

2011-12

vfh Annual Report



Chris and Michelle Olson do the Reel. PHOTO BY PETER HEDLUND / Marshall Chapman performs at the 2012 Virginia Festival of the Book. PHOTO BY ASHLEY TWIGG

FISCAL YEAR 2011-12 was VFH's most successful fundraising year ever! Contributions from individual donors and other sources provided a total of \$8.1 million for VFH's statewide community programs, scholarship, and digital initiatives. Your contributions are making the vital difference, helping us sustain current programs and foster exciting new endeavors. VFH gratefully acknowledges your support and invites others to join us in the coming year.

THE ANNUAL FUND

The Annual Fund at the Virginia Foundation for the Humanities plays an integral role in the organization's overall operating budget and makes the critical difference in our ability to fulfill our mission.

Maintaining a strong, growing Annual Fund is essential in these times of economic uncertainty. Through your thoughtful generosity, we were able to raise more than \$139,000 from 476 donors during fiscal year 2012. This represents a 59 percent increase in unrestricted giving from fiscal year 2011 and an 11 percent increase in donors. We thank those of you who supported VFH with a gift to the Annual Fund this year.

Our momentum is strong. The \$139,000 in gifts to the Annual Fund in

2011-2012 stand as the most unrestricted dollars from individuals raised in VFH's history. This total was achieved not only through the generosity of our many friends and supporters, but also from the deep loyalty of our Staff and Board. 100 percent of both the VFH Staff and the VFH Board donated to the Annual Fund last year, accounting for more than \$61,000—nearly half of our overall total for fiscal year 2012. Very few organizations can claim this impressive statistic of giving on an annual basis, a sign that we are leading with

generosity and commitment.

Given the unpredictability of state and federal funding, we are especially grateful for your consistent support. Increasingly, the unrestricted support from individuals like you is what enables VFH to remain the vibrant organization that it is.

With 119 new donors to the Annual Fund this year, we are inspired to continue the important and meaningful work that is being done here at VFH. We hope to count on your generous support again this year. Help us reach our 2013 goal of \$150,000 and maintain the standard of excellence you expect from VFH programs that explore the history, culture, and future of Virginia.

THE ANNUAL FUND

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The Humanities Cabinet recognizes donors of unrestricted gifts of \$2,500 or more. VFH appreciates the support of these donors who provide flexible support, which is applied to areas of greatest need.

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Winship Tower and Gwen Meredith at an event in April hosted by Jo Ann & Buzzy Hofheimer and Maurice Jones & Lisa Smith.
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Every effort has been made to list all donors accurately. For inquiries, corrections, and ways of giving, please contact the Development Office at 434-924-3296 or lmeyers@virginia.edu.

Susan S. Goode

Susan S. Goode is a cherished and loyal supporter of the Virginia Foundation for the Humanities. She's not shy about telling why that is: "VFH is a well-run organization that fills a niche in Virginia that isn't filled by anyone else."

A two-term VFH board member and resident of Norfolk, Susan served from 1995-2001. Though she grew up in Wilmington, Delaware, she moved to Roanoke in 1965, then to Norfolk in 1990, and considers herself a Virginian.

Susan remembers her VFH Board tenure very fondly. "I learned so much from all the fascinating VFH board members and scholars. In discussions they would always come up with things that I hadn't thought about before and broaden the way I would think. It was especially rewarding to learn what was going on around the state through the Grants Committee, which awarded grants to organizations of all levels."

Susan also credits the diversity of the board—typically a mixture of scholars, business people, philanthropists, and academic administrators—as one of the organization's key strengths. Susan recalls with pride being involved with the VFH's early work on issues of violence, the creation of the African American Heritage Trail and adoption of the radio show, *With Good Reason*.

"Radio was the most effective way to have VFH become known around the state," she recalls. "Back in the mid-90s many around Virginia didn't know about VFH and its programs, but radio has helped change that."

Susan has made a five-year pledge to *Encyclopedia Virginia* and recently matched that with a similar pledge to the Annual Fund. When asked what prompted the decision, she responded, "it is so valuable



Susan S. and David R. Goode

to have all that information on Virginia integrated and in one place. The more we can do to help teachers use history in their classrooms, the better." She believes it is crucial for children to have accurate and engaging resources on Virginia history that are linked to other relevant topics. "Whether it turns out to be books, music, food, or society, having it all intertwined for you on this [web]site is a great service," she says, acknowledging the growing depth and breadth of the online project.

Susan studied history at Duke University, and has kept up a lifelong interest in the arts, music, and humanities. She devotes time and support locally, across Virginia, and even nationally as a current member of the Norfolk Public Arts Commission, the Norfolk Commission on the Arts and Humanities, and the collection committee of the Chrysler Museum of Art. She also sits on the boards of Americans for the Arts, Virginia Wesleyan College, the Virginia Museum of Fine Arts, and is secretary for the board of the Virginia Symphony Orchestra. She received an Honorary Doctorate degree from Roanoke College in 2008. She and her husband, **David R. Goode**, retired CEO of the Norfolk Southern Corporation, received the Governor's Arts Award in 2008. They have two daughters, **Christina** and **Martha**.

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VFH Board member Joanne Gabbin and Barbara Comstock join Caribbean Carnival performer Chante Copeland-Smith at the home of VFH Board member Michelle Olson and her husband, Chris. Michelle and Chris, along with her parents, Fred and Marlene Malek, hosted a family day in May celebrating VFH and the traditional arts.
PHOTO BY PETER HEDLUND

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Hotdog eating contest judges, Uncle Sam; Bryan Randall, former quarterback for the Richmond Raiders; Santa Claus; and Ms. United States, Laura Eilers. The hotdog eating contest was part of a celebration of Contest Traditions at the Richmond Folk Festival. PHOTO BY PETER HEDLUND

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Cornell Legacy Helps History Thrive

During the last two years, the Joseph and Robert Cornell Memorial Foundation—named for the legendary American assemblage and collage artist and for his brother—has generously awarded the Virginia Foundation for the Humanities’ (VFH) radio program, *BackStory with the American History Guys*, three grants totaling \$200,000.

“Through the good offices of co-trustees **Richard Ader** and **Joseph Erdman**, the Cornell Foundation has played a crucial role in ensuring the ongoing development of our now weekly national radio program,” says *BackStory*’s founding executive producer, Andrew Wyndham. “We are deeply grateful for their support.”

“Anything in history is of particular interest to us,” explains Erdman, reflecting on the Cornell Foundation’s on-going grants for *BackStory*. “Richard Ader and I are interested in history and historic sites, especially in and around Charlottesville, with the University of Virginia as a central focus.”

This aspect of their mission, Erdman notes, resonates with Cornell’s goals as an artist: “He evoked images of the past—for example, the grand hotels of Europe during the Edwardian era. His creations include clippings of news articles as well as paraphernalia and pictures that he often obtained through the Bettmann Archive, reflecting his sense of history.”

In addition to supporting the arts at the University of Virginia, the Joseph and Robert Cornell Memorial Foundation has been a major contributor to Thomas Jefferson’s Monticello and James Madison’s



Montpelier, as well as to VFH. The Cornell Foundation, Erdman points out, supports only not-for-profit organizations or entities.

A 1956 graduate of U.Va., Erdman majored in political science. Ader was a history major at New York University. The two were law partners in New York for many years before becoming Florida residents along with their wives, though each family now also has a home in Charlottesville.

How did the Cornell Foundation come to be? “Well, Richard met Cornell at the office, when he walked in one day.” Their firm, he explains, already had a storied past, having represented writer James Joyce and his publisher, Sylvia Beach, among others.

“Richard represented Cornell and helped draft his last will and testament. When Cornell died, Richard was away, so I attended the memorial service and met Cornell’s niece who played an important role in the settlement. I helped handle the estate and worked on various legal arrangements for both the Estate and then for the Foundation.”

Today, directing the resources of the Joseph and Robert Cornell Memorial Foundation, Erdman and Ader strive to make a difference, empowering projects and organizations that advance appreciation for the arts and increase historical knowledge and understanding.

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Author Kwame Alexander discusses his work with a young reader at the 2012 Virginia Festival of the Book. PHOTO BY PAT JARRETT

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<i>In honor of the</i> Virginia Festival of the Book Jane Morriss	
<i>In memory of Donna Bergheim</i> Mel Bergheim	

Audited Statement of Financial Position as of June 30, 2011

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$ 2,349,436
Grants receivable	2,594
Endowment assets	2,039,809
Prepaid expenses	6,252
Total current assets	\$ 4,398,091

FIXED ASSETS

Leasehold improvements	\$ 26,627
Equipment	
Media equipment	215,073
Furniture and office equipment	100,741
Computers and software	299,852
Other equipment	12,043
Subtotal	\$ 654,336
Less accumulated depreciation	(535,220)
Total fixed assets	\$ 119,116
Total assets	\$ 4,517,207

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable	\$ 74,989
Accrued expenses	150,306
Grants payable	71,375
Current portion of long-term liabilities	13,906
Total current liabilities	\$ 310,576

LONG TERM LIABILITIES

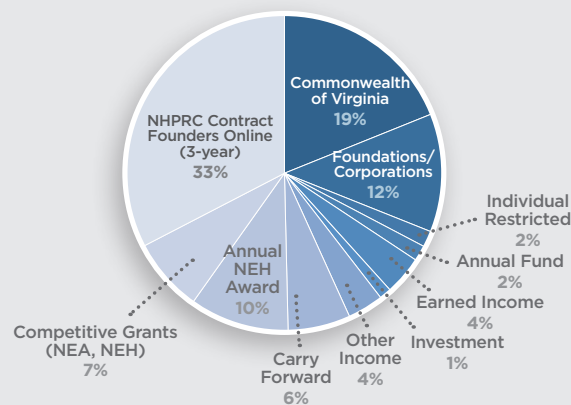
Compensated absences, net of current portion	\$ 125,149
Total liabilities	\$ 435,725

NET ASSETS

Unrestricted	\$ 2,634,207
Temporarily restricted	1,015,975
Permanently restricted	431,300
Total net assets	\$ 4,081,482
Total liabilities and net assets	\$ 4,517,207

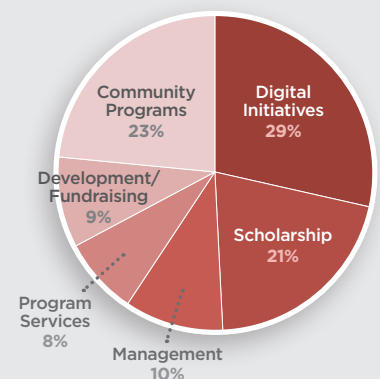
2011-2012 Revenue Sources

\$8.1 Million*



2011-2012 Expenses

\$4.44 Million



Figures for FY12 are unaudited

* Includes \$3.7 million in restricted carry forward funds for FY13.