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Front Cover: Carved by famed sculptor Robert Aitken, Courage is one of four 40-foot tall Guardian Spirits located at the top of the Liberty Memorial Tower (photo by Jonathan Tasler). Back Cover: Limestone supports overlooking a field of 9,000 poppies accentuate the Museum’s Egyptian Revival architectural style.
2015

Most Successful Year in Museum History

FRIENDS,

A sea of 9,000 red poppies greets everyone entering the National World War I Museum and Memorial.

The symbolism and meaning of the vibrantly red flowers trace their roots to the famous poem, “In Flanders Fields,” written by Lt. Col. John McCrae at the battlefront in Belgium on May 3, 1915. The poem and the poppies it references stand as remarkable reminders of life, death and rebirth – all incredibly critical components when examining the enduring impact of the Great War.

As the centennial commemoration of the world’s first truly global conflict continues, we cannot help but use pivotal moments such as McCrae authoring his timeless prose to reflect on why it’s as important as ever to examine how World War I changed everything.

In recognition of that inarguable fact, the Museum continued its commemoration of the Great War in 2015 by seeking to recount the events that transpired 100 years prior through a wide array of exhibitions, collections, programs, partnerships and online platforms.

We are pleased to report that, for the second consecutive year, the Museum shattered numerous records on the strength of these efforts. In 2015, the Museum achieved the following:

- **Record for attendance** (282,588)
- **Record for exhibitions curated/hosted in one year** (13)
- **Record for education events attendance** (46,445)
- **Record for Museum Store sales** ($551,108)
- **Record for website traffic** (1,134,460 pageviews)
- **Record for media impressions** (1.34 billion)

This list represents a small fraction of the Museum’s achievements in 2015. Without question, our accomplishments resulted from collaborations with a large number of partnering organizations and from the support of our donors and members.

Keeping the legacy of the Great War alive for visitors from around the world is at the very heart of our work at the Museum. If you supported us in 2015, we graciously thank you for propelling us to an unprecedented year.

If you haven’t interacted with the Museum, we invite you to take the opportunity to join us as the international spotlight continues to shine on Kansas City and the National World War I Museum and Memorial during the Great War centennial introduction.

SINCERELY,

Matthew Naylor, Ph.D.  |  President & CEO
National World War I Museum and Memorial

Thomas Butch  |  Board of Trustees Chairman
National World War I Museum and Memorial
SHOWCASING THE GREAT WAR

Museum Exhibitions

The Museum curated or hosted 13 special exhibitions in 2015, which were seen by patrons from across the world.

EXHIBIT HALL + MEMORY HALL

SAND TO SNOW
Global War 1915
Curated by the Museum, this Exhibit Hall exhibition examined the global aspect of the Great War from Europe to Africa to Asia and the Near East. Featuring objects and documents from more than 20 countries, Sand to Snow was the most encompassing special exhibition in the Museum’s history.

REARRANGING HISTORY
Daniel MacMorris and the Panthéon de la Guerre
What happened to the world’s largest painting? The Memory Hall exhibition curated by the Museum explored Kansas City artist Daniel MacMorris’ efforts to acquire the Panthéon de la Guerre, the steps he took to reshape the famous work of art and the vast fragments he left behind – the majority having never been seen in public since the Panthéon’s last showing in its entirety in 1940.

A CENTENARY OF AUSTRALIAN WAR ART
The Memory Hall exhibition featured the most comprehensive collection of Australian war art ever seen outside of Australia. The exhibition was made possible by the Embassy of Australia, Washington D.C., and the Australian War Memorial with Lockheed Martin serving as the presenting sponsor. Additional support was provided by the Australian Consulate General-Chicago, the Blue Scope Foundation, Creata and the Francis Family Foundation.

CONTINUED EXHIBITS

OVER BY CHRISTMAS
August-December 1914
War was romantic. War was colorful flags, spiked helmets and flashing sabers. War was an adventure. Curated by the Museum, this exhibition in Exhibit Hall examined the romantic notions held by many of the participating combatants colliding with the harsh realities of war.

WAR & ART
Destruction and Protection of Italian Cultural Heritage During World War I
Seen for the first time outside of Italy, the exhibition depicting Italian military efforts to preserve precious works of art through a series of photographs was organized by the Istituto Per La Storia Del Risorgimento Italiano, Roma; the Embassy of Italy, Washington D.C.; and the Italian Cultural Institute of Chicago.
THE SECOND BATTLEFIELD
Nurses in the First World War
This exhibition of predominantly French WWI artwork from the Spencer Museum of Art aligned with the quasi-myths of wartime nursing as described by author Christine Hallett: the courageous voluntary aid detachment, the romantic nurse and the “nurse-as-heroine.”

THOMAS HART BENTON
In celebration of the 125th birthday of Thomas Hart Benton, this display described the impact of Benton’s U.S. Naval experience in 1918 as a camoufleur and draftsman and how these experiences influenced his artistic development.

THE WORLD REMEMBERS
The Museum is the sole American participant in this international education project whose purpose is to remember and honor the combatants who perished during each year of the war by displaying their names in more than 100 locations throughout Europe and North America.

LETTERS & ARTWORKS FROM WAR
Renefer: 1914-18
This bilingual exhibition showcasing the work of writer and artist Renefer was organized by the Association Renefer, the Cultural Service at the Consulate General of France in Chicago and the Department of French at DePaul University with the support of the Institut Français and the Mission Centennaire 14-18.

ONLINE EXHIBITIONS
WAR FARE
From the Homefront to the Frontlines
It unites us, divides us and is one of the most effective weapons in war: the control — and cooking — of food. The online exhibition includes photographs, music, posters and even delicious vintage recipes updated for the modern era.

THE CHRISTMAS TRUCE
Winter 1914
On Christmas Eve of 1914, along parts of the Western and Eastern fronts in Europe, a spontaneous truce was observed among weary, entrenched combatants of World War I. Was this a miracle? Was it a myth? These questions and more are explored in this online exhibition.

HOME BEFORE THE LEAVES FALL
Presented in collaboration with the Google Cultural Institute, this online exhibition chronicling the assassination of Archduke Franz Ferdinand, the July Crisis and the opening months of the Great War allows visitors to engage with the material as a curated story or choose individual pieces to examine further with high resolution imagery and zoom capability.

DRAWN TO WAR
The Political Cartoons of Louis Raemaekers
Dutch artist Louis Raemaekers, described as the “supreme cartoonist of the war,” used his pencils as a weapon to create powerful impressions characterizing and criticizing the nature and legacy of war. This Museum-curated exhibition examined Raemaekers’ most poignant works, collectively described by Theodore Roosevelt as, “a record which will last for many centuries.”
RAISING AWARENESS

Educational Activities

The Museum provided education about the Great War to people in dozens of countries across the world in 2015.

OPERATION SERIES
The popular series highlights connections between WWI and the modern era. In 2015, programs engaged organizations and patrons throughout the community and focused on cider (Operation: Hard Core), tattoos (Operation: Ink), food (Operation: War Fare) and whiskey/chocolate (Operation: Indulgence).

2015 SYMPOSIUM
Global War, 1915 | Empires at War, Churchill’s Gallipoli and an America Divided

Nearly 200 attendees participated in the two-day event addressing the global nature of World War I featuring scholars and authors from across the world, including Mustafa Aksakal, Frederick Dickinson and Candice Millard.

IN THE KNOW
The monthly series featuring subject matter experts engaged Museum visitors on a wide variety of topics, including H.G. Wells, modern record digitization, the role of research in fiction and nonfiction books, curatorial photography and much more.

LESSONS OF LIBERTY
The Museum’s Lessons of Liberty series is comprised of free lesson plans targeted to specific grade levels and aligned with state and national standards. In 2015, lesson plans were used to teach a Museum record 61,126 students from dozens of states and countries.

IN 2015, A RECORD 46,445 PEOPLE ATTENDED MUSEUM EDUCATION EVENTS, AN INCREASE OF 77% COMPARED TO 2014.
FAMILY FRIENDLY EVENTS
People of all ages enjoyed the variety of Museum programs in 2015. Through the Day in the Life series with the Living History Volunteer Corps, more than 2,300 individuals experienced a taste of life from the World War I era. Via the interactive Hands-on History program, more than 3,100 participants learned about the Great War by handling WWI non-accessioned items.

WW1USA AMATEUR RADIO
In partnership with amateur radio clubs, WW1USA operated on three dates in 2015 and has cumulatively logged contacts with over 8,500 amateurs in all 50 United States and in 95 countries worldwide.

MRS. WILSON’S KNITTING CIRCLE
With nearly 300 participations, the Museum created a knitting community of individuals who brought needles and yarn, while sharing stories on Saturday mornings throughout the year. Hand-crafted hats and lap blankets from the group were donated to local veterans.

16,209 STUDENTS VISITED THE MUSEUM ON SCHOOL FIELD TRIPS IN 2015.
KANSAS CITY’S FRONT PORCH

Community Activities

Tens of thousands of individuals gathered at the Museum for special events in 2015.

MEMORIAL DAY WEEKEND

The Museum welcomed more than 36,000 people to its grounds throughout the weekend, including a record of nearly 15,000 on Memorial Day alone. Activities included the AVTT Traveling Vietnam Wall with ceremonies featuring the 2nd Armored Brigade Combat Team of the 1st Infantry Division, a donation drive for veterans with Disabled American Veterans/Red Racks Thrift Stores, a vehicle display from the Military Vehicle Preservation Association and the Vietnam Veterans of America Chapter #243 and a Wounded Warriors Family Support vehicle display.
VETERANS DAY
Dignitaries including Congressman Emanuel Cleaver II, Mayor Sly James, Missouri Secretary of State Jason Kander, Jackson County Executive Mike Sanders and French Deputy General Consul Jean-Christophe Paris participated in a special ceremony featuring a bestowment of French and American medals to three World War II veterans.

TAPS AT THE TOWER
Area organizations partnered with the Museum for the second annual event featuring a series of moving ceremonies at dusk each evening from June 21-27 at which more than 2,100 people gathered to hear Taps played at the base of the Liberty Memorial Tower.

ANZAC DAY REMEMBRANCE
In conjunction with ANZAC military personnel stationed in the region, the Museum hosted an ANZAC Day event commemorating the centennial of the Allied landing at Gallipoli.

ROYALS CELEBRATION
An estimated crowd of more than 200,000 people celebrated the Kansas City Royals’ 2015 World Series title on the grounds of the Museum — the largest gathering in Museum history.
The Museum teamed with more than 130 organizations worldwide in 2015, spearheading awareness for the enduring impact of World War I.

**KANSAS CITY SYMPHONY**

In addition to the Museum collaborating on the annual Celebration at the Station, the Kansas City Symphony performed Stravinsky’s Soldier’s Tale prior to a panel discussion with Symphony Music Director Michael Stern, Museum President and CEO Dr. Matthew Naylor and University of Missouri Professor Ilyana Karthas.

**EMBASSY OF AUSTRALIA**

Australian Ambassador to the U.S. Kim Beazley spoke to Museum supporters during programs in February and July and led the effort to bring *A Centenary of Australian War Art* to the Museum.

**KC ARTS: REMEMBERING THE GREAT WAR**

The Museum collaborated with a number of arts-related organizations in the greater Kansas City area in 2015, including Friends of Chamber Music, KC FilmFest, the Lyric Opera of Kansas City, the Nelson-Atkins Museum of Art, Restoration ARTS, Tivoli Cinemas, the UMKC Conservatory of Music and Dance Restoration Arts and more.
The Museum partnered with PBS affiliate KCPT for highly anticipated screenings of The Crimson Field and Downton Abbey, as well as a program featuring Downton Abbey historical advisor Alastair Bruce. The organizations also collaborated to bring The Telling Project to Kansas City, a program providing veterans and military family members with the opportunity to share their experiences through performance.

Sporting KC and The Soccer Lot partnered with the Museum for the third annual Truce Tournament and watch party on Dec. 26 with more than 300 people from the region participating.

Sporting KC/The Soccer Lot

A partnership with the Kansas City Star and authors Denniele Bohannon and Janice Britz resulted in a WWI pattern quilt show featuring more than 20 pieces from across the country.

Kansas City Star Quilt Show

The Iraqi Jewish Archive Speaker Series about the preservation of Iraqi Jewish heritage featured distinguished speakers from across the country. The Museum launched its latest award-winning strategy game, Making History: The Great War, from the Museum. The Museum received a portion of proceeds from sales of the game.

Midwest Center for Holocaust Education & National Archives

Lyric Opera of Kansas City

As part of its At Ease with Opera series, the Lyric Opera partnered with the Museum to host several events preceding performances of the award-winning Silent Night as well as a program featuring a panel discussion including composer Kevin Puts, librettist Mark Campbell and author Stanley Weintraub.
For the second consecutive year, the Museum broke several records and received unprecedented exposure.

**ATTENDANCE**

Guests from across the world contributed to the Museum breaking its attendance record for the second consecutive year. Attendance increased 20 percent to 282,588 compared to 2014 with an additional 431,180 individuals participating in activities held on the Museum’s exterior campus grounds.

**EDWARD JONES RESEARCH CENTER**

In 2015, 2,061 patrons visited the Edward Jones Research Center, an 11 percent increase from 2014.

**COMMEMORATIVE OPPORTUNITIES**

Individuals supported the Museum in a variety of ways, including contributing $59,055 toward the Walk of Honor, Bench Sponsorship and Centennial Flag Program Presented by Edward Jones – an increase of 15 percent from 2014.

**INTERNATIONAL AMBASSADOR VISITS**

Australian Ambassador to the U.S. Kim Beazley, Czech Republic Ambassador to the U.S. Petr Gandalovič, The Philippines Ambassador to the U.S. Jose Cuisia, Jr., Slovak Republic Ambassador to the U.S. Peter Kmec and Slovenian Ambassador to the U.S. Bozo Cerar all visited the Museum in 2015.
ACQUISITIONS
In 2015, the Museum had 165 accessions, which can contain a single object or thousands of individual items. Highlights include a collection of objects and documents from Women Telephone Operators of the U.S. Signal Corps, including the first uniform in the Museum’s history; an Austrian pilot’s uniform and Austrian helmets; domed portraits of four African-American soldiers; and an airplane canvas with more than 200 names written on it of servicemen stationed at Carruthers Air Field in Texas.

Carruthers Field fabric

NIGHT AT THE TOWER
More than 300 people attended the inaugural Night at the Tower fundraising event, raising more than $190,000 in support for the Museum.

WEBSITE
The Museum set records for pageviews (1,134,460), visits (438,081) and unique visitors (336,980) in 2015 with the latter marks increases of more than 30 percent compared to previous records set in 2014. The Museum also recorded the highest traffic day (May 25 – 4,152 visits) and month (May – 51,332 visits) in its history.

SOCIAL MEDIA
In 2015, the Museum increased its Facebook audience by 70 percent to 45,806, while registering improvements of more than 125 percent in yearly totals for engagements (583,015), total reach (9,275,422) and impressions (17,657,787). Followers on Twitter grew 85 percent from 2014 to 14,886, while numbers for clicks, engagements and impressions all grew by more than 35 percent.

EVENT RENTALS
In 2015, the Museum welcomed 37,292 guests in conjunction with space rentals at the Museum – an increase of 84 percent from 2014.

STORE SALES
In 2015, the Museum sold $551,108 in merchandise from its store – an all-time record.

COLLECTIONS DATABASE
In 2015, 3,054 records were added to the Museum’s online database, raising the total to more than 24,000 searchable object records. During the year, more than 20,000 individuals from 117 countries viewed nearly 170,000 pages within the online database.
DONATING SERVICE

2015 Museum Volunteers

321 volunteers contributed 47,329 hours in 2015 – the equivalent to $1.092 million in services and 23 full-time staff members.

2015 VOLUNTEERS WITH OVER 500 Hours of Service

Al Ludwig ...................... 823.42
Jerry Schmidt .................. 766.17
Rick Roth ....................... 718.08
Charlie Wells ................... 716.00
Terry Noland ................... 712.75
Dave Damico ................... 692.17
Ron Magee ...................... 582.67
Bob McSweeney ................ 580.07
Jane Tierney .................... 576.58
Kelton Smith .................... 561.25
Dennis Cross .................... 539.83
Carl Manning ................... 501.67
Dennis Murphy .................. 500.08

AL LUDWIG

CHARLIE WELLS

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Your Support Made the Difference

Financials

The National World War I Museum and Memorial is a large campus of beautiful parklands, world-class buildings and the world’s most comprehensive World War I collection. Without question, it’s an icon of Kansas City. Serving more than 700,000 people directly in 2015 plus hundreds of thousands more through the organization’s digital initiatives, the Museum’s reach is incredibly broad. In 2015, the Museum ended the year in the black. This is a result of stronger giving from donors, increased attendance and managing expenses.

For a copy of the audited financial statement or IRS Form 990, visit theworldwar.org/financials or contact us at accounting@theworldwar.org or 816.888.8100.

WHERE DID THE MONEY COME FROM?

During 2015, 41 percent of income came from admissions, sales at the Museum store, Over There Café, events, space rental and other earned income such as investment earnings. Another 48 percent was given by generous donors – individuals, businesses and foundations who have a passion for missions that matter and chose to support the Museum. Through a partnership, Kansas City Parks and Recreation contributed 11 percent of the Museum’s income to manage the Museum, Memorial and grounds.

HOW YOUR SUPPORT IS USED

Much of the Museum’s income is used for delivering exceptional experiences to visitors. This includes: care of the grounds, upkeep of the facilities and guest amenities (24 percent); personnel and professional services (52 percent); expanding/caring for the collection and providing exceptional programming and events (7 percent); educating and informing the public about the Museum’s mission and events (7 percent); and development of new partnerships and operational costs (10 percent).

OUR PLEDGE TO YOU

Gifts of all sizes are needed to support the work of the Museum. With no federal funding, the Museum relies on members, supporters and corporate and foundation partners to invest in this mission to make a difference. The Museum promises to use your gift as intended to further advance its mission as America’s leading Museum and Memorial dedicated to interpreting, understanding and remembering the Great War and its enduring impact.

For a copy of the audited financial statement or IRS Form 990, visit theworldwar.org/financials or contact us at accounting@theworldwar.org or 816.888.8100.
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