

**Anchorage Museum
Gratitude Report**

2020



**LOOKING BACK and
FORWARD with you**





2020 IS A YEAR NONE OF US WILL FORGET.

2



Photo: Anchorage Museum

3

At the Anchorage Museum, we remember the many challenges but also the valuable opportunities. And, we remember with sincere appreciation the impact of your charitable support in a year when the museum needed you more than ever.

While 2020 might feel like it happened a decade ago, we hope you'll take a moment to recall with us the many programs your contributions made possible during that year. Your generosity not only sustained your museum with the resources needed to endure and thrive amid the challenges of COVID-19, it also made possible innovative virtual exhibitions, new online programs and education resources, increased access to museum content for families and students, and new ways for people to connect when we all felt a little isolated.

Throughout this report we reflect on vision. As we look back at 2020, we also are looking forward with you.

Because of your charitable support and generosity, the museum continues to be a museum for people, place, planet, and potential. We look forward to the next year and beyond and working together with you toward a better future for our communities.

Thank you for supporting the museum in the past, now, and in the future.

To see a full list of the generous individuals, businesses and foundations supporting the museum in 2020, please visit www.anchagemuseum.org/membership-donations/donate



LOOKING BACK

HINDSIGHT IS 20/20



Anchorage School District Youth Art Show
Claire Rhyneer
Sydney in Color
Medium: Oil Paint
Grade:12, West High School
Art Teacher: R. Wall

They say hindsight is 20/20. As a donor to the Anchorage Museum last year, your vision was clear and focused from the beginning.

During the past year, so many of you told us how much you value the Anchorage Museum as a place for community, conversations, resources and refuge. Amidst so much need in our world, you never lost sight of the role the museum plays in bringing people together and supporting the needs of our communities. You demonstrated that through your generous contributions and words of support.

The COVID-19 pandemic caused over \$4 million in lost revenue due to closures, lost sales at the Anchorage Museum Store, lost facility rental revenue, and decreased program and membership income in 2020. Recovery is a multi-year process and won't be easy. Donors like you have stepped in to support and sustain the museum, with many of you giving even more.

When COVID-19 necessitated a fundamental pivot during museum closure, your 2020 contributions enabled the Anchorage Museum to continue to serve you and our communities through the development of new online exhibitions, programs, outdoor installations and murals, and many virtual opportunities to engage with museum content and each other. **You provided the museum with the room to adapt, build on previous work, increase access, and ensure that the museum was there for our community when it needed us most.**

Anchorage School District Youth Art Show
Clarence Arevalo
Hygienic
Medium: Photography
Grade: 10, East High School
Art Teacher: D. Spyker

SEED Lab Mural, artists left to right: Thomas Chung and UAA students; Andrew Garcia; William Kozloff
Photo: Anchorage Museum



A GLIMPSE AT WHAT YOUR DONATIONS MAKE POSSIBLE

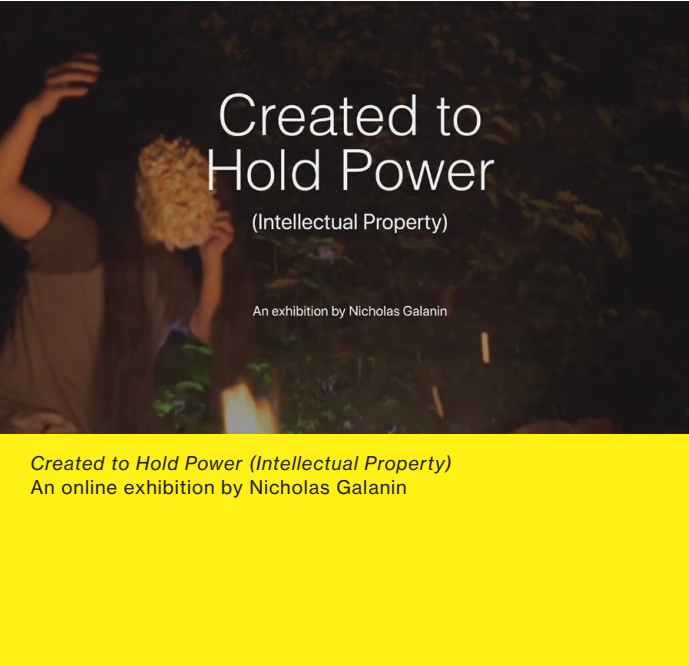
2020 HIGHLIGHTS

In 2020 the Museum continued its work to share the stories of the North by devising innovative ways to share content and experiences virtually – like Museum From Home. At the same time, we developed in-person exhibitions and programs for when the museum reopened and kept caring for the collection and the facility.

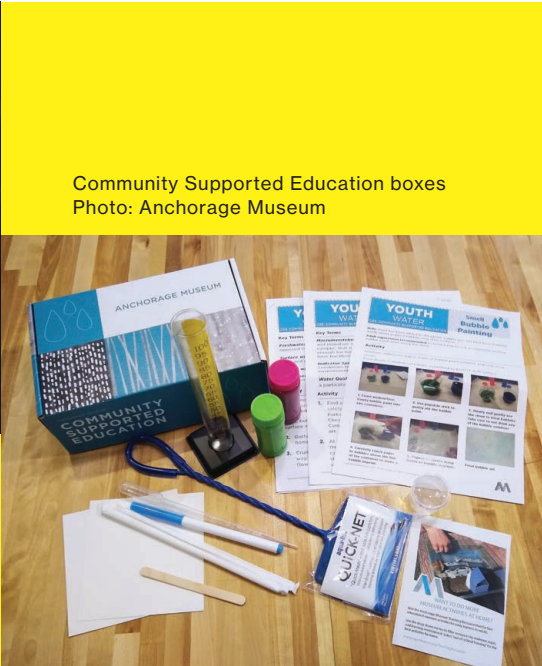
Along with these successes, your charitable support, which made much of this possible, was a highlight as well.



Extra Tough: Women of the North exhibition
Photo: Anchorage Museum



Created to Hold Power (Intellectual Property)
An online exhibition by Nicholas Galanin



Community Supported Education boxes
Photo: Anchorage Museum

Exhibitions

Your support allowed the museum to curate, and design both physical and online exhibitions in 2020 about the people, landscapes, places and cultures of the North. When the museum closed in March, we acted quickly to adapt several exhibitions for viewing online from home, including *Identifying Marks: Tattoos and Expression*, the Anchorage School District K12 student art exhibition, and art exhibitions featuring work by local Alaska artists. This included adding behind-the-scenes tours, artist and curator talks, videos, and other content designed to deepen understanding of issues, ideas, place and objects.

We also developed on-site exhibitions throughout the year. *Aperture* featured multiple small exhibitions with artists testifying to the power of images. *Extra Tough: Women of the North* presented the vital role that both Indigenous and newcomer women have held, and *Snow Flyers*, explored the ways we travel on snow. The museum also opened Kerry Tasker's *Bore Tide Surfers*, the *All-Alaska Biennial*, with contemporary works by Alaska artists, and *Houseless*, an exhibition that looked at how design can contribute to solutions for houselessness.

Education

You helped the museum serve the urgent needs of educators, students and families adjusting to learning and teaching from home through the development of new online education resources, including classes and camps—many of them free and accessible from across the state. More than 70 new resources were added to anchagemuseum.org, like free lesson plans, booklets exploring the collection, science investigations, and virtual field trips that served over 3,000 students and educators at no cost.

Virtual and Outdoor Programming

Throughout the pandemic, the museum found new ways to connect people through virtual or outdoor programs. They included outdoor film screenings, bike tours, outdoor installations, and downtown murals. Virtual events like Anchorage Design Week and North x North hosted local and global conversations envisioning a more equitable future.

Outreach

In 2020, a staff position of Outreach Archivist was added to connect the community more closely with the museum archives and collections and for the museum to better serve diverse communities. This new role engages with partners to help the archives document and make accessible stories of the past and the present, especially around the lives and experiences of individuals in Alaska who are Black, Indigenous, and other people of color, the refugee and immigrant communities and members of the LGBTQ+ community. This past year archivist Julie Varee, collected community responses to the pandemic and began work with community advisors on the 2021 exhibition *Black Lives in Alaska: Journey, Justice, Joy*. The position is supported, in part, by the M.J. Murdock Charitable Trust.



Black Lives in Alaska: Journey, Justice, Joy
Photo: Anchorage Museum

SEED Lab

The COVID-19 pandemic surfaced many of the social issues that SEED Lab tackles, including equity, connections to the natural world, and what healthy communities look and feel like. People were feeling isolated and craving connection. Artists were still critical to community and in need of support. This presented a distinct opportunity for SEED Lab to create and stimulate new ways of public engagement by co-creating with local artists and connecting individuals and communities through online and outdoors activities.

Thanks to committed artists, business owners and community leaders, along with your charitable support, the museum was able to host virtual convenings around art and community issues. Formerly in-person workshops became virtual and international as the theme of “repair” took on greater meaning, with ideas for extending the life of objects, examining consumption, and understanding that communities needed healing. Anchorage artists responded by creating artworks projected on the museum façade and downtown buildings, murals, and large-scale sculptural installations across the city that could be experienced safely outdoors.



Anchorage Museum Bicycle Tour
Photo: Anchorage Museum

THE FUTURE IS CLEAR



Arctic Portals: An installation of mobile stations by the Arctic Design Group. Photo: Michael Conti

LOOKING FORWARD



Shelter/Refuge/Landforms
Photo: Anchorage Museum

Your contributions last year helped sustain the Anchorage Museum and address immediate needs, while also have lasting impact well beyond 2020.

Before 2020, the museum was already working to expand priorities like digital content development, accessibility improvement, and a focus on diversity, equity, and inclusion, but these all took on new urgency as the COVID-19 pandemic shut entire cities down and as museums and other institutions confronted their own histories, value and roles in communities.

2020 meant providing museum content from home, as museum doors remained shut for weeks and months. It meant co-creating with community members and artists while reassessing and reinventing in a changing, by-the-day reality. It meant listening.

The events and work of the past year have had great impact on how the museum sees and responds to the ever-changing needs of our communities as they are both today and in the future.

In 2021, the museum developed a new strategic framework and mission statement and reshaped our vision and values to better reflect the organization's goals and hopes for the future.

Our mission is to be a museum for people, place, planet and potential, in service of a sustainable and equitable North, with creativity and imagination for what is possible. Our vision is to be a place of ideas and transformation, narratives and perspectives, resilient and relevant communities, responsive to a rapidly changing world toward a better future for all.

Undergirding the strategic framework and centered in all that we do are equity and inclusion. We are committed to being a welcoming place for all and to increasing access by developing even more digital resources, virtual programs, and bringing more of our collection on-line. We're adding free and lower cost admission days to provide opportunities for more families to visit the Museum and benefit from programs. We're focused on fostering reciprocal relationships with stakeholders and diverse communities, on building resilience, and on stewarding our stories, objects and communities with the public.

We thank you for making this ongoing work possible, both now and in the future, for seeing the possibilities, and for joining us in our vision toward a better future for all.



SEED Lab Mural
Photo: Anchorage Museum

SEE WHAT YOU MADE POSSIBLE

Every year, your contributions enable the Anchorage Museum to help tell the story of the people and places of the North through exhibitions and programs and create greater access to the museum through free admission days and sponsored field trips. **Here are some measurable examples of your impact this past year.**

PROGRAMS

3,544

Participants impacted through public programs

EXHIBITIONS

19

Physical exhibitions presented

EDUCATION

988

Title 1 school students served

76

Virtual/on-line public programs

11

Virtual exhibitions presented

3,042

Students/educators served through virtual field trips

74

New resources developed and online

FINANCIAL VIEW

While the challenges of 2020 resulted in considerable lost revenue for the Anchorage Museum, our mission continued thanks to generous gifts from donors as well as federal relief dollars and grants. Even in the face of budget cuts in some areas, the museum served its communities at a time when they needed us more than ever.

2020 Operating Revenue and Expenses

REVENUE - \$10,941,692

46%

Municipality of Anchorage / \$5,078,207

15%

Anchorage Museum Foundation / \$1,660,940

14%

Government Grants / \$1,578,140

7%

Foundations / \$752,332

5%

Contributions & Sponsorships / \$548,087

3%

Memberships / \$333,820

3%

Museum Store & Enterprise / \$338,491

2%

Admissions / \$203,747

2%

Other Income / \$268,513

1%

Programs / \$119,888

<1%

In Kind / \$46,027

<1%

Special Events / \$13,500

EXPENSES - \$10,108,320

26%

Facility / \$2,596,697

18%

Exhibitions / \$1,820,284

10%

Administration / \$961,925

7%

Education & Public Programs / \$712,210

7%

Collections / \$720,711

5%

Curatorial / \$535,544

5%

IT / \$532,275

5%

Marketing / \$525,280

5%

Fundraising / \$493,982

4%

Community Partnership & Outreach / \$359,454

3%

Visitor Services / \$346,659

3%

Design / \$258,003

2%

Museum Store & Enterprise / \$245,938

>0%

Special Events / -\$642

2020 YEAR-END NET ASSETS / \$7,797,666
CARES ACT FUNDING RECEIVED / \$1,200,727
Source: 2020 Audited Financials

Continue your impact and help the Anchorage Museum to recover and thrive.
Make your next donation at anchagemuseum.org/membership-donations/donate
Renew your membership at anchagemuseum.org/membership-donations/membership

Anchorage Museum Association Tax ID 92-600937

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907.929.9200
anchagemuseum.org
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MISSION STATEMENT

To be a museum for people, place, planet, and potential, in service of a sustainable and equitable North, with creativity and imagination for what is possible.

THIS
IS
DENA'INA
ELNENA

ANCHORAGE MUSEUM ASSOCIATION 2020 BOARD OF DIRECTORS

Jordan Marshall, Chair
Heather Arnett, Vice-chair
Yaso Thiru, Secretary
Evan Rose, Treasurer
John Weir, At-Large
Carla Beam
Laile Fairbairn
Penny Gage
Carolyn Heyman
Adrianna Muir
Deanna Nafzger
Tim Thompson
Ryan Webb
Rod Worl

Land Acknowledgement is a formal statement recognizing the Indigenous people of a place. It is a public gesture of appreciation for the past and present stewardship of land you and your organization occupy. Land Acknowledgment opens a space with gratefulness and respect for the contributions, innovations, and contemporary perspective of Indigenous peoples. It is an actionable statement that marks our collective movement towards decolonization and equity.

Photo: Anchorage Museum

