



Member News

MUSEUM OF NEW MEXICO FOUNDATION

WINTER 2024

The Village

Members, Donors and Partners
Build Prosperous Fiscal Year

ANNUAL REPORT 2023-2024

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Cover: William Lumpkins, *Spanish Village*, 1934. Watercolor and pencil on board with plaster. On long-term loan to the New Mexico Museum of Art from the Fine Arts Program, Public Buildings Service, U.S. General Services Administration.
Photo by Blair Clark.

Above: Left to right, Museum of New Mexico Foundation staff Lauren Paige, Asya G. Beardsley and Cara O'Brien at the History Homecoming event at the Palace of the Governors.
Photo © Daniel Quat Photography.

Opposite: Photo by Cousineau Studios.

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MUSEUM OF NEW MEXICO FOUNDATION STAFF

View full staff list at museumfoundation.org/staff

OUR MISSION

The Museum of New Mexico Foundation supports the Museum of New Mexico system, in collaboration with the Museum of New Mexico Board of Regents and the New Mexico Department of Cultural Affairs. The Foundation's principal activities are fund development for exhibitions and education programs, retail and licensing programs, financial management, advocacy and special initiatives.

We serve the following state cultural institutions:

- Museum of Indian Arts and Culture
- Museum of International Folk Art
- New Mexico History Museum
- New Mexico Museum of Art
- New Mexico Historic Sites
- Office of Archaeological Studies



Philanthropic
Support for Our
State's Cultural
Heritage



Dear Members,

It takes a village. That's our theme for this Museum of New Mexico Foundation Annual Report issue of *Member News*. And as you'll read in the following pages, everything we achieved in fiscal year 2023-24 (July 1, 2023 to June 30, 2024) to support the Museum of New Mexico system is made possible by you—our members, donors, trustees and partners.

Your dedication to preserving our state's art, history, archaeology and traditional cultures ensures that the Foundation has the resources to lead fundraising initiatives, grow endowments and perpetuate the important work of our 13 cultural partners. This year-in-review offers insight into how many people worked together last fiscal year to achieve and exceed Foundation goals—from our volunteers who advocate for capital outlay requests from the New Mexico State Legislature, to our dedicated Foundation administrators, fundraisers, financial experts and staff who run our five Museum Shops, to the legion of supporters who give so generously of their time, talent and treasure.

Private support for exhibitions and educational programming remained robust in fiscal year 2023-24, with a record-breaking year for fundraising at the Museum of International Folk Art, two transformational gifts to the Museum of Indian Arts and Culture, and the largest-ever cash gift to the Office of Archaeological Studies. One of the most important functions of the museums, historic sites and OAS is welcoming New Mexico schoolchildren on field trips as well as visits with their families; our cultural partners recorded close to 40,000 student visits in 2023-24. And the Mollie Toll Endowment Fund for Education Outreach, named for the beloved OAS ethnobotanist who passed in 2022, doubled this year, thanks in part to a generous matching gift from the Eugene V. and Clare E. Thaw Charitable Trust.

I'd like to take this opportunity to thank Frieda Simons for her leadership as chair of the Board of Trustees for the past two years. I also welcome our new chair, Michael Knight, vice chairs Nancy Baker and Dan Monroe, treasurer John Macukas and secretary Edelma Huntley. Our trustees lend significant time, expertise and personal passion to the Foundation and its cultural partners. We are so much richer for their dedication.

When I ponder the deeper rewards of supporting our cultural institutions in New Mexico, I think of the 2,000 visitors who gathered last December at Jemez Historic Site's annual Lights of Giusewa holiday display. It's an image of many happy families coming together in the warm glow of tradition at a site that has existed for more than 700 years. Your generosity makes such a wonderful event possible, as well as a diverse calendar of exhibitions and education programs. Your gifts matter now and well into the future.

Thank you for all you do to support our work. Wishing you and your family a safe and special holiday season.

Sincerely,



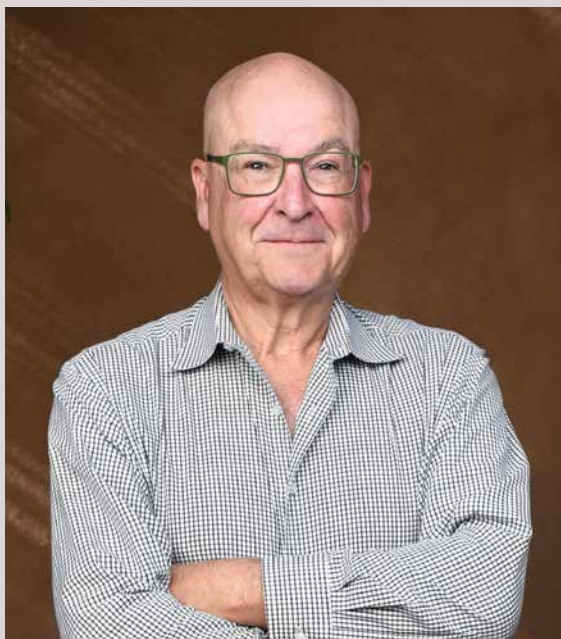
Jamie Clements
President/CEO



Your gifts matter now and well into the future.

—Jamie Clements

Board of Trustees 2024–2025



Dear Members,

It does take a village, and for a village to survive and prosper, it must evolve. The same is true for the Museum of New Mexico Foundation. As we reflect on the successes of fiscal year 2023-24, we also look toward the future, assessing where we have been and where we are going.

Our strength lies in our connections. Whether it's our members, donors, trustees or cultural partners, we are constantly building relationships that keep us relevant and vibrant. We are currently engaged in a multi-year strategic planning process, focusing on how we can evolve to meet future challenges while reinforcing our partnership with the New Mexico Department of Cultural Affairs. Working together, we strive to ensure that New Mexico's rich art, culture and history will continue to thrive and engage New Mexicans and visitors alike.

As we plan for the Foundation's future, let's reflect on how we can consistently grow and adapt, ensuring that the work we do remains meaningful and transformative. Thank you for being part of our village.

Sincerely,

Michael Knight
Chair, Board of Trustees

Top: Museum of New Mexico Foundation Board Chair Michael Knight. Photo by Saro Calewarts.

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JULY 1, 2023–JUNE 30, 2024

It Takes a Village

Cultural Community Fuels Fiscal Year

Children on a field trip tour the gorgeous dresses seen in *Painted by Hand: The Textiles of Patricia Michaels* at the Museum of Indian Arts and Culture. After learning about Michaels' career, one student dreams of his own future in art or fashion. Another feels pride in her family's Taos Pueblo culture, the same pueblo that Michaels calls home. Both children experience the totality of efforts that brought the exhibition about—which extend far beyond the museum walls.

“Supporting the life-changing experiences that our exhibitions and education programs provide takes a village,” says Jamie Clements, president and CEO of the Museum of New Mexico Foundation. “The Foundation cultivates private support for our four museums, eight historic sites and Office of Archaeological Studies, but we also assist with advocacy in the state legislature, and our retail wing operates the Museum Shops. There are many people in this village, and we have one goal in mind—to advance the extraordinary work of our cultural partners.”

In collaboration with the cultural community, the Foundation raised \$11.4 million in earned and contributed revenues in the 2023-24 fiscal year (July 1, 2023 to June 30, 2024), meeting or exceeding its goals in many vital areas:

- Direct support for exhibitions, education and public programs totaled \$2.7 million, surpassing anticipated revenues by 58%.
- The Legacy Society realized \$1.3 million in planned gifts.
- Forty-one division endowments valued at \$33 million exceeded goals by 40%.
- Membership dues generated \$1.7 million from 9,000 households, bypassing its goal by 4%.
- The Annual Fund raised \$253,000— 27% beyond expectations.
- The Museum Shops grossed \$3.7 million, continuing a trajectory of growth begun in previous years.
- Licensing grossed \$142,266, bringing to market original items inspired by museum collections.

“Our members *are* the Foundation,” Clements says. “Membership dues provide up to 40% of our operating revenue. Members support our Annual Fund, which along with membership dues and shops and licensing revenues, allows us to do our work on behalf of the museums, historic sites and OAS.”

The Foundation's fundraisers, administrators, financial experts and a grants officer cultivate donors, ensure good money management, secure organizational funding, manage membership benefits and oversee day-to-day operations. Staff also assist our partner institutions with a range of support services, from writing checks for contractors and vendors, to serving as a fiscal agent in grant applications, and more.





“People come from all over the world to experience the work of our cultural partners—whose exhibitions and public programs reflect the art, history and culture of New Mexico and the world.”



Steering the Foundation’s work is a 71-member Board of Trustees, currently chaired by Michael Knight, a retired global financial consultant. “In our public-private partnership, the Board of Trustees works closely with the New Mexico Department of Cultural Affairs, which is responsible for the buildings, operations and staffing of our partner institutions,” Knight explains. “And we work closely with the division directors.”

Knight notes that another layer of oversight comes from the nine-member Board of Regents. Appointed by the governor, these trustees are in charge of the museum system’s overall mission and collections policy.

As the newly elected board chair, Knight wants to expand the Foundation board’s diversity in terms of race and ethnicity as well as life experience and outlook. “The ideal board candidate has a passion for one or more of the museums, a skill set that we need and an ability to donate,” he says. “What I’m looking for is diversity of thinking.”

Trustees volunteer for standing committees, overseeing such areas as development, finance, the annual audit, and shops and licensing. The Governance Committee, which identifies potential trustees, tapped Kate Moss six years ago for her deep experience in legislative advocacy and strategy in Washington D.C. As chair of the Advocacy Committee, she leads an army of volunteers in support of the Department of Cultural Affairs, which determines capital outlay requests to the New Mexico State Legislature based on the needs of each division.

“We sit in on those initial meetings and discuss how funds will be used. We’re supported by an outside legislative consultant who really knows the ins and outs of state government,” Moss says. “Then we meet with legislators to continue discussing those details, and we bring additional volunteers to observe public committee hearings. Showing up in numbers is important.”

Partnership with the Foundation is important to the work of the Department of Cultural Affairs, which is to ensure that the museums, historic sites and Office of Archaeological Studies serve all New Mexicans, says department secretary Debra Garcia y Griego.

“Through their tireless efforts leading up to and during the legislative session, Foundation trustees and volunteers advocate for support of our efforts on behalf of these vital institutions, which protect and preserve the state’s art, culture and history,” she says.

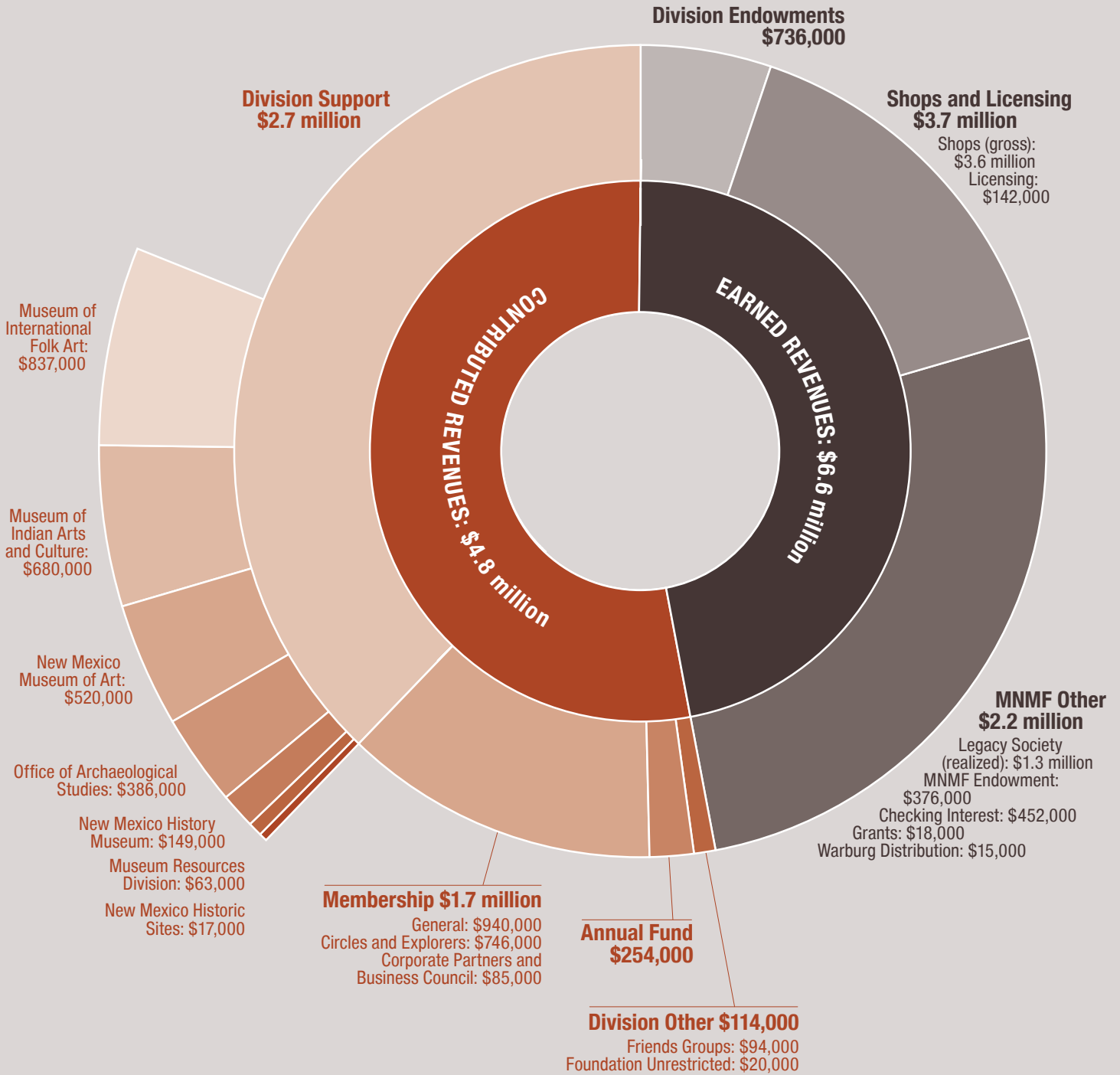
Ultimately, the philanthropic funds the Foundation raises are what museum directors and curators use to create exhibitions and educational programming and to support collections acquisitions and care. It all comes together in the indelible impressions that the museums, historic sites and OAS make on schoolchildren and other visitors every day.

“People come from all over the world to experience the work of our cultural partners—whose exhibitions and public programs reflect the art, history and culture of New Mexico and the world,” Clements says. “This has a real impact on the state’s culture and its economy. Everyone associated with the Foundation is responsible for that.” ■

Opposite top and middle: Photos © Chloe Accardi. **Opposite bottom:** Singers perform at Jemez Pueblo Independence Day. Photo © Tira Howard.

Top left: New Mexico Department of Cultural Affairs Secretary Debra Garcia y Griego with distinguished guests at the History Homecoming event at the Palace of the Governors. Photo © Daniel Quat Photography. **Bottom left:** Dancers perform at the opening of *Amidst Cries from the Rubble: Art of Loss and Resilience from Ukraine*. Photo © Cousineau Studios.

Your Impact: \$11.4 million



Figures above are rounded to the nearest thousandth. A complete audit may be viewed at museumfoundation.org.

Supporting Priorities

Fiscal Year Funding Nearly Doubles

In fiscal year 2023-24 (July 1, 2023 to June 30, 2024), private donors to the Museum of Indian Arts and Culture and Laboratory of Anthropology nearly doubled their support from the previous year to \$754,863 through the Museum of New Mexico Foundation.

Two transformational gifts significantly bolstered two of the museum's education and exhibition priorities. A \$500,000 gift from the Susan S. Martin Charitable Giving Fund honored the memory of longtime Laboratory of Anthropology volunteer Susan "Skip" Martin, a Foundation member since 1992. Martin's Girl Scout experience as a "Dirty Digger" with pioneering archaeologist Bertha Dutton, the former curator of ethnology at the lab, inspired Martin to receive her Ph.D. in biology, focusing on the biochemistry, ecology and physiology of sugar beets until her retirement. Years later as a lab volunteer, Martin helped catalog Dutton's archives.

Martin's gift restricts \$250,000 for the Laboratory of Anthropology while another \$250,000 is unrestricted to support education and exhibition initiatives at the Museum of Indian Arts and Culture. Among other things, the funding will contribute to the digitization of the lab's archives, an effort additionally supported in the fiscal year by a \$500,000 federal grant to the Museum of Indian Arts and Culture, thanks to New Mexico Senators Ben Ray Lujan and Martin Heinrich. The allocation was part of a bipartisan federal funding package that includes \$11.8 million in investments for 34 local projects across New Mexico.

"Digitizing the lab's archive will improve accessibility for scholars and researchers," says Danyelle Means (Oglala Lakota), the museum's executive director. "We appreciate the senators' recognition and Susan Martin's gift."

On the exhibition front, construction was completed in the fiscal year in preparation for the recent opening of the JoAnn and Bob Balzer Native Market and Contemporary Art Gallery. The much-anticipated project, made possible by a \$500,000 gift from the Balzers, expresses the longtime museum supporters' passion for Indigenous contemporary art. "We've attended Indian Market for over 50 years, always gravitating toward contemporary art," says JoAnn Balzer.

The Balzers' 2020 gift had a ripple effect, inspiring Uschi and Bill Butler to establish the Friends of MIAC Exhibition Endowment Fund to provide long-term support for Balzer gallery exhibitions. The Butlers pledged to contribute \$25,000 annually for a decade—\$15,000 to the endowment and \$10,000 to fund Balzer gallery exhibitions. In the 2023-24 fiscal year, the endowment grew to nearly \$79,000.



Artist Patricia Michaels (second from left) and friends at a member event for her exhibition *Painted by Hand* at the Museum of Indian Arts and Culture. Photo © Chloe Accardi.

Opposite: Museum of New Mexico Foundation Trustee Maria Gale and her husband Ed. Photo by Saro Calewarts.



**MUSEUM OF
INDIAN ARTS + CULTURE**

To support the Museum of Indian Arts and Culture, contact Lauren Paige at 505.982.2282 or lauren@museumfoundation.org.

“We are indebted to the Balzers and Butlers for their support exhibiting the art of Native people,” says Means. “We look forward to continuing these important relations.”

More than 38,000 visitors and 1,800 children attended museum programs and exhibitions during the fiscal year, including *Horizons: Weaving Between the Lines with Diné Textiles*, showcasing the intricate weaving artistry of the Diné. The museum’s popular Sunday Fundays, Nakotah LaRance Youth Hoop Dance Championship and Native Narratives speaker series also drew museum crowds.

Native Narratives is underwritten by the Gale Family Foundation, supported by Ed and Maria Gale. “It’s exciting to support creative thought and artistic expression in all its forms,” says Maria Gale. “The series’ outstanding scholars and artists increase our appreciation of Native artists and the Indigenous people of the Southwest.”

In May, the Native Treasures Art Market celebrated its 20th anniversary, showcasing 168 Indigenous artists. The event raised \$44,165 to support museum exhibitions and education. Patricia Michaels (Taos Pueblo), renowned artist and designer, received the 2024 MIAC Living Treasure Award and was featured in a solo exhibition, *Painted by Hand: The Textiles of Patricia Michaels*, at the museum.

Finally, the fiscal year saw several new museum staff hires to help implement museum initiatives, including Elisabeth Stone as deputy director, Elisa Phelps as head of curatorial affairs and Emily Berkes in the Education Department.

“We are profoundly grateful for our donors’ commitment to our mission through the Museum of New Mexico Foundation,” says Means. “We look forward to their continued engagement in the years to come.” ■



By the Numbers

38,393

museum visitors

\$754,863

raised for exhibitions and education programs
(includes endowment payout)

\$1 million

received in support of the Laboratory of Anthropology and the museum

18

Native American dance group performances

500

hours of staff training for Native American Graves Protection and Repatriation Act

627

educational program attendees

1,443

children served on-site

4

exhibitions opened

14

tribal school visitations

1,651

research requests received

166

Friends of Indian Art members

A Goal-Shattering 70th Anniversary Year

Providing Extraordinary Fiscal Year Support

The Museum of International Folk Art shattered its private fundraising goal for its 70th anniversary year during the Museum of New Mexico Foundation's 2023-24 fiscal year (July 1, 2023 to June 30 2024) by an astounding 73%. The Friends of Folk Art played a key role in the success with its record-breaking Folk Art Flea raising over \$189,000 in May.

Conceived by Judith Haden and Ginger Smith in 2010, the Folk Art Flea has contributed over \$1 million to the museum's exhibitions and education programs. "We never imagined this group of like-minded individuals would become such a fundraising powerhouse," says Charlene Cerny, director emerita of the museum.

Indeed, another Friends of Folk Art initiative, the World of Treasures auction, last November raised more than \$70,000 for the Alexander Girard Legacy Endowment Fund. "The Fund provides essential financial support for the Girard collection and the *Multiple Visions* installation," says Connie Jaquith, fund co-chair and a long-time museum supporter.

To date, over \$2.2 million has been raised toward the \$5 million endowment goal, including \$172,000 raised in fiscal year 2023-24. This is thanks in part to a transformative gift from the Girard family through Greer Enterprises Inc. in fiscal year 2023-24.

"The Girard family feels that the Girard Wing at the Museum of International Folk Art is a treasure for all the world to experience," says Alexis Girard, president and CEO of Greer Enterprises Inc. "This celebration of global humanity through folk art is interwoven with the rich history of Santa Fe, and we feel strongly it should be maintained and preserved for many generations to come."

Private support for exhibitions and education also remained robust—generating \$1,038,097 in revenue. Among the museum's standout exhibitions launched in fiscal year 2023-24 is *Amidst Cries from the Rubble: Art of Loss and Resilience from Ukraine*, a powerful commentary on the tragedy of war by Ukrainian artists that opened in June in the Mark Naylor and Dale Gunn Gallery of Conscience.

One popular exhibition, *Staff Picks: Favorites from the Collection*, opened in February while another, *Ghhu'unayúkata/To Keep Them Warm: The Alaska Native Parka*, closed in April. And a major donation of nearly 400 South African wire baskets along with a significant lead cash gift from Foundation trustee David Arment enabled the museum to create *iNgqikithi yokuPhica/Weaving Meanings: Telephone Wire Art from South Africa*, the

Alexis Girard (left) with her daughter and granddaughters at the 2019 opening of *Alexander Girard: A Designer's Universe* at the Museum of International Folk Art. The Girard family provided significant support for the Alexander Girard Legacy Endowment Fund during the 2023-24 fiscal year. Photo © Audrey Derell.



Opposite: An excited shopper discovers a few treasures at the 2024 Folk Art Flea. Photo © Deborah Davis-Livaich.



MUSEUM OF INTERNATIONAL
FOLK ART

To support the Museum of International Folk Art, contact Laura Sullivan at 505 216.0829 or laura@museumfoundation.org.

first major exhibition of telephone wire art in a North American museum. Arment says he is “so excited to be sharing the art of telephone wire with the museum and the world.”

All told, the museum welcomed 71,048 visitors, reached 22,510 people via public programs and served 11,180 youth through award-winning education programs in the fiscal year. Many programs reached communities throughout New Mexico, including Abiquiú, Chama, Cochiti, Columbus, Española, Hobbs, Las Cruces, Los Alamos, Ohkay Owingeh, Santa Fe, Socorro and Tesuque.

Charlie Lockwood, the museum’s executive director who recently marked his first year in the role, reflected on some highlights of fiscal year 2023-24. “We celebrated the museum’s 70th anniversary, completed a much-needed upgrade to the Atrium roof (partially funded by a \$130,000 grant from The Helen Frankenthaler Foundation Climate Initiative) and received \$873,750 in capital outlay funds from the New Mexico State Legislature.”

“We are deeply grateful for the extraordinary support of our community members through the Museum of New Mexico Foundation,” Lockwood continues. “We look forward to another year of enriching programs and exhibitions, and to continuing to build bridges between cultures through the celebration of folk art.” ■



By the Numbers

71,048

museum visitors

\$1,038,097

raised for exhibitions and education programs
(includes endowment payout)

11,180

youth served

22,510

people served through education, community
outreach and public programs

66

new acquisitions

\$189,038

Folk Art Flea proceeds

2,069

Folk Art Flea attendance

1,176

Folk Art To Go kits distributed

4

groundbreaking exhibitions

70

years of uniting the peoples
of the world through folk art

364

Friends of Folk Art household members

A Vibrant Cornerstone

Vladem Contemporary Headlines Fiscal Year

The big story of fiscal year 2023-24 (July 1, 2023 to June 30, 2024) at the New Mexico Museum of Art was the resounding success of Vladem Contemporary's inaugural year. This 35,006-square-foot expansion of the Museum of Art into the Railyard Arts District boosted momentum for the entire museum—enhancing educational programs, exhibitions and community outreach, as well as adding 50 new works to the collection.

Gifts to museum exhibitions and education programs through the Museum of New Mexico Foundation totaled \$713,206 this fiscal year. A dynamic lineup of engaging exhibitions attracted a record-breaking 79,491 visitors to both locations. The highlights included the Vladem Contemporary's inaugural exhibition *Shadow and Light*, celebrating art in diverse media that represents New Mexico's iconic light, as well as part one of a landmark five-part survey of works by New Mexico artists, *Off-Center: New Mexico Art, 1970-2000*.

At the museum's downtown Plaza Building, four recently gifted photography collections were showcased in *Ways of Seeing: Four Photography Collections*. Other downtown exhibitions included *Saints & Santos: Picturing the Holy in New Spain*; *Out West: Gay and Lesbian Artists in the Southwest 1900-1969*; and *Rick Dillingham: To Make, Unmake and Make Again*.

An astounding 2,871 school groups toured both museum locations, while 4,573 youth were reached via Museum of Art education programs—a 50% increase this fiscal year. This was no doubt due to the number of children attending programs at the Vladem Contemporary's new Van Mabee Education Center. Additionally, the Vladem Contemporary's collaboration with SITE Santa Fe and Violet Crown Cinema introduced local 7th-graders to contemporary art through the Railyard Compass Program. And the largest new docent class in memory graduated 20 people eager to share both museum locations with the public.

The public-facing initiatives at Vladem Contemporary attracted 14,526 guests this fiscal year to programs that “open doors for deeper artist-public interaction,” says Mark White, the museum's executive director. The Vladem's artist-in-residence program, located in the Dee Ann McIntyre in Memory of Scotty McIntyre Studio, welcomed four visiting artists, representing a return to the museum's original artist-centered mission. The inaugural year was funded by a generous grant from the Frederick Hammersley Fund for the Arts at the Albuquerque Community Foundation.

Foundation trustee Pat Hall and her husband Jim funded the popular Final Friday Artist Talks, where the public engages with *Off-Center* exhibition

Opposite: A parent and child engage in a hands-on educational activity at the Vladem Contemporary. Photo © Chloe Accardi.



Members gather with museum and Museum of New Mexico Foundation staff at the Vladem Contemporary opening of *Off Center: New Mexico Art, 1970-2000*. Photo © Chloe Accardi.

NEW MEXICO MUSEUM OF ART

To support the New Mexico Museum of Art, contact Asya G. Beardsley at 505.216.1199 or asya@museumfoundation.org.



artists. The Halls' motivation for sponsoring the talks? "We believe hearing the artists' explanation of their vision makes the work more accessible to the community," says Pat Hall.

Santa Fe gallerist and Foundation trustee Deborah Fritz and her family funded an additional opportunity for artist-community engagement at the Vladem Contemporary: The Fritz Family Digital Window. Located on the Van Mabee Plaza, the digital window's inaugural year showcased short films by contemporary visionaries Madelin Coit, Susanna Carlisle and Bruce Hamilton.

"I am dedicated to supporting local artists, making the Vladem Contemporary a natural fit," says Fritz. "Their Digital Window project perfectly aligns with my passion for digital art and non-traditional media and allows me to give back to the community that has been so supportive of my gallery."

Private gifts supported additional initiatives intended to highlight contemporary artworks at the Vladem Contemporary. Bobby Foshay funded the street-facing Window Box Project, which featured the diverse perspectives of three emerging New Mexico artists in the fiscal year. Other generous donors rounded out these public offerings, helping to fund Leo Villareal's *Astral Array*, a permanent outdoor LED light installation located on the Covered Terrace in Memory of Edward Hastings and Gino Barcone at the Vladem Contemporary.

Private support throughout the Museum of Art in the fiscal year "will ensure the museum remains a vibrant cornerstone of Santa Fe's cultural landscape," White says. "Thank you for all of your past and future support." ■

By the Numbers

79,491

museum visitors

\$713,206

raised for exhibitions and education programs
(includes endowment payout)

4,573

youth reached via education programs

35,006

square feet added with the opening of
Vladem Contemporary

2,871

school group tours

50

works added to the collection

391

exhibition objects installed

1,412

images added to the
Searchable Art Museum

6

world-class exhibitions opened

14,526

public program attendance

205

Friends of Contemporary Art + Photography
members

Contributing What You Can

Investing in Palace History in Fiscal Year

The New Mexico History Museum hit many high notes in fiscal year 2023-24 (July 1, 2023 to June 30, 2024), thanks in part to \$294,576 in private giving via the Museum of New Mexico Foundation. The resulting exhibitions and education programs drew 70,459 visitors, including a nearly 30% increase in visitation from New Mexicans.

The museum also logged an astounding 934 docent tours, while 786 youth participated in the always-popular Hochberg Early Education Academy. Funded by Foundation advisory trustee Stephen Hochberg and his wife Jane, the academy offers museum visits and educational programs to pre-K and Head Start students and their families.

The architectural heart of the New Mexico History Museum—the historic Palace of the Governors—provided a fiscal year focal point for fundraising. Thanks to advocacy through the Museum of New Mexico Foundation, led by government affairs director Lorin Abbey, \$610,000 in capital outlay funds was secured from the New Mexico State Legislature for preservation of the Palace.

The April reopening of the Palace, History Homecoming, was a festive unveiling of the renovated structure that drew 2,600 people. The occasion spotlighted the launch of several new Foundation-supported exhibitions at the Palace, including *18 Miles and That's As Far As It Got: The Lamy Branch of the Atchison, Topeka and Santa Fe Railroad*; *The Art of Peter Ashwanden: For the Compleat Idiot*; and *Reflections on History: Palace Through Time*.

Foundation advisory trustee Michael Pettit and his wife Cindi were among several major sponsors of the grand reopening weekend. Michael Pettit, a former Foundation trustee and board chair, is a longtime supporter of the Palace and New Mexico History Museum, an expression of a deep love for New Mexico developed during his boyhood summers on his family's southeastern New Mexico ranch.

Pettit moved permanently to New Mexico in 2002. In 2006, he published *Riding for the Brand: 150 Years of Cowden Ranching*, a book chronicling six generations of his ranching family, who resided around Jal and Santa Rosa. This led to his meeting Frances Levine, former director of the New Mexico History Museum. She was researching ranching in Jal and connected with Pettit's uncle, Rooster Cowden. "Our shared interest in New Mexico history and her connection to my family strengthened our bond," Pettit recalls.

Soon, Levine was giving Pettit hard-hat tours of the then-under-construction museum. Inspired by her commitment to telling New Mexico's complete history, including the often-overlooked contributions of Anglo

Opposite: Cindi and Michael Pettit, a Museum of New Mexico Foundation advisory trustee, at a Circles Holiday Party. Photo © Jason Ordaz.



New Mexico Governor Michelle Lujan Grisham with Jennifer Kimball of La Fonda on the Plaza at the History Homecoming event at the Palace of the Governors. Photo © Daniel Quat Photography.

NMHM NEW MEXICO HISTORY MUSEUM

To support the New Mexico History Museum, contact Asya G. Beardsley at 505.216.1199 or asya@museumfoundation.org.



ranchers, Pettit and his extended family—the Cowdens in Santa Rosa and the Kelloggs in Texas—wrote their first check for the museum in 2008.

Later, as Foundation board chair, Pettit was pivotal in renovating the Shonnard House into the Foundation's new home, providing a \$100,000 lead gift. "I knew a permanent home would benefit the Foundation's long-term interests," he says. The Shonnard House's Pettit Family Garden recognizes his family's generous support and his inspiring leadership. He humbly notes that "the garden was not something I asked for nor expected. At the ranch, everyone contributes according to their abilities. That's what my family has been doing and will continue to do through our involvement with the Foundation."

The philosophy of contributing what you can inspired another important gift to the Palace this fiscal year. David Huntley, husband to Foundation trustee Edelma Huntley, combined his dual passion for fine woodworking and New Mexico history to create a beautiful wood loveseat for the interior lobby of the Palace.

While visiting the Palace during renovations, Huntley recognized valuable Ponderosa heart pine being discarded. He intervened, received the museum's approval and salvaged the wood. Working from a "sketch that exists only in my mind," he says, a kind of inner dialogue, Huntley paid homage to the Palace's extraordinary history, hoping to craft "a legacy piece that will last generations."

Huntley's bench is another example of the many ways that "friends, and especially donors, allow the museum to connect even greater numbers of people with New Mexico history," says Billy Garrett, the museum's executive director. "Your gift makes you an advocate for the importance of history in our lives." ■

By the Numbers

70,459

museum visitors

13,440

visitors from New Mexico

\$294,576

raised for exhibitions and education programs
(includes endowment payout)

2,600

History Homecoming attendees celebrated the
Palace of the Governors

4

new exhibitions

786

youth participants in the Hochberg Early
Education Academy

934

docent tours

1,041

docent tour attendees

185

Friends of History members

Making A Difference

Fiscal Year Partnerships Advance Historic Sites

More visitors than ever visited New Mexico Historic Sites in fiscal year 2023-24 (July 1, 2023 to June 30, 2024), eager to explore and experience exhibitions and education programs supported by \$40,090 in private gifts via the Museum of New Mexico Foundation.

As Foundation-funded projects were completed—including the opening of the Diane Schuler Educational Pavilion at Coronado Historic Site and the installation of Maurice Turetsky sculptures at Lincoln Historic Site and Bosque Redondo Memorial—other initiatives got underway. Private funds via the Foundation facilitated the training of certified interpretive guides at Fort Selden Historic Site while a series of public outreach programs—including educational talks, walking tours and hard hat tours—laid the groundwork for the future opening of the state's newest historic site: Taylor-Mesilla Historic Site.

The Taylor family of Mesilla is deeply rooted in the state's history, tracing their ancestry to the 1540s in New Mexico. The story of the Taylor-Mesilla Historic Site began in 2004 when J. Paul and Mary Daniels Taylor donated the historic Mesilla Plaza home where they raised six children to the state. Their son, Mike Taylor, who served as deputy director of New Mexico Historic Sites from 1995 to 2001, recalls, "We were normal kids, taking for granted our Spanish colonial furniture, art, Native pottery and more. When school friends visited, their amazement told us how special our home was."

The donation was inspired by his parents' passion for the history of their small southern New Mexico town. "We wanted to share the story of the Mesilleros," Taylor says, adding that his mother's research in Mexico was crucial to the project. "The millions of pages of documents she microfilmed and archived at New Mexico State University are used by Department of Cultural Affairs staff for exhibitions and research on the home and the Mesilla Valley."

Thanks to advocacy efforts by the Foundation led by government affairs director Lorin Abbey, in partnership with the New Mexico Department of Cultural Affairs and impassioned Friends groups, the state legislature allocated \$3.1 million in capital outlay funding this fiscal year to support HVAC, safety measures, accessibility, collections care and more at all of the sites.

"The Taylor-Mesilla Historic Site received a significant boost this year, thanks to the generous support of 18 legislators—an unprecedented \$2,125,000," says Abbey. "This includes a substantial contribution of \$1 million from Governor Michelle Lujan Grisham. Everyone had strong personal connections with J. Paul Taylor, recognized the importance of preserving his legacy and the invaluable gift he and Mary Taylor bestowed upon New Mexico."



A flock of Churro sheep at Bosque Redondo Memorial at Fort Sumner Historic Site. Photo © Kenneth Walter.

Opposite: Youth participate in activities during Taylor-Mesilla Day 2023. Photo courtesy New Mexico Historic Sites.



To support the New Mexico Historic Sites, contact Asya G. Beardsley at 505.216.1199 or asya@museumfoundation.org.

In preparing the Taylor family's home for public use, the state has "ensured that Mom and Dad's spirit is preserved," Taylor says. Part of the property is the Reynolds Center, a historic and newly refurbished storefront that will serve as a community center. Already, staff is preparing for the community-focused activities to be held there, gathering feedback on public programs, partnering with the town to host events like Día de Muertos, as well as collaborating on community-curated exhibitions with New Mexico State University.

"The goal," according to site manager Wendi Laws," is to activate the site until the house opens in fall 2025."

Taylor says he is pleased that the public-private funding partnership between the state and the Foundation has "allowed staff to plan exhibits, tours and programs with our family's values and legacy." Laws adds that she is grateful for "the joint efforts of our Friends group, private donations through the Museum of New Mexico Foundation and the advocacy of both organizations with the state legislature."

All historic sites benefited from state capital outlay funds totaling \$3,930,000 in the fiscal year, while Foundation funds supported dynamic site programming across the state. Over 750 students took part in educational tours at Fort Stanton Historic Site, while over 1,000 students toured Lincoln Historic Site. Los Luceros Historic Site attracted more than 11,000 visitors from around the world, and Jemez Historic Site hosted 2,000 visitors—in one night—who came to view the annual Lights of Giusewa holiday display.

"All of this would not be possible without generous Museum of New Mexico Foundation donations," says Matthew Barbour, interim executive director of New Mexico Historic Sites. "In short, your contributions make a difference! They have allowed us to grow our collective impact across the state, and this success has spurred others, such as our state legislators, to get involved." ■



By the Numbers

65,465

visitors to all sites

\$40,090

raised for exhibitions and education programs
(includes endowment payout)

1,431

visitors to Los Luceros Sky Festival

2,000

visitors to the Lights of Giusewa at Jemez

180

Churro sheep donated back to Diné families
by Bosque Redondo Memorial at Fort Sumner
Historic Site

750+

students toured Fort Stanton Historic Site

1,000+

students toured Lincoln Historic Site

\$3,930,000

received from New Mexico State Legislature

Stewarding the Past

Fiscal Year Enhances Education and Research

Private support for the Office of Archaeological Studies through the Museum of New Mexico Foundation in fiscal year 2023-24 (July 1, 2023 to June 30, 2024) totaled \$460,362 and had a considerable impact on the division's award-winning education and research programs. These programs reached 13,373 people in the fiscal year, including 3,104 school-aged youth across 11 New Mexico counties. Outreach to Native American youth led by Native American OAS staff also remained an educational focus.

Fiscal year funding included OAS's largest-ever cash gift: \$250,000 from the Susan S. Martin Charitable Giving Fund. Martin, a plant scientist and longtime Foundation member and volunteer, had a deep love for archaeology. Her gift transforms that love to support OAS research and educational programming.

"[Susan's] gift supports exceptional research by knowledgeable scientists and staff," says Melissa Landon, a trustee of the Martin fund. "Isaiah Coan, an archaeological field technician, toured my fellow trustees Diane Blaser, Ellen Heath and me through OAS. We knew immediately that Susan would have been pleased. We were particularly impressed by OAS's commitment to serving as a valuable resource for others through its education and public outreach programs."

"This generous gift will allow us to update the ethnobotany lab," says John Taylor-Montoya, OAS executive director. "We've been guided by Bill Green, a retired archaeologist and subject matter expert in ethnobotany and collections management—one of our invaluable volunteers."

From digitizing the collections to recommending such equipment as stereomicroscopes and archival cabinets, Green says he "assessed the ethnobotany lab to make it a premier research center. I'm sure Susan Martin would be pleased."

The legacy of Mollie Toll, a former OAS ethnobotanist, inspired others to give this fiscal year to the Mollie Toll Endowment Fund for Education Outreach, established in her memory. "Mollie shared her love and knowledge of ethnobotany with children of all ages as a schoolteacher and through the Office of Archaeological Studies," says her husband Wolcott "Wolky" Toll, an OAS research associate who established the fund.

The endowment more than doubled this fiscal year to \$246,861, thanks to the more than 38 households that contributed. This includes a generous matching gift of \$100,000 from The Eugene V. and Clare E. Thaw Charitable Trust, which Toll describes as "inspiring and reaffirming." He continues, "Supporting the continuation and expansion of archaeological outreach to New Mexico students is a fitting way to honor Mollie's legacy."

On the OAS research front, its laboratories processed over 2,100 faunal specimens and 127 lithic raw material specimens in the fiscal year, and 20

Opposite: A volunteer examines a piece of pottery at the Office of Archaeological Studies.
Photo by Saro Calewarts.



A young visitor participates in a yucca-weaving activity at the Office of Archaeological Studies. Photo courtesy OAS.

 **Office of
Archaeological Studies**

To support the Office of Archaeological Studies, contact Lauren Paige at 505.982.2282 or lauren@museumfoundation.org.



major technical reports were published. The work was made possible in part by 916 valuable volunteer hours, equal to approximately \$29,130 in support.

Support from the Foundation in partnership with the New Mexico Department of Cultural Affairs led to a significant donation of lab equipment to OAS's Archaeomagnetic Laboratory. The gift helps ensure the lab's position at the forefront of archaeomagnetic dating. "It's exciting to be leading archaeomagnetic research in New Mexico," says Shelby Jones, OAS lab supervisor.

Taylor-Montoya adds, "OAS research deepens understanding of the lives of people in the past and promotes the preservation and sound stewardship of New Mexico's cultural heritage."

Taylor-Montoya took the helm as OAS executive director midway through the fiscal year. "I have enjoyed working with the outstanding staff and volunteers," he says. "I know together we will achieve great success."

The division also hired its first full-time education and outreach coordinator, Ziggy Prothro. And several other new staff members were added to assist in bolstering OAS's mission. They include Chandler Buchfink as project director and Osteology Laboratory supervisor; Steven Needle as archaeological field technician; Thatcher Seltzer-Rogers as director of Business Operations; Esther Peramune as archaeologist and zooarchaeology specialist; and Fiona Shaffer as archaeology crew chief.

"Our staff collaborates with local communities, tribal governments, international scholars, and other state and federal agencies to provide the highest quality research and outreach programs," says Taylor-Montoya. "We'd not be able to continue without generous donations from people like you." ■

By the Numbers

916

volunteer hours

\$460,362

raised for education programs and research
(includes endowment payout)

13,373

people served via educational outreach

3,104

school-aged youth served through education

24

client projects in process

2,100+

faunal specimens analyzed

1,000

acres surveyed

127

lithic raw material specimens catalogued

11

New Mexico counties served

20

major technical reports published

1,426

Friends of Archaeology members

Endowment Funds

AS OF JUNE 30, 2024

Endowment funds provide ongoing support to our 13 partner institutions. Donors may contribute to an existing fund or establish a new one to benefit a Museum of New Mexico division or the Museum of New Mexico Foundation. The Foundation manages 41 endowments valued at more than \$33 million.

NEW MEXICO HISTORY MUSEUM

Herzstein Family Endowment Fund for the Palace of the Governors and New Mexico History Museum: \$508,431

Marianne and Michael O'Shaughnessy Endowment Fund for the Palace of the Governors and New Mexico History Museum: \$547,666

Museum of New Mexico Foundation Endowment Fund for the Palace of the Governors and New Mexico History Museum: \$589,079

Palace of the Governors and New Mexico History Museum Endowment Fund: \$1,179,663

Phyllis and Edward Gladden Endowment Fund for the Palace of the Governors and New Mexico History Museum: \$252,062

Robert W. Frazer Fund for the Palace of the Governors Library: \$601,152

Sue and Felix Warburg Collection Endowment: \$978,787

The Ambassador Frank and Mrs. Dolores Ortiz Palace of the Governors Preservation Fund: \$141,838

NEW MEXICO MUSEUM OF ART

Boeckman Acquisition Fund for the New Mexico Museum of Art: \$148,772

Clinton King Purchase Award: \$57,556

Doris and Arnold Roland Endowment Fund for the New Mexico Museum of Art: \$173,756

Georgia O'Keeffe Museum Endowment Fund for the New Mexico Museum of Art: \$2,760,184

Herzstein Family Art Acquisition Fund for the New Mexico Museum of Art: \$482,837

Jean and Robert L. Clarke Endowment Fund for the New Mexico Museum of Art: \$698,295

Museum of New Mexico Foundation Endowment for the New Mexico Museum of Art: \$686,340

R.H. Blommer Endowment for the New Mexico Museum of Art: \$1,496,062

Vladem Contemporary Endowment Fund: \$10,391

MUSEUM OF INDIAN ARTS AND CULTURE

Della Warrior Endowment Fund: \$212,117

Friends of the Museum of Indian Arts and Culture Endowment: \$78,857

Museum of Indian Arts and Culture Acquisition Endowment Fund: \$358,888

Museum of Indian Arts and Culture Endowment for Youth Programs: \$145,341

Museum of New Mexico Foundation Endowment Fund for the Museum of Indian Arts and Culture: \$715,324

MUSEUM OF INTERNATIONAL FOLK ART

Alexander Girard Legacy Fund: \$810,370

Cotsen Family Foundation Fund #1 for the Neutrogena Collection of the Museum of International Folk Art: \$3,076,272

Cotsen Family Foundation Fund #2 for the Neutrogena Collection of the Museum of International Folk Art: \$1,532,449

Elisabeth W. Alley Fund for the Girard Wing: \$118,924

Margot and Robert Linton Endowment Fund for Contemporary Hispanic Folk Art: \$183,158

Museum of New Mexico Foundation Endowment Fund for the Museum of International Folk Art: \$593,503

NEW MEXICO HISTORIC SITES

Museum of New Mexico Foundation Endowment Fund for the New Mexico Historic Sites: \$594,751

OFFICE OF ARCHAEOLOGICAL STUDIES

Albert Simms Endowment Fund: \$101,581

Dr. Don E. Pierce Endowment for Archaeology and Conservation: \$1,689,761

Friends of Archaeology Endowment Fund: \$267,007

Mollie Toll Endowment Fund for Education Outreach: \$248,861

MUSEUM OF NEW MEXICO FOUNDATION

Chairman's Endowment Fund: \$111,698

Museum of New Mexico Foundation Endowment Fund: \$4,357,132

Museum of New Mexico Operating Investment Fund: \$5,833,748

Shonnard Campus Endowment: \$110,449

BENEFITING ALL FOUR STATE MUSEUMS IN SANTA FE

Museum of New Mexico Acquisition Endowment Fund: \$708,518

Museum of New Mexico Foundation Endowment Fund for the Women's Board of the Museum of New Mexico: \$92,798

Starkweather Docent Program Endowment Fund: \$99,038

Thomas B. Catron III and June Ellis Catron Endowment Fund: \$256,161



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AS OF JUNE 30, 2024

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(continued on page 26)

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AS OF JUNE 30, 2024

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(continued page 26)

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AS OF JUNE 30, 2024

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(continued page 26)

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 Mary and John Macukas
 Christine and Drew McDermott
 Tina Mion and Allan Affeldt
 Beverly and Mike Morris
 Sandy Nachman
 Mark Naylor and Dale Gunn
 Jane O'Toole
 Sara and Nigel Otto
 Cindi and Michael Pettit
 Kathleen and Robert Reidy
 Jerry Richardson
 Natalie Rivera and Joseph Walsh
 Sage Fund
 Jenna and Wilson Scanlan
 Nan Schwanfelder
 Frieda Simons
 Richard Sivalls
 Linda and John Stanford
 Courtney and Scott Taylor
 Rhonda and Regan Thomas
 Katherine and Owen Van Essen
 Brenda Whorton
 Claire and Jim Woodcock
 Anne and Louis Yegge
 Sheila and David Young
 Joan Zegree and Spider Kedelsky



Founders Society

(continued from page 19)

Anne and John Marion
 Joan and Mitchell Markow
 Beverly and Michael Morris
 National Historical Publications
 and Records Commission
 National Science Foundation
 Mark Naylor and Dale Gunn
 New Mexico Department of
 Tourism
 Ernestine O'Connell†
 Kathryn O'Keefe
 Catherine Oppenheimer
 Jane and Tom† O'Toole
 Eugenia Cowden Pettit†
 Joann and Gifford Phillips†
 Ildiko and Gary Poliner
 Dan Prall†
 John Rochester and
 Lawrence Fodor
 Don† and Bergit Salazar
 Jacqueline† and Richard Schmeal
 Beth and Richard Schnieders
 Harriet and Karl Schreiner
 Lety and Stephen Schwartz
 Tom and Patricia Semmes
 Judith and Robert Sherman
 Marian and Abe Silver Jr.†
 Barbara and Albert Simms†

Christina Singleton
 Susan Steinhauer and
 Daniel† Greenberg
 Taste of Santa Fe
 The Andrew W. Mellon Foundation
 The Barker Welfare Foundation
 The Burnett Foundation
 The Getty Foundation, Los Angeles
 The Ludwig and Nancy Sternberger
 Charitable Foundation
 The Mill Atelier Foundation
 The Rockefeller Foundation
 Thornburg Investment
 Management
 Mollie† and H. Wolcott Toll
 Tanya J. Van Bergh Estate
 Warren von Preissig
 Gilbert Waldman† and
 Christy Vezolles
 Johnette Ward†
 Wells Fargo
 Judy and Gordon† Wilson
 Pamela Wolfe and David Levine
 Sharon and Don Wright
 Wyncote Foundation
 Sandy Zane and Ned Bennett
*and those who wish to remain
 anonymous*

†Deceased

Business Council Members

(continued from page 21)

Raymond James & Associates,
 John Adams
 Santa Fe Brewing Company
 Santa Fe Chamber of Commerce
 Santa Fe Community College
 Santa Fe Hispanic Chamber of
 Commerce
 Santa Fe Opera Business Council
 Santa Fe Railyard Community
 Corporation
 Santa Fe School of Cooking
 School for Advanced Research
 Scottish Rite Center
 Second Street Brewery

Shiprock Santa Fe
 SouthWest Art Advisory
 Southwestern Association for
 Indian Arts (SWAIA)
 The Bull Ring
 The Floating World
 The French Pastry Shop
 The Liquid Muse LLC
 The Rainbow Man
 The Shop, A Christmas Store
 TOKO
 Ulrich Consulting Group, LLC
 Walter Burke Catering
 WearAbouts Boutique
 Zane Bennett Galleries, LLC

Legacy Society

(continued from page 20)

Joel Wendt
 Priscilla Taylor Williams
 Raymond and Corinne Willison
 Stacey Frederick Wilson†

Pamela Wolfe and David Levine
 Sheila and David Young
*and those who wish to remain
 anonymous*

†Deceased



Lasting Legacies Impact Fiscal Year

The Museum of New Mexico Foundation is grateful to the donors whose legacy gifts to the Foundation were realized in the 2023-24 fiscal year (July 1, 2023 to June 30, 2024)—an impressive total of \$1.3 million.

Bequests from Pat Brandenburg and Evelyn Yoder will help the Foundation provide essential support services to the Museum of New Mexico system, including funding for exhibition development and educational programming. Both were members for over 13 years.

A charitable gift annuity from Edwina and Charles Milner was allocated to the Foundation's board-designated endowment for annual operations. During their lifetimes, the couple provided the lead gift for creating Milner Plaza, along with many other contributions throughout the museum system.

James R. Seitz Jr.'s final estate gift to the Foundation, in addition to his lifetime giving to the Museum of International Folk Art, also contributed significantly to the Foundation's endowment.

Additional generous legacy gifts from Richard Ahlborn and Elisabeth Raspolic will benefit the Museum of International Folk Art for years to come. The remainder of the J.B.L Goodwin Estate was added to the Foundation's operations endowment as well.

All of these legacy gifts will benefit the Foundation's work, having a lasting impact on the art, culture and history of New Mexico and the world far into the future.

To learn more about the Legacy Society, contact Laura Sullivan at 505.216.0829 or Laura@museumfoundation.org.

Top: Legacy Society members enjoy a behind-the-scenes tour at the New Mexico Museum of Art. Photo © Cosineau Studios.

Ways to Give

MEMBERSHIP

Support the Museum of New Mexico Foundation in delivering essential services to our 13 partner cultural institutions while offering enjoyable member benefits.

THE CIRCLES

Participate in a series of exclusive events while providing leadership-level support.

CIRCLES EXPLORERS

Support and explore the art, culture and history of New Mexico through active, adventurous, and educational cultural excursions and experiences.

CORPORATE PARTNERS AND BUSINESS COUNCIL

Support the museums through your business and receive recognition and member benefits for your business, clients and employees.

ANNUAL FUND

Provide critical operating support for the Museum of New Mexico Foundation to fulfill its mission on behalf of our 13 partner cultural institutions.

EXHIBITION DEVELOPMENT FUNDS

Support exhibitions, related programming and institutional advancement at the division of your choice.

EDUCATION DEVELOPMENT FUNDS

Fund museum education and public outreach programs at our four museums, eight historic sites and the Office of Archaeological Studies.

PLANNED GIVING

Provide a long-lasting impact at our 13 partner cultural institutions through a bequest, beneficiary designation, charitable gift annuity, charitable remainder trust or gift of art.

ENDOWMENT FUNDS

Establish a new fund, or add to the principal of an existing fund, to provide a reliable source of annual income that sustains a variety of cultural programs and purposes.

SPECIAL CAMPAIGNS

Give to special campaign initiatives designed to fund a range of capital expansions and programming advances throughout the Museum of New Mexico system.

For more information, visit museumfoundation.org/give.

A Year of Growth

Museum Shops Cater to Customer Tastes

Staff had just 13 hours to prepare the new George Duncan and Sheryl Kelsey Shop before the grand opening of the New Mexico Museum of Art Vladem Contemporary in September 2023. Overnight, they readied point-of-sale systems and artfully arranged the stock of New Mexico crafts, coffee-table books, children's toys and other contemporary design objects.

Reflecting on the fiscal year 2023-24 (June 1, 2023 to June 30, 2024), Teresa Curl, vice president of retail for the Museum of New Mexico Museum Foundation, says, "Adding a fifth museum shop was our biggest challenge. My team really stepped up, and we've had wonderful feedback from shoppers at Vladem."

Although sales were lower than anticipated for the shop's first year of operation, about 85% of people who stop by make a purchase. As word-of-mouth and store signage increase, so should foot traffic. Located in the Railroad Arts District, the shop is accessible without museum entry. The same is true for the Spiegelberg Shop at the New Mexico History Museum, where sales were up 7.1% over last fiscal year. Curl attributes the success of that shop to an inviting walk-in location near the downtown Plaza, and a broad product selection that isn't necessarily tied to museum exhibitions.

"We have culinary gifts, traditional arts, books and jewelry that speak to the entire state's history and culture. This shop does extremely well around the holidays," Curl says. "The employees know the stock well and will even call some of their regular customers when new items come in."

Overall, the Foundation's five Museum Shops grossed \$3.7 million in the fiscal year, up slightly from last fiscal year but below anticipated revenues, with net income remaining largely consistent. "Everything the shops earn goes to running the Foundation so the staff can do the work of fundraising and helping secure funds from the state legislature," Curl says.

The year of growth included technological upgrades to ensure best retail practices, while new hiring was limited to two employees needed to run the Vladem Contemporary shop. Twenty-five full-time workers staff the Museum Shops and its warehouse, accounting for half of all Foundation employees. Together, they increased stock and improved website navigation for the online store—moves that increased online sales over last fiscal year by 51%.



Members attend the grand opening of the John Duncan and Sheryl Kelsey Shop at the New Mexico Museum of Art Vladem Contemporary. Photo © Chloe Accardi.

MNMF Shops
MUSEUM OF NEW MEXICO FOUNDATION

To learn about the Museum Shops, contact Teresa Curl at teresa@museumfoundation.org.

Year-End Giving

Give to the Annual Fund Today— Receive a 2024 Tax Deduction

In this season of giving, a contribution to the Museum of New Mexico Foundation is one of the most meaningful gifts you can make.

Your tax-deductible donation for 2024 will help the Foundation provide essential support services for our 13 partner institutions.

However you give, these payment notes will assist you in meeting the December 31, 2024, deadline:

Check: Envelopes must be postmarked by December 31, 2024, to qualify as a 2024 gift. The legal date is the date your gift is postmarked, not the check date.

Credit Card: The date the charge clears is the legal gift date, not the date the charge is submitted.

Stock: In the case of a direct transfer, the legal gift date is the transfer date, not the date a broker is requested to make the transfer.

IRA Charitable Rollover: If you are 70½ years of age or older, you may direct up to \$100,000 annually from your required minimum distribution to support the Foundation without being taxed on the income.

Donor Advised Fund (DAF): You may establish a DAF at a financial institution of your choice and receive a tax deduction. You may then make annual distributions from that fund.

For suggested ways to give, see page 27. To make a gift, visit museumfoundation.org or call 505.982.6366 ext. 100.



Foot traffic on Museum Hill is critical to the success of the Colleen Cloney Duncan Museum Shop at the Museum of Indian Arts and Culture, but longtime collectors also rely on shop staff to alert them to new pieces available from some of the most sought-after artists working today. In fiscal year 2023-24, jewelry by 2023 MIAC Living Treasure Award recipient Anthony Lovato sold especially well. “We carried Anthony’s work before he was named a Living Treasure, and now we’re showcasing him with four of his sons’ and grandsons’ work in the same case,” Curl says.

Overall, however, shop sales dipped about 6% from last fiscal year. Curl attributes the decline to the closing of the popular *Grounded in Clay* exhibition, which swelled pottery-related book sales

Meanwhile, revenues from the Rosalie D. and Steven J. Harris Shop at the New Mexico Museum of Art were even with last fiscal year, with museum-related inventory accounting for 25% of sales. The majority of the top-selling items were by local vendors, including sterling silver pins by Santa Fe artist Catherine Mazure, whose beautiful, hand-crafted brooches portray such historic New Mexico churches as Loretto Chapel, Cathedral Basilica of St. Francis of Assisi and Santuario de Chimayó. Hand-dyed silk scarves by Susan Martin were popular, and the best-selling book was *Gustave Baumann’s Southwest* by Joseph Traugott. The shop’s exclusive notecards and card sets featuring art from the Museum of Art collection also sold well.

Finally, the Lynn Godfrey Brown Shop at the Museum of International Folk Art saw revenue decreasing 1.3% from the previous fiscal year, with sales dropping sharply after the *Yokai: Ghosts & Demons of Japan* exhibition closed last fall. This year’s top sellers included papier-mâché items and retablos by Claudio Jiménez.

Sales in the Lynn Godfrey Brown shop are often closely tied to exhibition-related stock, with visitors inspired to shop for folk art items to take home after viewing an exhibition. The colorful *La Cartonería Mexicana/The Mexican Art of Paper and Paste* has been very popular, with an associated t-shirt and book that are selling well. Ukrainian war art commissioned to accompany *Amidst Cries from the Rubble: Art of Loss and Resilience from Ukraine* has also attracted shoppers’ attention.

“When you purchase something at our Museum Shops, you’re supporting the museums far beyond that moment,” Curl says. You’re supporting exhibitions, programs, and the artists and vendors who create our beautiful inventory.” ■

Artistic Reflections

Discover contemporary and vibrant glass sculptures from local artists at the George Duncan and Sheryl Kelsey Shop at the Vladem Contemporary, including these vases from Steffen Plistermann. Find unique, hand-crafted glass creations to bring a touch of art into your home or gifts that will be cherished.



shopmuseum.org

Railyard Arts District

George Duncan and Sheryl Kelsey Shop
Vladem Contemporary

Santa Fe Plaza

Spiegelberg Shop
New Mexico History Museum
Rosalie D. and Steven J. Harris Shop
New Mexico Museum of Art

Museum Hill

Lynn Godfrey Brown Shop
Museum of International Folk Art
Colleen Cloney Duncan Shop
Museum of Indian Arts and Culture