Gratitude REPORT 2020–2021

Nelson Atkins MUSEUM OF ART
In gratitude to a dedicated community

Despite a global pandemic, the Kansas City community continued to engage with The Nelson-Atkins Museum of Art throughout the previous fiscal year (May 1, 2020 – April 30, 2021) both online and onsite, with ongoing access to the Donald J. Hall Sculpture Park and our galleries, even with limited capacities. As you will see in the report, even though the museum operated with a reduced budget, we expanded our impact through increased digital programming.

Following the museum’s closure in March, staff pivoted to online sources of engagement, introducing Nelson-Atkins@Home and welcoming several Humboldt penguins from the Kansas City Zoo for a private tour, seen by 1.3 billion people online! We also debuted virtual school field trips and art-making workshops; launched the scholarly digital collection catalogue French Paintings and Pastels 1600–1945: The Collections of the Nelson-Atkins Museum of Art (https://www.nelson-atkins.org/fpc), a project 12 years in the making; created digital family gallery guides for your phone; and experienced the cultural festivals online.

In total, more than three million people visited our website and 226,857 individuals toured the museum and sculpture park in person, nearly half of the previous year’s attendance. These incredible numbers demonstrate the community’s dedication to the Nelson-Atkins and interest in our online offerings. We are more grateful than ever for your ongoing commitment and support. Thank you for making the Nelson-Atkins the art & soul of Kansas City.

Sincerely,

Richard C. Green
Chair, Board of Trustees

Julián Zugazagoitia
Director & CEO
Highlights
FY2021 | May 1, 2020–April 30, 2021


French Paintings and Pastels, 1600 –1945
Collection Catalogue

Frame Up: A Museum Mystery Event

Symphony in the Park
Highlights

FY2021 | May 1, 2020–April 30, 2021 | Continued
By the Numbers
May 1, 2020–April 30, 2021

1.3 Billion
penguin video viewers

226,857
on–site visitors

46,495
online cultural festival goers

7,800
individuals attended a virtual presentation or performance

5,545
virtual school field trip attendees

291
hero campaign members

 OPERATING REVENUE

FY21
$25,971

51%
Contributions

45%
Endowment

4%
Earned Revenue

 OPERATING EXPENSES

FY21
$25,971

27%
Design/Experience/Operations

12%
Curatorial

24%
Executive/Finance/HR/Marketing

6%
Development

21%
Guest Services/Information Services

10%
Education

6%
Curatorial

10%
A VERY SMALL SAMPLING FROM THE TOTAL 320 FABULOUS

Gifts of Art

FY2021 | May 1, 2020–April 30, 2021

Image captions, left to right:


Transformational Gifts
FY2021 | May 1, 2020–April 30, 2021

The MJPS Field of Interest Fund

The MJPS Field of Interest Fund provided a three-year grant to support the digital catalogue The Starr Collection of Portrait Miniatures, 1500–1850: The Collections of the Nelson-Atkins Museum of Art featuring works from the Philbrook Museum of Art. John and Martha Starr donated 265 miniatures to the Nelson-Atkins, and 33 miniatures to the Philbrook in 1958 and 1965. Since that time, the family has provided ongoing support for the renowned collection through the Starr Fund.

“The family continues to be proud of the Starr collection and the museum’s work to conserve, present, and research the beloved miniatures.”
– Jim Starr


Hallmark Cards, Inc.

In addition to its generous annual support, Hallmark Cards, Inc. also sponsored the museum’s virtual Juneteenth Festival last year, in which participants commemorated the abolition of slavery in the United States and celebrated Kansas City’s Black history through music, art, and food.

“At Hallmark, we are proud to embrace the values of caring for all people in our community. By supporting the Nelson-Atkins, an institution that welcomes and provides free access to everyone, we are working alongside the museum to fulfill our mission to make a genuine difference in every life, every day.”
– Don Hall, Jr., Hallmark Cards, Inc. Executive Chairman of the Board

Roger A. and Janet L. Fisher Fund

Through her estate, Janet Fisher will establish the Roger A. and Janet L. Fisher Fund to support the museum’s operations and education initiatives. Janet has volunteered with the museum for more than 25 years, and her late husband Roger was one of the first drivers of the museum’s ShuttleCarts. This generous endowment will support the museum in perpetuity and honor the legacy of two outstanding museum supporters.

“The Nelson-Atkins has been an important part of my life since elementary school! Roger and I have both loved volunteering and sharing our love of art with museum visitors.”
– Janet Fisher
Thank you again
FOR YOUR GENEROUS AND ESSENTIAL SUPPORT!