



American
Alliance of
Museums

2019 Impact Report



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Museums

“AAM provides you with opportunities and perspectives that you wouldn’t get anywhere else—to understand your industry but also to think differently. AAM helps you build a community of practice and a community of learning within the industry. The Alliance is an incredible resource for helping me build the next generation’s workforce in my museum.



Chevy Humphrey
President & CEO, Arizona Science Center
AAM Board Chair

37,500

individual and institutional members
representing the breadth of the museum field

\$50 billion

contributed by museums to the American
economy each year

850 million

annual visits to American museums



Just as museums bring people together to inform and enrich our world, AAM brings museums together to make our field better—and our world a better place.

Rarely has that been more needed than now. As I write this in 2020, I look out at a world of unprecedented and unpredictable change: a global pandemic that has forced museums to close their doors and put their futures at risk, as well as an uprising for racial justice forcing long-overdue changes to the forefront of the agenda—and raising critical questions about existing systems and institutions, including ours.

I cannot predict what the coming months will bring. But I know that our communities need their museums—need trusted places that bring us together, lift up diverse voices, stories, and perspectives, and ask us to reexamine the world around us.

As we look ahead, I draw strength from our past. I have seen our field navigate a number of disruptive events in my 10 years at AAM. And I am confident that if we raise our voices, share our wisdom, listen to our communities, and support one another, we can create a better future for our field and for the communities we serve.

In this brief report, we reflect on 2019, when museums coming together made a bigger impact than ever before. **This is our collective strength and creativity in action:** the transformation that’s possible with your work, your ideas, and your support—and the platform and leadership AAM provides.

Where this time of change leads us is unknown. But know that you are part of an alliance working together to move our world forward—and that together, we can continue to build on all that we’ve achieved and drive the impact we need on a whole new scale.

A handwritten signature in black ink that reads 'Laura Lott'.



Laura Lott
President and CEO
American Alliance of Museums

Facing Change

DIVERSITY, EQUITY, ACCESSIBILITY, AND INCLUSION

With intensive retreats for 1,600 trustees across six different cities, we launched one of the most significant initiatives in AAM’s history, Facing Change: Advancing Museum Board Diversity & Inclusion. Facing Change is a field-wide program to make diverse and inclusive leadership the norm and set a new standard in the nonprofit sector.

These initial trainings promoted cultural competency, built connections across institutions, and laid the foundation for even bolder next steps: creating a matching portal for racially diverse board candidates and embedding DEAI into our continuum of excellence for museums, culminating in accreditation, which is the field’s gold standard for excellence.

Museums are among the most trusted sources of information in America, with a unique power to bring people together. Through Facing Change, we seek to make our field as diverse and inclusive as the stories we hope to tell and the communities we need to serve.

“ I chose this role—and left a job I loved [at Equity in the Center, a leader in promoting race equity in the social sector]—**because the scale for impact of Facing Change is second to none. There is nothing like it.**



Andrew Plumley
Director of Inclusion
American Alliance of Museums

Advocating for Change

TAKING ACTION AND CHAMPIONING MUSEUMS

Despite repeated attempts by the current administration to zero out their funding, federal agencies that support museums saw their largest budget increases in at least a decade in 2019. The difference is you—and the power of our collective voices.

Through Museums Advocacy Day, AAM brings museum professionals from across the nation together in Washington, DC each February for training, networking, and to remind our representatives of simple truths: museums are beloved and trusted across the political spectrum, they make our communities better, they are economic engines, and they deserve public support.

Beyond this annual event, Museums Advocacy Day and our year-round advocacy efforts empower both new and experienced advocates to raise their voices in their communities year-round.

“ **You have an opportunity to engage not only with your colleagues from across the country, but also colleagues from your own state...so that we’re not focused simply as one institution, but all working together toward a common goal.**



Stephen M. White, Esq.
Vice President of External Affairs, Strategic Initiatives, and Business Development
Center of Science and Industry (COSI)

6 cities

engaged in phase one

1,600+

Facing Change participants

+10% increase

in funding for the Office of Museum Services (OMS) in 2019

300

Museums Advocacy Day participants

57

participating museums

2,500+ hours

of in-person and distance learning

+4.5% increase

in funding for the National Endowment for the Arts and the National Endowment for the Humanities in 2019

365

visits to Congressional offices on Capitol Hill

Inspiring Change

2019 ANNUAL MEETING AND THOUGHT LEADERSHIP

Last year, nearly 5,000 people came together in New Orleans for the largest gathering of museum professionals in the world, where each could make connections, find inspiration, and share knowledge and ideas around the theme of “Sustaining Vibrant Museums.” Topics included everything from financial sustainability to engaging with community partners to getting real about diversity in exhibitions.

At the same time, we kept the conversation going year-round with a redesigned website that puts your stories front and center and shares museum professionals’ insights and ideas with the entire field.

“ Giving back is incredibly important to me, as I’ve learned, grown, and prospered with the help of my elders and my peers in the field...My first AAM Annual Meeting was in 1980 when I was still in grad school. That’s when I first realized that we’re a family, we have so much to share, and we have to listen to each other.

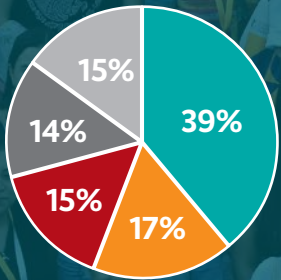


Allyn Lord
Director, Shiloh Museum of Ozark History
On making a Giving Tuesday gift to support others attending the 2019 Annual Meeting

Together, we make change possible

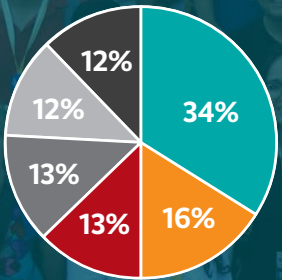
2019 FINANCIAL REPORT

Revenue and Support - \$9,462,505



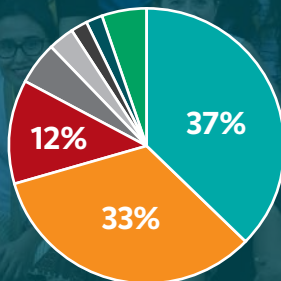
- Membership Dues
- Registrations
- Contributions and Sponsorships
- Exhibit and Other Fees
- Other

Expenses - \$10,293,354*



- Meetings and Professional Education
- Management/General and Fundraising
- Field-Wide Services
- Membership and Advocacy
- Facing Change
- Other

Support by Fund



- Annual Meeting Support
- Facing Change
- Building Audiences Initiative
- Alliance Greatest Needs
- Advocacy
- Annual Meeting Scholarships
- Center for the Future of Museums
- Other

*In 2018, AAM received a \$4 million multi-year grant for the Facing Change program. Per FASB standards, a majority of this revenue was recognized in 2018 with associated expenses incurred during the following years.

4,700+

Annual Meeting attendees

195

interactive sessions at the Annual Meeting

Whether you are a member, donor, volunteer, or supporter, we extend our gratitude to all who are part of the Alliance for all the ways you make museums and the communities we serve better.

\$358 average

amount paid per Annual Meeting attendee (before scholarships and free registrations) thanks to sponsorships and support, compared to \$950 per person in actual costs

4.2M

unique pageviews across AAM’s website in 2019

1,232

donors and supporters

100%

board giving

88%

of donors and supporters are individuals

128

corporate, foundation, and other organization supporters



AAM is the beacon that leads us into legislative offices, provides important learning platforms around best practices, drives important imperatives like inclusion and equity, and most of all, creates opportunities for the museum field to meet together to share all that we value and are pushing towards.



Donna K. Sack

*Vice President & Chief Program Officer
Naper Settlement*

*Former Executive Director
Association of Midwest Museums*



**American
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The mission of the American Alliance of Museums is to champion museums and nurture excellence in partnership with our members and allies.