

MUSEUM *of*
DURHAM
HISTORY



Fiscal Year
2022

**ANNUAL
REPORT**



“I became a volunteer with the Museum of Durham History in 2012 after moving here from Manhattan with my husband in 2011. He asked that I give him 2 years to build a life in Durham before we went to plan B and I was too afraid to ask what plan B was. I tried to find employment, but could not. I felt a little isolated and started to look for volunteer opportunities.

I met former MoDH Executive Director Katie Spencer and that began my journey here. Since then, I have become connected to my new hometown, learned about our diverse history, met interesting people, attended informative events, made new friends, and now call Durham my home. I have never asked about our plan B!”

-Grace Sweeney, MoDH volunteer

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FROM OUR EXECUTIVE DIRECTOR



Dear Friends,

Heading into 2021-2022 the Museum of Durham History continued as a “museum beyond walls”, building our digital presence with exhibits such as *A Creative Protest: MLK Comes to Durham* and *Votes for Suffrage: Women in Durham Politics*. We expanded our offsite and outdoor exhibits to include *Faces of Durham* (also reflected as a traveling educational exhibit in Durham Public Schools) and *History of 500 W. Main St.* (in recognition of our founding board chair Tom Krakauer).

The Museum reopened its doors in the Spring of 2021 for the first time since the start of the pandemic and

unveiled [From Tobacco Market to Innovation Hub: Durham’s Central Park Neighborhood](#), an exhibit examining changes in this dynamic area through the eyes of those who lived and worked there. We got out among our neighbors with a summer of offsite programs, exhibits, and events, and can confidently say to the community that we are an educational essential and part of the cultural fabric of Durham.

In March of 2022 I had the highlight of my career at the Museum: the opportunity to sit onstage at the Durham Arts Council PSI Theatre for a special conversation with Ms. Deidre Barnes about the legacy of her father, hometown artist and sports legend Ernie Barnes. Mr. Barnes was an accomplished football player, actor, and author, and best known for his paintings, which feature his distinct style of movement and accentuated characters.

Ms. Barnes discussed how Durham impacted her father’s art, incorporating original artifacts to share stories about his upbringing in The Bottom district, his football career at Hillside High School, NCCU and in the NFL, and the

passion he put into his paintings. We also learned more about who he was as a person and what he meant to his family. I was honored to be a part of the evening.

By May 2022, Durham was ready to fully re-emerge (cautiously), and showed it by throwing its support behind *Dining Out in Durham*, a look at 20th century restaurants in Durham. Not only did we take a trip down memory lane to revisit long-gone favorites, we examined topics such as segregation and international influence over the course of the mid- to late century. We were grateful for the support of our restaurant partners, and for the opportunity to reconnect with our vibrant culinary scene coming out of the pandemic.

This year the Museum also kept its eye to the future. We enlisted [Vines Architecture](#) to develop a program study reflecting the current needs of the organization and identify areas which would be critical to a new facility. This program study will help inform a few “thought starter” visual renderings, imagining what a new Museum could look like.

We increased our marketing outreach with a public awareness campaign promoting the Museum as an educational essential, not just a cultural luxury. This will be key in our advocacy in both the public and private sectors as we look towards a capital project.

Part of our mission is to consider all voices— those that represent our solid core of support and others whose advocacy will be essential to the success of an expanded Museum. Relying on and expanding our extensive networks, we're engaging the community through forums, stakeholder dialogues, a feasibility study, and thought partners. We are a connector with a diverse community as well as other humanities organizations, offering one of the few free amenities in an increasingly costly downtown Durham.

The Museum is becoming an anchor and destination in the Bull City, conveying a strong sense of community and preserving what many Durham citizens have come to love about the city and county. We are a grounding experience for visitors, newcomers, and even long-time

residents to help them appreciate all parts of the city and Durham's story has unfolded.

We will continue highlighting the leadership of African Americans in the growth of Durham and accurately portraying their experience during its evolution and prior to its incorporation. We also continue to expand our body of work with Durham's rapidly growing Latino population, as well as other marginalized voices which have not been part of the traditional record.

We tell the stories of all Durham residents and share the energy of Durham as a place of discussion and growth. Along with our local partners, we continue to expand the vision and mission of the Museum to meet the changing needs of our community.

Thank you for being a part of our family, and for helping us to make history together.

Patrick Mucklow

Executive Director
Museum of Durham History



THE YEAR IN REVIEW



The Museum continued to evolve as a more modern, fluid organization

in 2021 and 2022 by combining on-site exhibits and programs with digital

programming, web-based content, and virtual events and presentations. As a result, **we navigated the pandemic successfully, developed new community relationships, and imagined more ways to engage our audience.** From 2013-2020, thousands of visitors made the Museum a destination, and foot traffic was strong because of our central downtown

location. That in-person experience continues to be valued by our audience and by the community.

As the economy and our way of life has shifted in the last three years, the Museum has responded to the increased demand for virtual programming, online content, and digital offerings. To respond to this demand, we have **developed a hybrid**

onsite and online model to maximize both the accessibility and versatility of our programming. This has resulted in a dramatic **increase in visitor engagement, demand, and interest as well as community partnership and investment.**

Our staff expanded and **reorganized to devote more time and resources to community and educational programming**, fundraising, development, marketing, and operations. The Museum now has three full-time employees: Executive Director Patrick Mucklow; Director of Education Programs and Exhibits Michelle Needham; and Operations Manager Clay Harrison. The Museum also has a part-time Site Manager and part-time Development Manager and works with a local firm for marketing and communications support.

We were fortunate to have a fantastic team of very committed volunteers, and received support from **71 distinct volunteers from 2021-2022.** This group helped with everything from front desk services, to community events,

to organizing special activities for Museum visitors. In total, volunteers provided approximately 5,904 hours of service during the year, and we were able to reach a greater audience than at any other time in our history thanks

VOLUNTEERS
PROVIDED
APPROXIMATELY
5,904 HOURS
OF SERVICE
DURING THE YEAR

to their support.

As with many nonprofits, the **pandemic had a dramatic impact on revenue** from individual donors, foundations, corporate sponsors, and donor-advised funds. We managed our budget to compensate and reduced

expenses for events, advertising, operations, and administration. Balancing in-person exhibits and events with virtual ones has offset some costs and allowed us to reallocate funding to other areas.

The Museum carried out **successful funding appeals** in December 2021 and June 2022 and received **continued support from many of our long-time partners**, including the Durham Arts Council, the Durham Merchants Association, the BIN Charitable Foundation, Duke Health, The Forest at Duke Foundation, the Truist Foundation, and the Fox Family Foundation. This support is vital because the **Museum relies on community funding to provide a larger part of its budget than similar organizations do.** Unrestricted funding, slightly more than half of revenues, is especially valuable because it allows flexibility and fluidity in how we can engage with our audience, develop programming, and manage day-to-day operations.

We remain **dedicated to bringing**



“As a historian, educator, and longtime resident of the Durham community, I was an eager member of the founding Board of the Museum. Few cities in the South match the unique and still powerful story of the Bull City.”

-Steve Channing

programs and events directly to the community, and expanding our “**museum beyond walls**” concept helped us to achieve this goal. In 2021 and 2022, we delivered our programming to a variety of locations and audiences. One example is the **150 Faces of Durham Traveling School Exhibit**, which reimaged content from the popular 150 Faces of Durham exhibit to target middle and high school students. In the past two years, the exhibit traveled to more than 10 middle and high schools in Durham, **engaged more than 10,000 students**, and was the centerpiece of more than 20 in-person educational programs.

As the demand for digital programming has increased, so has the **need to build a new website** that can accommodate the range of features, tools, and content needed to support our enhanced virtual presence. In addition, we need to **modernize the digital kiosks** at the Museum and at our partner locations in the community and to expand our integration with cloud-based technology. As part of this digital transformation, we envision that Museum content will be accessible via smartphones, tablets, chromebooks,

and virtual platforms offered through our partnerships with sponsors and community organizations. We will also **create a distinct and innovative web platform for our educational programming** thanks to the generous support of the Mary Duke Biddle Foundation.



These strategic developments are planned for the coming year and will greatly enhance our ability to respond to the demand of our audience and stakeholders. This progress will also help us build engagement among populations who may not have had a strong awareness of the Museum in the past. To that end, we **have collaborated**

with other nonprofits as well as the Main Street business community to show combined support and reach new audiences. One example of this was our popular *Dining Out in Durham* series, which partnered the Museum with five well-loved local restaurants to offer unique dining experiences featuring oral historians and custom menus at each location.

In the coming year, we will continue to nurture these partnerships and explore meaningful ways to bring our offerings to audiences throughout Durham. Recently we curated *The Life and Legacy of Floyd B. McKissick Sr.*, our first exhibit ever to be offered at three distinct locations. Through partnerships with the NCCU School of Law and the Hayti Heritage Center, we created customized content for each location and built the foundation for future collaborations. We will expand on these efforts in 2023 through a **second dining series**, special programming in partnership with the Durham County Library, a **downtown bike tour**, and a one-of-a-kind Fall exhibit that will offer a variety of opportunities for community engagement.

EXHIBITS AND PROGRAMMING



We reimagined our offerings in the past several years **to encourage community involvement and focus on inclusive, culturally relevant programming.** Visitors and community members were invited to share their stories and become a part of Durham’s history. These efforts are helping us become a true “museum beyond walls,” and the collaborative nature of our exhibits and programs reflects this vision.



DINING OUT IN DURHAM: This event highlighted some of Durham's pioneering restaurants throughout the 20th century that influenced today's culinary culture and diversity. The exhibit also examined the efforts of community members who fought for the desegregation of Durham's restaurants, as well as entrepreneurs who introduced us to new ethnic cuisines.

DINING OUT IN DURHAM DINING SERIES: As part of the programming surrounding our latest exhibit, *Dining Out In Durham*, we featured monthly dinners where guests experienced one-of-a-kind meals and learned about the history and culture behind different cuisines. To highlight the diversity of our local culinary scene, we partnered with five Durham restaurants: Parizade, Copa, Geer Street Garden, Juju, and Vin Rouge.

ERNIE BARNES: FOOTBALL, ART, AND

DURHAM: This event at the Durham Arts Council featured a special conversation with Deidre Barnes on the legacy of her late father, Durham artist and sports legend Ernie Barnes. We learned the story of the *Sugar Shack's* creator, his football career at NCCU and in the NFL, his artistic roots, and his life in Durham.

MORE THAN JUST A GAME: THE NCCU VS. NC A&T FOOTBALL RIVALRY:

This exhibit explored the annual fall matchup on the gridiron between North Carolina Central University (NCCU) in Durham, and North Carolina A&T State University (A&T) in Greensboro, one of the biggest rivalries in HBCU (Historically Black College and University) sports.





FACES OF DURHAM OUTDOOR EXHIBIT AND VIRTUAL TIMELINE: This exhibit features a selection of familiar and lesser-known faces from the Bull City's past and present, and highlights their broad range of contributions in industry and commerce, medicine, human relations, and more. These notable figures mapped Durham's development from a railway stop, to a booming tobacco town, to today's revitalized hub of arts and innovation.

DURHAM HISTORY TRIVIA AT FULLSTEAM BREWERY: This fun, interactive evening of knowledge and entertainment was full of interesting and little-known facts about Durham's rich history.

THE STORY OF 500 W. MAIN STREET: Weatherproof text and image panels mounted on the Museum's brick wall facing Great Jones Street share our story from the very first chapter. This permanent outdoor installation provides visitors and passersby answers to our most commonly asked questions: what used to be on this site, and what is the Museum's story?

MORE THAN JUST A GAME CURATOR TALK:

Curators Dr. Charles D. Johnson (Assistant Professor of History and Director of Public History, North Carolina Central University) and Dr. Arwin Smallwood (Professor and Chair of the Department of History and Political Science, NC A&T) shared stories from their research on the nearly century-old rivalry between their respective schools.

HBCU SPORTS PANEL DISCUSSION: A virtual lunch-and-learn discussion focused on the experience of athletes at our local HBCUs. Panel moderator Marcus Manning (Executive Director, Durham Sports Commission) was joined by Athletic Directors Dr. Ingrid Wicker McCree (NCCU) and Earl Hilton III (NC A&T), as well as football head coaches Trei Oliver (NCCU) and Sam Washington (NC A&T).

DIGITAL RESOURCES WORKSHOP: In August of 2021, the Museum partnered with **Durham Public Schools** to host this annual workshop for the fourth year. The program was led by the Museum's Director of Operations, Jeanette Shaffer, and welcomed 16 educators to share in the experience. Participants learned about educational programming based on our *Durham Beginnings* exhibit, digital resources that our staff uses for research, and the *150 Faces of Durham Traveling School Exhibit*.

AMERICAN ALLIANCE FOR STATE AND LOCAL HISTORY NATIONAL CONFERENCE:

Museum of Durham History Director of Operations, Jeanette Shaffer, attended this national conference in Little Rock, Arkansas. Shaffer was selected to take part in a panel called **“Action for Just Collections, Creativity, and Collaboration NOW”** and presented on the Museum’s oral history program and its use of stories to present unique and diverse exhibits about the Durham community.



DURDEN HISTORY GROVE DEDICATION: We dedicated our 15th *History Grove* on September 28, 2021.

The newest exhibit installation, located just off Anderson St. in Wrightwood Park, is in recognition of Dr. Robert Durden. MoDH Executive Director Patrick Mucklow was joined in the dedication by members of Dr. Durden’s family, colleagues, friends, and former students.

The **goal of our programming is to encourage conversation and learning around our history** and use this as a platform to cultivate dialogue, inform the present, and work together to imagine a brighter future. We **strive to make history relatable** by representing all audiences and sharing the voices of those that traditionally have not been part of the historical narrative. We achieve this by presenting Durham’s history through diverse perspectives and inviting every community member to become a part of the story when, where, and how they choose.

FUNDRAISING OVERVIEW



The Museum staff and Board evaluated our fundraising strategy last year and identified areas of opportunity related to individual donors, corporate sponsorships, government grants, and private funding. Individual donors remain one of the largest components of our revenue, and we conducted two appeals in the 2022 fiscal year to target this group, one for calendar year-end in December 2021 and one for fiscal year-end in June 2022.

The results for the June 2022 appeal were encouraging, with a total of

\$27,890.63 raised between May 23rd and June 30th from a combination of existing donors, new donors, and private foundations. Of this amount, we received a generous donation from Ruth and Victor Dzau (from the Dzau Fund of the Triangle Community Foundation) in the amount of \$5,500. In addition, we received a large contribution from the BIN Legacy Fund (of the Triangle Community Foundation) in the amount of \$10,000.

The results for the December 2021 appeal were equally as strong, with a total of \$56,992.93 raised from November 23rd through December 31st. This total includes an unexpected bonus award from the Fox Family Foundation in the amount of \$3,000. Other large contributions included a gift from Aaron Spaulding in the amount of \$5,000, which was in response to the generous matching gift provided by Ruth & Victor Dzau in the same amount.

Our other Board members stepped up to provide an additional \$3,000 in support and helped inspire the community to participate.

These appeals were centered around showing gratitude to the community that helped us evolve and transform throughout the pandemic. Based on the engagement heading into these fundraising efforts, and in subsequent months, we noticed that there are many loyal donors who give consistently and that a large portion of our donations comes from this group.

This year, our goal is to find ways to re-engage lapsed donors and cultivate relationships with our strong core group of donors. In addition, we are considering other ways to expand our donor community, including through our communications, social media networking, and increased engagement through events and outreach activities.



“History is important to me. I stop at a local museum in every city I visit and I gain knowledge of the place as well as more understanding of the bigger picture – people and how they live; how we are different and how we are the same; how this country began and how it has changed. Durham’s history is fascinating, full of drama, great stories and great people. These stories need to be told so that we all can understand who we are.”

-Jane Goodridge, Board Member

FINANCIAL SUMMARY

The Museum experienced strong growth from 2021 to 2022

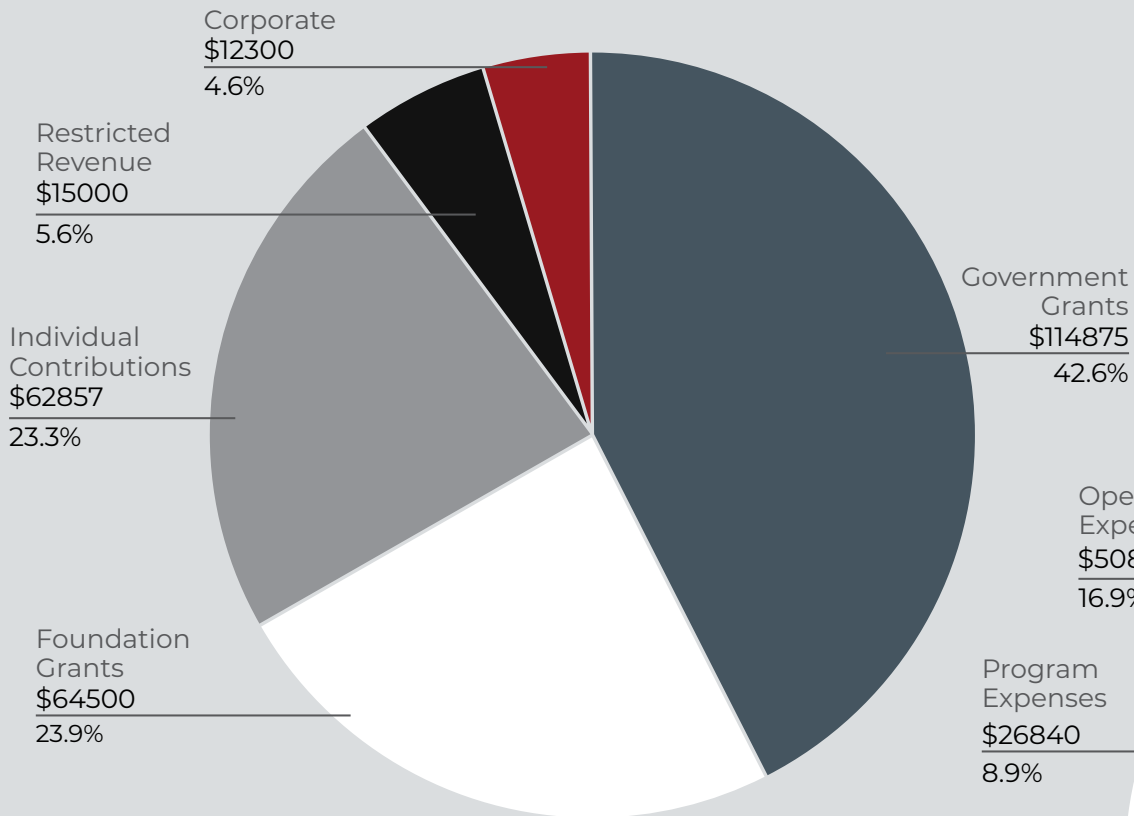
due to the re-emergence of in-person events and programming and an increase in online engagement through digital offerings. We also saw expanded support from many of our long-time partners and donors as the community rallied around the Museum and other arts organizations in an uncertain economic climate. Many private funders provided additional support to ease the impact of Covid on our operations, and we received significant contributions towards our exhibits and educational programming.

The decrease in events and programs held onsite and in the community reduced our operating expenses and overhead, and also necessitated an increased investment in infrastructure and technology as we migrated to virtual programming and digital content. From a staffing perspective, our overall cost basis has grown with the addition of two full-time staff members: a Director of Education Programs and Exhibits and an Operations Manager. We have also committed more funding to marketing and development to support the growth of education programs, events, and exhibits in the coming year and long-term.

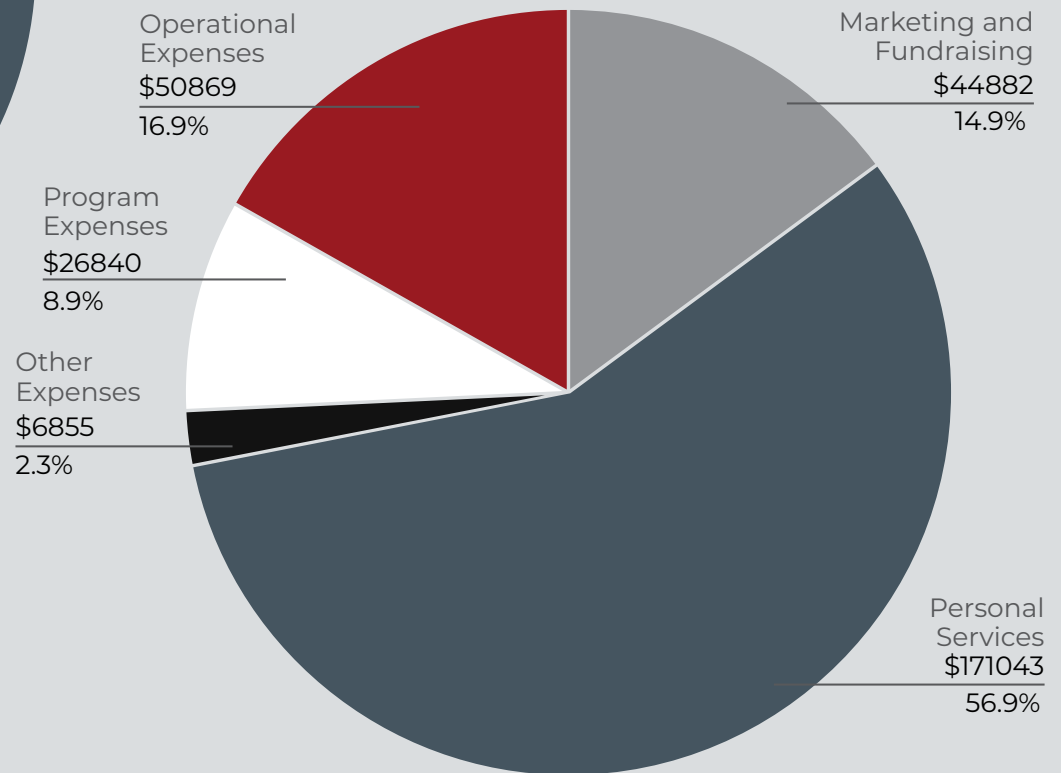


2021-2022 BUDGET SUMMARY

Revenue & Support



Expenditures



OUR SUPPORTERS

We are grateful to the many donors, partners, sponsors, volunteers, and community members who help us bring Durham's history to life every day. It is because of you that the Museum was created, and it is your dedication and support that will shape the future of Durham and help us share the stories of our community for generations to come.

\$10,000 OR MORE

Fox Family Foundation
Ruth and Victor Dzau
Durham Convention and Visitors Bureau
Dzau Fund of the Triangle Community Foundation
BIN Charitable Foundation, Inc.
BIN Legacy Fund of the Triangle Community Foundation
Duke Mechanical Engineering and

Materials Science
Truist Foundation Total

\$5,000 UP TO \$10,000

Marjorie Burton
Aaron Spaulding
Durham Merchants Association
Charitable Foundation
Erin and Todd Mosier
Mary Duke Biddle Foundation
Renee and Ralph Snyderman
The Snyderman Fund





Backyard Fund of the Triangle
 Community Foundation
 Burton Family Fund
 Cavett and Barker French
 Charles Atwater
 Judith A. Snyderman
 Lee Ann and Larry Tilley
 Robert D. Teer Jr.
 Robin Emmons
 Steve Schewel
 Thomas H. Krakauer
 Tilley Family Fund of the Triangle
 Community Foundation

\$500 UP TO \$1,000

K. Emerson Beyer and Michael J. Bruno
 David N. Howell
 Cathy Jones
 Heidi Marks
 Bob Ashley
 Eileen and Jim Welch
 Jordan Clark
 Judith A. Snyderman Donor Advised
 Fund
 Karin Shapiro
 Lewis H. Myers
 Lucy G. Stokes and William A. Stokes Jr.
 moss+ross

\$2,500 UP TO \$5,000

Crum and Forster Insurance
 Elise and Graham Sharpe
 David Beischer
 Carla Johnson
 Casey and Margaret Olson
 Charles D. Johnson
 Dale and Jeanne Mosier
 Mosier Family Fund
 Olson Family Fund of the National
 Philanthropic Trust

\$1,000 UP TO \$2,500

Benjamin F. Speller Jr.
 Jane and George Goodridge
 Durham Arts Council
 Mitchell Tuchman
 Mary R. Amend
 Bettina Umstead
 Eugene and Marie Washington
 James Hawkins
 ACME Plumbing Co.
 Alice and George Horton, III



Freddrick's Housekeeping Service
Kimberle and Freeman Walker

Steve Channing
Andy Stewart, Sr
Bill Yaeger
Allison Chan
Ann Riley
Dorothy Slentz
John Barton
John Schelp
William Plonk
Brand Fortner
Doc Muhlbaier
Kayla Bashore
Nancy Bernstein

Red Hat
Sharon Ellison
Susan Ross
Michael Del Tufo
Yolanda Clemons
Robert Wiley
Amy Kreiling
Debbie Hughes
LisaCaitlin Perri
Ann Alexander
Ann Tropiano
Carl Webb
Chandler Spaulding
Dana Pope

\$250 UP TO \$500

Sarah Francis
Charles & Victoria Atwater
Abigail O'Neill
Carlton E. Wilson
Claire and Allen Wilcox
Jo Ann Lutz
Sudi Swirles
Robert Gofourth
Anne Gurbel
Antoinetta Mosley
Edward Fulbright
Genese Newman

Jennings Brody
Kimberly W. Moore
Robert Chapman
Tim Alwran
Valerie Gillispie
Coulter Jewell Thames
Jim and Barbara Wise
Judy Woodburn
Margaret and Tom Keller

\$100 UP TO \$250

Maria Evans
Cynthia Gardiner
Alice Sharpe

Elizabeth Sappenfield
Karmisha Wallace
Katherine Kantner
Kathy and David Bartlett
Kathy Claspell
Margaret and Richard McCann
Martha Scotford
Mary Faith Herndon
Melanie Savery
Penny and Jim Fleming
Rekha Perumallu
Robbie Horn
Robert Schall
Sandra and Harvey Cohen
Steve Pomeroy
Valinda Littlefield
BJ and Bill Boyarsky
Carol Anderson
Connelly Charitable Gift Fund
Eric and Deborah Pedersen
Eugene Brown
Greene/Telen Charitable Trust
Henry Greene
Laura Benedict
Maidi Hall
Marcia J McNally
Renee and David Connelly
Sarah J. Deutsch
Walter E. Campbell III

UP TO \$100

Joan and James Evans
Elizabeth Jenkins
Tom Hadzor
Angela Lee
Patrick Mucklow
Stephen Couch
Dale Watson Gaddis
Graceanne Sweeney
Happy Sayre-McCord
Holly Phelps
Judith Richards
Mary Graham
Melanie Burton
Michael Thaden
Nancy Nye
Phillip Harris
Susan LeGrand
Susan Susan Sewell
Bonny Moellenbrock
Ellen and Kenneth Reckhow
Gretchen Cooley
Gretchen Slick Cooley Fund
Lena E. Dunston
Mary Anne McDonald
Pam and Doug James
Susan Andresen
Anne Dudenhausen
Naomi Feaste

Andre D. Vann
Betsy Lovell
Janet Parhams
Rebecca Lee
Vernetta Alston
Daniel Ellison
David Stein
Corneilius Welcome
Lukasz Mroz
Carrie Benoit Salemi
Jackie Jeffrey
Taylor Lehrmann



BOARD OF DIRECTORS & STAFF

Our Board of Directors

Bob Ashley, (chair), Editor, Durham Herald-Sun (retired)

Bettina Umstead, (vice chair), Chair, DPS Board of Education

Mitch Tuchman, (secretary), Attorney, Morningstar Law Group

Phillip Harris, (treasurer), Tax Research Analyst II, Avalara

Rob Gofourth, (immediate past chair), SVP of Operations, Centene Corp.

Nida Allam, County Commissioner *appointed*

K. Emerson Beyer, Assoc. Director for Corporate and Foundation Relations,
Nicholas Institute for Environmental Policy Solutions at Duke University

Marjorie Yarbrough Burton, Community Volunteer

Jordan Clark, Market President at Truist Bank

Ruth Dzau, Community Volunteer

Jane Goodridge, Community Volunteer

Jim C. Harper II, Professor and History Dept. Chair, NCCU

Robin Hill-Emmons, Entrepreneur and Consultant

Alice Sharpe, Realtor, Urban Durham Realty

Graham Sharpe, Salesforce Lead, Crum and Forster

Kimberle Walker, Sr. Public Affairs Specialist, Office of Chief of Police, City of Durham (retired)

Leonardo Williams, City Councilmember *appointed*

Eskinder Zewdu, Sr. Project Manager, Relias



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Cindy Gardiner, Grants Consultant

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Mission

The Museum of Durham History is a 21st-century museum that uses stories about people, places and things to foster curiosity, encourage further inquiry, and promote an understanding of diverse perspectives about the Durham community and its history. The museum is putting its mission into action through a personal approach to history that sets this museum apart: an innovative, community model that engages with history through stories - the personal memories, experiences and family lore of our shared heritage.

Values

Relevance

We believe that history is relevant to understanding Durham today.

Inclusiveness

The museum documents and shares all of Durham's stories, particularly those that traditionally have not been made a part of the historical record.

Inquiry

We confront difficult issues, encourage questions, and listen and learn from each other.

Innovation

We take risks and experiment; success and failure are opportunities for learning.

Trustworthiness

The museum continually works to earn the trust of its community, partners and supporters.



Connect with us!
@DurhamHistory



MUSEUM of DURHAM HISTORY

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