

NATIONAL TRUST FOR HISTORIC PRESERVATION

2023 ANNUAL REPORT





**Reclaiming Historic Landscapes
After Disaster Strikes**

Brucemore, a National Trust Historic Site in Cedar Rapids, IA, recently completed a \$3 million restoration of its 26-acre landscape after a derecho wind storm devastated the property in August 2020.

PHOTO BY MATTHEW GILSON



MESSAGE FROM THE PRESIDENT

A Time of Transition. A Year of Momentum.

Earlier this spring, I stepped into my present role of Interim President & CEO of the National Trust for Historic Preservation. During this time of transition, I have been inspired and deeply gratified by the friends around the country whose dedicated leadership and support helped to maintain our momentum while setting a new trajectory for our mission and our movement as we embark on an exciting year ahead.

That year ahead, of course, will begin with my passing this torch of leadership to Carol Quillen as the 10th President & CEO of the National Trust. I look forward to introducing Carol and welcoming her with the same warmth, enthusiasm, and support that I enjoyed from allies across the field over the course of my tenure.

This has been the opportunity of a lifetime, shaped by relationships and memories that will endure and grow for years to come. Working alongside colleagues at the National Trust—and getting to know those at our sites and subsidiaries—I gained further insight and appreciation for the vital role the National Trust plays advancing our cause nationwide. Behind the scenes and on the ground—including two incredible journeys with National Trust Council members to San Antonio and Pittsburgh—I experienced firsthand the impact of that work as well as the passion of our donors and partners for preserving the places that shape our American experience.

Leading this organization at this moment has been an absolute honor and the culmination of a personal

journey more than a decade in the making. Like many of you, my calling to preservation began in a place I call home—in the Badlands of North Dakota—with an effort to protect Elkhorn Ranch, where Theodore Roosevelt recovered physically and mentally after the deaths of his wife and mother. There, he saw firsthand the challenges of development in the West and the need to protect places that nurture our sense of place and define who we are as a nation.



THEODORE ROOSEVELT'S ELKHORN RANCH IN MEDORA, ND

Although the immediate site of Roosevelt's Elkhorn Ranch was protected as part of Theodore Roosevelt National Park, the views of the Little Missouri River Valley that once inspired Roosevelt have become increasingly vulnerable to the development of oil wells, gravel mines, and new roads and bridges. About 10 years ago, I became involved with the National Trust to address these challenges—and I am delighted to say that we have made significant progress in protecting that pristine landscape after its listing as one of *America's*

11 Most Endangered Historic Places in June 2012.

A few years after I began working with the National Trust on the Elkhorn, I was invited to join the Board of Trustees—and elected to Chair the Board in 2020, just before the COVID-19 pandemic. Of course, I had no idea then that it would lead to serving as the organization's interim President just a few years later. But I am so glad that it did.

In the pages that follow, I am delighted to share some highlights and milestones from this past year and, most importantly, to recognize the incredible community



Development Halted for Historic Neighborhoods of Charleston

The Historic Neighborhoods of Charleston in Charleston, SC were threatened by a controversial planned redevelopment along the city's waterfront at Union Pier. Shortly after their inclusion as one of *America's 11 Most Endangered Historic Places* in May, the South Carolina Ports Authority announced a halt to the project to allow for further community input.

PHOTO BY VANESSA KAUFMANN

of partners and supporters who made it all possible through their leadership, generosity, and service. Looking back on these accomplishments, we can all take pride in the trajectory they helped us achieve and the firm foundation they have created for the future.

Together, we are forging a bold new future for the National Trust and the places from our past.

We Are Advocating for Action

From the **Historic Neighborhoods of Charleston** and the **Threatt Filling Station** in Luther, Oklahoma, along Route 66, to the newly created **Emmett Till and Mamie Till-Mobley National Monument** with sites stretching from Chicago to the Mississippi Delta, we are building on our commitment to raise awareness, advance policy, and take direct action to preserve our past for future generations.

We Are Strengthening American Communities

Through sacred places like **First Presbyterian Church of Wilkes-Barre** in Wilkes-Barre, Pennsylvania, and legacy businesses like the **Holly Hotel** in Holly, Michigan, we are delivering support where it's needed most and can make the greatest impact to preserve the icons and institutions that make our cities and towns feel more like home. We are driving research and development to protect these places from threats like climate change, and we are working alongside partners and property owners to respond when disaster strikes in places like Maui, Hawai'i, where residents are still recovering from last summer's tragic wildfires.

We Are Elevating Our History

Across our world-class portfolio of **National Trust Historic Sites**, through transformational nationwide initiatives like the ***African American Cultural Heritage Action Fund***, and with subsidiary and partnership programs like ***Historic Artists' Homes and Studios***, we are stewarding and uplifting our historic places to connect Americans from all walks of life with the places that tell their stories. We are rethinking the visitor experience at historic sites and museums across America while working hand-in-hand with descendant communities to re-examine our interpretation and

stewardship of sites of enslavement. Across our work, in all that we do, including our efforts to shape the future of the preservation movement, we are ensuring the places we save speak for all Americans.

We Are Leading for Change

Whether it is at national gatherings like our annual PastForward preservation conference, through our scholarships and training opportunities, like **HOPE (Hands-On Preservation Experience) Crew**, or our honors and national award programs to promote and celebrate the advancement of leadership, excellence, and innovation across our field, we are initiating real change for the cause of preservation in America. And with investments in technology, we are becoming more efficient and effective as a leader and innovator within our movement.

None of this would be possible without the dedicated generosity and support of our friends and champions across the country. You are the driving force behind our work and the lifeblood of our movement. It has been an honor to work alongside you during this year of momentum for the National Trust and America's historic places. As I turn the page from this chapter of involvement with the National Trust, I am tremendously proud of all we have achieved and look forward to our continued work together under Carol's leadership and vision to build on the organization's trajectory toward our year of 75th anniversary celebrations kicking off in October 2024.

On behalf of all of us at the National Trust, thank you for helping us move our nation forward without leaving our past behind.

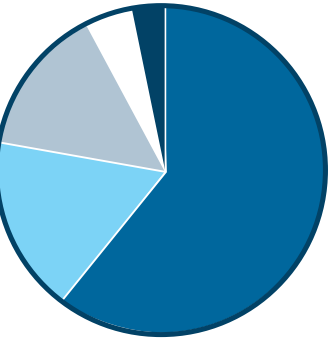
Warm regards,

JAY CLEMENS
INTERIM PRESIDENT & CEO

FINANCIAL SUMMARY

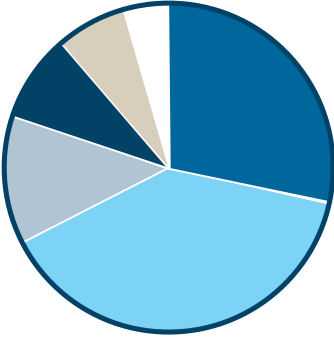
The National Trust’s consolidated operating revenue, including its subsidiaries Main Street America and the National Trust Community Investment Corporation, totaled \$117 million July 1, 2022 through June 30, 2023. As shown in the charts below, the National Trust achieved 78 percent programmatic efficiency, 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, 2024 on SavingPlaces.org/financials.



Sources of Funding

\$70,095,108	Contributions and Grants
\$18,662,008	Subsidiary Income
\$16,981,852	Investment Return
\$7,104,101	Program Fees and Other
\$4,129,724	Admissions and Special Events



Use of Funds

42%	Preservation Services
29%	Historic Sites
12%	General and Administrative
7%	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

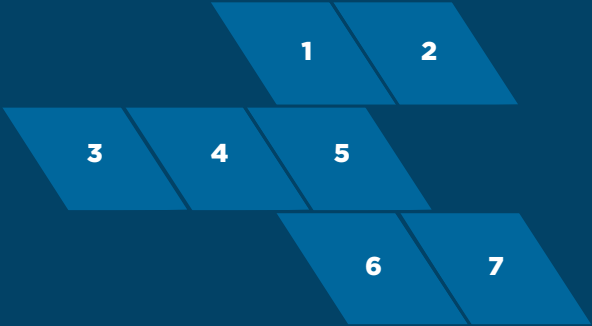
National Trust Community Investment Corporation

National Trust Insurance Services LLC

National Trust Tours

NT Solar

THE NATIONAL TRUST FOR HISTORIC PRESERVATION, A PRIVATELY FUNDED NONPROFIT ORGANIZATION, WORKS TO SAVE AMERICA’S HISTORIC PLACES.



ON THE COVERS

- 1 The Edith Farnsworth House in Plano, IL marked its 20th anniversary as a National Trust Historic Site in December 2023. By Matthew Gilson
- 2 Cozy Inn in Janesville, WI, a 2023 *Backing Historic Small Restaurants* grant recipient. By Rich Fletcher
- 3 The Historic Neighborhoods of Charleston were included on the National Trust’s 2023 list of *America’s 11 Most Endangered Historic Places*. Courtesy Preservation Society of Charleston
- 4 HOPE Crew member working at Threatt Filling Station on Route 66 in Luther, OK. By David Gibney
- 5 In July 2023, the civil rights legacies of Emmett Till and his mother, Mamie Till-Mobley, were memorialized in the creation of the Emmett Till and Mamie Till-Mobley National Monument. Creative Commons
- 6 First Presbyterian Church of Wilkes-Barre in Wilkes-Barre, PA, one of sixteen congregations to receive a total of more than \$2 million in capital grants in October 2022 through the *National Fund for Sacred Places*. By Jonathan Edwards
- 7 River District, a 2023 Great American Main Street Award winner, in Danville, VA. Photo by Laura Ashworth/Danville Office of Economic Development and Tourism.



National Trust *for*
Historic Preservation®

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