

75 YEARS



PRESERVATION FOR ALL

2024 ANNUAL REPORT
NATIONAL TRUST FOR HISTORIC PRESERVATION



Located on the grounds of Woodlawn & Pope-Leighey House—a National Trust Historic Site in Alexandria, Virginia—the Arcadia Center for Sustainable Food & Agriculture has partnered with the National Trust for more than a decade to create a more equitable and sustainable local food system in the Washington, DC area. Arcadia manages four distinct program areas that address a specific need in the community, while collectively engaging consumers, farmers, schools, and institutions.

PHOTO COURTESY ARCADIA CENTER FOR SUSTAINABLE FOOD & AGRICULTURE

MESSAGE FROM THE PRESIDENT



Activating the Power of Our Historic Places

SAY THE WORD “PRESERVATION,” and people who know little about the field often hear “no.” No, you can’t build that addition, no new windows, no interior renovations, no solar panels, no multi-family housing.

Growing up in an old town, I’ve always known this view was misguided. The efforts of preservationists had enabled me, as a young kid, to feel the particularity and layered histories that distinguished New Castle from other places and to get curious about the people who had lived there before me.

Over these last 12 months since I joined the National Trust in January, all of you—colleagues, partners, and supporters from Indianapolis to Los Angeles, Rocky Mount in North Carolina to New York’s Hudson River Valley, and from Franklin, Tennessee to New Orleans and Washington, DC—have shown time and again all of the contexts in which the word preservation means not “no,” but “yes, and here’s how.”

Yes, we can turn that old mill complex into affordable housing, and here’s how. Yes, that old warehouse can become a hub for local entrepreneurs, and here’s how. Yes, we can remake our commemorative landscape to tell the stories and achievements of all Americans, yes we can support rural communities with impact investing that they direct, yes we can rebuild our public culture and connection to one another to imagine a shared future—and here’s how.

Preservation is about activating the power of meaningful places to serve the public good and improve people’s lives. Spreading this message and living it out through the work we do has rarely been more urgent. The challenges our country faces—a housing shortage, climate change, a deeply contested national past, and mutual distrust—are formidable. At the same time, these challenges present a rare opportunity for our preservation community to engage with new audiences and build strong,

broadly diverse coalitions that use our approaches and tools because these approaches and tools yield results: more housing, more jobs, greener buildings, more equitable impact investing, stronger civic engagement, and a commemorative national landscape that sparks curiosity about our history and honors all Americans.

These efforts begin with you. I am grateful and inspired by your leadership and generosity—and the commitment we all share to activate the power of place. Good things happen when we collectively ask: *Why does this place matter? What should happen here? How can we highlight its meaningful past to serve communities now?*

Woodlawn, a property in Alexandria, Virginia, provides a case in point. Originally part of Mount Vernon, the property was gifted to Martha Washington’s granddaughter and her husband, who built the existing house and operated the land as a plantation, enslaving more than 90 human beings. In 1846, Washington’s relatives sold Woodlawn to anti-slavery Quakers who worked with the free Black community to farm the land. The National Trust acquired Woodlawn in the 1950s, and subsequently the Pope-Leighey house, designed by Frank Lloyd Wright, was moved onto the property to ensure its preservation.

What could happen here, given this layered history and the needs of the public now? As they considered how to steward the land that surrounds the existing structures, those who manage Woodlawn partnered with Arcadia Center for Sustainable Food and Agriculture, which uses the property to grow healthy food, train military veterans for new agricultural careers, and ameliorate food insecurity in the DC area. This present-day creative partnership improves people’s lives as it recalls a similarly innovative collaboration between the local free Black and Quaker communities during the years before the Civil War.

MESSAGE FROM THE PRESIDENT

Examples like this abound. Cooper Molera Adobe in Monterey, California, has reactivated the commercial history of that site so that it now houses an adobe house museum and garden, a thriving bakery, an event space, and a celebrated restaurant. In Eatonville, Florida, Zora Neale Hurston’s home and one of the first Black incorporated townships in the country, a local coalition is using preservation tools to honor the town’s history and tell its stories while also fueling community-driven economic opportunity and job creation. Preservation North Carolina has rehabilitated and repurposed over 850 historic buildings across the Tar Heel State, maintaining the particularity

“As the National Trust marks its 75th anniversary, we have an opportunity and, honestly, the obligation to activate the power that historic places hold...”

of the built environment while also activating these places for people—as local businesses, community centers, event spaces, housing, hotels, breweries, and more.

As the National Trust marks its 75th anniversary, we have an opportunity and, honestly, the obligation to activate the power that historic places hold to address our collective challenges and enable a shared national future. Here, with deep gratitude, we share some of the work you’ve made possible over the past year. Thank you for standing with us to champion the power of place. You’re making a real difference through your leadership, generosity, and support, and we look forward to celebrating with you throughout this milestone year ahead.


Carol E. Quillen
President and Chief Executive Officer



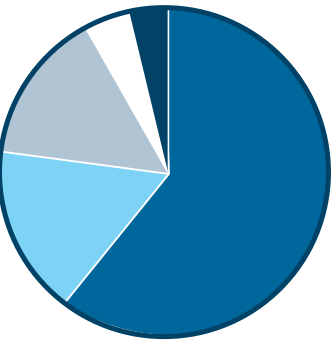
First operated as a general store by Captain John Rogers Cooper, the Corner Store at Cooper Molera Adobe has seen many commercial uses—one of its most memorable as the original location of Monterey’s first commercial bakery. The tradition continues today through a shared-use partnership with Alta Bakery and Cafe, which opened in 2019 at the National Trust Historic Site in Monterey, California.

PHOTO BY ANGELA DEGENZO

SUMMARY OF
FINANCIALS

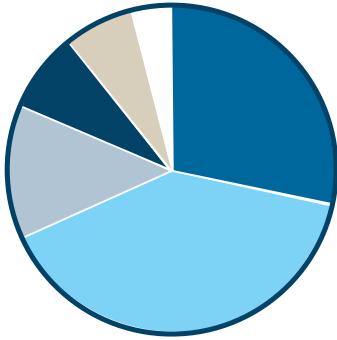
The National Trust’s consolidated operating revenue, including its subsidiaries Main Street America and the National Trust Community Investment Corporation, totaled \$152 million July 1, 2023 through June 30, 2024. As shown in the charts below, the National Trust achieved 78 percent programmatic efficiency, with only 12 percent spent on general and administrative expenses.

Information based on unaudited, consolidated financial data. Audited financials will be available by January 1, 2025 on SavingPlaces.org/financials.



Sources of Funding

- \$93,758,712 Contributions and Grants
- \$22,604,653 Subsidiary Income
- \$21,852,835 Investment Return
- \$8,180,802 Program Fees and Other
- \$5,438,852 Admissions and Special Events



Use of Funds

- 44% Preservation Services
- 28% Historic Sites
- 12% General and Administrative
- 6% Education and Publications
- 6% Fundraising
- 4% Membership Outreach

Our financial summary includes funding from the following brands and subsidiaries:

Cooper-Molera Preservation LLC

Greenrock Corporation

Historic Hotels of America

Main Street America

National Trust Community Investment Corporation

National Trust Insurance Services LLC

National Trust Tours

NT Solar

PRESERVATION
FOR ALL

For 75 years, the National Trust for Historic Preservation—a privately funded nonprofit organization—has worked in collaboration with the American people to activate the power of place to serve the public good and build on its promise of our future.

ON THE FRONT COVER: In May, the National Trust partnered with Google Arts & Culture and 14 additional organizations to launch “Welcome to America’s Chinatowns,” with stories from more than 15 Chinatowns across the United States (and one in Canada), sharing not only the history of these communities, but also the work of advocates, artists, writers, and organizations to support and sustain these important neighborhoods.

NEW YORK’S CHINATOWN IN LOWER MANHATTAN. PHOTO BY MO DAOUD



National Trust *for*
Historic Preservation®

600 14th Street NW Suite 500
Washington, DC 20005

SavingPlaces.org

Addendum to Unaudited Financial Summary Provided in the National Trust for Historic Preservation's 2024 Annual Report

The following information is updated based on the National Trust for Historic Preservation's audited financials for the fiscal year ending June 30, 2024.

FINANCIAL SUMMARY

The National Trust's consolidated operating revenue, including its subsidiaries Main Street America and the National Trust Community Investment Corporation, totaled \$152 million July 1, 2023 through June 30, 2024. As shown in the charts below, the National Trust achieved 78 percent programmatic efficiency, with only 12 percent spent on general and administrative expenses.

SOURCES OF FUNDING

Contributions and Grants:	\$92,145,365
Nonfinancial Assets:	\$1,613,347
Contract Services:	\$22,604,653
Investment Return:	\$21,852,835
Admissions & Special Events:	\$5,438,852
Program Fees and Other:	\$8,180,799

USE OF FUNDS

Historic Sites:	\$30,220,289
Preservation Services:	\$48,252,668
Education and Publications:	\$6,057,304
General and Administrative:	\$13,268,359
Fundraising:	\$6,311,548
Membership Outreach:	\$4,151,479

NET ASSETS

Total End of Year Net Assets: \$480,980,564

BRANDS AND SUBSIDIARIES

Our financial summary includes funding from the following brands and subsidiaries:

Cooper-Molera Preservation LLC	National Trust Historic Real Estate Debt Fund
Preservation LLC	National Trust Insurance Services
Greenrock Corporation	National Trust Tours
Historic Hotels of America	NT Solar
National Main Street Center	
National Trust Community Investment Corp.	