

Veterans History Museum of the Carolinas

501(c)(3) Non-Profit
Fed. ID: 82-2366521

2021 *After Action Report*

Our Mission

To honor the veterans of North and South Carolina, past and present; to educate the community about our country's military history and the contribution of our service men and women; and to preserve important and unique historic artifacts. The Veterans History Museum of the Carolinas reflects a love of country and gratitude to those who serve it.

President's Message

We closed in November 2019 for the season, planning to reopen again as usual in March 2021. The board decided to delay opening until our operation could comply with the rules of the pandemic and we could staff the museum -- most of our Pathfinders (docents) are retired and were hesitant about volunteering. Additionally, we were concerned about keeping our visitors safe. To these ends, we shortened our hours and provided PPE to the public, as well as an improved traffic pattern to maintain social distancing.

As the rules for gatherings changed we continued to adapt our programs. We hosted our monthly lectures offsite where larger meeting rooms helped achieve distancing. After vaccinations were available, our audiences at events and number of daily visitors grew month by month. Our volunteers and board members really upped their game with weekly e-newsletter articles, numerous newspaper articles, and an informative and highly-visited website that reflected up-to-the-minute changes and information.

Informative lectures, veterans' support programs, specialized tours for college students, youngsters, and seniors, and gatherings where community members met and conversed with WWII and Korean War veterans increased our membership and furthered education in our community and beyond about our country during times of conflict and the service men and women who made huge sacrifices on our behalf.

Additionally, we have received grant funding for an exciting sustainability project which includes video docents in each gallery and a virtual tour of the museum for our website. The video docent films will also be posted to our website so that, in the event of closure or reduced visitation due to unforeseen events, our museum will continue to honor veterans, educate the community, and preserve artifacts via the internet until doors reopen.

With the end of the 2021 museum season, we are planning to open six additional days during the holiday season to determine whether attendance equals the enthusiasm of our volunteers.

The coming year promises to be busy and eventful as recovery continues. We look forward to a year of growth which includes exciting new interactive exhibits thanks to grants from Lake Toxaway Charities, our local rotary, and NC Humanities; additional services for veterans; informative and engrossing lectures by best-selling authors; and continued participation in community events such as Independence Day, Veterans Day, and Memorial Day. We especially thank our all-volunteer family of committed board members, devoted volunteers, and local business who enable the Veterans History Museum to thrive and remain a gem in the heart of western North Carolina.

We are all especially grateful for the operational grant received from NC Humanities ARP (American Recovery Plan) which has enabled us to sustain our work during a period of reduced hours, fewer visitors, and uncertainty. Without this assistance, and the loyalty of our community supporters, we would not have been able to keep our doors open this year.

David Morrow, President
Veterans History Museum of the Carolinas
December 2021

Museum's 2021 Events/Communications

School tours	5 tours	Total attendees - 169
Other tours	5 tours	Total attendees - 89
Lectures	6	Total attendees – app. 330
Quilts of Valor	6 ceremonies	Quilt recipients - 14
Book-signings	3	Total attendees – app. 122
Veterans Coffee & Conversation	7 monthly meetings	Avg. # attendees - 12
Veterans Day Observance		App. 130 attendees
Memorial Day Observance		App. 120 attendees
USMC Birthday Party (co-sponsor)		App. 100 attendees
Chamber of Commerce Business After Hours		Attendees - 88
Raffle with contributions by local business owners		Local businesses contributing - 21
College interns		3
Email newsletters published		91
Email subscribers		1253
Articles published in newspapers and regional magazines		61
New book published honoring Korean War Veterans		
Scholarship awarded to JROTC student Jonathan Moore		

Veterans History Museum of the Carolinas

Statement of Financial Income and Expense

January 1 through December 18, 2021

AQAAPIWASR ***** Ordinary Income/Expense	TOTAL
Income	
In-Kind Services	250.00
Direct Public Grants	
Lake Toxaway Charities	8,000.00
Total Direct Public Grants	8,000.00
Direct Public Support	
Memorial Funds	
Toni Casciato Memorial Fund	600.00
Donation In Memoriam	4,040.01
Total Memorial Funds	4,640.01
Corporate Contributions	5,300.00
Individual Contributions	37,856.37
Donation Box	7,001.50
Honor Wall	
Honor Wall -- Large plaques	510.00
Honor Wall -- Small plaques	2,275.00
Total Honor Wall	2,785.00
Total Direct Public Support	57,582.88
Government Grants	
Local Government Grants	
Transylvania County Grants	2,500.00
Total Local Government Grants	2,500.00
State Grants	
NC Humanities -- ARP Grant	10,000.00
NC Humanities-Video Docents	9,800.00
Total State Grants	19,800.00
Total Government Grants	22,300.00
Other Types of Income	
Interest on Vanguard Acct.	4.62
Retail Sales	3,512.00
Total Other Types of Income	3,516.62
Fundraising/Spec Events Income	
Special Events Contributions	326.00
Special Events Tickets/Sales	440.00
Raffle Tickets	3,890.00
Total Fundraising/Spec Events Income	4,656.00
Total Income	96,305.50
Cost of Goods Sold	
Cost of Sales - Inventory Sales	
Book purchases	1,933.91
Cost of Sales - Inventory Sales - Other	-371.00
Total Cost of Sales - Inventory Sales	1,562.91
Total COGS	1,562.91
Gross Profit	94,742.59
Expense	
Special Events	225.00
Volunteers	71.56
Awards and Grants	

Veterans History Museum of the Carolinas

Statement of Financial Income and Expense

January 1 through December 18, 2021

AQAAAP11NFASR

	TOTAL
Jeep Exhibit	128.00
Total Awards and Grants	128.00
Contract Services	
Grant Consultant	
Other Grants	1,131.25
NC Humanities Large Grant	2,156.25
Grant Consultant - Other	<u>2,375.00</u>
Total Grant Consultant	5,662.50
Website Design and Maintenance	<u>287.36</u>
Total Contract Services	5,949.86
Facilities and Equipment	
Rent, Parking, Utilities	<u>6,875.00</u>
Total Facilities and Equipment	6,875.00
Operations	
Marketing	275.00
Food	210.44
Bank Fees	
PayPal Fees	113.85
Bank Fees - Other	<u>50.00</u>
Total Bank Fees	163.85
Honor Wall Plaque Expense	
Honor Wall Plaque Expense, Smal	1,026.00
Honor Wall Plaque, Large	<u>135.00</u>
Total Honor Wall Plaque Expense	1,161.00
Internet	
Website	<u>230.68</u>
Total Internet	230.68
Books, Subscriptions, Reference	516.68
Postage, Mailing Service	483.50
Printing and Copying	495.24
Supplies	
Exhibit supplies	335.09
Office and building supplies	1,842.62
Supplies - Other	<u>57.57</u>
Total Supplies	2,235.28
Telephone	<u>2,376.81</u>
Total Operations	8,148.48
Other Types of Expenses	
Other Insurance	188.00
Licenses and Permits	967.30
Sales Tax	162.77
Charitable Donations	
TLC Fund donation or purchase	3,000.00
Charitable Donations - Other	<u>1,150.00</u>
Total Charitable Donations	4,150.00
Advertising Expenses	20,925.00
Insurance - Liability, D and O	3,472.33
Memberships and Dues	<u>230.00</u>
Total Other Types of Expenses	30,095.40

Veterans History Museum of the Carolinas
Statement of Financial Income and Expense
January 1 through December 18, 2021

ACAP	TOTAL
Travel and Meetings	
Meals	273.64
Travel and Meetings - Other	<u>319.40</u>
Total Travel and Meetings	<u>593.04</u>
Total Expense	<u>52,086.34</u>
Net Ordinary Income	42,656.25
Other Income/Expense	
Other Income	
Dividends on Vanguard Accounts	<u>1.00</u>
Total Other Income	<u>1.00</u>
Net Other Income	<u>1.00</u>
Net Income	<u><u>42,657.25</u></u>