
THE
PRESIDENT
WOODROW
WILSON
HOUSE

IMPACT REPORT

FISCAL YEAR
2023

INTRODUCTION

We are delighted to present the impact report for the President Woodrow Wilson House in Washington, D.C. This report highlights our accomplishments, activities, and initiatives undertaken throughout the fiscal year 2023. As we continue to honor the legacy of President Woodrow Wilson and preserve this historical landmark, we remain committed to engaging our visitors, expanding educational programs, and promoting cultural heritage.

Visitor Engagement: In 2023, we welcomed a record number of visitors to the President Woodrow Wilson House. Through guided tours, exhibitions, and special events, we provided a captivating and immersive experience for guests from all walks of life. Our knowledgeable staff and dedicated volunteers ensured that each visitor had a memorable and enriching encounter with President Wilson's and Edith's life and achievements.

Educational Programs: The museum expanded its educational offerings in 2023, striving to provide engaging and thought-provoking experiences for learners of all ages. Our educational programs included interactive workshops, lectures, and discussions that explored President Wilson's legacy, his impact on American history, and his role in shaping international relations. We also developed partnerships with local schools and universities, offering tailored educational experiences to students and fostering a deeper understanding of our nation's history.

Exhibitions and Collections: In 2023, the President Woodrow Wilson House curated captivating exhibitions that showcased our rich collection of artifacts, documents, and memorabilia. From highlighting President Wilson's achievements in diplomacy to exploring his personal life and family, our exhibits provided a comprehensive view of his legacy. We also continued to enhance our collection of historically significant items, ensuring the preservation of our nation's heritage for future generations.

Preservation and Restoration: Preservation remained a top priority for the President Woodrow Wilson House in 2023. We undertook various restoration projects to maintain the historical integrity of the house and its collections. Efforts included the restoration of architectural features, conservation of artworks and artifacts, and ongoing maintenance of the building's infrastructure. Through meticulous care and attention, we preserved the physical environment in which President Wilson lived, allowing visitors to step back in time and experience his world.

Community Outreach: Building and strengthening relationships with our community remained a central focus in 2023. We actively engaged with local residents, organizations, and cultural institutions to foster collaborations and create shared experiences. Our outreach initiatives included partnerships with community groups, hosting public events, and collaborating on educational programs. We also extended our digital presence through social media platforms, engaging with a wider audience and showcasing the President Woodrow Wilson House's cultural significance to a global community.

Financial Report: The President Woodrow Wilson House's financial health remained strong in 2023, thanks to the generous support of our donors, Advisory Council members, and sponsors. Their contributions allowed us to sustain our operations, invest in preservation efforts, and expand our educational and outreach programs. We are deeply grateful for their continued support and commitment to our mission.

HISTORIC PERSPECTIVES – MODERN INITIATIVES



OUR MISSION

We are a property of the National Trust for Historic Preservation. We preserve and steward the house, collections, landscapes, and its full and dynamic history, and use them to provide forward-thinking and inclusive discussions, programs and community activities that are relevant today.

OUR VISION

We use the backdrop of a historic house museum in the heart of Washington, D.C. to serve as a community resource, a hub for conversation that explores current social, racial, political, and economic issues through the lens of history. We use this platform to examine our civil liberties and the ideals that unite us as Americans. We strive to be a trusted place to learn from the past. We are a catalyst of change by confronting our history.

MESSAGE FROM OUR LEADER

The Wilsons moved into this house over 100 years ago, and the National Trust opened the house to the public as a historic house museum in 1963. For 60 years, our doors have been open – and we like to say not much has changed except the conversation.

I have been at the Wilson House Museum since 2019, and in this short time, we, the amazing team of staff, guides, Advisory Council members, volunteers, scholars, grantors, and donors, have accomplished more than I could have imagined. Today, we look at the museum from a historical perspective and strive for modern initiatives. I think the team and I have accomplished just that. We use this historic site to learn about our complicated history and challenge ourselves about who we are as citizens of the world.

In addition to the General guided house tour, we've launched multiple tours to give visitors a reason to come back to the museum. We've added a **Highlights Tour**, **Architecture Tour**, and this year, for Black History Month, **Under One Roof: Upstairs/Downstairs – Living and Working at the Wilson House** went live, and for Women's History Month we launched **Three Generations of Wilson Women**.

In honor of International Women's Day in March, we opened an exhibit ***Suffrage Outside, Inside: the 19th Amendment at 101!***, a follow-up to our outdoor exhibit, ***Suffrage Outside!***, which we launched during the height of the pandemic. The new exhibit showcases items donated to the Wilson House by Doug Kelley of Ann Arbor, Michigan. This year, the exhibit took residency inside our gallery with dozens of one-of-a-kind material artifacts from over a hundred years ago, supporting the themes we explored in ***Suffrage Outside!***

We started the **Speaker Series**, where notable historians, curators, and leaders explore varying aspects of the social movements of the early 20th Century and their relevance today. Talks address Women's Suffrage, activism and protest, racial inequity, and the consequences and legacy of Woodrow Wilson's presidency. This program is part of the Wilson House's new interpretation focused on African American history, women's history, and Wilson's international impact.

We launched five self-guided outdoor walking tours of Kalorama and Embassy Row. Each tour is a different path, each covering 18 – 20 historic houses, embassies, clubs, and statues along the route and throughout the Wilson House neighborhood, and each takes about an hour to walk. The tours are: **Kalorama, Dupont Circle, Sheridan Circle, and Observatory Circle as well as a Waddy Butler Wood Architecture and History Walking Tour: If These Walls Could Talk.**

As all walking tours start and end at the Wilson House, we replanted the **Victory Garden** and the **Rose Garden** to enhance the entrance and attract visitors.

I have hosted a teacher-in-residence supported by the **Marder-Vaughn Center for Historic Interpretation and Education** and students from across the U.S. on the **NEH, For the People, by the People** grant.

We started the **Wilson House Volunteer Scholars Program** and have hosted over 50 scholars. We recently became accredited by the Presidential Volunteer Service Award organization and are proud to highlight the scholars' work on our website under Scholars in Action. The initiative I am most proud of is creating opportunities for the **Girl Scouts** to earn badges through learning and exploring with us.

We are accredited by the American Alliance Museum organization and a proud member of the Historic House and Museum Consortium of D.C. as well as the Sheridan-Kalorama Neighborhood Museum consortium. I am proud that we are connected and committed to larger national and local D.C. museum partners.

I have great plans for exhibitions and ways we can engage our community, and I welcome your suggestions on how we can accomplish this together. My door is always open. Please stop by, reach out and let me know what you think about the museum and how we are doing. I welcome your suggestions as we move forward into the next 100 years of stewarding this remarkable site.

Elizabeth A. Karcher
EXECUTIVE DIRECTOR
PRESIDENT WOODROW WILSON HOUSE
EKarcher@WoodrowWilsonHouse.org



VISITOR ENGAGEMENT

In FY23, we gave **893 General tours**, over **100 Specialty tours**, over **100 free tours**, five separate **“Open House”** events, and welcomed over **1,000 visitors for Dupont-Sheridan Kalorama Walk Weekend**. We offer a variety of tours and programs all year long. The museum is now open for tours every day except Sunday, offering **express lunchtime** and **after-work tours to accommodate and engage the community**.



EDUCATIONAL PROGRAMS

We opened our doors to families and kids of all ages, hosted **architecture students**, **Armenian students**, **Ronald Reagan Institute summer interns**, **local students**, and **45 Brownies and Girl Scouts** working toward “Fair Play,” “Democracy” and “Playing the Past” badges.



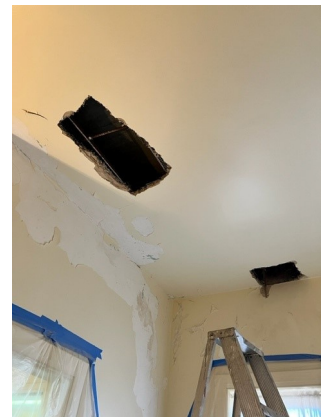
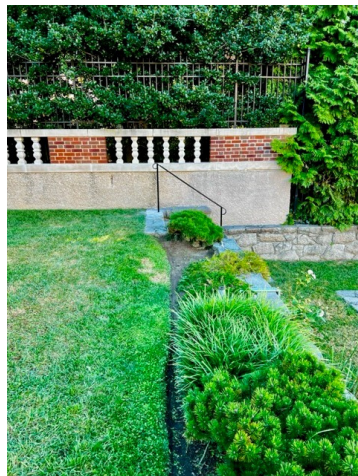
EXHIBITIONS AND COLLECTIONS

Suffrage Outside, Inside, the 19th Amendment at 101! exhibition brought **hundreds** of visitors to the gallery. **Five paintings** were sent to be cleaned and restored, including Edith's First Lady portrait hanging above the staircase. We took inventory of our collection of **8,604 artifacts**, sorted learning and education artifacts, and reorganized the staff offices and collections rooms.



PRESERVATION AND RESTORATION

All windows were **recovered to protect artifacts** using **UVA/UVB protection** thanks to a **generous donation from a long-time Wilson House supporter**. We **repaired** water damage to ceilings and walls from steam pipe d, **installed** railings in the garden, **mitigated** water damage to the kitchen pantry, and **repaired, reequipped and refitted plumbing for two** restrooms.



COMMUNITY OUTREACH

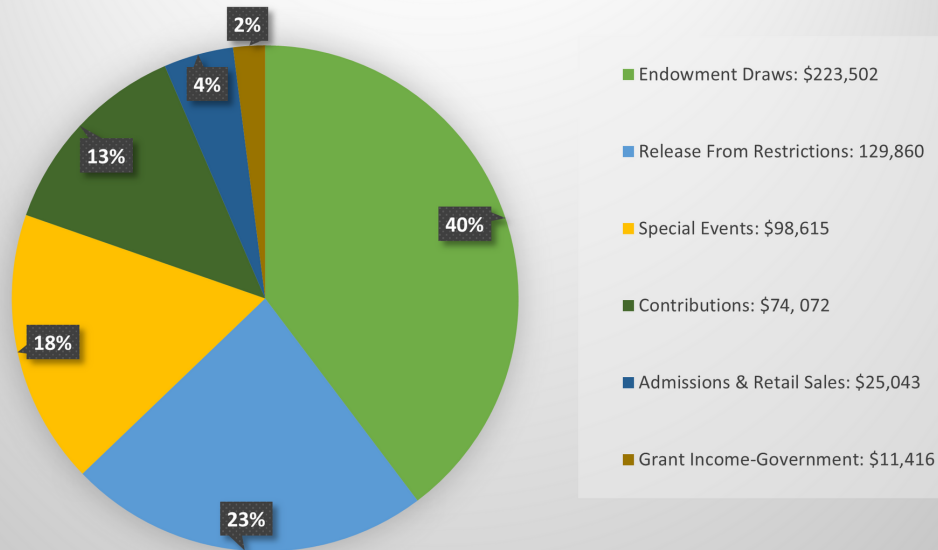
We hosted local art students from **Washington Studio School**, held a **viewing of the *Forgotten Occupation*** about Haiti 100 years after its revolution, hosted a special Speaker Series about the **History of Georgetown**, held **Vintage Game Night**, participated in **Kalorama-Sheridan Walk Weekend** and **Mitchell Park Day**, and **exhibited a dress with Diplomacy & Fashion**. Media outreach included **Hidden Home Histories** interview on YouTube with over **10K hits, and over 200 likes** and a podcast for **US History Repeated** on Wilson and WWI. We even welcomed an original **Rosie the Riveter**.



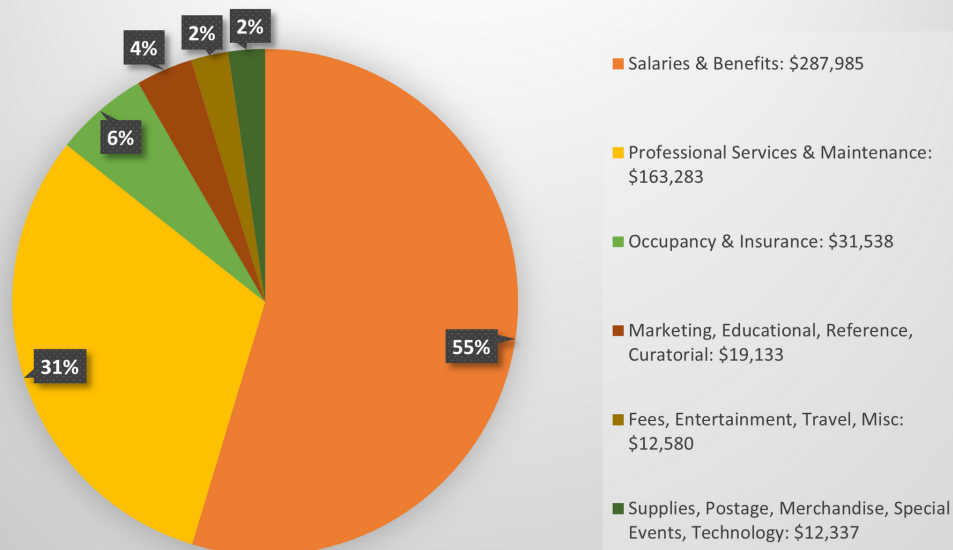
Woodrow Wilson House Financials

FY23 ACTUALS

FY23 Actuals Woodrow Wilson House Revenue
Total: \$562,507



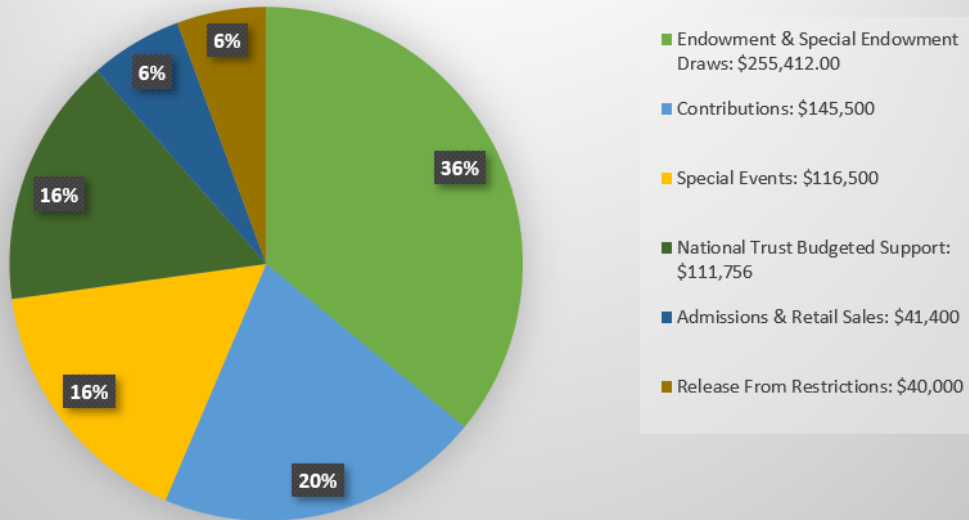
FY23 Actuals Woodrow Wilson House Expenses
Total: \$526,856



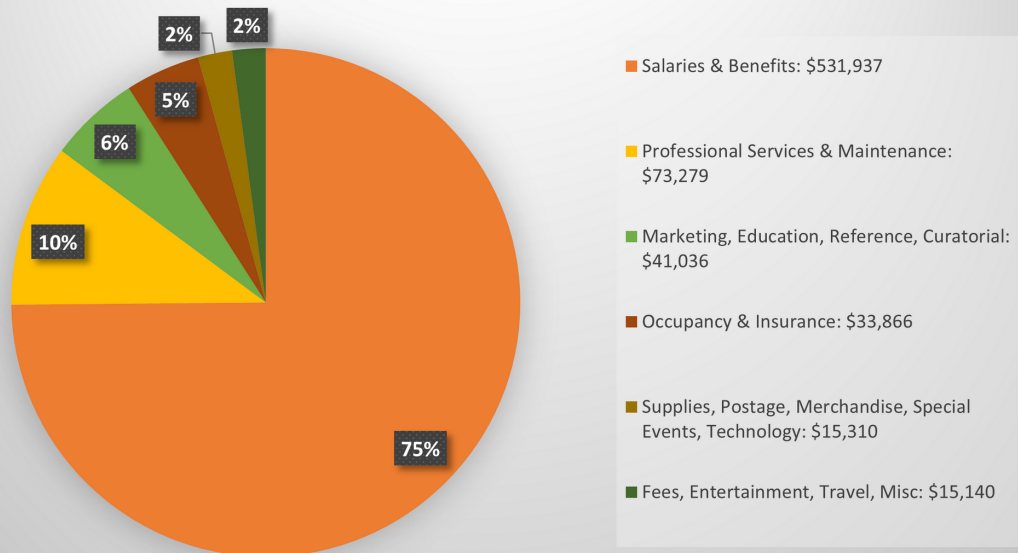
Woodrow Wilson House Financials

FY24 BUDGET

FY24 Budget Woodrow Wilson House Revenue
Total: \$710,568



FY24 Budget Woodrow Wilson House Expenses
Total: \$710,568



MEASURING PROGRESS

Each year the Wilson House seeks **grants to support our mission**. We use the awards to create projects that **impact hundreds of students, teachers, researchers, and museum-goers of all ages**.

Over the **past decade**, the Wilson House's efforts have attracted more than **100,000 visitors to our website**, and **10,000 visitors to our historic site**, earning us a **4.8 out of 5** rating from visitors. Each year, **10+ Wilson House Scholars** work on meaningful projects shared with the wider community through Scholars in Action. We **serve hundreds of DC-based teachers**, as well as **teachers using the National Standards for Civics & Government** in online lesson plans. This year Girl Scouts learned about civics, suffrage, and democracy. Urban explorers from all over the world visit our exhibitions and over **12,000 sets of eyes view our website each month**.



National Endowment for the Humanities (NEH) Grant: For the People, By the People



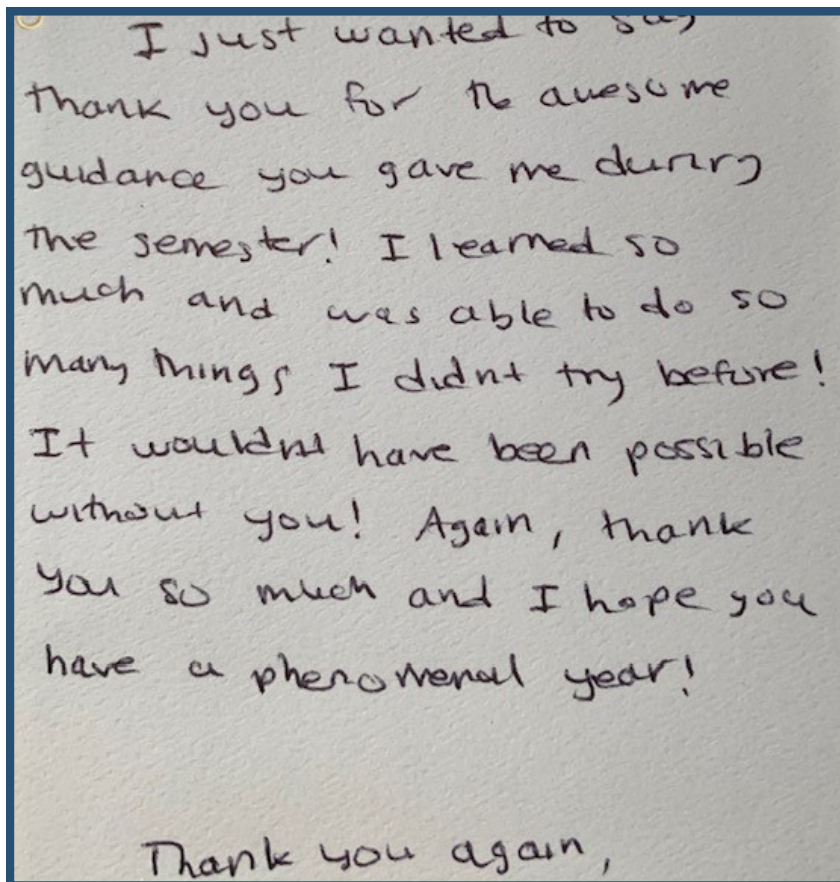
**Marder-Vaughn Center for Historic Sites Interpretation and Education
Grant: Teacher-in-Residence
Dr. Samantha Averette at
Woodrow Wilson House**



**Marge and Joe Grills Fund for
Historic Gardens and Landscapes
at the National Trust Historic
Sites**

VOLUNTEER SCHOLARS PROGRAM

Started in 2020, the President Woodrow Wilson House Volunteer Scholars Program attracts high school and university students from around the world. Scholars receive hands-on experience and an opportunity to produce meaningful work. Accredited in 2021 with the **Presidential Volunteer Service Award organization, our scholars have volunteered over 6,900 accredited hours** devoted to research, projects, and service at the President Woodrow Wilson House.



Participating Colleges/Universities

American University
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Elon University
George Mason University
Georgetown University
Goucher College
Luther College
Nebraska Wesleyan University
Roanoke College
Trinity College
Union College
University of Maryland -
College Park
Wittenberg University

Participating High Schools:

Albert Einstein High School
The Madeira School
Thurgood Marshall Academy
Wilton High School

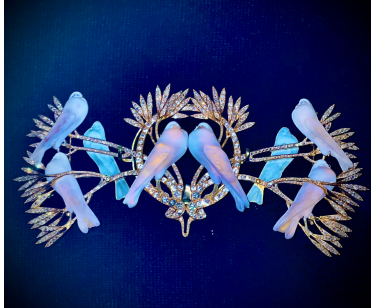
NEXT STEPS - 2024



January 2024 Kick off the new year with a great lineup of notable historians, curators, and leaders for our **Speaker Series** - a series of talks exploring aspects of the social movements of the early 20th Century and their relevance today.



February 3 Commemorate the centennial of Wilson's death with a symposium and opening of a new exhibit **Moving Toward Transparency: Woodrow Wilson's Legacy at 100.**



March 8 Celebrate Edith Wilson on International Women's Day with an exhibition about the **Little Black Dress.**

April Marvel and learn in the new **American Garden**, an outdoor classroom filled with native plants.



May 6 Support our fundraiser **Fashioning Power: Fashioning Peace** showcasing international style and diplomatic attire.

We're working on our reaccreditation with the **American Alliance of Museums** and the release of a book on the Wilson House to be published in spring 2024 with **Arcadia Publishers.**

ACKNOWLEDGEMENTS

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ADVISORY COUNCIL

President Wilson House Advisory Council Members are trusted partners. They are appointed by the National Trust for Historic Preservation and serve a three-year term. Some members have been part of the museum for over 50 years and are extraordinarily dedicated to our mission and our team.



STAFF & COORDINATORS

We welcomed two new members of the team, Felice Herman, Deputy Director, Edith Michel, Sr. Manager of Collections and Education and guide Max Miller stepped up to Events Lead and Girl Scout Coordinator. Stacey Wilson McMahon continued to lead the Scholars Program and John Pucher continued his excellent work as Sr. Manager of Business and Operations.



Felice Herman



Edith Michel



**Edith Michel (left)
Elizabeth Karcher (center)
John Pucher (right)**



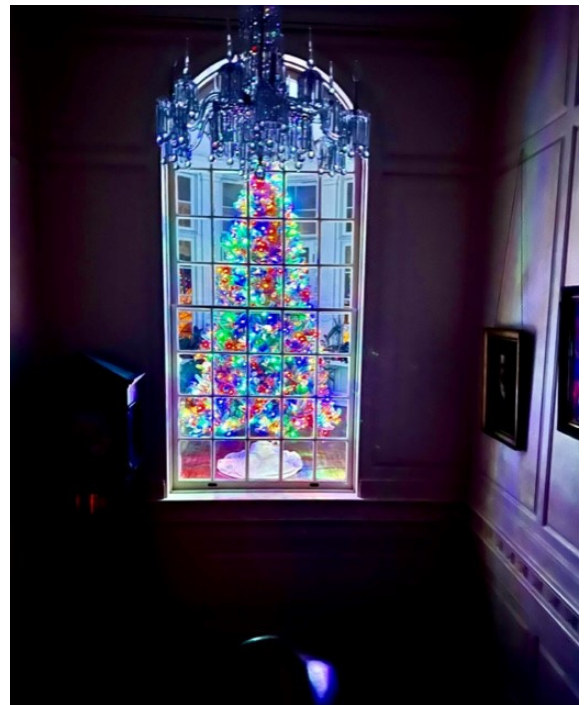
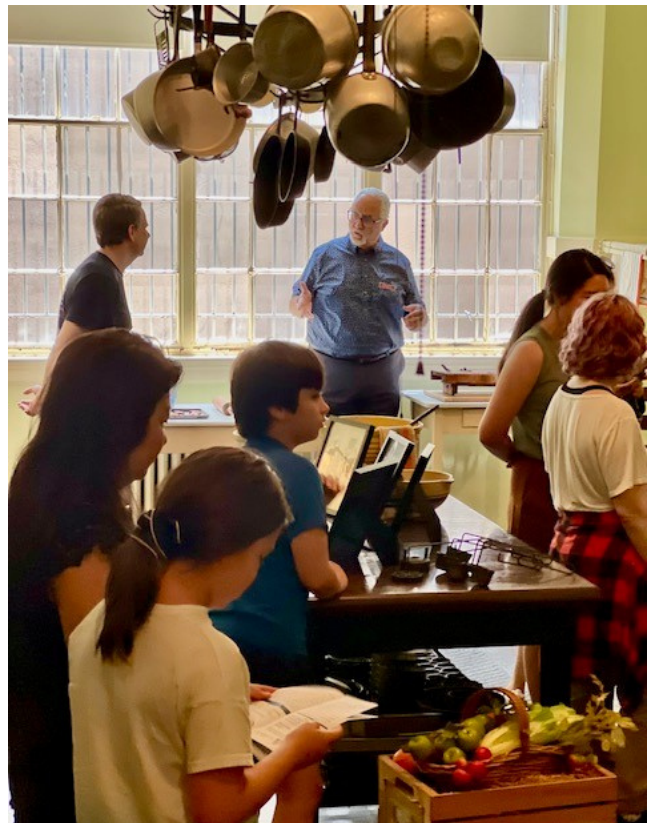
Max Miller



Stacey Wilson McMahon

VOLUNTEERS

In FY 2023, over 1080 volunteer hours were dedicated to staffing Open House events, editing and copywriting, and decorating the annual Christmas tree.



GUIDES

All in-house tours of the President Woodrow Wilson House are led by our highly-valued and expertly-trained team of professional guides.

Fay Arrington
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mission!***

If you are interested in being part
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for more information.

WilsonHouse@WoodrowWilsonHouse.org

EVENT INQUIRIES:

Events@WoodrowWilsonHouse.org

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