasure the Cottage is."
-Cottage admirer



President Lincoln's Cottage was voted "Best Museum Off the Mall" for the fifth year running in City Paper's Best of DC Reader Poll.

Thank you to everyone who voted!

## ILLUMINATING A HIDDEN GEM

We are working to expand our impact each day.

Percent increase in stories across national media outlets including *The Washington Post*, *Washingtonian*, CBS, C-SPAN, WETA, and NBC

Museums across the country who shared art related to grief in our October #ReflectionsonLoss campaign on social media

 $58,\!000 \qquad \begin{array}{ll} \text{Dollars worth of free advertising leveraged through our} \\ \text{Google Ad Grant} \end{array}$ 

Visit lincolncottage.org/news to check out our features in *Smithsonian Magazine*, *Washingtonian*, *The Washington Post*, and more.





# BUILDING EMPATHY & COMMUNITY

Our community programs bring people together to celebrate the fullness of the human experience.

1	History in Progress award for our special exhibit, <i>Reflections</i> on Grief and Child Loss
37	People who attended our Lincoln Ideas Forum on grief and loss and expanded the cultural dialogue on the

People who honored Lincoln's famous sense of humor by laughing along at our Comedy Nights with DC Improv

subject of bereavement

150 Students who danced the Wobble at our Ride the Verse Poetry Slam put on by Theodore Roosevelt High School

431 Neighbors who voted for Inside Out for our final free movie night on the South Lawn of the Cottage

1,208
Music lovers who graced the South Lawn to listen to Driftwood and other talent at a record-breaking Bourbon & Bluegrass

219 Washingtonians who remembered the fallen at our Memorial Day program

# PURSUING THE 'UNFINISHED WORK'

Our special programs delve into issues faced by Lincoln, the legacy of his decisions, and our civic responsibilities today.

119 School groups who learned about leadership, justice, and problem solving in our virtual and in-person education programs

1,800 History students whose learning was guided by our 2022 teacher workshops

 $37 \qquad \begin{array}{l} \text{Countries with truth-seekers} \\ \text{who listened to our Q\&Abe} \\ \text{podcast} \end{array}$ 

Podcast listeners who tuned in to discussions of Lincoln's views on race in our "Was Lincoln a Racist?" episode and the accompanying bonus episode

Countries of origin represented in a Youth Naturalization Ceremony

Activists who attended our Moms Demand Action program to combat gun violence

"[The tour] brought Lincoln alive, as a president facing the horror of a civil war, as a father who lost two sons, and as a truly decent man who welcomed strangers at all hours of the day and night, and a fallible human who admitted his mistakes and made things right."

-Cottage visitor



## **STEWARDSHIP**

With expertise, vigilance, investment, and care, we preserve this historic property for generations to come.

2,000+ Hours of preservation work in 2022

193 Floorboards replaced on the veranda and south balcony

Gables with bargeboards that were repainted this year

Specialists engaged for projects: a paint and decorative finishes historian, slate roofer, and brick mason

Discovery of an old window that was turned into a door during the expansion of the Cottage in 1848

"This is a place of reflection, using the past to better the future."
-Cottage visitor

# **CREATING CONNECTION**

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

- $16 \quad \hbox{Couples who chose to make their own history at President Lincoln's Cottage} \\$
- 1 C Likeminded non-profits who held events at the Cottage
  - Military promotion and reception held by a relative of Abraham Lincoln
- $20^{\circ}$  Senators who attended the Female Senator's Dinner hosted by Senator Kirsten Gillibrand
- 26 Miles run by one of our couples the day after they were married at President Lincoln's Cottage

"A wonderful combination of history, gorgeous greenspace, and spacious tent space."
- A special event client



Voted
"Best Outdoor Venue"
for 2022

## FINANCIAL REPORT

Fiscal year July 1, 2021 to June 30, 2022



		2021	
SUPPORT AND REVENUE	Without Donor Restrictions	With Donor Restrictions Total	Total
Contributions and grants Programs and events income Admissions and museum store sales, net of costs of good sold of \$29,819 In-kind donations Investment (loss) income, net Other revenue Net assets released from donor restrictions	\$ 838,770 304,467 248,091 47,509 (206,219) 36 300,855	\$ 233,122 \$ 1,071,892 - 304,467 - 248,091 - 47,509 - (206,219) - 36 (300,855) -	\$ 1,026,248 29,868 142,515 38,414 281,254 2
Total support and revenue	1,533,509	(67,733) 1,465,776	1,518,301
EXPENSES			
Program Services	1,326,002		1,099,313
Supporting Services: General and Administrative Fundraising	109,078 184,498	- 109,078 - 184,498	94,660 199,535
Total supporting services	<u>293,576</u>	293,576	294,195
Total expenses	1,619,578		1,393,508
Change in net assets	(86,069)	(67,733) (153,802)	124,793
Net assets at beginning of year	1,693,289	<u>284,180</u> <u>1,977,469</u>	1,852,676
NET ASSETS AT END OF YEAR	\$ <u>1,607,220</u>	\$ <u>216,447</u> \$ <u>1,823,667</u>	\$ <u>1,977,469</u>

# FOUNDATION, CORPORATE, AND GOVERNMENT DONORS

Thank you to our generous donors who supported the Cottage between January 1, 2022 and December 31, 2022.

#### \$100,000+

DC Commission on the Arts and Humanities Robert H. Smith Family Foundation

\$50,000 - \$99,999

**Pulvermann Charitable Trust** 

\$10,000 - \$49,999

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### **Up to \$999**

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## Leaves In Memoriam

Engraved leaves donated in 2022 to the willow tree in the center of our exhibit, Reflections on Grief and Child Loss.

In Loving Memory of	Given by	
Inaaya Liora Pineau	Nithya Nathan-Pineau	
Stuart G. Tipton	Ann Donnelly	
Christopher Patrick Kissel	Peter Kissel	

## Special Recognition for Reflections on Grief and Child Loss

President Lincoln's Cottage is exceptionally proud to receive the American Association for State and Local History 2022 Award of Excellence and History in Progress award for our special exhibit, Reflections on Grief and Child Loss.

The History in Progress Award is special recognition for projects that are highly inspirational, exhibit exceptional scholarship, or are exceedingly entrepreneurial. Fewer than 5% of Award of Excellence winners are awarded the History in Progress Award.

Reflections on Grief and Child Loss bridges the Lincolns' experience of the death of their children with modern families in grief. This exhibit would not be possible without the families who graciously shared their stories and the loving memories of their children and the many donors who helped make it a reality. For our partnership, we are eternally grateful.

"President Lincoln's Cottage works to preserve this place to connect people to the true spirit of the Lincolns, build empathy, and inspire them to act upon their own ideas for social justice."

