

2025 Annual Report



A Review of 2025 and Looking Ahead to 2026

Submitted by your Servant Leader,

Casey Jenkins, Executive Director of VAM

2025 At-A-Glance: Key Achievements and Accomplishments

Workforce Development and Networking

- 37 Educational Opportunities (Workshops & Webinars)
- 10+ Site Visits to member museums (many more in '26)
- Regional Meet-ups in Harrisonburg, Arlington, Roanoke, Richmond, and Norfolk
- Annual Conference in Blacksburg, VA/Virginia Tech (350+ attendees)
- Council Retreat on the Eastern Shore (Northampton County, VA)

Three New State-Wide Partnerships and Initiatives:

- Virginia Museum of History & Culture 250th Partnership
- Virginia Humanities Flagship Podcast, *In Common*, formerly *With Good Reason*
- Virginia Tech *PEDAL* Initiative: Creative Placemaking



**VIRGINIA MUSEUM OF
HISTORY & CULTURE**

VAM and State History Museum (VMHC) Unite to Share Knowledge and Commemorate America's 250th Anniversary

As the United States prepares to celebrate the 250th anniversary of the nation in less than a year, the Virginia Association of Museums (VAM) and the Virginia Museum of History & Culture (VMHC) have formed a strategic partnership to provide broad support for the Commonwealth's museums and encourage their efforts to mark America's Semiquincentennial, while spotlighting VMHC's leading commemorative program as a model. This collaboration and VMHC's financial backing will empower VAM's continued and timely effort to serve its statewide network of 2,500 museum professionals and member organizations.

**VIRGINIA MUSEUM OF
HISTORY & CULTURE**

Video Podcast Re-Launch to support outreach efforts by Virginia Humanities

We're working with Virginia Humanities on their new flagship video podcast, *In Common*. This new partnership will allow VAM to feature a cross representation of art, history, and science museums throughout the Commonwealth of Virginia to share and amplify their stories and achievements. We anticipate this to also spin off into our own separate membership feature video podcast in 2026.



PEDAL – Public, Exhibitions, Displays, Art, and Logos along Bicycle Route 76 in Virginia: A Grant Program Presented by the Virginia Association of Museums (VAM) and Virginia Tech

This partnership will fund creative placemaking grants in eligible localities across the Commonwealth in towns and cities on or near US Route 76. Grant projects must also thematically connect to the commemoration of the 250th anniversary.



Advocacy and Community Impact in 2025



- Community Listening Session in Washington, D.C. (Fall 2025)
 - Discussed mental health, self-care, challenges to museums
- 250 Years of Resilience: Moving Forward, Together with VAM - Casey Jenkins - April 8, 2025 (Statement of Support)
 - *Data Collection of Grant Information pertaining to IMLS and NEH grant funding cancellation*
- Group Meeting with US Senator Kaine
 - Coalition Building with Virginia Humanities, Library of Virginia and many local museums
- 65 attendees at VAM's Virginia Museum Advocacy Day at the General Assembly in Richmond, VA
 - Introductions on the House and Senate Floor
 - Group Meetings with Legislators and their staff

Organizational and Financial Stability

VAM welcomed new staff and a new independent contractor

- Casey Jenkins, Executive Director - January 2025
- Melissa Maxwell, Assistant Director of Membership and Communications - June 2025
- Dominique Hubbard, Conference Administrator - July 2025



Organizational and Financial Stability Cont'd

Fiscal Responsibility and Stewardship - Keeping Expenses Low and concentrating on aggressive fundraising and a diverse revenue stream to best serve the museum community

	FY2023-2024 Operating Budget	FY2024-2025 Operating Budget	FY2025-2026 Balanced Budget
Gross Revenue	\$325,799.97	\$303,980.00	\$344,000
Expenses	\$359,997.65	\$288,722.57	Significant Surplus expected
Net Profit or Surplus	(\$34,197.68)	\$15,257.43	

VAM Sustained Giving Program Launch

- *As we turn the page to 2026 and build upon our commitment to service, I am excited to announce the launch of our **brand-new sustained giving program**. This new donor initiative is designed to create deeper impacts and more meaningful support our cultural institutions across the Commonwealth and D.C through enhanced educational programming and community engagement opportunities. An individual gift to VAM of any kind – at any level – is an investment in the cultural sector and landscape across Virginia and beyond. I hope you will join VAM and the governing Council as we continue to grow and expand upon our role as an industry leader for arts, history, and culture.*
- *- Casey Jenkins, Executive Director of VAM*
- **See next slide for donor benefit levels*

VAM Sustained Giving Program Launch

The Friend - \$120/year (\$10/month) • Donor Name in annual report • Delivered Print Annual Report • Quarterly Donor Newsletter	The Advocate - \$250/year (\$20.83/month) • Donor Name in annual report • Delivered Print Annual Report • Quarterly Donor Newsletter • Donor Appreciation Reception
The Ambassador - \$500/year (\$41.67/month) • Donor Name in annual report • Delivered Print Annual Report • Quarterly Donor Newsletter • Donor Appreciation Reception • Semi-annually special invitation to VAM-member institution field trip	The Champion - \$1000/year (\$83.33/month) • Donor Name in annual report • Delivered Print Annual Report • Quarterly Donor Newsletter • Semi-annually special invitation to VAM member institution field trip • Invitation to Exclusive Curated Annual Cultural Expedition at Special Rate • Donor Appreciation Reception • Thank you premium gift

Looking Ahead to 2026

Expansion of Educational and Learning Pathways

- Member-driven educational programming
- Planned re-launch of the certificate management in museums program in new year!
- 250th celebrations & reflections at the Annual Conference at Colonial Williamsburg
- Expand upon the concept of BAM (Business and Museums)
 - New platforms, spaces, and forums for engagement

Looking Ahead to 2026

Strengthened Advocacy Footprint and Community Profile

- Listening Sessions Across Each Region
 - A Commitment to one regional meet-up per month across Virginia and D.C.
 - Planning to be incorporated into a new strategic plan beginning in 2027.
- Year-Round Advocacy
 - Quarterly Trainings
 - Joint Legislative Reception with State Partners
 - Additional Focus on Local Government Advocacy

Looking Ahead to 2026

New Membership Levels and Customized Benefits

- Examine and re-evaluate the value proposition for membership
- Introduce a new senior leadership level of members

Looking Ahead this Winter - Mark Your Calendars!

- December 16 from 4-7PM - NoVA Regional Meet-up, George Washington's Mount Vernon
- January 28 @ 1PM: Virginia Museum Advocacy Day Virtual Training via Zoom
- January 29 from 5:30-7PM - Virginia's Top Ten Endangered Artifacts Reception @ the VMHC
- February 12 All Day - Virginia Museum Advocacy Day; General Assembly Building and VA State Capitol
- February 12 from 5:30-7PM - Joint Evening Legislative Reception @ the Library of Virginia (VAM, Library of Virginia, Virginia Humanities)
- February 23 & 24 - AAM's Advocacy Days; Arlington and D.C.
- March 14-17 - Annual Conference @ the Lodge at Colonial Williamsburg

On behalf of VAM staff and Council

Thank you

President

Karen L. Daly, Stratford Hall

VP, Planning & Resources

Steven Blashfield, Glavé & Holmes Architecture

VP, Governance

Paige Gibbons Backus, Prince William County Office of Historic Preservation

VP, Membership Engagement

Felicia Abrams, Jamestown-Yorktown Foundation

VP, Community Engagement

Kimberly Robinson, National Park Service

Treasurer

Samuel Mckelvey, Independent Museum Professional

Secretary

Cameron Patterson, Robert Russa Moton Museum

Past President

Scott Stroh, Museum of the Shenandoah Valley

Regional Director, Central Virginia

Elaine McFadden, Library of Virginia

Regional Director, Washington DC

Callie Hawkins, President Lincoln's Cottage

Regional Director, Northern Virginia

Mary Helen Dellinger, Manassas Museum System

Regional Director, Tidewater & Eastern Shore

Amanda Williams, MacArthur Memorial

Regional Director, Southwest

Scotty Almany, Taubman Museum of Art

Regional Director, Mountain & Valley

Dorette Sobolewski, Frontier Culture Museum

Ex-Officio Members

Jeffrey Allison, Virginia Museum of Fine Arts

Christonya Brown, Virginia Department of Education

Matthew Gibson, Virginia Humanities

Directors-at-Large

Betsy Carr, State Delegate

Colleen Higginbotham, Chrysler Museum of Art

Jeremy Ray, George Washington's Mount Vernon

Julia Orr, National Air and Space Museum's Steven F. Udvar-Hazy Center

Victoria Dietz, Empower Charitable

Michael Plumb, Virginia Museum of History and Culture

Brent Ward, Riggs Ward

Emily Kilgore, Woodrow Wilson Presidential Library

Staff

Casey Jenkins, Executive Director
Cjenkins@vamuseums.org

Melissa A. Maxwell, Assistant Director, Membership & Communications
Mmaxwell@vamuseums.org

Dominique Hubbard, Conference Administrator
dominique@conferenceservicesllc.com