

2024 ANNUAL REPORT



PRESIDENT
LINCOLN'S COTTAGE

DIRECTOR'S LETTER

Dear Friends,

You inspired us to begin 2024 with a commitment: to center our work around humanity, empathy, and respectful dialogue.

We shared this commitment in January with a brilliant group of professionals in and around the field of public history, in a convening at President Lincoln's Cottage. The purpose of the gathering was to get to the heart of our role as museums in both telling and shaping the story of our nation ahead of the 250th anniversary of the signing of the Declaration of Independence. The heart, we decided, lay in humanizing, not glorifying, history, and in creating places where every citizen feels they belong.

You may have seen this human-centered approach in full if you visited *Prison Reimagined: The Presidential Portrait Project*. This special art installation featured the artwork of 37 incarcerated artists from around the country as they reflected on the injustices of the criminal justice system. Curated by Caddell Kivett, an incarcerated journalist, the exhibit encouraged empathy for a population that is systematically and culturally dehumanized while offering a thought-provoking critique of the system itself.

Your support has also helped expand the Cottage's role as a place for difficult – but constructive – civic conversations. In the wake of the extreme political polarization across our country, we held the first of our 250th programs: a workshop focused on dialogue and connection. We planned a similar non-partisan gathering at the Cottage for the day after the election so that, no matter the outcome, we would be ready to discuss how we as individuals can help to shape the future of democracy.

Lincoln spent so much time reflecting deeply about the future of democracy here, and it is important that this process of reflection continues as we move through challenging times.

If you are filled with anxiety about the future of our nation, we hope you will join us for more of these conversations in the year ahead. We promise you will come out of them with more inspiration, more purpose, and a little bit more understanding.

With much gratitude,



CALLIE HAWKINS

CEO & Executive Director

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As of December 2024

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As of December 2024

CHAIRMAN'S LETTER

Dear Friends,

As we approach our nation's 250th anniversary, we are facing challenges that inevitably accompany a period of extreme polarization, not unlike the challenges faced by President Lincoln. From 1862 to 1864, the Cottage offered Lincoln a haven from the turmoil of the Civil War, a place where he could chart a path forward for the country. While living here, he visited with allies and adversaries, spent time with self-emancipated men, women and children, and conceived the most impactful document of his Presidency, the Emancipation Proclamation.

Today President Lincoln's Cottage is using lessons from history and Lincoln's ideas to work toward a better, less polarized, world. Your support during 2024 enabled us to expand this work in novel ways.

In September, the Cottage joined Museums for All, an initiative by the Institute of Museum and Library Services to expand access to museums across the country. As part of this program, the Cottage is proud to offer free admission to people receiving food assistance. In November, we deepened connections with our community through two public gatherings that were part of our Cottage for Community project. This project collected interviews from 123 of our neighbors in Petworth to help us better understand their hopes and needs as we develop our programming going forward.

The Cottage was also selected to participate in two networks that will expand our influence in the museum field. The United Nations Educational, Scientific, and Cultural Organization (UNESCO) chose the Cottage to be members of UNESCO's inaugural cohort of sites related to enslavement and the slave trade. As the 'cradle of the Emancipation Proclamation', the Cottage is honored to be in this global network sharing good practices in conservation, promotion, and education.

Additionally, the Cottage was selected by the American Alliance of Museums as one of 40 institutions across the country that will participate in the Museum Social Impact in Practice program, the goal of which is to better understand the impact of museums on individuals and communities.

When you support the Cottage, you also support the community, the museum field, and the study of history and democracy more broadly.

On behalf of the Board, thank you for all that you do to help Lincoln's legacy shine bright.

Sincerely,



RICHARD MURPHY

Chairman of the Board

RAISING OUR PROFILE

We seek to illuminate this all-too-hidden gem.

293

Radio, TV, print, and online mentions across national media outlets including *Garden & Gun*, *Charlotte Observer*, *Fodor's Travel*, *The Boston Globe*, NPR, PBS, NBC-7, & Fox 5 DC

2,409,802

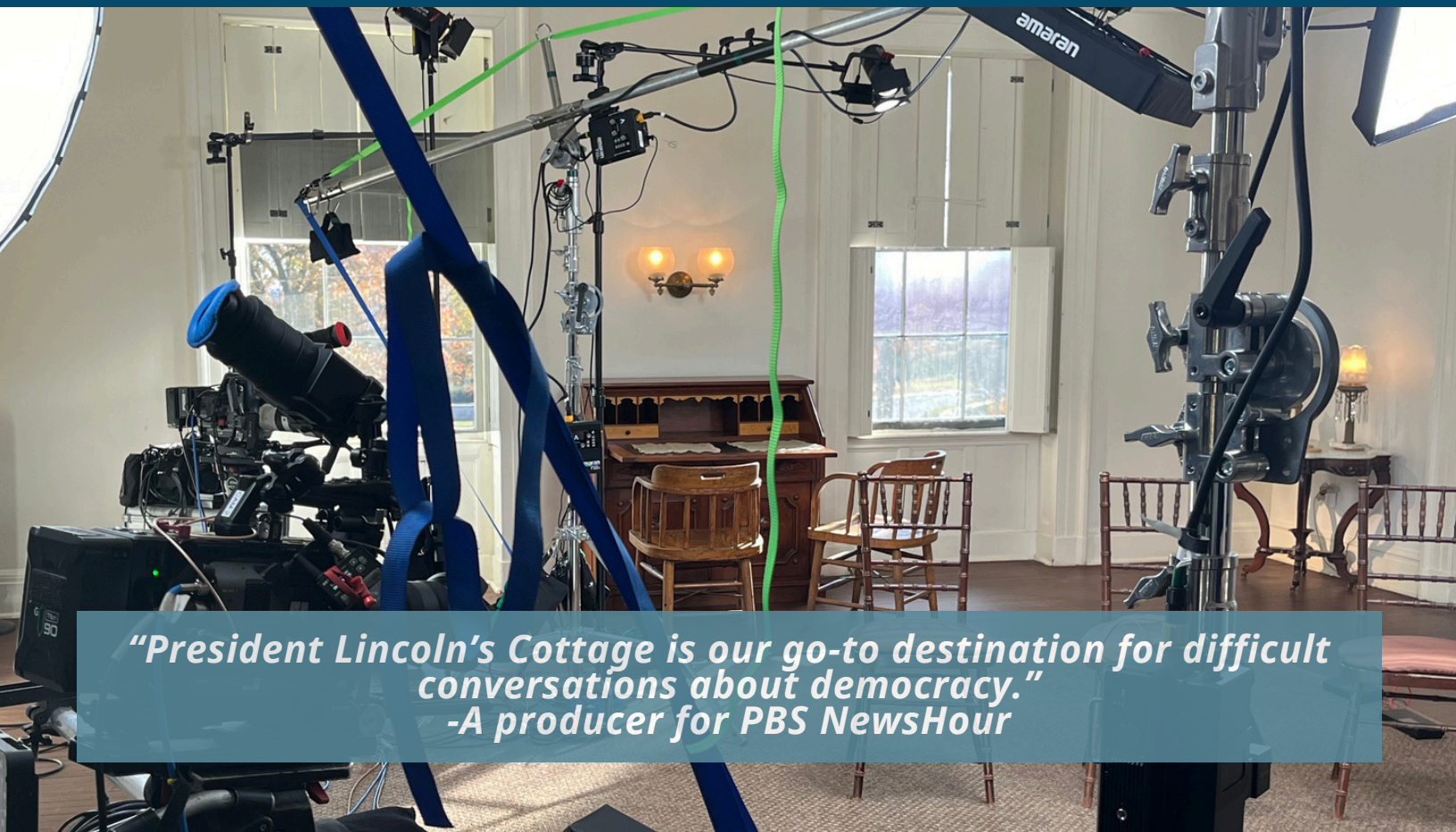
Dollars of calculated publicity value for the latest session of *America at a Crossroads* with Judy Woodruff for PBS NewsHour. The panel-style interview was filmed at the Cottage in December.

312

Percent increase in clicks on our website from the previous year

23,000

Views on our newest social media platform, TikTok, between when we launched it in September and the end of 2024



*"President Lincoln's Cottage is our go-to destination for difficult conversations about democracy."
-A producer for PBS NewsHour*

STEWARDSHIP

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

4,000+

Hours of preservation work in 2024

10+

Other historic sites visited by the
preservation department

13

New trees planted around the Robert H.
Smith Visitor Education Center in
partnership with Casey Trees

200+

Gutter cobblestones replaced by masons

1

Pompeii-inspired decorative painting
revealed by our Director of Preservation

250+

Visitors who embarked on a preservation
experience with the Director of
Preservation



BUILDING EMPATHY & COMMUNITY

Our community programs bring people together to cultivate empathy and celebrate the human experience.

46

Portraits, essays, and poems produced by 37 incarcerated artists and displayed at the groundbreaking exhibit, *Prison Reimagined*, which opened at President Lincoln's Cottage in January

25

Leaders and innovators in the field of Public History who gathered at the Cottage to discuss inspiring, respectful, and truthful ways to honor America's 250th at historic sites

182

Friends and neighbors who found humor, insight, and delight at our sold-out 2024 comedy nights with DC Improv

2

Sessions of our Cottage for Community Share Out communicating the findings of our interviews with Petworth residents about community strengths, needs, and adversities

~3,000

People who shared in the joy of our largest Homecoming celebration to date

1,347

Music lovers who braved weather challenges to attend our 2024 Bourbon & Bluegrass which included performances by Senora May & Adeem the Artist

216

Reflective Americans who honored the fallen with us during our 2024 Memorial Day program with the Armed Forces Retirement Home

PURSuing THE 'UNFINISHED WORK'

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

99

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

2

Students who wrote legislative proposals to combat human trafficking during our 2024 Students Opposing Slavery International Summit

28,775

Listens to our podcast *Q&Abe* since it's inaugural season in 2019

20

Civil War Washington Teacher Fellows who worked with the Cottage in a unique professional development program

4,000

Estimated number of students who were impacted by our class of 2024 teacher fellows

10

Countries of origin represented in our Youth Naturalization Ceremony

96

People who joined us to discuss authenticity in the age of AI during our 9th annual Lincoln Ideas Forum



CREATING CONNECTION

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

11

Couples who made their own history at President Lincoln's Cottage

13

Number of likeminded non-profits and businesses who held events at the Cottage

48

Percent increase in Cottage rentals from the previous year

1

Rainbow that provided an auspicious and fitting backdrop for an LGBTQ+ wedding held at the Cottage

***"The whole venue is elegant, historical, and meaningful."
-Special event host***

COTTAGE KUDOS

"President Lincoln's Cottage is an unexpected treasure. The learning center and the tour are not just informative but very emotionally moving. I finished the tour with a better understanding of what shaped and motivated Lincoln..."

-Cottage visitor

"The entire experience has expanded [my son's] view of the world and some of the problems that connect us."

-Parent of a
SOS 2024 Participant

"This exhibit was heart-wrenching and heart-warming. I truly felt the pain of people who had lost children. And I appreciate the opportunity that parents had to share their grief and their memories."

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

"If you're a history fan, your imagination will be buzzing after the tour."

-Cottage visitor

"I've enjoyed listening to this clever mix of voices and lines of thought. "

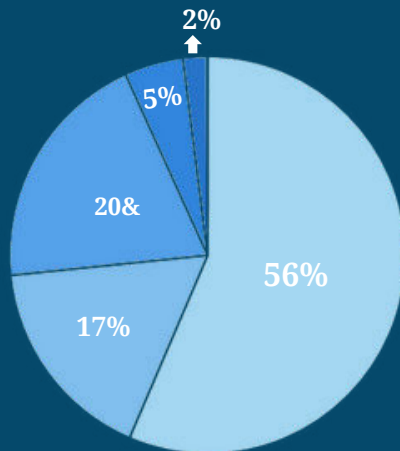
-Q&Abe listener

"What a piece of history to start their life together...
[A] beautiful wedding in a beautiful place planned with creativity and love."

-Special event host

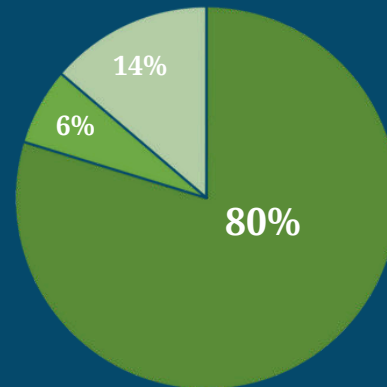
2024 FINANCIAL REPORT

REVENUE



- Contributions & Grants
- Admissions & Museum Store Sales
- Programs & Events Income
- In-kind Donations
- Net Investment Return

EXPENSES



- Programs & Services
- General & Administrative
- Fundraising

SUPPORT AND REVENUE

	2024			2023
	Without Donor Restrictions	With Donor Restrictions	Total	Total
Grants and contributions	\$ 422,130	\$ 441,690	\$ 863,820	\$ 1,095,325
Programs and events	303,156	-	303,156	375,825
Admissions and sales, net	258,949	-	258,949	222,367
Net investment return	73,574	-	73,574	87,499
Contributed nonfinancial assets	29,771	-	29,771	54,571
Other revenue	678	-	678	715
Net assets released from donor restrictions	<u>422,875</u>	<u>(422,875)</u>	<u>-</u>	<u>-</u>
Total support and revenue	<u>1,511,133</u>	<u>18,815</u>	<u>1,529,948</u>	<u>1,836,302</u>
EXPENSES				
Program Service	<u>1,504,651</u>	<u>-</u>	<u>1,504,651</u>	<u>1,625,703</u>
Supporting Services:				
Fundraising	259,364	-	259,364	296,574
General and Administrative	<u>122,904</u>	<u>-</u>	<u>122,904</u>	<u>120,204</u>
Total supporting services	<u>382,268</u>	<u>-</u>	<u>382,268</u>	<u>416,778</u>
Total expenses	<u>1,886,919</u>	<u>-</u>	<u>1,886,919</u>	<u>2,042,481</u>
Change in net assets	(375,786)	18,815	(356,971)	(206,179)
Net assets at beginning of year	<u>1,098,699</u>	<u>518,789</u>	<u>1,617,488</u>	<u>1,823,667</u>
NET ASSETS AT END OF YEAR	<u>\$ 722,913</u>	<u>\$ 537,604</u>	<u>\$ 1,260,517</u>	<u>\$ 1,617,488</u>

FOUNDATION, CORPORATE, AND GOVERNMENT DONORS

*Thank you to our loyal donors who supported us between
January 1, 2024 and December 31, 2024.*

* Matching corporate gift
** In-kind donation

\$100,000+

DC Commission on the Arts &
Humanities

\$50,000 - \$99,999

National Trust for Historic Preservation

\$10,000 - \$49,999

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*Thank you to our loyal donors who supported us between
January 1, 2024 and December 31, 2024.*

\$25,000+

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A Special Thanks to Team Lincoln

Thank you to all of our Team Lincoln members for your continued support. Donors make all we do at the Cottage possible – from preserving the Cottage and designing award-winning student programs, to rethinking and expanding the role of museums.

We couldn't do it without you. Team Lincoln members receive exclusive benefits, including member programs, private guided tours, free access to events, and more.

Join Team Lincoln today to unlock these exclusive benefits!



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In Honor of

Jean Baderschneider

By Susan Fant

John & Lisa Barnhardt

By Bob & Nora Bernhardt

Callie Hawkins

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Hooper & Lindsay Hooper; Raymond
Scalettar**

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Young E. Hobbie

By Charles Hobbie

Sarah Margaret Williamson Jeffries

By Jerry Jeffries

Mary Todd Lincoln

By Vivian Brady Jones

Daniel Recinos

By David Caillet

Donald B. Robertson

**By the colleagues of Stephen
Robertson; Gary Cahn; Meg Morrow;
Diana Savit**

Hale Stevenson Ross

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Todd

By Steven Bosacker

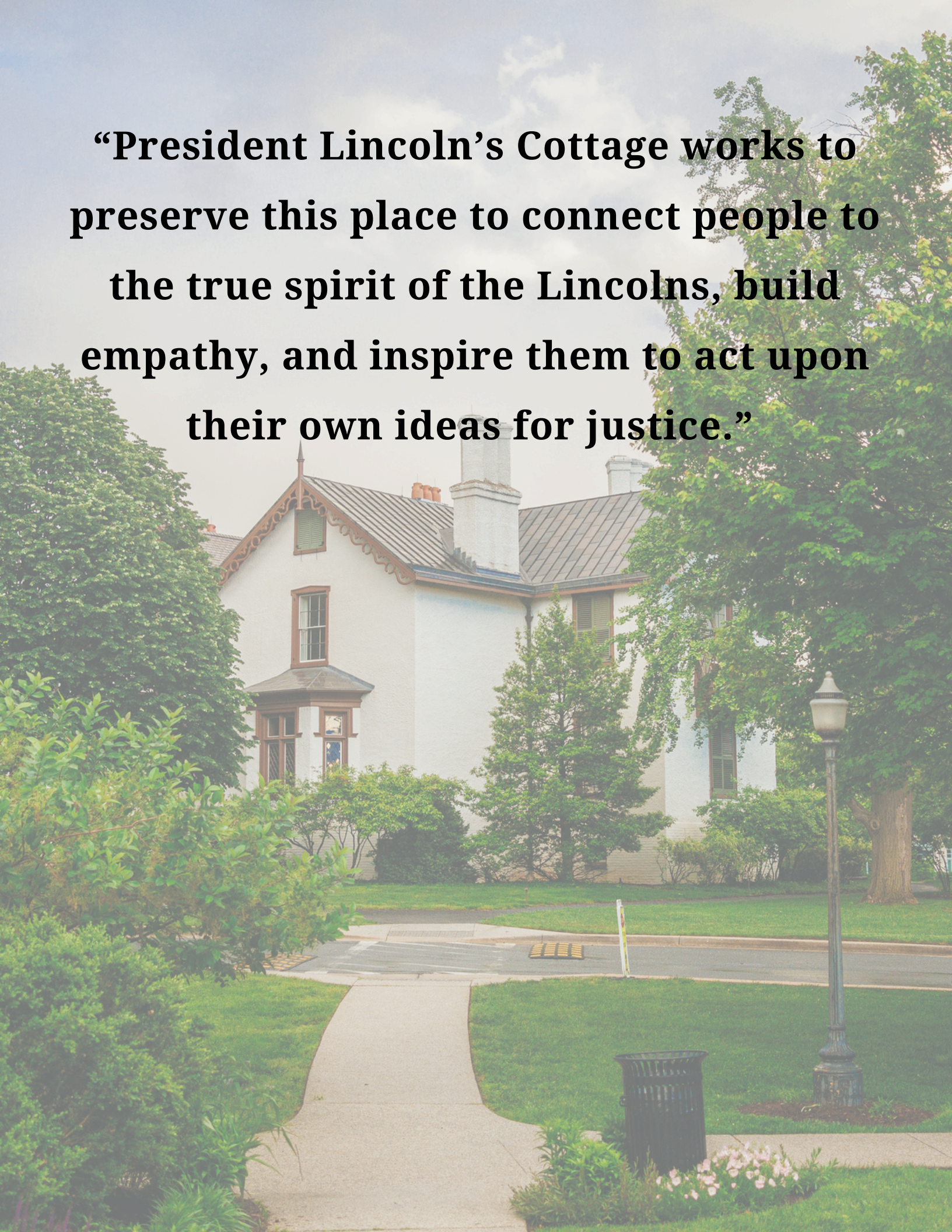
Daniel Valdespino

**By Michelena Hallie & Andres
Valdespino**

Annabella & Barak Widome-Sassoon

By Daniel Widome & Rachel Sassoon

“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 justice.”





PRESIDENT LINCOLN'S COTTAGE

