



2021 Annual Report

The legislation which chartered the U.S. Capitol Historical Society – 36 USC 1203, Chapter 2203 – states that its purposes are:

(1) to encourage in the most comprehensive and enlightened manner an understanding by the American people of the founding, growth, and significance of the Capitol of the United States as the tangible symbol of their representative form of government;

(2) to undertake research into the history of the Congress and the Capitol and to promote discussion, publication, and dissemination of the results of this research;

(3) to foster and increase an informed patriotism among the citizens in the study of this living memorial to the founders of this Nation and the continuing thread of principles as exemplified by their successors; and

(4) to cooperate with the standing committees of Congress, the Library of Congress, the Architect of the Capitol, and relevant departments, agencies, and instrumentalities of the executive branch of the United States Government in carrying out the purposes of the corporation.



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United States Capitol Historical Society is a nonprofit and nonpartisan educational organization created in 1962 to promote the history of the Capitol and Congress. USCHS serves as an informational and educational resource for its members and the general public. To learn more, visit our website at [USCHS.org](https://uschs.org)

Society Update

Two years after the shutdown of the Capitol on March 13, 2020, the Society not only established a new normal, but continues to gain momentum in still-imperfect conditions.

The Capitol remains mostly closed to the public because of the global pandemic, security concerns that stem from January 6, and the current political climate. Thankfully, the fencing around the Capitol is fully removed; and Congressional offices are now mostly an in-person/remote hybrid—as is the Society. At the beginning of 2022, the Senate also began to allow tours if a Senator sponsors them. We are optimistic that the Capitol will open more fully in the not-too-distant future.

The Capitol's closure created an extraordinary challenge for the Society, but we adapted, made smart and necessary decisions, and through them, improved the quality and output of each department within the Society.

This year, we made new hires who worked with our longer-term staff to focus on outside walking tours, virtual programming, social and earned media, and e-commerce. Each of these initiatives is raising the profile of the Society as a resource for popular products and enriching history.

For instance, our new strategy in calendar sales yielded our best profits in quite some time.

While the pandemic limited our in-person activities, our virtual programs expanded the Society's supporter base from Washington D.C. to listeners across the country.

Our effort to professionalize Society communications garnered us an increase in media coverage and awareness of organizational activities.

We launched our January 6 Oral History Project to preserve these memories while still fresh even when the partisan divides cloud reality.

We continue to build relationships with educators so we can share our work and help teach the next generation of leaders and voters.

This report includes these and other activities of the Society in 2021.



Program Activities

PARTNERSHIPS AND EVENTS

"to encourage in the most comprehensive and enlightened manner an understanding by the American people of the founding, growth, and significance of the Capitol of the United States of America as the tangible symbol of their representative form of government..."

Freedom Award

The award is named for the statue that graces the Capitol's Dome: Freedom. The award honors individuals and organizations that advance greater public understanding and appreciation for freedom, as represented by the U.S. Capitol and of Congress.

The Freedom Award was first presented on September 17, 1993 on the eve of the 200th anniversary of George Washington laying the cornerstone of the U.S. Capitol.



Recent recipients include the Architect of the Capitol office, Lin-Manuel Miranda, Cokie Roberts, Congressman John Lewis, and David McCullough. Last year, the Freedom Award was given to Dr. Carla Hayden, the Librarian of Congress, for her meaningful work in preserving and sharing history. More than 150 people gathered virtually to celebrate Dr. Hayden.



The recipients of our 2021 Freedom Award are key Congressional leaders who worked in a bipartisan manner to oversee the certification of the 2020 presidential election: the Chair and Ranking Member of the Senate Rules and Administration Committee, U.S. Senators Amy Klobuchar (D-MN) and Roy Blunt (R-MO); and the Chair of the House Administration Committee, U.S. Representative Zoe Lofgren (D-CA).

America250



In August, at the Library of Congress, our President and CEO, Jane L. Campbell, joined government officials and partners to officially kickoff America250, the countdown to the United States' 250th anniversary (2026).

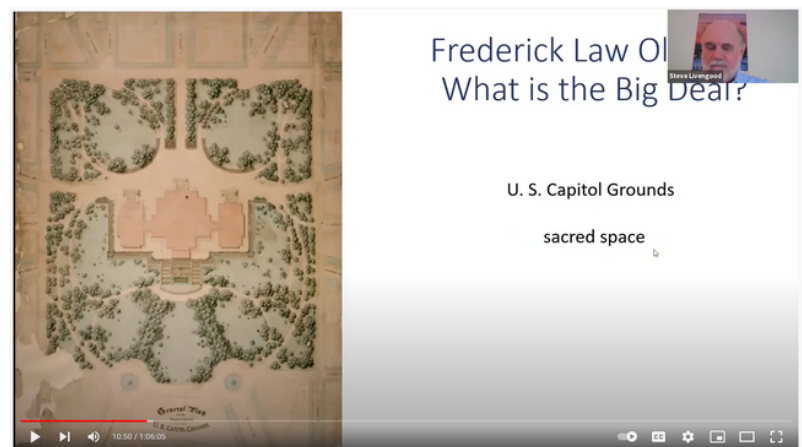
Congress established the U.S. Semiquincentennial Commission to inspire every American to participate in celebrating the longest standing democracy in the world. The Society is a proud partner of America250, regularly attends its planning meetings, and looks forward to helping America celebrate a quarter millennium of freedom and democracy.

Olmsted 200



The Society is a proud partner of Olmsted 200, which celebrates the bicentennial of the birth of Frederick Law Olmsted. For a year, Olmsted 200 is holding events to honor the occasion and Olmsted's work, including his design of the U.S. Capitol Grounds.

The Society's Chief Guide & Public Historian, Steve Livengood, sits on the board of the National Association for Olmsted Parks and gave multiple webinars on the life and contributions of Olmsted as well as public speaking engagements and Capitol Grounds tours that focus on that subject.



Lunch Bites: "Who is Frederick Law Olmsted, and What is the Big Deal?"

TOURS

“to foster and increase an informed patriotism among the citizens in the study of this living memorial to the founders of this Nation and the continuing thread of principles as exemplified by their successors...”

Tours are a central part of the USCHS program designed to foster understanding of the U.S. Capitol as a symbol of American democracy. Unfortunately, the Capitol remains mostly closed to the public. The perimeter fence erected around the building following the events of January 6 postponed plans for outdoor walking tours of the Grounds. Once the fence was removed, tours resumed on a limited basis, and beginning in August, 2021, are now fully available. We continue to schedule outside tours as requests come in.

USCHS is thankful for our 16 volunteers who underwent our training to help with these tours.



Available tours include:

- **Temple of Democracy**, which focuses on the Capitol Building and Congress
- **Frederick Law Olmsted's Capitol Grounds**, which focuses on the landscape and hardscape design history of the Capitol complex
- **Creating Capitol Hill**, based on the recent USCHS book, which focuses on the development of the city and neighborhood

For all matters related to tours please use the tours@uschs.org email so that information is available to all relevant staff.

Number of Tours in 2021

- **22.** In 2019, the Society hosted more than 300 tours, an indication of how much the pandemic and Jan. 6 changed our programming.



PUBLIC HISTORY

"to undertake research into the history of the Congress and the Capitol and to promote discussion, publication, and dissemination of the results of this research..."

Meeting the moment is a crucial part of the Society staying relevant and expanding our base. After the year began with the horrific attack on the Capitol, our previously-scheduled legal scholar Derek W. Black agreed to change his planned discussion of education policy to focus on a legal consideration of January 6. Shortly thereafter, we scheduled a follow up webinar, "How Do We Move Forward? Contextualizing the January 6th Capitol Insurrection," with Yale historian Dr. Joanne Freeman, Emory University political scientist Dr. Andra Gillespie, and former Defense Secretary and U.S. Senator Chuck Hagel. That program remains the most-watched virtual program in Society history.

Lunch Bites Lectures provide our audience with a variety of programming, from virtual tours to lesser-known chapters of Capitol and DC history. Recent entries to this series include an observance of the 100-year anniversary of the Tomb of the Unknown Soldier, a panel discussion about Congressional redistricting, and a lecture about the history and mythology of the 'First Thanksgiving', the last of which, led by George Washington University Professor David J. Silverman, attracted a live-audience of about 250 participants, our most viewed program since the immediate aftermath of January 6.

Toward A More Perfect Union was a months-long series that invited scholars from different fields to discuss how our nation is expanding, who is included in "We the People" throughout our history, and our work to meet the lofty ideals contained in our founding documents.

Virtual Symposia allow us to cover a broad topic over several weeks. During the month of October, we held weekly installments of our Gilded Age Symposium with experts in the fields of history, economics, political science, and the arts, who each discussed different aspects of the Gilded Age and lessons that we can take from it. The Society is in the process of planning three symposia for 2022, focusing on the life and legacy of civil rights leader and educator, Dr. Mary McLeod Bethune, landscape architect of the Capitol Grounds, Frederick Law Olmsted, and President Ulysses S. Grant.

Book Talks with authors who have expertise and insight into topics relating to DC or American history are a popular way for them to promote their work and educate our audience. This year, Pulitzer-prize winning historian Joseph J. Ellis discussed his recent book *American Dialogue* in one of our most well-attended virtual events of all time.



The Society is part of #CapitolStrong, a coalition of Washington, D.C.-based, national organizations that came together following the horrific events on January 6 to support the Congressional Community. We continue meeting to determine how best we can support the Congressional community in the wake of the attack.

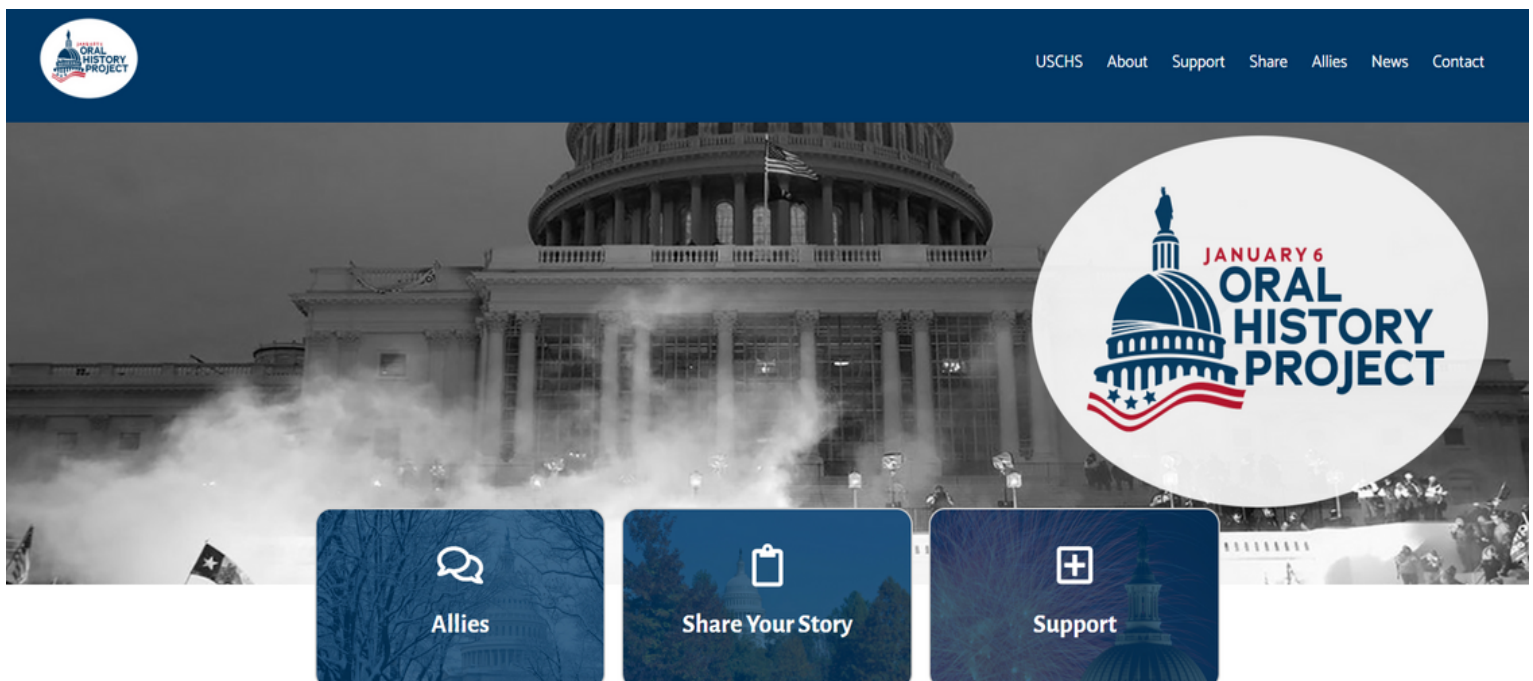
Unfortunately, today's polarized political climate made the creation of a 9/11-style commission to examine that fateful day impossible. That is why the coalition asked the U.S. Capitol Historical Society if we would conduct a large-scale oral history project to ensure that the experiences of January 6 are not lost to history.

We agreed with firm resolution, believing that this project's objectives align with the mission of our organization and the best interests of the country we love.

Our communications department developed a website for the Society's January 6 Oral History Project: january6history.org. The website has, among other features, a questionnaire for prospective interviewees to share their January 6 stories, a curated news page so visitors can stay up to date on January 6 related stories, and a page through which people can support this important work financially.

On September 27, Senate Historian Emeritus Don Ritchie and professional oral historian Brien Williams conducted a training session for USCHS staff and volunteers on conducting oral history interviews. Nineteen people participated.

Since then, the Society interviewed more than 30 people who witnessed or were impacted by the attack on the Capitol. We continue to reach out and invite members of the Congressional Community to participate.



Through fellowships and internships, the U.S. Capitol Historical Society helps to fulfill its mission to educate the public on the history and heritage of the Capitol and Congress. Fellows and interns at the Society have made significant contributions to the scholarship on these topics. They are responsible for the research and writing behind many of our publications, including our We the People calendar. While providing scholars with both experience and exposure, the internships and fellowships also benefit the Society and the public.



2021 Capitol Fellow

- **Blake Lindsey** is a local historian and author whose work was featured in Washington History and the Midwest Quarterly. His research into the Civil War Defenses of Washington earned grants and accolades from Virginia Tech and Pittsburg State University, and influenced recent programming with the National Park Service. The Society and the Architect of the Capitol selected Blake in June 2020 for the Capitol Fellowship Program to pursue research into the history of tourism at the Capitol, a passion awakened by his own experiences providing interpretation of the building to the public as a Visitor Guide at the United States Capitol Visitor Center.

Interns

We now offer five competitive placements with available stipend support:

- The **Cokie Roberts Communications & History Internship** focuses on research and writing to support USCHS outreach.
- The **History Research Internship** is heavily weighted toward primary source historical research; projects include developing content for our annual calendar and scouting potential program speakers.
- The **Development Internship** supports the fundraising activities of the USCHS Corporate and Individual Membership programs.
- The **Marketing Internship** assists with the strategy and design of campaigns and materials to promote USCHS products.
- The **Non-Profit Management Internship** assists USCHS senior management in fulfilling the operational needs of a 501(c)3 nonprofit organization.

We, the People Calendar

In 2022, the Society sold more than 500,000 *We, the People* Calendars, with daily facts and events from 1822 researched by History Interns in the fall 2020 and spring of 2021.

A spring 2021 intern worked with USCHS Chief Guide & Public Historian Steve Livengood to write an essay on the life of Frederick Law Olmsted – whose bicentennial is the central theme of the calendar.

USCHS volunteer scholar Amy Elizabeth Burton reviewed and edited the research, and contractor Katie Campbell-Morrison worked with USCHS Director of Scholarship Samuel Holliday on the calendar's graphic design and layout.

The Capitol Dome Magazine

Publication of *The Capitol Dome* magazine has been on hold since August 2020.

The Society is engaging with a new Scholar in Residence to coordinate publication of an issue in the late-spring to early-summer of 2022.



COMMUNICATION WITH MEMBERS AND SUPPORTERS:

The Society transitioned its communications management this year from our former communications lead Bee Barnett, to an interim communications director Katie Campbell-Morrison, to our current communications director Yianni Varonis. Each of these individuals provided a unique skillset and perspective that helped the Society professionalize this department, which included updates to our website, expanding the focus of our content, producing content more quickly, increasing our social media presence, garnering more press coverage, building reporter relationships, and growing our supporter base.

Email Newsletters/Promotions

We continue to send weekly newsletters to keep our followers and supporters up to date with events and programs. These emails also share the news coverage of the Society, promote our online educational resources, give members and followers opportunities to donate, and share with them special announcements from the Society. Every quarter the click-rate and open-rate of our newsletter is in-line with the industry average.



Main Website

The Society put a greater emphasis on producing new content on its website. This includes promoting new efforts and past events, blog content, and our weekly newsletter. In so doing, we not only better promote the work of the Society and engage our supporters, but increase the likelihood of appearing in Google searches. The Society also made the investment to begin building a brand-new website that will feature technology that will make the user experience easier and more dynamic so the Society is better positioned to compete for the next several years.

Earned Media

The Society made positive changes to its approach to earned media. For instance, if a reporter has an inquiry or interview request, every effort is made to facilitate it by the reporter's deadline. The harder the Society worked to meet these demands, the more stories produced that included the Society, and the more reporter requests continue to come in. The Society worked to be more proactive pitching stories of our work or perspective in certain topics, especially January 6. Together, most major news outlets in the country featured the Society at least once this past year. Coverage appeared in the New York Times, Washington Post, National Public Radio, Associated Press, TIME, C-SPAN, MSNBC, CNN, and Fox News, among others.

Social Media

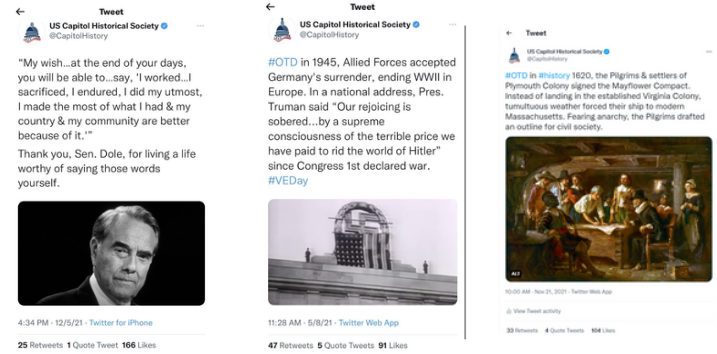
The Society spent this year honing its social media personality and continues to see growth in our followers and post interactions. We now post once a day, seven days a week on Twitter, Facebook, and Instagram. Most posts are dedicated to detailing a significant event on that day in history. Most posts are related to Congress, but many are not directly about Congress. This shift in emphasis helps us to focus on the events that are most likely to interest people and keep them coming back each day for the next post. Our Instagram and Facebook posts have also steadily become more ambitious as we now produce a history lesson each day that requires extended research and editing.

The effort--and our diligence to be timely and topical--led to 2021 producing the most popular social posts in the history of the Society.



#1 Most Popular Social Media Post in USCHS History

USCHS 2021 **14**



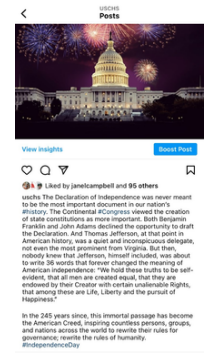
#2 Most Popular Tweet in USCHS History

#3 Most Popular Tweet in USCHS History

#4 Most Popular Tweet in USCHS History



#1 Most Popular FB Post in USCHS History



#2 Most Popular FB Post in USCHS History



#1 Most Popular IG Post in USCHS History



#2 Most Popular IG Post in USCHS History



CIVIC EDUCATION

“to encourage in the most comprehensive and enlightened manner an understanding by the American people of the founding, growth, and significance of the Capitol of the United States as the tangible symbol of their representative form of government...”

We the People (WTP) Constitution Tour--Now Virtual

Our interactive resource Hub became operational in January 2021. The Society's partnership with the Institute for the Study of Knowledge Management in Education (ISKME) will keep our resource hub operational and accessible for years to come. Moving to virtual programming gives the We the People program the opportunity to expand our programming to 4th, 8th, and 12th grade classrooms, as well as school systems around the country.

The National Council of History Education (NCHE) engaged the Society to present an educational program on civic leadership in Congress during a leadership conference for 150 Kentucky high school students through the Kentucky Development Corporation on June 8, 2021. We recruited a congressional staff panel to present during the program featuring staffers from Senate Minority Leader Mitch McConnell, Representative Andy Barr, and Representative James Comer's offices.

In collaboration with the White House Historical Association and the Supreme Court Historical Society, the Society presented in the inaugural Three Branches of Government Teacher Institute July 20-22, 2021, for educators nationwide. Planning for the 2022 Three Branches Institute is underway.

USCHS will facilitate live sessions, handling the scheduling arrangements between teachers and consortium partners, and assisting with virtual meeting tools as needed. We remain hopeful to return to in-person programming next year, public health guidance permitting.



Despite our virtual shift, the We the People Consortium can still connect students to educators at major landmarks around the city through live virtual sessions with the National Archives and Records Administration and the Capitol Visitors Center. One of the key changes that moving to virtual created is that we now can offer the lesson plans and resources to teachers across the country. In addition, we are adding resources at all grade levels moving beyond our original focus only on middle schoolers in DC.

Our plans for next school year include more of these live interactive sessions that teachers from any school across the nation can access through our website to connect their classroom for a virtual field trip.

Washington, D.C. Public Schools

We will continue our special outreach to DCPS students as this is the city where our government is headquartered and too many students do not have access. We remain hopeful to offer in-person opportunities next school year if public health guidance permits. We believe that the greatest strength of We the People continues to be the collaboration of teachers, DCPS, and consortium members working to educate students about their government and the federal city.

We are deeply committed to introducing the Hub to new schools and communities across the country. The knowledge and resources of our consortium partners allows us to readily respond and adapt to changing needs or activities that arise as we monitor the program.



Teaching the Constitution through Theater

To create learning tools, we partnered with StoryWorks, a documentary theater company in Mississippi, to provide digital resources through a Hub called "Teaching the Constitution Through Theater." Our 1st play was "Beautiful Agitators," which was created from the unpublished autobiography of Vera Mae Pige, a black beauty parlor owner in Clarksdale, MS, who used her shop as a civil rights organizing platform during the 1960s. It is available with lesson plans on the Hub and will be joined in 2022 with a new StoryWorks play called "Now's the Time."

Other Direct Work with Educators and Students

USCHS is launching a new webinar series for students, Capitol Kids, to bring authors of books about or set in and around the Capitol into classrooms. These are planned as monthly events during the school year.

We plan to send a representative to the National Council for Social Studies Conference in Philadelphia, PA December 2-4, 2022. This is a great opportunity for networking and promoting the Hub to a wider audience.

The Society is leading several partner organizations in creating and curating educational resources based on the life and legacy of Dr. Mary McLeod Bethune in anticipation of Florida's new statue of her joining the Capitol's National Statuary Hall Collection this year. We will hold a community and local school event highlighting these resources around the Bethune Statue already displayed in Capitol Hill's Lincoln Park (pictured below). The Society is grateful for Wells Fargo's generous support of this work.



Foundation Support for the We the People Program

- The Brown Rudnick Charitable Foundation
- International Paper
- The Morris and Gwendolyn Cafritz Foundation
- The William and Flora Hewlett Foundation
- The Ben's Chili Bowl Foundation
- Several anonymous individuals and foundations

CONGRESSIONAL ENGAGEMENT

“to cooperate with the standing committees of Congress, the Library of Congress, the Architect of the Capitol, and relevant departments, agencies, and instrumentalities of the executive branch of the United States Government in carrying out the purposes of the corporation.”

Programs to Honor Congressional Committees

Each year, the USCHS presents a bipartisan educational program that honors a Congressional Committee.

Working directly with Committee staff from both parties, USCHS brings a unique educational component and a welcoming social component. While exact timing varies, these events are usually held early in the Summer. The Society honored the **Senate Finance Committee** on July 10, 2019 and the **Senate Agriculture Committee** on November 5, 2019, and we planned to recognize the 200th Anniversary of the **House Agriculture Committee** in 2021, but the pandemic caused difficulty in scheduling. We hope to honor the committee in 2022.

Congressional Staff Programs

Twice a year, USCHS invites Congressional Chiefs of Staff or senior Congressional staffers to speak at a lunch for our Capitol Committee members followed by a question and answer session. On April 9th, 2021, Secretary Chuck Hagel keynoted a program with the House and Senate Armed Services Committee staff directors, both majority and minority.



USCHS remains an active member of the **#CapitolStrong Coalition** established to provide support for Congressional and other Capitol staff in the wake of January 6. The Coalition continues to assist our outreach efforts for our January 6 Oral History Project.



We continue to work toward the development of a **Congressional Staff Alumni Association** with partner organizations and interested offices. This program will proceed as funding and staffing allows.

Additionally, we continue our longtime cooperation with the **Capitol Page Alumni Association**. This year, we partnered with the Association to mark the 50th anniversary of the 1st female Page appointments in the U.S. Senate (1971), Supreme Court (1972), & House (1973). Page Alumni participated in this event in person and online.



Assistance to Members of Congress

USCHS continues to serve as a resource to Members of Congress and Congressional Staff.

Chief Guide Steve Livengood recently met with staff from the Stennis Center for Public Service to discuss the Capitol building as he is not permitted to provide the tour that he customarily conducts for the new class of Stennis Fellows.

Director of Operations & Scholarship Samuel Holliday recently met with a Congressional Spouse and Chief of Staff to discuss tours and Capitol History. The spouse wants to be able to provide tours to his wife's constituents once the Capitol reopens.

At the request of Senator Cardin's office, Jane Campbell shared the story of the US Capitol with Discovery Education TV as they filmed the *City of US -- a virtual tour of Washington, DC* that first aired on May 26th.

Jane Campbell spoke to the PEW Bipartisan Chiefs of Staff retreat at the Constitution Center in Philadelphia about the history of violence against the Capitol in the 20th century and to present our Oral History program.

Merchandising

OVERVIEW

Context: Our Congressional Charter granted, in part, “certain and important authorities to preserve and improve the Capitol, research, publish, create items, medals, and material of historical interest and to cooperate with Congressional committee and federal agencies in the work of the Society and the distribution of its products”

In keeping with the Charter, The Society continues to produce high quality and unique commemorative items concentrating on the best-selling categories (e.g., calendars, marble ornaments, desk accessories made of sandstone from the Capitol). The annual calendar remains our biggest seller, to our most consistent customer, Members-of-Congress, who purchase the product as gifts to constituents. Calendars remain the strongest income producer and delivers the highest margins. The last two years maintained steady growth. Over 500,000 calendars were sold in 2021, achieving an increase of 32% year-over year.

Challenges: The struggle has persisted to maintain sales and increase customer participation in the midst of a pandemic over the past two years. To address the challenges, The Society is positioned for growth as we move towards a post-pandemic economy. Our continued focus is on reorganizing the department and building infrastructure to support strategic efforts towards increasing visibility, online sales, and overall growth. The ongoing focus is:

- Securing an inventory management system
- Streamlining the merchandise buying process
- Analyzing and updating inventory
- Launching new eCommerce Platforms
- Establishing strategic ongoing marketing and promotions



2021 Marble Tree Annual Ornament

GOALS AND OUTCOMES

MERCHANDISE

In the face of the two year long global pandemic, consumer demand grew for online goods as stay-at-home orders persisted and buyers were forced to adapt to shopping online. This fueled tremendous growth in the sector that is predicted to persist into the 2022 holiday season and beyond. This presents an opportunity for rethinking sales growth strategies at USCHS. The society is positioned for growth in this new eCommerce economy because the merchandise department is focused on reorganizing processes and building infrastructure to support strategic efforts towards increasing online sales.

ENHANCING OPERATIONS

The launch of BrighPearl, our new inventory management system, enables USHS To streamline back-office operations into one tailored system for agile processes and practices. Benefits of the new system include:

- A streamlined process for managing inventory
- Enhanced operations
- Data management and analysis to support tracking sales
- Support for expansion and scale
- Support for drop-ship operations

ANNUAL ORNAMENTS

Annual Holiday Ornaments are a seasonal tradition. Each year, the Society features at least two ornaments during the season. The traditional marble ornament for 2022 features Fredrick Law Olmsted, celebrating his 200th Birthday.



2022 Annual Ornament

CATALOG

The debut of our first annual Digital Catalog--which featured best selling merchandise with links directly to the website--was a big success. The catalog went out to members and was also distributed across social media channels, which expanded the reach of our products.

E-COMMERCE

The Society is experiencing growth in this new digital economy as we continue our focus toward reorganizing the merchandise department and building infrastructure to support strategic efforts for increased visibility, online sales, and overall growth. Some of the recent steps toward reaching these goals include inventory management system support with Brightpearl, early outreach to Members of Congress to achieve early calendar sales, and analysis of current inventory with infusion of new products.

**SOCIAL MEDIA MARKETING AND PROMOTIONS:**

The team secured a relationship with digital marketing agency, Social Currant, to support tactical and strategic plans that focus on digital marketing and promotions. This resulted in a measurable increase in sales, customer traffic, and webinar participation and engagement. We can attribute an uptick in traffic to social media marketing, including SEO Marketing, Facebook ads, and TikTok influencers. We will continue to optimize social media for continued success.



Development

INCOME

CORPORATE AND INDIVIDUAL GIVING:

The addition of new members to the Corporate Sustainability Committee has led to the revitalization of the Capitol Committee membership. Committee members are engaged in peer-to-peer outreach efforts with colleagues and focused on recruiting members from new and emerging industries.

Support from the Board of Trustees increased to record levels with nearly 100% participation and generated a significant marching funds opportunity with the Society's general audience. The board's Development Committee embarked on developing a robust individual giving strategy. To that end, we are partnering with Compass, a group of committed community volunteers to help realize the Society's untapped potential in this area.

Due to updates in accounting requirements, new procedures have been implemented; for FY22 our membership donations will be divided monthly and released as revenue as we fulfill their membership benefits. Our membership start and end dates will reflect this monthly shift, and the development team in consultation with the accounting team outlined the changes in written form.

PLANNED GIVING:

The COVID-19 outbreak motivated us to soft-pedal the bequest marketing. We now provide a link on our website to the Legacy Society information on all of our emails and electronic newsletters USCHS partnered with the National Gift Annuity Foundation to operate a new service for our donors. The National Gift Annuity Foundation (NGAF) will establish contracts with donors who would designate USCHS as the beneficiary of the remaining value of the fund when the donor passes away. NGAF will manage the funds and make all of the annuity payments during the lifetime of the donor. USCHS will not have any costs or liabilities as the contracts would be between the donors and NGAF. USCHS updated the "Ways to Give" page on website to include CGA's.

FY21 Summary	Corporate giving	Individual Giving
Revenue Raised through 6-17-2021	\$642,500	\$192,598.06
Revenue projected through 6-17-2021	\$960,000	\$171,525.00
Net +/- budget	(\$342,500)	\$21,073.06



APPENDIX A

Fiscal Year 2021 Financial Report

United States Capitol Historical Society

Statements of Financial Position June 30, 2021 and 2020

	2021	2020
Assets		
Cash and cash equivalents	\$ 1,318,544	\$ 727,136
Investments	2,031,436	2,152,499
Accounts receivable, net	89,435	173
Inventory	431,139	398,973
Prepaid expenses and other assets	39,176	53,974
Property and equipment, net	146,853	167,876
Total assets	\$ 4,056,583	\$ 3,500,631
Liabilities and Net Assets		
Liabilities:		
Accounts payable	\$ 45,725	\$ 77,505
Accrued expenses	37,914	159,560
Deferred revenue	-	1,382
Refundable advances	21,184	5,398
Notes payable	657,644	433,105
Total liabilities	762,467	676,950
Commitments (Notes 8 and 9)		
Net assets:		
Without donor restriction	2,784,749	2,351,044
With donor restriction	509,367	472,637
Total net assets	3,294,116	2,823,681
Total liabilities and net assets	\$ 4,056,583	\$ 3,500,631

United States Capitol Historical Society**Statements of Activities****Years Ended June 30, 2021 and 2020**

	2021	2020
Activities without donor restriction:		
Revenue and support:		
Sales of merchandise	\$ 1,039,391	\$ 1,166,574
Less retail operations expenses	(813,338)	(1,053,369)
Net profit on sales	226,053	113,205
Other revenue and support:		
Contributions and grants	882,734	1,083,687
Investment income, net	379,337	73,394
Royalties and other revenue	32,653	11,135
Releases from donor restriction	626,669	589,401
Total unrestricted revenue and support	2,147,446	1,870,822
Expenses:		
Program services:		
Educational events and publications	1,126,783	1,509,958
Membership	181,368	135,849
Total program services	1,308,151	1,645,807
Supporting services:		
General and administrative	303,672	357,811
Fundraising	101,918	308,177
Total supporting services	405,590	665,988
Total expenses	1,713,741	2,311,795
Change in net assets without donor restriction	433,705	(440,973)
Activities with donor restriction:		
Contributions	663,399	409,556
Releases from donor restriction	(626,669)	(589,401)
Change in net assets with donor restriction	36,730	(179,845)
Change in net assets	470,435	(620,818)
Net assets:		
Beginning	2,823,681	3,444,499
Ending	\$ 3,294,116	\$ 2,823,681

United States Capitol Historical Society**Statements of Functional Expenses
Years Ended June 30, 2021 and 2020**

	2021						
	Program Services			Supporting Services			
	Educational Events and Publications	Retail Operations	Membership	General and Administrative	Fundraising		Total
Salaries and benefits	\$ 387,022	\$ 176,555	\$ 130,721	\$ 105,305	\$ 58,523		\$ 858,126
Cost of goods sold	-	420,434	-	-	-		420,434
Portrait expenses	393,932	-	-	-	-		393,932
Office operations	65,634	40,838	16,190	172,464	13,884		309,010
Rent and utilities	127,453	67,252	31,553	25,064	16,865		268,187
Professional fees	131,870	1,931	-	-	1,200		135,001
Other expenses	5,878	104,778	2,904	839	10,627		125,026
Publication expenses	10,229	1,550	-	-	-		11,779
Event expenses	4,765	-	-	-	819		5,584
	\$ 1,126,783	\$ 813,338	\$ 181,368	\$ 303,672	\$ 101,918		\$ 2,527,079

	2020						
	Program Services			Supporting Services			
	Educational Events and Publications	Retail Operations	Membership	General and Administrative	Fundraising		Total
Salaries and benefits	\$ 707,834	\$ 278,200	\$ 111,631	\$ 159,622	\$ 223,710		\$ 1,480,997
Cost of goods sold	-	570,560	-	-	-		570,560
Office operations	83,801	36,968	9,883	170,172	27,088		327,912
Portrait expenses	280,732	-	-	-	-		280,732
Rent and utilities	139,137	53,202	11,688	20,587	37,284		261,898
Professional fees	175,851	5,348	-	-	8,167		189,366
Other expenses	61,656	108,369	2,608	6,819	8,660		188,112
Event expenses	51,695	-	-	70	2,938		54,703
Publication expenses	6,800	-	-	-	158		6,958
Travel expenses	2,452	722	39	541	172		3,926
	\$ 1,509,958	\$ 1,053,369	\$ 135,849	\$ 357,811	\$ 308,177		\$ 3,365,164

United States Capitol Historical Society**Statements of Cash Flows****Years Ended June 30, 2021 and 2020**

	2021	2020
Cash flows from operating activities:		
Change in net assets	\$ 470,435	\$ (620,818)
Adjustments to reconcile change in net assets to net cash used in operating activities:		
Depreciation	21,023	24,223
Bad debt expense (recovery)	3,560	(7,779)
Net (gain) loss on investments	(332,212)	7,132
Deferred rent	-	(3,804)
Changes in assets and liabilities:		
(Increase) decrease in:		
Accounts receivable	(92,822)	76,595
Inventory	(32,166)	47,847
Prepaid expenses and other assets	14,798	(25,056)
Increase (decrease) in:		
Accounts payable	(31,780)	(15,460)
Accrued expenses	(121,646)	35,426
Deferred revenue	(1,382)	1,382
Refundable advances	15,786	5,398
Net cash used in operating activities	(86,406)	(474,914)
Cash flows from investing activities:		
Purchases of investments	(318,264)	(521,791)
Proceeds from sale of investments	771,539	778,416
Net cash provided by investing activities	453,275	256,625
Cash flows from financing activities:		
Proceeds from notes payable	225,103	433,105
Principal payments against notes payable	(564)	-
Net cash provided by financing activities	224,539	433,105
Net increase in cash and cash equivalents	591,408	214,816
Cash and cash equivalents:		
Beginning	727,136	512,320
Ending	\$ 1,318,544	\$ 727,136
Supplemental disclosure of cash flow information:		
Cash paid for interest	\$ 717	\$ -

APPENDIX B

Capitol Committee Members

Leadership Council (\$25,000 & Up)

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 Horizon Therapeutics*
 Johnson & Johnson
 Otsuka America Pharmaceuticals
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 Grifols
 Mazda North America Operations
 National Beer Wholesalers Association
 New York Life Insurance Company
 Northwestern Mutual
 Pfizer, Inc.
 Phillips 66
 Procter & Gamble
 Texas Instruments, Inc.
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 United Airlines
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*Indicates Giving Above Minimum Listed Amount
 Accurate as of February 2022

APPENDIX C

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APPENDIX D

USCHS Staff & Contact Information

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President and CEO

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Steven Livengood
Chief Guide & Public Historian

Yianni Varonis
Director of Communications

Donnis Barkley
Education Specialist

Caren Cannon
Executive Assistant & Scheduler

Judy Floy
Analyst

Michael Keeling
Senior Advisor

James Ramsey
Senior Advisor

Development

Cherise Clark
Director of Development

Jazzmin Perry
Development Associate

Merchandising

LaShun Lawson
Director of Merchandising

Vincent Scott
Merchandising Operations Manager

Sean Clary
Fulfillment Clerk

Sharron Randolph
Fulfillment Clerk

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