

2008 ANNUAL REPORT

Public Museum
Grand Rapids, Michigan



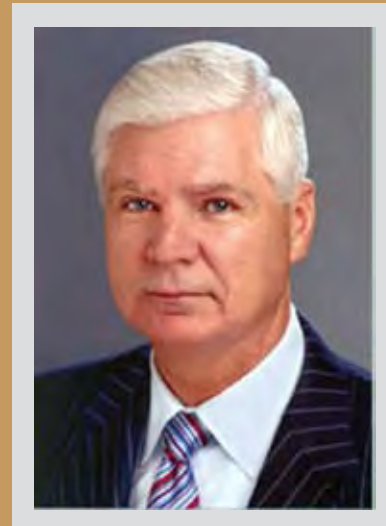
July 1, 2007 - June 30, 2008



From the CHAIRMAN OF THE BOARD

Our break from the City of Grand Rapids was completed in 2008, an historical moment after 102 years of municipal ownership.

During this transition it has been the Foundation's responsibility and challenge to re-focus the Museum's strategic efforts, establishing a clear vision for the future.



With the impending retirement of Museum Director Mary Esther Lee, that vision now encompasses new leadership in the form of a President and CEO. You'll be hearing more from Dale Robertson, the Foundation's choice for that position, in the coming pages.

You'll also read about the many successes of 2008 including the opening of a new exhibit, sell-out special events, and a brightening donor environment.

As always, our focus as an institution remains on the people and community we serve. We strive to use resources from the past to improve the future. Now, with a clear direction for that future, the Public Museum is moving forward – a strong and present force in the vibrant cultural life of our community.

A handwritten signature in white ink that reads "Danny Gaydou". The signature is written in a cursive, flowing style.

Danny Gaydou, Chairman
Public Museum of Grand Rapids Friends Foundation

YOUR PUBLIC MUSEUM

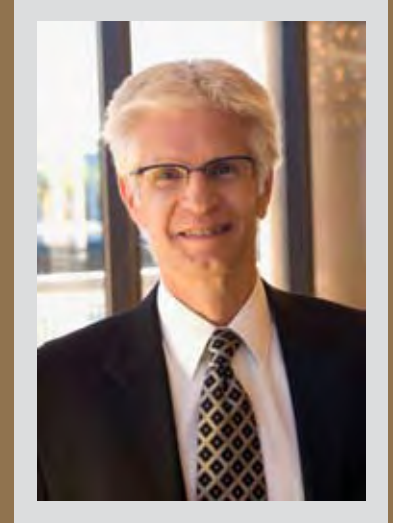
is a **vibrant** cultural institution enriching people of every age and walk of life. Its well-researched collections provide **direct and powerful** connections to history, art, science and the humanities. Through education and entertainment, the Public Museum **improves the future** by challenging visitors to a more complete understanding of the world and our place in it.



From the PRESIDENT & CEO

The responsibility of a President & CEO – especially one charged with a public trust – should be that of a careful listener.

For the first few months here, I have made an attempt to become a good listener. As individuals share their Public Museum experiences with me, I have discovered that each story, though unique, contains a common thread: the Public Museum opens the imagination and transforms lives.



I think of Tiffany. Her entire future was redirected in 9th grade because of a Public Museum visit. I think of Brandon. Accustomed to growing up ‘virtual’, surrounded by imitations and reproductions, he was awestruck that the sword sash in our military display had been worn by Robert E. Lee himself.

Here at the Public Museum, everything is real and full of purpose. Behind the exhibit glass lies an invitation to journey into the heart of this marvelous and complex institution, to journey into the heart of oneself, to shape a common and better future.

Healthy communities willingly take up the mantle of change and move forward. West Michigan is no exception. Tiffany and Brandon, legislators and business leaders all stand ready to build, grow, and make accessible a strong and confident Public Museum.

This Annual Report is your invitation to share in that vision.

A handwritten signature in white ink that reads "Dale A. Robertson". The signature is fluid and cursive, written in a professional style.

Dale A. Robertson, President & CEO
Public Museum
Grand Rapids, Michigan

LOCATIONS

Public Museum • Van Andel Museum Center

**272 Pearl Street, NW
Grand Rapids, MI**

Founded in 1854, the Public Museum is one of the oldest museums in the nation and among the largest and best-known public museums in Michigan. It features a planetarium and three floors of permanent exhibits as well as temporary exhibits of international stature.

Voigt House Victorian Museum

**115 College Avenue, SE
Grand Rapids, MI**

Home to the prominent Voigt family from 1895 – 1971 and preserved with its original furnishings and personal possessions, this three-story mansion brings the late nineteenth and early twentieth century to life.

Norton Mounds National Historic Landmark

**Kent County Millennium Park
Grand Rapids, MI**

Located within the boundaries of the Kent County Millennium Park, this 2,000 year old Hopewell Society earthworks are being preserved through a collaborative effort under the direction of the Public Museum.

Community Archives and Research Center

**223 Washington Street, SE
Grand Rapids, Michigan**

CARC is the Museum's off-site storage facility where close to half a million artifacts in the Museum's permanent collections that are not on exhibit are housed, preserved and made available for scholarly research. CARC routinely lends these artifacts to rural and suburban museums, libraries and non-profit institutions across the state.



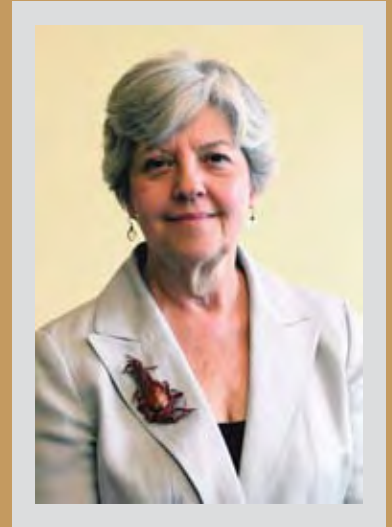
From the

DIRECTOR EMERITUS

In 2008 the Public Museum experienced a tremendous outpouring of public support and a good share of national acclaim as well.

We got off to a strong start with admissions exceeding first quarter projections. Camp Curiosity was a sellout with new sections added in August to accommodate the need.

Preparations for the JW Marriott Gala consumed the early autumn months, an enormous undertaking that became the most successful fundraiser in Public Museum history. “Lending A Hand Across the Grand,” as the gala was named, proved once again that this community has generosity at its core.



In February, the Public Museum opened *Newcomers: The People of this Place* to national acclaim. This permanent exhibit is a highly enjoyable snapshot of the 50-plus cultures that call West Michigan “home,” showcasing in personal story form the Africans, Bosnians, Frisians and Finnish who changed – and were changed by – Grand Rapids and environs.

The project, which took more than eight years to complete, was applauded by the National Endowment for the Humanities and will serve as an NEH model for successful living history exhibitions currently in production across the country.

Members of the foundation and staff share my pride in the Museum’s tremendous work in 2008 and we believe you, too, will be both informed and impressed as you read through this Annual Report.

To all who contributed to our success in 2008, thank you for your support. Because of you, the Public Museum is able to continue its efforts to help make the Grand Rapids metropolitan region better for future generations and a better place for us today.

A handwritten signature in cursive script that reads "Mary Esther Lee". The ink is dark and the signature is fluid and elegant.

Mary Esther Lee, Director Emeritus
Public Museum
Grand Rapids, Michigan

PROGRAM YEAR IN REVIEW



July/August

- Camp Curiosity opens with 25 programs including “Slimy Science”, “Victorian Days”, “Life of a Knight” and “Junior Curators”.
- *Jukebox Heroes*, featuring machines by Rowe/AMI brings the “juke music” phenomenon alive.
- Summer stargazing at Veen Observatory is offered under the guidance of the Public Museum’s planetarium staff.

September/October

- “Lending a Hand Across the Grand”, the Grand Opening Gala for the JW Marriott, nets \$580,000 for the Public Museum.
- The autumnal equinox is welcomed with a Pink Floyd Laser Light Show at the Roger B. Chaffee Planetarium.
- New Home School programming is announced.

November/December

- More than 900 area school children visit the Public Museum for “Native American Education Days.”
- *Reflections: The Mary Wilson Supreme Legacy Collection* opens.
- A barrier-free lift is installed at the Voigt House to allow people with mobility handicaps to access the first floor for tours and other functions.
- The doors are secured and the lights are dimmed for another Night at Your Museum sellout.

January/February 2008

- *Newcomers: The People of This Place* opens to national acclaim.
- The Ethnic Heritage Festival draws some 3,000 participants with performers, craftsmen and foods from 40 different area ethnic groups.
- *National Geographic MAPS: Tools for Adventure* explores land, sea, air and space through the eyes of 20th-Century explorers.

March/April

- The Public Museum hosts “Kindergarten Here I Come” in collaboration with the Grand Rapids Public Schools.
- Career Kaleidoscope brings area professionals together to discuss career options with children of all grade levels.
- A public presentation by former NASA astronaut, David C. Leestma, is held in conjunction with the Roger B. Chaffee Scholarship Awards.

May/June

- “Read & Connect,” the Museum’s literacy enhancement program that takes artifacts directly into the classroom, wraps up the season serving 1,540 students in 22 schools.
- Museum volunteers close the fiscal year having given 12,567 hours of service.



2008

BY THE NUMBERS

2

percentage of
income derived from
government sources

4,609

early elementary
students attending
Story Time with
the Mighty Wurlitzer

362

days opened

29,441

guests hosted
at facility use events

102,837

ticketed
admissions

31,886

students visiting
during school field trips

49,141

Planetarium
seats sold

3,000

visitors attending the
Ethnic Heritage Festival
in one day

90

hats on display at
the Van Andel
Museum Center

13

full time staff

245,000

artifacts
in the collection

2,513

hats being
preserved at the
Community Archives
and Research Center

12,567

volunteer hours
worked

1,540

K-8 students
participating in the
Museum's Read & Connect
literacy enhancement program

40

Michigan counties
served



88.626

Rides on the
1928 Spillman Carousel

FY2008

REVENUES

WE DEPEND ON YOUR INDIVIDUAL SUPPORT.



\$1.9m

Admissions & Sales

\$5.8m

Donations, Grants & Earnings on Assets

\$7.7m

Total

\$4.9m

Exhibits & Programming

\$1.6m

Administration & Operations

\$5m

Fundraising

\$7.0m

Total



EXHIBITS & PROGRAMMING
ACCOUNT FOR 70% OF ALL
PUBLIC MUSEUM EXPENSES

FY2008

EXPENSES

Your Public Museum Contribution

TRANSFORMS LIVES

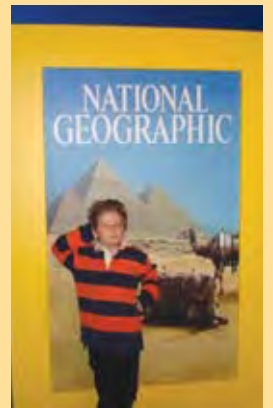
“I was in 9th grade when *WHODUNIT?* came to the Public Museum. Solving a mystery through medicine was so intriguing. I never thought about becoming a doctor until then.”

- Tiffany V.
Coopersville



“I love the Public Museum, especially *MAPS* because I learned about exploration and weather and how to protect the environment. And, I got my photo on the cover of *National Geographic!*”

- Ian S.
Spring Lake





“Honored Reader:
Be happy with
your life and use
your gifts because
when you grow
old, it is too late
to be joyful.”

Inscription on a night table built by Bernard Orth, cabinetmaker, dated January 25, 1859. Now in the Public Museum's Furniture City collection, it the oldest documented piece of furniture made in Grand Rapids.

In the piece of furniture he lovingly made and inscribed for his wife, Bernard Orth speaks to us from the distant past, reminding us that there is no greater joy in life than using one's gifts wisely. Orth's words are as true today as they were 149 years ago. You can provide opportunities for future generations to develop a love of history, science, culture and community by remembering the Public Museum Friends Foundation when planning your estate. Please don't wait until, as Bernard Orth says, it is "too late." Talk to your attorney or financial advisor about making a bequest to the Public Museum today.

FY2008 Donors

Matching Gift Companies

AT&T Foundation
Bank of America Foundation -
Matching Gifts Program
Merrill Lynch & Co. Foundation, Inc.
SoundOff Signal
Steelcase Foundation

\$100,000+

Arway
The Daniel and Pamela De Vos Foundation
The Richard and Helen De Vos Foundation
Dick and Betsy De Vos Foundation
Douglas and Maria De Vos Foundation
City of Grand Rapids
Institute of Museum and Library Services
The Meijer Foundation
Michigan Council For Arts & Cultural Affairs
National Endowment For Humanities
Public Museum of G.R. Friends Foundation
David and Carol Van Andel Foundation
Steve & Cindy Van Andel Foundation
Jay and Betty Van Andel Foundation
VanderWeide Family Foundation

\$25,000+

The Community Foundation
of the Holland/Zeeland Area -
Brooks Family Fund
Peter C. & Pat Cook
William & Beatrice Idema

\$10,000+

Anonymous
William G. Currie Foundation
Howard Miller Foundation
John & Nancy Kennedy
Lacks Enterprises, Inc.
Life EMS Ambulance Service
Meijer Inc.
Metro Health Hospital
The Slemmons Foundation
Elizabeth E. Snell Trust
Steelcase Inc.
Warner Norcross & Judd LLP
Wolverine World Wide, Inc.

\$5,000+

Anonymous
Bank of America
Betz Industries
Bouma Corporation
Compatico Office Furniture Systems
Cornerstone University
Crowe Chizek
Deloitte & Touche USA LLP
Design Plus, Inc.
Fifth Third Bank
Grand Action Committee
Jerry & Jan Jonker
Fred & Linn Keller
Kentland Corporation
Macatawa Bank
Merrill Lynch
National City Bank
Noto's Old World Italian Dining
The Pepsi Bottling Group
Pioneer Construction
Chuck & Stella Royce
SMG Management
Spartan Stores, Inc.
Varnum, Riddering, Schmidt & Howlett LLP
Williams Kitchen & Bath
Wolverine World Wide Foundation
X-Rite, Incorporated

\$2,500+

Buist Electric
Dr. & Mrs. Gaylen Byker
Comerica Bank
CWD Real Estate Investment
Dickinson Wright PLLC
Eastern Floral & Gift Shop
Andy J. Egan Co., Inc.
Kenneth D. & Frances S. Ellis
Founders Bank & Trust
Grand Valley State University
Jim, Kathy, Patrick & Rob Hackett
The Herman Miller Foundation
Hoffman Jewelers
Timothy & Kimberly Long
Mercantile Bank
Michigan State University
Monarch Hydraulics, Inc.
Progressive AE
Root-Lowell Manufacturing Co.
Saint Mary's Health Care
Grace Schouten Estate
Secchia Family Foundation
Steele Taylor
Wells Fargo N. A.
Wondergem Consulting, Inc.

\$1,000+

Anonymous (2)
AT&T
Berends Hendricks Stuit Insurance Agency, Inc.
Karl & Patricia Betz
Mark & Cathy Bissell
Dr. & Mrs. James Bultman
Butterball Farms, Inc.
The Christman Company
Bill & Marilyn Crawford
Frank B. & Virginia V. Fehsenfeld
Charitable Foundation
Charles & Julie Frayer
Charles & Beth French
The Gallup Organization
Danny & Lou Ann Gaydou
Grand Rapids Community Foundation -
Leonard & Eileen Newman Fund
Dirk & Victoria Hoffius
Hope College
J. C. Huizenga
Win & Kyle Irwin
Kaplin & Lesley Jones
Kohls Department Stores
The Korff Foundation
Sharon & Herb Lantinga
Law, Weathers & Richardson
Mary Esther Lee
Macatawa Bank
Louis H. & Nancy A. Moran
Mark & Elizabeth Murray
John & Barbara Myaard
National Association of Watch
& Clock Collectors - Chapter 101
Notions Marketing
Pokagon Band of Potawatomi Indians
Price, Heneveld, Cooper, DeWitt & Litton LLP
Budge & Marilyn Sherwood
Spectrum Health Hospital
Lee Strodtman
Marilyn Titcher
George & Dorothy Vande Woude
Lewis & Norma VanKuiken
Wege Foundation
Mary Louise Wolf
Kay Zuris

\$500+

Hugh & Marilyn Barnard
John & Carol Beernink
Scott & Natalie Bernecker
Rajene & Gregory Betz
Stephen & Eleanor Bryant
John & Marie Canepa

James & Judith Czanko
Bill & Marjorie Darooge
Andy & Pam Daugavietis
John & Jane Dean
Charles P. Dube, II
Todd & Michelle Emery
Mary C. Frey & James E. McKay
Charles & Bette Fuller
Grand Traverse Band of Ottawa
& Chippewa Indians
Donald C. & Doris G. Griffith Foundation
Ron & Nancy Hager
Dick & Sandy Hansen
Robert L. & Judith S. Hooker
Hospice of Michigan
Huntington Bank
Integra Printing, Inc.
Philip & Lillian Koning
Kate & John McGarry
Mark & Mary Beth Meijer
Bill & Kathy Muir
Tom & Mary O'Hare
George & Bess Orphan
Roselynn Ruis
Alan Ryan
Edward & Deborah Schinnerer
Wilhelm W. & Mary A. Seeger
Brent & Diane Slay
Star Truck Rentals, Inc.
Barton & Kathy Steindler
Valley City Linen
Michelle & Mike Van Dyke
John Van Fossen
James & Maryanne Veldheer
Kurt & Sally Yost

\$250+

Justin & Kara Amash
Sally & Craig Anderson
George & Elena Aquino
Don & Ellen Arlinsky
Phyllis Ball
Ken Bandstra
John & Nancy Barrows
Matt & Shari Berger
John & Pat Bergstrom
George & Sibilla Boerigter
Vern & Norma Boss
John & Sharon Bouma
Conrad A. Bradshaw
Marjean & Clay Brillhart
Jim & Donna Brooks
George & Willa Brown
Gregory Brown
James & Helen Bull
Peter Coggan & Susan Kornfield
Stephen D. Cohle
Dr. James U. Collins
Bill & Maxine Corder
Dr. & Mrs. Michael J. Crawford
Jill & Jeff Dean
Jolene DeLuca
Mark E. Derwent & Kimberly Scott
DeWitt Conduit Foundation
James & Gail Fahner
Chuck & Barbara Fisk
Karilyn Frederick
David & Judith Frey
Jack & Barbara Grooters
Rick & Carol Hackbarth
Carol Hordyk
Keller Foundation
Rita & Jack Kirkwood
Donald & Elizabeth Klopick
Larry & Anne Kloth
James & Mary Krzeminski
Greg & Susan Lambert
Doris A. Landman
Anne & Russell Little
Elizabeth & Jerry Lykins
Gayle & Philip McCorkle
Diane & Henry Milanowski

Wendall & Mariette Miles
David & Diana Morgenstern
Skip & Lois Moseley
Ruth & Mark Oldenburg
Karen Panavas
Myron & Shirley Pearson
Peter M. & Carroll G. Perez
Margaret & Owen Pyle
Mohammad & Jeanna Riahi
Robert & Phyllis Rood
Michael & Christina Rosloniec
John & Prim Sebastian
Margaret Sharp
Mark & Lisa Shuart
Sunny Sjaarda
Julie & John Stivers
Rosalynn Stuart
Phyllis Sullivan
David & Peggy Thompson
Wayne & Diane Titcher
Kreigh & Monica Tomaszewski
Patricia Valykeo
David & Beverly Verdier
Bill & Pat Waanders
Gary & Janice Walker
Scott & Rebecca Wierda
Susan Wold
Casey & Vi Wondergem
Marv & Mary Wood
Greg & Cherie Wrona

\$125+

Kerry & Dale Akred
Lisa Andersson & Richard Wood
Carolyn & William Andrews
Associated Insurance Design
Carter & Mary Bacon
Mr. & Mrs. Carl J. Bajema
Darlene Berghorst
John & Susan Bergin
Stuart Berman
Ronald & Helen Beuker
Kristine E. Bishop & Janel E. Belding
Mrs. John W. Blodgett, Jr.
William & Donna Boorstein
Fred Borgman
Karl & Darlene Braunschneider
Janet Brower & Betty Nawrocki
Jim & Joan Buchanan
Dr. Charles D. Bukrey
Mary J. Burggraaf
Chuck & Mary Jo Burpee
Chuck & Lucy Caldwell
Carol & Gary Carpenter
Mr. & Mrs. Kenneth H. Childs
Robert & Susan Cobb
Kevin & Mary Rose Corning
Ed & Linda Cox
Robert & Mary Coykendall
Bill & Anita Crawford
Elizabeth J. Crosby
Joy & Jim Deboer
Nyal & Jody Deems
Jeff Degraaf
Dale & Ellen DeHaan
Judi & Joe DeMink
Daniel & Kate Diedrich

John & Marilyn Dooge
Nancy L. Douglass
Donald Drooger
Rosemary Duitsman
Dan & Catherine Dunn
John & Gwen Dykhouse
Edelweiss Club of Grand Rapids
Jay & Kim Egan
Michael & Michelle Fiorenzo
Bill & Renee Fisk
Jon & Mary Forslund
Patrick G. Fox
Angela Galassi
Peter & Nancy Gallavin
John & Patricia Gelderloos
Gene & Phyllis Gilmore
Robert Goodrich
Ken & Marilyn Goodson
Marge & Jack Greiner
Robert & Sharon Grooters
Lynn & Harry Gubbins
Joel & Beth Gumina
Don & Linda Hamilton
Ulrike Hart
Bruce & Chris Hayden
Janet C. & Robert W. Heindrichs
James & Sheila Helm
Jon Helmrich & Stephen Mottram
Peter C. & Rosemary Hess
Charlene & Timothy Hill
Thomas & Sharon Hilliker
Kay Hoitenga
Bernice Houseward & Stephen Pastoor
Barb & Bob Hubling
David D. & Marilyn C. Hunting, Jr.
Richard & Susan Ilka
Dave & Emily Jasperse
Lorna R. Johnson
Julian & Judith Joseph
Mr. & Mrs. Mark Kastenholz
Larry & Doris Kelly
Ben & Jeanette Kieff
Verna M. Kober
Al & Robin Koop
Deborah Lang
Donald E. Le Clair
John & Barb Leegwater
Leigh's
Judge Benjamin Logan
The Honorable & Mrs. John H. Logie
Sandra Longcore-Blank
Timothy Maddox
Ernest & Lorraine Malkewitz
Jon & Mary Ann March
Joseph & Linda Mc Cormick
Judith E. McCabe
Charles McGrath
Doris McReynolds
Eleanor McKerrick Miller
Carol & Jon Muth
Tom Neils & Stephanie Schaertel
Willis & Valerie Nelson
Barb & Les Neuman
Dean & Joanne Newberg
Richard E. Norton
Jon Nunn
Daniel & Patricia Ophoff
Charles B. & Susan Ott
Mitchell & Karen Padnos

Brad & Judy Palmer
Linda Patterson
Chip & Judy Perschbacher
CS & Vicki Pimm
Jeralyn & Rhett Pinsky
Angelo & Jennifer Porcari
Bruce Quada & Pamela Wynn-Quada
Dr. Richard A. & Lee Rasmussen
Russ & Pat Reid
Debora Riley
David & Heather Rispler
Richard Roane
Barbara A. Robinson
Milt & Barbara Rohwer
Darrel & Carrie Rosen
James & Ann Rosloniec
Earl & Joan Ross
Helen Hutchins Rossano
Ron & Mary Lee Sakowski
Kurt & Pam Schabes
Donald & Phyllis Schek
Widdicombe Schmidt
John & Judy Schneider
Dr. Tom & Barb Shaw
Martin Shedleski Family
Lee Ann Shedleski-Holmden
Richard & Carla Siegle
Sheila & Chad Simons
Dennis & Carole Sisco-Nguyen
Thomas & Linda Snow
David & Kathy Snyder
Dr. & Mrs. Christopher H. Southwick
Dan & Trisha Spaulding
Pat & Jack Stegmeier
Ruth & Bill Stubbs
Jerry & Judith Subar
Phil & Sonia Taylor
Thomas & Peggy Tepper
David L. & Janice M. Thompson
Peter Turner
Steve & Sharon Van Loon
David & Linda Vander Jagt
Bob Vandermeer
Barbara & William Van't Hof
Sheryl & Norman Veldhoff
Carl & Shirley Verspoor
Russ & Chris Visner
John & Cheryl Washburn
Elizabeth Weller
Rebecca & Steve Westphal
Joan Wilson
John Worst & Ruth Tucker
Paul A. Wright
Gib, Barbara & Micah Wynn
Teri Zinn

Gifts-in-Kind

Amway Grand Plaza Hotel
Applause Catering
Bruce & Marianne Armstrong
Cascade Rental Center
The Catering Company
Citadel Broadcasting Company
Coca Cola Bottling Co. of Michigan
CompuCraft
Corporate Sound
Days Hotel

Eastern Floral & Gift Shop
Ted & Barb Etheridge
Grand Rapids Carvers
The Grand Rapids Press
Hamilton Lumber & Veneer
Imperial Beverage
JW Marriott Grand Rapids
Little River Casino Resort
Muskegon Chronicle
Opera Grand Rapids
Plenty Creative
Rainstick Studio
Regent Broadcasting
Saginaw Chippewa Indian Tribe
San Chez - A Tapas Bistro
Storytelling Pictures
Structure Interactive
Sysco Food Service
TerHorst & Rinzema Construction Co.
Valley City Linen
WDSS - Disney Radio
WLHT 95.7 FM
Wondergem Consulting, Inc.
WZZM - TV 13
Bob Younger

Gifts-in-Kind to the Collection

Primary Addressee
Erik Alexander & Deanna Morse
Gabe Amodeo
Judith Anderson
Kuldip S. Bagga
Kristin Barrington
George Bayard
Lois E. Beckering
Gina & Fred Bivins
Ethan Brown
Mindy Bryant
William & Andrea Carlson
Christian G. Carron
George Cassis
John Clapp
Jeanne Denham
Gordon Food Service
City of Grand Rapids
Donald & Susan Heggen
Julia Kellman
Robert J. Knudsen
Del & Betty Mokma
Debra Muller
June Murphy
Susan Noble
Oliver Products Company
Todd Olson
Pat Paine
Steve Pitsch
Milton & Ann Ross
Saugatuck-Douglas Historical Society
and Museum
Don & Dona-Jean Souter
Angela Strohschein
David & Angela Strohschein
Daniel Tell
Fred Thomas
Phyllis Van Andel
April Washburn
Kathy Ybema

Public Museum of Grand Rapids Friends Foundation

Danny R. Gaydou, Chair

Carol Van Andel, Vice Chair

Rich Noreen, Secretary / Treasurer

John Canepa

John Dean

Birgit M. Klohs

Donald Maine

Dale Robertson

Steele A. Taylor

Larry Titley

Thomas Wesholski

John Wheeler

Casey Wondergem

Kaplin Jones, Counsel

