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23

National Women's History Museum



# Annual Impact Report

Educate. Inspire. Empower.



# Our Mission

The National Women's History Museum (NWHM) is an innovative museum dedicated to uncovering, interpreting, and celebrating women's diverse contributions to society. Our work serves to inspire both current and future generations to take action to increase representation and inclusivity of women, and in doing so, drive tangible value for all.



Our success starts by measuring the number of young minds we reach through programs, partnerships, and resources to support educators and learners, both inside and outside the classroom. Over time we will refine our programs, partnerships, and resources as we uncover those which most significantly drive increases in representation and inclusivity.

Today, our reach is measured according to the number of educators accessing our educational resources; the number of visitors to our exhibits (*physical and digital*); the number of individuals who are exposed to content about women's history and accomplishments; and the number of partners, ambassadors, and influencers helping us extend this reach.

01 Welfare Rights Organization marchers in 1968.

02 Students at a *Black Feminist DC* button-making activity.

# 2023 at a Glance

In 2023, the National Women's History Museum debuted its first physical exhibition, the award-winning *We Who Believe in Freedom: Black Feminist DC*.

03 The Honorable Eleanor Holmes Norton speaks at the opening of *Black Feminist DC*.

04 Official ribbon cutting for the *Black Feminist DC* exhibition at the MLK Library.



This exhibition has drawn tens of thousands to experience it in person and on field trips, as well as online through its digital rendition. Separately, the Museum launched a new virtual exhibition that explores the history of Title IX and women's access to higher education. NWHM also began planning for future exhibitions to bring across the country in the coming years. The Museum hosted over 150 live events, including its signature Women Making History Awards Gala. In 2023, the Museum hired a new president and CEO and developed a new strategic plan that will inform the next five years of organizational strategy and growth.



2,831

Attendees to Education Programs

13,469

Visitors to *We Who Believe in Freedom: Black Feminist DC*

897

K-12 Registrants to Live Virtual & In Person Programs \*

158

Live Events

5.1m

Unique Website Visitors

9.1m

Total Website Views

\* INCLUDING FIELD TRIPS & EDUCATOR WORKSHOPS

# Programs & Highlights

01  
Exhibition  
at the MLK  
Library.

## New Exhibition *We Who Believe in Freedom: Black Feminist DC*

Hundreds gathered at the Martin Luther King Jr. Memorial Library in downtown Washington, DC for the grand opening of our new exhibition, *We Who Believe in Freedom: Black Feminist DC*, which explores the stories of Black feminists through the long 20th century and their impact on their communities in DC and across the country.

This opening event kicked off with remarks from exhibition curators Dr. Sherie M. Randolph and Dr. Kendra T. Field; DC Councilmember Brooke Pinto; DC Public Library Executive Director Richard Reyes-Gavilan; NWHM Board Chair Susan D. Whiting; and Congresswoman Eleanor Holmes Norton, who is featured in the exhibition. A ribbon cutting was followed by a performance by Rochelle Rice, and the event also highlighted local organizations that continue the work of the Black feminists featured in the exhibition.

Since its opening, more than **16,000 PEOPLE** have visited *We Who Believe in Freedom: Black Feminist DC* at the MLK Library. In 2023, the exhibit was recognized as the Gold recipient of the MUSE Award for Experiential and Immersive — Exhibition Experience, and was also honored with a Bronze Anthem Award in the category of Human & Civil Rights, Special Projects, Product, Innovation, or Service category.

02  
Dr. Eleanor Traylor shares remarks at the screening of *Maya Angelou: And Still I Rise* at the Martin Luther King Jr. Memorial Library.

03  
The Maria Tallchief quarter; performers Clara Thiele and Lucas García Leon (Joffrey Ballet Studio Company) perform "Black Swan Pas de Deux" from *Swan Lake* in Tallchief's honor at Lyric Opera of Chicago. Choreography by Marius Petipa.

## Historic Change American Women Quarters™ Program

In early 2021, legislation was signed directing the U.S. Mint to consult with the National Women's History Museum to identify 20 prominent American women to honor on a series of quarter dollars. Through the American Women Quarters™ program, the Museum has engaged audiences across the country in the celebration of women's contributions as told through our nation's currency.

Public engagement in this groundbreaking program began with a call for recommendations. The Museum's online portal received more than 11,000 submissions of women to be considered for this honor.

Since the first coin in this program debuted in 2022—**THE MAYA ANGELOU QUARTER**—the Museum has co-hosted events across the nation, in partnership with the U.S. Mint, celebrating the lives and legacies of the honorees. Our 2023 events honored pioneering aviator Bessie Coleman (*Chicago, IL*); humanitarian Eleanor Roosevelt (*Hyde Park, NY*); journalist and suffragist Jovita Idar (*San Antonio, TX*); and America's first prima ballerina, Maria Tallchief (*Chicago, IL*). Featuring performances, panel discussions, keynote speakers, dignitaries, and family members of the honorees, these free public events shine a light on the accomplishments and contributions of women in our nation's history.

While women have long been excluded from our nation's currency, the American Women Quarters™ program rectifies this. It inspires current and future generations of children to grow up seeing women included in this very important national space and to see the possibilities of what they can become.

## Collaborative Partnership A Tour of Her Own Walking Tours

In 2023, NWHM collaborated with National Coalition Partner A Tour of Her Own to help people of all ages explore the history of Black feminism in Washington, DC.

This collaboration produced a walking tour in a three-part series that included a private tour of *We Who Believe in Freedom: Black Feminist DC* at the Martin Luther King Jr. Memorial Library, as well as a custom tour of downtown DC sites.

A Tour of Her Own is the first tourism company in Washington, DC to focus exclusively on women's history. Established in 2018 to elevate women's stories into a more prominent place in American history and culture, they reframe and rethink traditional history by integrating the challenges and contributions of women into our narratives.

## Resource Development For Educators, By Educators

Each summer, NWHM invites K-12 educators to participate in our "For Educators, By Educators" classroom resource development initiative.

All resources developed through this initiative are included in the Museum's catalog of online classroom resources, which are available free of charge to all users. All lesson plans align with the C3 Framework for Social Studies Standards. In summer 2023, educators from across the country joined NWHM to co-create nine new lesson plans on topics such as Mary Church Terrell, Title IX and the Women's Basketball League, and Faith Ringgold's Story Quilts.



04  
Participants in the event celebrating Jovita Idar pour 2,000 Idar quarters into a beautiful display in her honor.



01

Author and former NASA spacesuit technician Sharon Caples McDougle joins NWHM educator Dr. Emma Z. Rothberg for Brave Girls Virtual Storytime.

### Education Outreach Virtual Field Trips

Throughout the school year, NWHM educators shared the stories of women throughout U.S. history that have fought for their rights and changed their communities through our interactive virtual field trip program.

Learners from across the nation tuned in to learn about a broad range of women's history topics, including:

- 01 African American Women in the Civil Rights Movement
- 02 The Beginnings of the Women's Suffrage Movement 1776–1872
- 03 Women's Suffrage and Protest at the White House 1872–1920

### Young Learners

#### Brave Girls Virtual Storytime

NWHM is committed to reaching learners of all ages, including our youngest brave kids!

Through our Brave Girls Virtual Storytime series, children in grades K-2 and their caregivers heard empowering and inspiring stories, and had a chance to ask questions of the authors or illustrators of these books. Storytimes in 2023 featured Grace Lin's *Bringing in the New Year*, Vanessa Brantley-Newton's *Just Like Me*, and Sharon Caples McDougle's *Suit Up for Launch With Shay!*

# Annual Giving

We are profoundly grateful to our supporters for their generous tax-deductible financial contributions and assistance in raising awareness of the Museum, our programs, and our resources. Our supporters are true partners in this work and in the collective pursuit of our mission, and we could not be more thankful for their generosity.

Every woman has a story. Thank you for helping us share them.

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### In Memoriam

## In memory of our charter members and supporters who have passed away.

NWHM extends our deepest condolences and most sincere appreciation to the families of several NWHM Charter Members who recently passed away and asked that in lieu of flowers, gifts of remembrance be sent to NWHM to support our important work.

These Charter Members were: Olga Miskowicz Eaton, Dr. Margorie Engel, Virginia Therese Oshier Mullen, and Georgina Martinez. They leave behind a rich legacy of helping to bring women's achievements and contributions into the light of day.

We would also like to note the recent passing of former NWHM Board Member Judith Kaplan. Judy was one of the first women to take a company public on the New York Stock Exchange; she helped to ensure women were recognized on the U.S. Post Office's "First Day Covers series;" she was honored as one of the "Feminists Who Changed America 1963-1975;" and she served as Secretary/Treasurer on the NWHM Board of Directors for many, many years. Judy fought relentlessly for women and women's rights and was a force in the women's movement and as an entrepreneur. She will be missed.

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**No. 01**  
Welfare Rights Organization marchers, photograph taken by W.H. Spradley, May 13, 1968.

Jack Rottier photograph collection, C0003, Box 8, Page 28, Special Collections Research Center, George Mason University Libraries.

**No. 03**  
Photo by Lisa Helfert Photography

**PAGES 3-4**

**No. 01**  
Photo by Lisa Helfert Photography

**No. 02**  
Photo by Sora DeVore Photography

**No. 03**  
Photo by Jill Westeyn, United States Mint.

**No. 04**  
From left: Kristie McNally, deputy director, United States Mint; Jennifer Herrera, vice president of external affairs, National Women's History Museum; Emmy and Pulitzer Prize-winning journalist Maria Hinojosa; Rev. Dr. Elizabeth A. Lopez, Idar family member; and Dr. Taylor Eighmy, president of the University of Texas at San Antonio.

Photo by Jill Westeyn, United States Mint.

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National Women's History Museum

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Preserving,  
illuminating,  
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