

# ANCHORAGE MUSEUM

## 2021 GRATITUDE REPORT

**Recovery and Resilience: Thanks to you.**



## Thank you.

Through the challenges of 2020 and the ups and downs of 2021, you were there for the Anchorage Museum.

**Your generosity not only sustained your museum with the resources needed to endure and thrive amid the challenges of COVID-19; it also made it possible to work toward a better future.**

At the Anchorage Museum, 2021 and 2022, thus far, have been about recovery and resilience. But it's not just about recovery for the Museum. Our strategic goal is to play an important role in the recovery and resilience of the people and communities of Alaska and the North.

The pandemic caused millions in lost revenue to the Museum due to closures, lost sales at the Museum Store, lost facility rental revenue, and decreased program and membership income. While recovery has begun, it will take years to rebuild to pre-pandemic levels of staffing, revenue, and attendance.

However, while facing its own challenges, the Anchorage Museum has also been looking outwards and working to fill the gaps in meeting the needs of our communities, while looking to our future with optimism.

**Because of your charitable support and generosity, the Museum continues to be a museum for people, place, planet, and potential.**

Your commitment to the Museum's mission and work means our communities will be stronger, healthier, and more resilient both as we continue to recover and in the future.



+ Thank you.

# + The Path to Resilience



Through your support, you have shown us that the Anchorage Museum is an essential part of our community's infrastructure, crucial to collective resiliency during the pandemic. Grounded in our mission, vision, values, and strategic framework, the Museum is continually finding new ways to reach more of our communities by:

- Bridging isolation and serving as a safe space for our communities to connect and learn – outdoors, indoors and virtually
- Offering meaningful programming that builds understanding and explores the themes of our exhibitions, which grow from listening to community about ideas and issues that are relevant to them
- Fostering reciprocal relationships with stakeholders and diverse communities
- Providing educational resources to fill learning gaps
- Supporting artists and creatives to broaden their audience and deepen creative practice

**Donors and members like you helped make all of this possible.**

**Above Climate Change Theatre Action**

Photo: Anchorage Museum

**Left Teen Climate Communicators**

Photo: Anchorage Museum

# **Strategic Framework**

**The Anchorage Museum's vision is that the North is 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.**

Adopted in 2021, the Museum's strategic framework guides our relationships, our work, our future, and how we advocate for the people and the place we serve. The Museum recognizes change and commits to contribute to the sustainable and vital future of our place. We strive to be responsive to issues locally, nationally, and across the globe. We co-create, engage, listen, and communicate. We work in partnership with individuals, organizations, and groups to realize the potential and the possible for a sustainable future of the Circumpolar North. **We do all of this with you.**

## **Acting as a community agent for recovery**

**Throughout the past two years, the Museum has sought to serve as a community agent for recovery. Recovery not only from the pandemic, but also from inequity and historical and social injustice.**

Bolstered by your support, we have encouraged artists in their creative practice through artist residencies on site, virtual artist residencies for emerging Alaska artists, research programs, and music and sound projects. Collaborations with other organizations around Indigenous place names is a step towards recognizing and honoring the Dena'ina people, language, and culture in Alaska and all of the Indigenous cultures of Alaska. The efforts include Indigenous place name signage in parks, trails and on buildings (working with the Anchorage Park Foundation), and several murals created by local artists who believe that public art leads to an improved community by serving as a catalyst for safety, identity, creativity, and conversation. You have also made it possible for people to access a broad range of programs at SEED Lab, a satellite location focusing on climate change and healthy, creative, sustainable communities. Through Seed Lab we are exploring ideas around the natural world, our shared living environment, and the key issues facing people and place today.



# + Recovery

**Above Indigenous Place Names**

Photo: Anchorage Museum



**Black Lives in Alaska: Journey, Justice, Joy**

Photo: Anchorage Museum



**Above Rejoy Armamento painting a mural for Satori, AK, 2020.**

Photo: Courtesy the artist

**Teen Climate Communicators**

Photo: Anchorage Museum



## **A sustained commitment to education and families**

Your commitment to providing education experiences to our community's young people has inspired innovative approaches to teaching, learning, and cultivating connection and has created lasting change in the way that the Museum fosters educational experiences. We have seen increased demand for museum programs, resources, and professional development opportunities. With continued requests from school districts and partners, we now offer nearly 150 online curricular resources. Working with external culture bearers to develop resources bolsters the resilience of our community. Lessons created through these partnerships offer educators ways to learn and teach that foster cultural awareness, personal reflections, and promote action towards more inclusive society.

Access is at the heart of our educational work and as museum professionals. To better serve our community, we have offered programs in languages other than English. We have continued our sensory-friendly programming for families and adults. You have made it possible for local families to explore the Museum in sensory friendly ways and allowed our team to expand community partnerships.

A commitment to strong and lasting partnerships are a significant piece of our resilience, helping all involved weather change. Notably, the museum has built a connection with Refugee Assistance and Immigration Services, supporting our new neighbors in finding a sense of belonging and welcome in community through programming. This meaningful partnership is thanks to your belief that all of our community members should be a part of the Museum, as expressed through your support of the Pay It Forward membership program. We are also building relationships with our community's young people through Teen Climate Communicators. Their engagement and eagerness to creatively and critically problem solve helps lead the Museum in new ways of addressing, thinking about, and talking about climate change.



# + Resilience

**Above Discovery Center, Land Zone**

Photo: Anchorage Museum



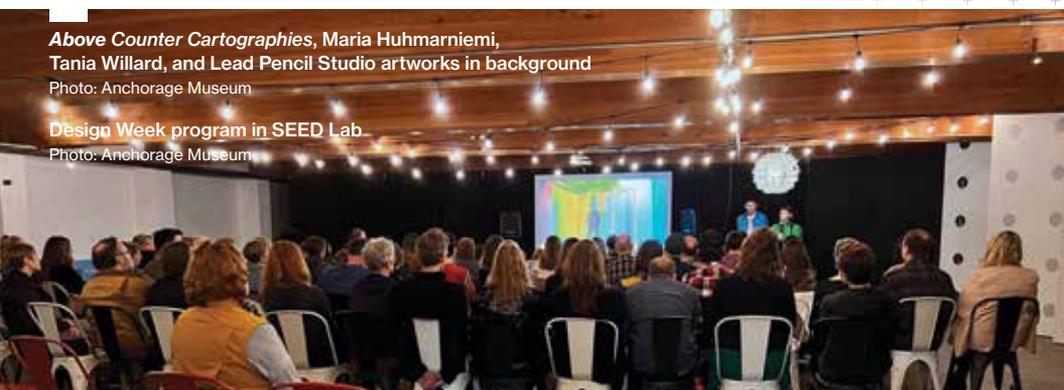
**SEED Lab public program**

Photo: Anchorage Museum



**Above Counter Cartographies, Maria Huhmarniemi, Tania Willard, and Lead Pencil Studio artworks in background**

Photo: Anchorage Museum



**Design Week program in SEED Lab**

Photo: Anchorage Museum

## You and your contributions

A museum is so much more than a building, an exhibition, or a collection. We live and work in a community — one that inspires and activates us. The Anchorage Museum comes alive — is activated — when you visit and when you donate. You reactivate the Museum when you visit a new exhibition, when you stop by for a First Friday, when you gather with a friend to share a coffee in the atrium, and when your little Zoom square pops up during a Virtual Artist Residency program. We are delighted to see you at an art class at Seed Lab, in the auditorium for a concert, at a lecture or film screening, or at an event raising funds to support your Museum. This also extends beyond the Museum facility, too. When you stop by an art installation around town or when you pause to learn about Indigenous place names on the local network of trails and parks. **Thank you for being here with us. You are vital and essential. We are grateful for you.**

While the challenges of the past two years resulted in considerable lost revenue, the Museum's mission continued thanks to generous charitable contributions from donors as well as federal and Municipal relief dollars and grants, and over 3,500 Museum Members.

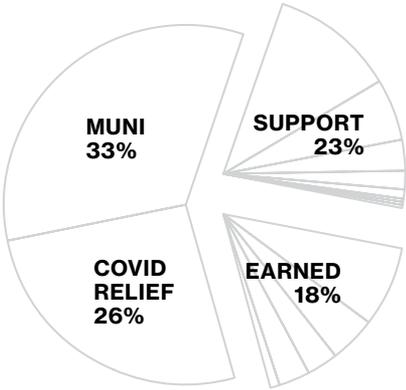
### Your support is vital to our recovery and future.

To see a full list of the generous individuals, businesses and foundations supporting the Museum with charitable gifts in 2021, please visit [www.anchoragemuseum.org/membership-donations/donate](http://www.anchoragemuseum.org/membership-donations/donate).

# 2021 Financials

**YEAR-END NET ASSETS \$12,519,635**

**REVENUE \$15,300,452**



**23% SUPPORT - \$ 3,485,172**

- Anchorage Museum Foundation Endowment / \$1,717,561
- Foundations / \$866,556
- Individuals / \$392,084
- Corporations / \$258,935
- Federal government / \$128,763
- Donor advised funds / \$77,343
- State and local government / \$23,000

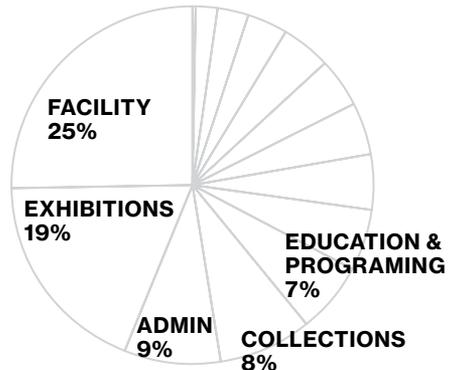
**18% EARNED REVENUE - \$ 2,749,393**

- Admissions / \$1,119,524
- Museum store & enterprise / \$639,721
- Other revenue / \$425,531
- Memberships / \$424,101
- Special program revenue / \$140,516

- 33%** Municipality of Anchorage / \$5,088,364
- 26%** COVID Relief - Federal government (PPP Forgiveness, CARES, ARPA, & SVOG) / \$3,977,523

**EXPENSES \$10,506,477**

- 25%** Facility / \$2,672,428
- 19%** Exhibitions / \$1,947,807
- 9%** Administration / \$906,115
- 8%** Collections / \$871,405
- 7%** Education & Public Programs / \$693,358
- 5%** Fundraising / \$567,600
- 5%** Museum store & enterprise / \$525,806
- 5%** Curatorial / \$490,257
- 5%** Information Technology / \$484,085
- 4%** Public Relations & Marketing / \$471,864
- 4%** Community Partnerships and Outreach / \$373,216
- 3%** Visitor Services / \$293,611
- 2%** Design / \$206,530
- 0%** Special events / \$2,395



Source: 2021 AMA audited financials

# Anchorage Museum Foundation

The Museum Endowment is the cornerstone of the Museum's ability to be resilient and sustainable. **Your investment in the growth of the endowment provides one of our most reliable sources of revenue annually.** This consistent support ensures we can endure challenges, such as those of the past few years, and be flexible in adapting to the needs of our community.

Thanks to your support and careful, mission focused oversight by Foundation trustees, in 2021 the endowment grew by over \$4 million. As foundation assets grow, so too does its annual distribution to the Museum's operating needs. Sustained increase in both assets and distributions ensures we can rebound from lost revenues of 2020 while looking to the future with confidence.

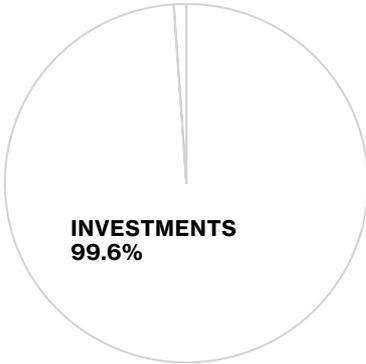


Behind-the-scenes member tour  
Photo: Anchorage Museum

# 2021 Financials

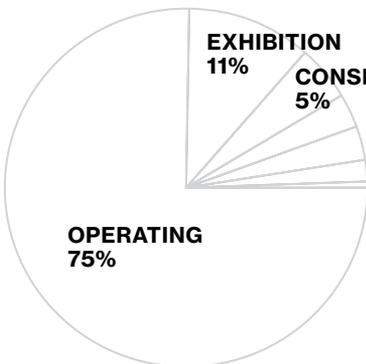
**YEAR-END NET ASSETS \$43,139,923**

**REVENUE \$6,113,764**



**99.6%** Investments / \$6,087,964  
**.4%** Contributions / \$25,800

**DISTRIBUTIONS & EXPENSES \$1,779,293**



**75%** Operating Budget Support / \$1,336,501  
**11%** Exhibition Support / \$195,492  
**5%** Conservator / \$81,673  
**3%** Donor Relations Support / \$60,000  
**2%** Collections Acquisitions / \$43,895  
**3%** Foundation Expenses / \$55,792  
**.3%** Conservation (2020 Expenditure) / \$5,940

## 2022 Anchorage Museum Board of Directors

Carla Beam, Chair  
Ryan Webb, Vice Chair  
Laile Fairbairn, Secretary  
Evan Rose, Treasurer  
Michael Fredericks, At-Large  
Luke Blomfield  
Leah Boltz  
Peter Boskofsky  
Penny Gage  
Jordan Marshall  
Carolyn Heyman  
Deanna Nafzger  
Tim Thompson  
Yaso Thiru  
John Weir

## 2022 Anchorage Museum Foundation Board of Directors

Chris Swalling, Chair  
Duane Heyman, Secretary/Treasurer  
Julie Decker  
Carla Beam  
Gary Dalton  
Susan Knowles  
Peter Michalski  
Evan Rose  
Sandra Wicks  
Laurie Wolf



**THIS IS DENA'INA EŁNENA.  
ANCHORAGE IS DENA'INA HOMELAND.**

### 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.

Museum Association Tax ID 92-6009317  
Museum Foundation Tax ID 92-0129376

### Cover

**Anchorage Protest March**

**Photo by Joshua A. Branstetter**

Photograph Collection, Anchorage Museum,  
B2021.1.141.

**Anchorage Summer Arts in the Park**

Photo: Anchorage Museum