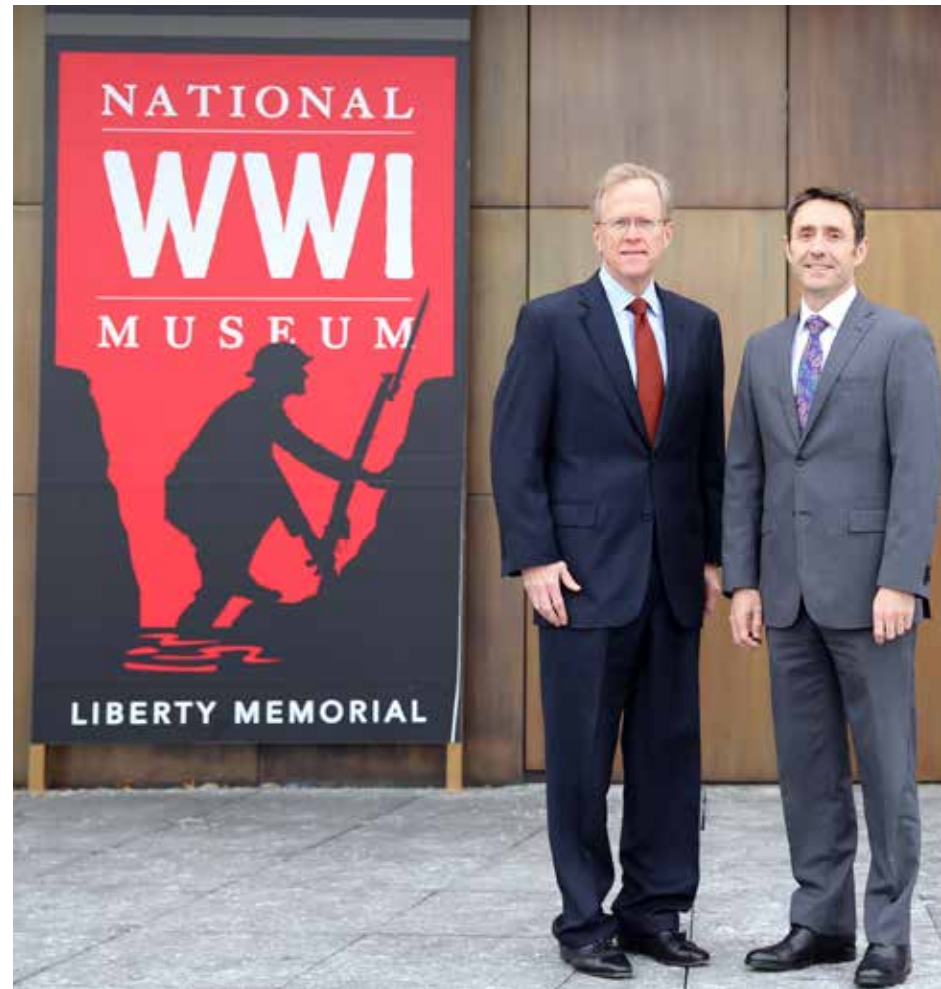


2014 ANNUAL REPORT

A century in the shadow of the Great War





COMMEMORATION *with* ACCOMPLISHMENT

FRIENDS,

Mark Twain once said, “History doesn’t repeat itself, but it does rhyme.” We find that remark particularly insightful as we reflect on 2014 at the National World War I Museum at Liberty Memorial and the commemoration of the centennial of the Great War.

Without question, a multitude of pivotal, world-defining events have occurred since the turn of the century in 1900. Precious few of those events can claim a connection to virtually every milestone event in the last 115 years.

Many have argued that World War I is the singular defining event in recent history. World War I ushered in a wave of incredible technological advancements, including the development of the tank, passenger aircraft, telecommunications, treaded vehicles, modern personal body armor, color printing, medical advancements including facial reconstruction and developments in neurosurgery still in place today. Without World War I, the Second World War doesn’t occur.

From the vantage point of history — 100 years later — there is consensus: the Great War changed everything. The war resulted in more than 37 million casualties and millions of men, women and children were killed or injured and suffered from its after effects. Empires were lost. National boundaries were redrawn. Economies were devastated.

As the Museum began our commemoration of the Great War in 2014, we intentionally sought to recount the events that transpired 100 years prior through our wide array of exhibitions, collections, programs, partnerships and online platforms.

We are pleased to report this decision and our efforts to educate the public about World War I and its enduring impact were quite successful. In 2014, the Museum achieved the following:

- Record for attendance (235,271)
- Record for Museum members (2,295)
- Record for educational & community events participants (26,299)
- Record for website traffic (1,045,534 pageviews)
- Record for media impressions (1.18 billion)

Perhaps the greatest honor we received was being designated by Congress as the National World War I Museum and Memorial. The vision of the people of Kansas City and the region to imagine a world-class Memorial and Museum has even greater meaning when our national leaders bestow it with such an honor.

This is a just a small snapshot of the feats achieved by the Museum in 2014. Undoubtedly, our accomplishments resulted from the efforts of collaborations with tremendous partnering organizations and from the patronage of our donors and members.

If you supported the Museum in 2014, we graciously thank you for propelling us to an incredible year. If you haven’t engaged with the Museum, we invite you to take the opportunity to join us as the international spotlight shines on Kansas City and the National World War I Museum as the world commemorates the centennial of the Great War.

Sincerely,

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

Thomas Butch | *Board of Trustees Chairman*
National World War I Museum at Liberty Memorial

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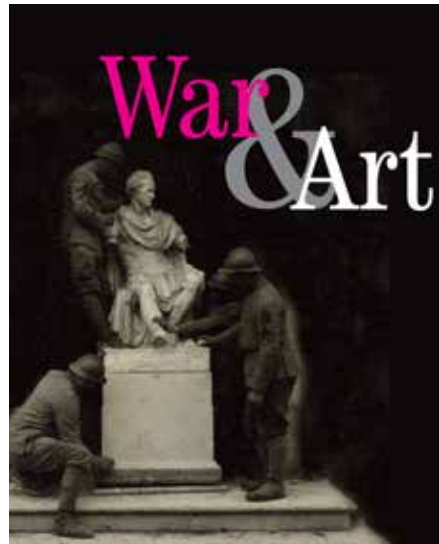
Front Cover: *The National World War I Museum at Liberty Memorial at dusk. In 2004, Congress officially recognized the Museum as America’s World War I Museum and formally honored Liberty Memorial as the nation’s World War I memorial in 2014. Back Cover:* *The Paul Sunderland Glass Bridge serves as the entryway to the main gallery of the Museum and overlooks a field of 9,000 poppies, each representing 1,000 combatants who lost their lives in World War I.*

SHOWCASING THE GREAT WAR

Museum Exhibitions

The Museum curated or hosted eight special exhibitions in 2014, which were seen by visitors and patrons from across the world.

EXHIBIT HALL *and* MEMORY HALL



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.



ON THE BRINK
A Month That Changed the World

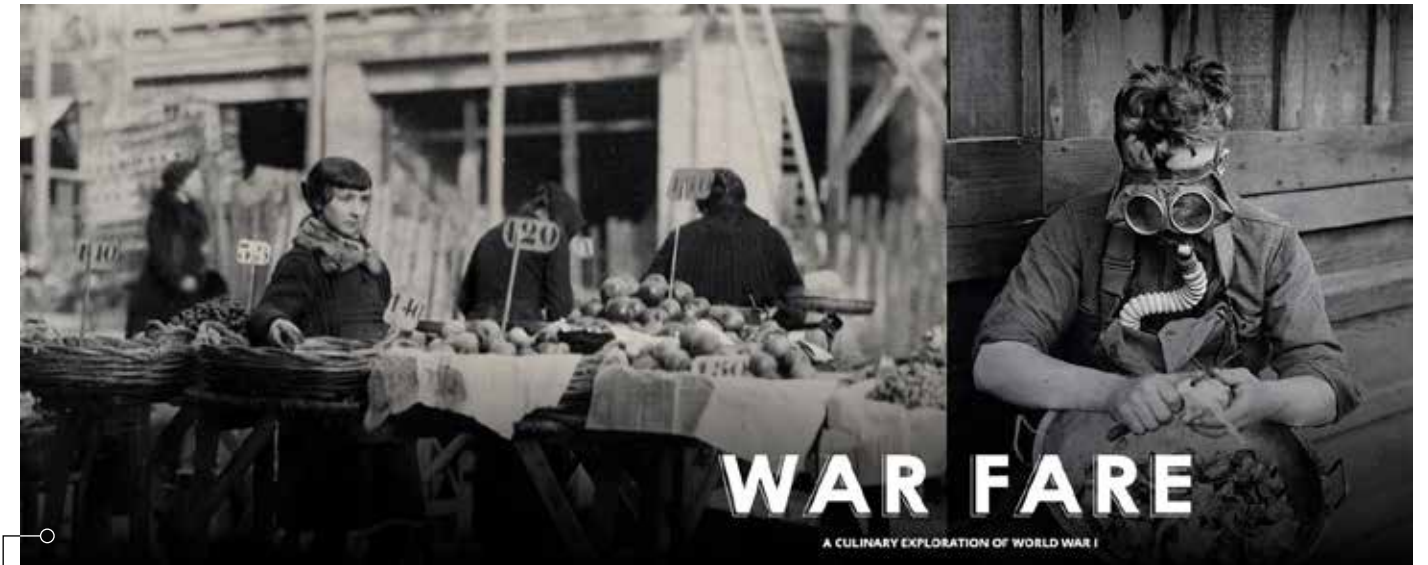
Curated by the Museum and appearing in Memory Hall, the exhibition explored the underground organizations, diplomatic communications and international newspaper reporting of the assassination that forever changed the world and its political aftershocks.



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.

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, comments and even delicious vintage recipes updated for the modern era.

HOME BEFORE THE LEAVES FALL

Presented in collaboration with the Google Cultural Institute, this engrossing 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.

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.

RESEARCH *level* GALLERY



LETTERS & ARTWORKS FROM WAR
Renefer 1914–1918

This bilingual exhibition in the Research Level Gallery 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 Centenaire 14–18.

ART OF WAR
Political Humor

This large collection of imaginative and colorful political cartoons depicting the nature of war in comical form were created by Gustave A. Wendt between 1915 and 1916 and shown in an exhibition curated by the Museum appearing in the Research Level Gallery.

RAISING AWARENESS

Educational Activities

The Museum provided education through a variety of platforms to people across the world in 2014.



//////////////////// **WAR FARE** *Chow Challenge*

A packed J.C. Nichols Auditorium audience witnessed four local celebrity chefs vying for the Chow Challenge Cup in an Iron Chef-style competition along with a presentation about the role food played in determining the outcome of World War I.

▲ A record **26,299** people attended Museum Education Events in 2014. //////////////////////



2014 SYMPOSIUM
1914: Global War and American Neutrality
During the two-day event, more than 200 attendees enjoyed presentations from scholars across the world, including John Milton Cooper, Sean McMeekin, Michael Neiberg and Jay Winter.

WW1USA
In partnership with area amateur radio clubs, special event station WW1USA operated on four dates in 2014, logging contacts with more than 4,000 amateurs in all 50 states and in 44 countries worldwide.

LESSONS OF LIBERTY
The Museum's Lessons of Liberty series provides free lesson plans targeted to specific grade levels with state and national standards in mind. In 2014, lesson plans were used to teach 34,039 students from 42 states and several countries.



FAMILY FRIENDLY EVENTS
The Museum's programs provided families with engaging activities throughout 2014. More than 5,000 people participated in the Day in the Life series featuring Living History volunteers, while more than 2,400 individuals handled WWI non-accessioned items through the Hands-on History program and hundreds enjoyed the science-related twists of learning about the Great War through the Kids SciFri series with Tikikum.



▲ In 2014, **17,050** students visited the Museum on school field trips. //////////////////////

KANSAS CITY'S FRONT PORCH

Community Activities

Thousands of individuals from across the world attended special Museum community events in 2014.

MEMORIAL *day* WEEKEND



Dignitaries including Congressman Emanuel Cleaver II and Kansas City, Mo., Mayor Sly James honored men and women who served in the military during events throughout the weekend, which included special ceremonies, a display of vintage military vehicles and thousands of attendees watching the annual Celebration at the Station on Museum grounds.



TAPS *at the* TOWER



More than 20 area organizations partnered with the Museum for this series of moving ceremonies at dusk each evening from June 22-28, in which more than 1,500 people gathered to hear Taps played at the Liberty Memorial.



JUNE 28 *commemoration*



Guests enjoyed a host of activities surrounding the commemoration of the assassination of Archduke Franz Ferdinand, including a ceremony featuring former U.S. Ambassador to Bosnia and Herzegovina Dr. John Menzies and performances from the Kansas City Symphony String Quartet and award-winning actors, a walking tour replication of the June 28 assassination and a Twitter E-reenactment with students from the University of Kansas.



VETERANS *day*

Senator Claire McCaskill, Congressman Emanuel Cleaver II, Kansas City, Mo., Mayor Sly James and Jackson County Executive Mike Sanders participated in a special ceremony recognizing veterans featuring remarks from Pulitzer Prize-winning biographer A. Scott Berg. Additional activities included Kansas City Chiefs players Knile Davis and Charcandrick West touring the Museum with Ruskin High School ROTC students and a donation drive for Disabled American Veterans/Red Racks Thrift Stores.



COLLABORATIONS RAISE THE BAR

Partnerships

The Museum teamed with more than 50 organizations worldwide in 2014, spearheading awareness for the Great War and its enduring impact.



SPORTING *kc* ////////////////

The Museum partnered with Sporting KC for the second annual Truce Tournament and watch party on Dec. 26 with more than 200 people from the region participating.



IMPERIAL *war* MUSEUMS ////////////////////

Diane Lees, Director-General of the United Kingdom's Imperial War Museums, visited the Museum for the first time and spoke to area leaders about the centennial commemoration of WWI.



1 | KANSAS CITY ACTORS THEATRE & UMKC THEATRE

R.C. Sheriff's award-winning play *Journey's End* brought to life the story of a British Army infantry's experiences in the trenches at Saint-Quentin in 1918 in a series of performances in J.C. Nichols Auditorium.



2 | ANCESTRY.COM

This multi-faceted partnership including Ancestry.com platforms Fold3 and AncestryK12 includes efforts to create the largest repository of information about WWI veterans, lesson plans for teachers/students and a workstation in the Museum's Edward Jones Research Center for assisting guests with research.



3 | UNIVERSAL PICTURES & LEGENDARY PICTURES

Academy Award winner Angelina Jolie's latest film *Unbroken* screened in advance of its nationwide release in J.C. Nichols Auditorium in an event that raised more than \$50,000 for the Museum.

4 | MIDWEST CENTER FOR HOLOCAUST EDUCATION & NATIONAL ARCHIVES

The State of Deception Lecture Series about the use of Nazi propaganda surrounding the WWII era featured renowned speakers from across the country.



5 | KC ARTS: REMEMBERING THE GREAT WAR

Ten area organizations featured programming through exhibitions, lectures and special events in 2014-15 to reflect on the centennial of World War I.

6 | GREAT WAR | GREAT READ

The collaboration between the Museum and Kansas City Public Library encouraged the public to read WWI classics *All Quiet on the Western Front* and *The Guns of August* through a series of 19 programs, including presentations from renowned authors Christopher Clark and Howard Blum.



7 | KANSAS CITY ROYALS, WADDELL & REED & GRANT CURTIS

Though a partnership with Waddell & Reed and Hollywood producer Grant Curtis, the Museum shared stories from WWI with more than 20,000 fans in attendance at the May 17 Kansas City Royals contest, which also featured a performance from the 1st Infantry Division Band.



CHARTING A NEW COURSE

2014 Museum Highlights

The Museum broke several records and enjoyed unprecedented exposure in 2014.

ARTICLE IN **THE KANSAS CITY STAR** DEC. 23, 2014

LIBERTY MEMORIAL IS OFFICIALLY THE NATIONAL MEMORIAL TO WORLD WAR I

CONGRESSIONAL *designation*

The Museum received its second Congressional recognition in fewer than 10 years as the Liberty Memorial earned distinction as a national memorial following the initial acknowledgement of the Museum in 2004. The legislation effectively designates the Museum as the National World War I Museum and Memorial.



Golden Globe and Emmy Award-winning actor Gary Sinise visited the Museum with family members.

COLLECTIONS DATABASE

In 2014, 1,967 records were added to the online database, raising the total to more than 21,500 searchable items.

WEBSITE

The Museum notched records for pageviews (1,045,534), visits (334,640) and unique visitors (251,593) in 2014 – all increases of more than 50 percent from 2013. The Museum also produced records for the highest trafficked day (Nov. 11–3,772 visits) and month (November – 33,670 visits) in history.

SOCIAL MEDIA

The Museum grew its Facebook audience by 326 percent to 26,921 at year's end, while increasing followers on Twitter by 208 percent to 8,066.

MEDIA PLACEMENTS

During the course of the year, media outlets from 10 different countries across the world filed 1,568 stories about the Museum accounting for 1.18 billion media impressions. Highlights included stories in the *New York Times*, the *Los Angeles Times*, *USA Today*, the *Wall Street Journal* and the *Washington Post* and a profile on CBS Sunday Morning.

EVENT RENTALS

In 2014, facility spaces were rented on 260 occasions, welcoming more than 86,000 guests to the Museum – an increase of 10 percent from 2013.

▲ Visitors from **79** countries visited the Museum in 2014.



ACQUISITIONS

The Museum made 182 accessions in 2014. Highlights include the German tunic and American service coat for Christian Celius Nicolaisen, one of the few men (if not the only) to serve in both the German and American armies during WWI; a collection of letters, photos, diary entries and sketches from Captain Leonard Green Van Nostrand of the U.S. Army Tank Corps; a collection of 51 pen and ink drawings from two soldiers in the U.S. 328th Field Artillery Regiment; and the headquarters flag for the German 5th Sturm-Battalion.

INTERNATIONAL *visits*

Italian Ambassador to the U.S. Claudio Bisogniero with Kansas City, Mo., Mayor Sly James. The ambassador attended a special event at the Museum in conjunction with the debut of the Italian exhibition War & Art.

ATTENDANCE

Visitors from 79 countries accounted for a record-breaking attendance of 235,271 in 2014, while an additional 174,436 individuals participated in activities and events held on the Museum's exterior campus grounds.

WALK OF HONOR

The Walk of Honor program saw a 16 percent increase in bricks dedicated, surpassing 10,000 total bricks.



▲ The Museum increased its members by **16%** in 2014 to 2,295.

DONATING SERVICE

Museum Volunteers

More than 275 volunteers contributed 38,483 hours of service in 2014 — the equivalent to more than 18 full-time staff members.



Jerry Schmidt paced Museum volunteers with 798.67 hours of service in 2014. //

2014 VOLUNTEERS *over* 500 HOURS *of* SERVICE

Jerry Schmidt	798.67
Al Ludwig	756.58
Dave Damico	746.50
Dave Paulsell	697.33
Charlie Wells	662.67
Dennis Murphy	649.33
Rick Roth	612.25
Ron Magee	604.50
Terry Noland	589.92
Carl Manning	547.17
Kelton Smith	520.33
Bob Dudley	518.75



■ Museum volunteer Bob Dudley

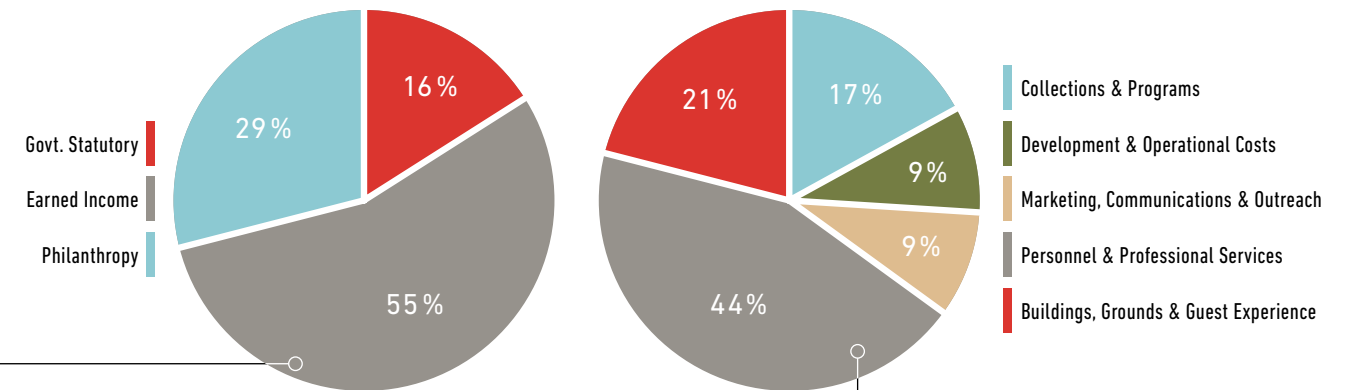


■ Museum volunteer Ron Magee

YOUR SUPPORT MADE THE DIFFERENCE

Financials

The National World War I Museum at Liberty Memorial is a large campus of beautiful parklands, world-class buildings and the world's most diverse World War I collection. Without question, it's an icon of Kansas City. Serving more than 400,000 people directly plus hundreds of thousands more through the organization's digital initiatives, the Museum's reach is incredibly broad. In 2014, the Museum ended the year in the black, prior to depreciation. This is a result of stronger giving from donors, increased attendance and managing expenses.



WHERE THE MONEY COMES FROM

During 2014, 55 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 29 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, KC Parks and Recreation contributed 16 percent of the Museum's income.

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 (21 percent); personnel and professional services (44 percent); expanding/caring for the collection and providing exceptional programming and events (17 percent); educating and informing the public about the Museum's mission and events (9 percent); and development of new partnerships and operational costs (9 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.

ADVANCING OUR MISSION

Museum Supporters

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\$100,000+

People of Missouri through the Driver's License
Check-off Program Administered by the
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City of Kansas City, Missouri Parks and Recreation

\$50,000 - \$99,999

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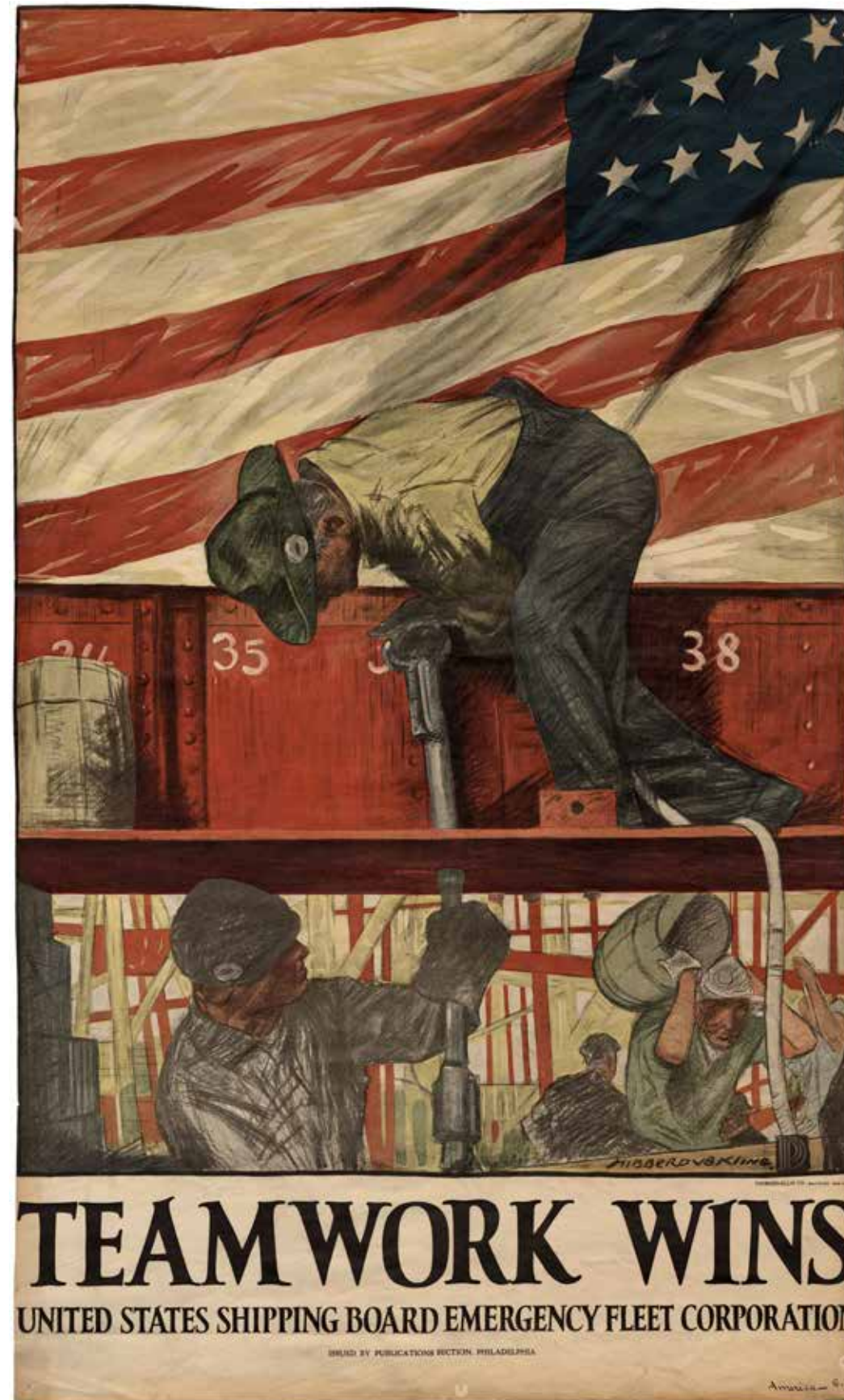
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