

2023 Endowment Report

MINMF
MUSEUM OF NEW MEXICO FOUNDATION

Philanthropic
Support for Our
State's Cultural
Heritage

40
Endowments

Valued at
more than
\$30 million

4%
Distribution
Rate

\$1,035,465
Distributed
Income

To Our Donors

Endowments: Your Forever Gift

Your involvement with the Museum of New Mexico Foundation already indicates a commitment to preserving and promoting cultural heritage through the institutions we support. What if you could continue that difference every year, forever?

By contributing to a current endowment fund or starting your own, you will begin to see the immediate benefits of that endowment at work each year. As you do, you can choose to add more to it. Also, you can always supplement the endowment in your estate plan. The scope and impact of your endowment are up to you.

Your potential to contribute to the Foundation and the cultural institutions we support through an endowment is a unique opportunity to make a difference today and leave a lasting impact for tomorrow.

How Can an Endowment Gift Benefit You?

With a gift to one or more of our endowment funds, you can impact the Foundation and the cultural institutions we support in several ways:

- You may be entitled to take a charitable income deduction for a gift made today.
- You help ensure that our work and that of the cultural institutions we support is financially sound for years to come.
- Your lasting gift will inspire others.

How Do our Endowments Work?

- The purpose of an endowment fund is to financially sustain the mission of the cultural institutions you care about over the long term.
- The principal of your gift is kept intact and invested along with other endowed funds according to our endowment policy, set by the board to produce stable, predictable growth. Each year a set percentage from the endowed funds is distributed according to the endowment agreement(s) and used to fund current critical needs (see page 9)

How Can You Make an Endowment Gift?

It is easy to establish an endowment or contribute to an existing endowment fund(s). Contrary to common assumptions, endowments are not only for the wealthy; they are accessible to anyone.

Real property, life insurance, appreciated stock, investment accounts, artwork and a variety of assets are all possible sources of endowed funds. We work closely with our donors to create endowment agreements aligning with their philanthropic objectives.



Fiscal Year 2023 Investment Report

The endowment portfolio increased in value during the 12 months ending September 30, 2023 with a total return of 11.8% overall, finishing with a market value of \$29.7 million. Our 12-month returns trailed the benchmark return of -3.5%, largely due to negative relative returns on our domestic equity holdings. For the 12-month period, our relative returns included alternative investments at +.3%, fixed income at +2.6%, international equity at +2.3%, and domestic equity declined by -6.0% relative to its benchmark.

Looking back, our average annual returns for the 10 years ending September 2023 are 5.7%. Our endowment's 10-year returns have come in close to par with our benchmark return of 6.4%, and continue to compare favorably to a peer group of educational and non-profit endowments. We believe that our investment portfolio is well-diversified and structured for durability over the long term. Our asset allocation remains within policy ranges with investment allocations of 6.3% cash, 16.7% fixed income, 41.8% US equities, 21.7% international equities and 13.6% alternatives.

The investment committee has maintained a 4% payout rate for the endowment portfolio over the last eight years. The payout is calculated using a 12-quarter rolling market value average. The increase in the endowment portfolio value over the past 10 years has produced a material increase in payouts to the state museum system and the Foundation. We believe the current 4% payout rate is prudent and conservative in this environment.

Investment Committee

Christopher M. Ryon, CFA, *Chair*

Christine McDermott, CFA

John Duncan

John Guffey

Bruce Larsen

John Macukas

Jim Manning

Blair Naylor

Reilly White

Jamie Clements, *ex officio*

Michael Knight, *ex officio*

Freida S. Simons, *ex officio*



Left: Rick Dillingham, *Globe*, 1977, kiln fired reassembled glazed ceramic, 8 1/2 x 10 1/2 x 11 in. Collection of the New Mexico Museum of Art. Gift of the Richard James Dillingham Estate, 1996 (1996.22.1). © New Mexico Museum of Art. Right: Chief's Blanket, Navajo, from *Horizons: Weaving Between the Lines with Diné Textiles* at the Museum of Indian Arts and Culture.

Endowments Make a Difference

New Mexico Museum of Art

Endowments at the New Mexico Museum of Art provided essential support for acquisitions, exhibitions and programs in 2023. For much of the year, the museum observed a moratorium on acquisitions in anticipation of the Vladem Contemporary opening, but now expanded collections storage at Vladem Contemporary will present new opportunities. The Herzstein Family Art Acquisition Fund supplied funds for the purchase of a limited number of contemporary art works by Susan Davidoff, Benito Huerta and Nadya Tolokonnikova, the last of whom visited the museum in July for a public discussion.

Exhibition and programmatic funding from the Jean and Robert L. Clarke Endowment Fund and the Georgia O'Keeffe Museum Endowment Fund supported such exhibitions as *An American in Paris: Donald Beauregard*, *The Nature of Glass*, *Manuel Carrillo: Mexican Modernist*, and *Rick Dillingham: To Make, Unmake, and Make Again*.

Education and social programs such as the annual Holiday Open House and school field trips also receive significant support from the Jean and Robert L. Clarke Endowment Fund and the Georgia O'Keeffe Museum Endowment Fund, allowing the museum to reach constituents across New Mexico.

Museum of Indian Arts and Culture

The Museum of Indian Arts and Culture's (MIAC) five endowments supported youth education, acquisitions and exhibitions at the museum in fiscal year 2023. MIAC's Endowment for Youth Programs helped cover some of the

costs associated with hosting dozens of public schools and one-third of all New Mexico tribal schools on exhibitions tours throughout the school year. Interest from MIAC's Acquisition Endowment Fund is being saved for special purchases that will support the new Contemporary Native Art Gallery opening soon. Unrestricted funds from the Museum of New Mexico Foundation's endowment for MIAC supported *Horizons: Weaving Between the Lines with Diné Textiles* exhibition costs.

The museum's two newest collaborative endowments, the Della Warrior Endowment Fund and the Friends of MIAC Endowment Fund, each continue to grow and accumulate donations. The Della Warrior Endowment, established by Sheila and David Young and Olga Echevarria and James Hutson-Wiley in 2021, is the museum's only unrestricted endowment. It will ensure that MIAC has funds to cover miscellaneous education and exhibition related expenses for decades to come. Currently, the Foundation is working to meet a \$200,000 match set by the founding donors.

The Friends of MIAC Endowment, established by Uschi and Bill Butler in 2021, will support the new Contemporary Native Art Gallery opening soon. Construction on the gallery began in 2021 and resumed in January 2024. The Foundation is working to attract more contributions to this endowment to ensure ample funding for contemporary Native art in this exciting new dedicated gallery space.

Museum of International Folk Art

Endowment funds provide the museum with critical and



Left: Oscar Becerra Mora, *Judas de Cartonería*, 2019, (A.2023.28.1) at the Museum of International Folk Art. Right: Entry panel to *Enchantorama! New Mexico Magazine Turns 100* exhibition at the New Mexico History Museum.

sustained support in the areas of collection stewardship, art acquisition, exhibition development and design, as well as extensive education programming for youth, families and adults locally, regionally and nationally. These programs impacted over 100,000 people last year. Additionally, 2023 was a strong year in endowment activity for the museum. For example, returns from the newly established Deborah and Martin Fishbein Fund at the Santa Fe Community Foundation are being used for research and preparation of the upcoming exhibition, *Between the Lines: Prison Art & Advocacy*, scheduled to open in 2024.

There were continued advances in the success of the Alexander Girard Legacy Endowment Fund, which was established in 2022 to provide long-term financial support to build capacity, provide stewardship and develop increased engagement opportunities for the beloved *Multiple Visions: A Common Bond* exhibition in the Girard Wing and the Girard Foundation Collection and Archives.

Funds from Cotsen Family Foundation Endowment #1 were used to support an exhibition preparator position and the design, mount building and exhibition maintenance for *La Cartonería Mexicana/The Mexican Art of Paper and Paste*; *Between the Lines: Prison Art & Advocacy | A Community Conversation*; and *Ghhúunayúkata/To Keep Them Warm: The Alaska Native Parka*. Funds from Cotsen Family Foundation Endowment #2 were used to support a collections manager position and critical preventative conservation, rehousing and inventory projects that included the

purchase of additional storage shelving to better steward the Neutrogena Corporation Collections. In addition, funds from these two endowments were used to bring in a curatorial consultant to aid in the exhibitions listed above.

Lastly, funds from Margot and Robert Linton Endowment Fund for Contemporary Hispanic Folk Art were used to acquire the papier mâché work by Mexican artist Oscar Becerra, *Judas de Cartonería*, included in the 2023 exhibition, *La Cartonería Mexicana/The Mexican Art of Paper and Paste*.

New Mexico History Museum

Private gifts and bequests for the New Mexico History Museum empower the museum to share the state's vibrant narratives, fulfilling its statewide purpose to connect all New Mexicans with their diverse past. Over the past year, these contributions have been of particular benefit to the museum's educational programs, collections and exhibitions.

With the Foundation's support, the History Museum's education team created "Exploring New Mexico: A Student Guide to the Land of Enchantment." This 20-page treasure trove of information was developed at the request of Governor Michelle Lujan Grisham. The guide highlights many of the state's unique features, from its complex history and cultural diversity to breathtaking geography and distinctive landmarks. The guide is a comprehensive and engaging reference for students of all ages.

Private generosity also funded a captivating documentary about the restoration of the stunning Lotave murals in the

Palace of the Governors. Brought to life by Bradford Epley, Head of Conservation for the New Mexico Department of Cultural Affairs, the project involved removal of grime and discolored varnish, repair of damage to the paintings, and application of a new protective coating. The video provides a visual record of the restoration process along with interviews about the artist and significance of the murals.

Endowments also supported the museum's commitment to making its library and archives more accessible to people throughout the state and beyond. Funded in part by donor contributions, recent projects are focused on expanding online access to a substantial collection of documents and photographs from artist Gustave Baumann, as well as manuscripts and photographs from Edgar Lee Hewett, an early 20th-century Southwestern archaeologist who founded the Museum of New Mexico.

Exhibitions installed with endowment support include, *Art from the Heart & Good Cheer for the New Year*, a show of holiday cards from Gustave Baumann and his artist friends; *Solidarity Now! 1968 Poor People's Campaign*, a Smithsonian traveling exhibition; *Miguel Trujillo and the Pursuit of Native Voting Rights*; and *EnchantOrama! New Mexico Magazine Celebrates 100*. Exhibitions in the Palace of the Governors featured selections of *santos* from the Larry and Alyce Frank Collection, colonial-era painting from Mexico and Peru from the Collier Collection, and jewelry from the Ilfeld Collection.

Office of Archaeological Studies

In 2023, four endowments supported research and programming at the Office of Archaeological Studies (OAS). The Dr. Donald Pierce Endowment Fund, created through an estate left as a legacy gift, has continued to support the laboratories and research projects.

In the Archaeomagnetic Laboratory, Pierce Endowment

funds were used to support the reconstruction of Robert DuBois' magnetometer, database management of the DuBois and Wolfman archives and the acquisition of the Eighmy/Lengyel/Sternberg archive. These funds also supported equipment replacement and supplies for the Plasma Radio-carbon Sampling Laboratory, repairs on the Office of Archaeological Studies' two Raman Spectrometers, the development and initial testing of the Supercritical Fluid Laboratory and maintenance of the Radiography Laboratory.

The Albert Simms Endowment supported the cataloging of ceramic vessels excavated by OAS during the New Mexico Department of Transportation's La Plata Highway project.

The Friends of Archaeology (FOA) endowment funded the production of the quarterly newsletter as well as the planning and preparation of the Brown Bag lecture series and other events.

A new endowment, the Mollie Toll Endowment for Education Outreach, was initiated in 2023 and continues to grow with donations. Interest from that endowment will support education outreach programs by OAS educators across the state.

New Mexico Historic Sites

Los Luceros Historic Site

With support from the Foundation's endowments, Los Luceros was able to reach more community members than ever before. Ticket sales for the 2023 Lights of Los Luceros were on par with 2022 and, once again, featured art vendors, local food vendors, an Alcalde-based musician and thousands of lights. A week-long history and science summer camp was also made possible in 2023. Local children benefitted from immersive on-site education provided by the Los Luceros instructional coordinator and an educator from the Pajarito Environmental Education Center. The site hopes to offer the program again in 2024.

Left: Mollie Toll. Photo by Saro Calewarts. Right: The Lights of Los Luceros over the 2022 holiday season. Photo courtesy New Mexico Historic Sites.



In addition, the Endowment Fund for the Historic Sites at the Foundation supported a partnership with The Program for Interactive Cultural Technology (PICT) at New Mexico Highlands University that helped launch student-designed products in the spring and summer of 2023. This has greatly enhanced the interpretive offerings of Los Luceros, with new trail maps, a Junior Ranger Guide, an interactive map table and native animal stickers.

The annual Harvest Festival saw record attendance and high praise from guests. Local musicians, food and craft vendors, and children's activities supplemented the apple picking. Foundation funds also supported ongoing restoration of the walled garden between the Hacienda and Almacén. Soil was amended and seeds were purchased; seeds will be sprouted over the winter for planting in spring 2024.

Coronado Historic Site

The Foundation's continued support for Coronado Historic Site helped maintain a robust roster of volunteer docents who provide four daily tours. This support allows the site to continue offering this long-standing service which is the primary way visitors engage with Coronado. Jessica Coyle, Coronado Historic Site's new Instructional Coordinator Supervisor, is collaboratively developing a revitalized docent training guide and program, further professionalizing our knowledgeable and steadfast volunteers.

Preservation at Coronado Historic Site is also progressing. The site is currently vetting bids to begin work for restoration of Kiva V, and they hope to employ traditional mudball techniques in this process to honor traditional building practices.

Jemez Historic Site

Jemez Historic Site's annual Lights Among the Ruins was rebranded to Lights of Gisewa. This change was made to honor the original and still-used place name for this area;

it also demonstrates the site's commitment to creating a welcoming environment for all. The Foundation's endowment funds helped this event grow not only in name but also in size, as they added a third "photographer's night" for visitors to set up cameras to capture the perfect shot. The three-night event drew a combined attendance of 2,148 visitors from New Mexico and beyond. Dance groups from Jemez Pueblo and a flautist-guitarist entertained visitors with original music inside the museum. Additionally, the OAS Educational Outreach team interacted with visitors all night. Finally, the staff conducted over 90 surveys to glean valuable qualitative data to provide feedback to the Department of Cultural Affairs and Historic Sites about the impact of special events.

Leading up to the annual Lights of Gisewa, facilities staff helped safely and efficiently put up over two dozen luminarias high atop the cathedral's exterior façade. Additionally, preservation work at Jemez continues to move forward and they are currently vetting bids for both cathedral preservation and adding a roof to the newly excavated storage room.

Taylor-Mesilla Historic Property

Foundation funds supported the J. Paul Taylor Birthday Celebration event on the Mesilla Plaza. Community members gathered to celebrate the lives and legacies of J. Paul and Mary Daniels Taylor with crafts and activities from cultural organizations throughout the Mesilla Valley. The Foundation also funded three new interpretive signs at Fort Selden with a donation from Stephen and Gayle Gonzalez.

Fort Selden Historic Site

Funding from the Foundation's endowment enabled Fort Selden to celebrate the 50th anniversary of Fort Selden Historic Site with hot dogs and hamburgers, guest speakers and a special tour of the site at no charge to the public. In addition, Fort Selden also held Ghosts of the Past, a living

Left: Coronado Historic Site. Photo courtesy New Mexico Historic Sites. Right: J. Paul Taylor in his home in Mesilla, New Mexico. Photo courtesy New Mexico Historic Sites.





history event featuring live performers telling New Mexican stories, and the *Noche de las Luminarias* event, which featured 900 luminarias along with a campfire, s'mores and crafts. Fort Selden's foodways program highlighted how food practices of the past have influenced us today and the Filtering of the 19th Century Program gave students an in-classroom experience in desert survival, a history of water filtering and a chance to build their own water filter.

Fort Sumner Historic Site & Bosque Redondo Memorial

Through a collaboration with New Mexico Historic Sites and the Fort Sumner High School art department, eight local honors art students have made a positive impact in their community by painting eight benches, purchased by the Foundation. These benches are now part of the beautiful Bosque Redondo Memorial riverwalk trail and audio tour, with each bench representing a different plant that would have been used by Indigenous people to survive while interned at the Bosque Redondo Indian Reservation.

June was celebrated as Treaty Month to mark the 155th signature of the Treaty of 1868. On June 10, Shawn Price (Diné) and the Dineh Tah' Dancers presented a cultural program, sponsored by the Foundation, focusing on the treaty and the roles of General Sherman and Colonel Samuel F. Tappan as peace commissioners. In recognition of Article XIII of the Treaty, Bosque Redondo Memorial partnered with the Sherman House Museum/Fairfield County Heritage Association, in Lancaster, Ohio, which donated 100 yards of muslin cloth, to be gifted in one-yard pieces to the public.

Fort Stanton Historic Site

The Foundation bolstered Fort Stanton's growing status as a center of "dark tourism." Foundation funds allowed staff to take the online class, "Paranormal Investigations and Programs in Museums and Historic Sites." The course will help staff develop innovative programming that harnesses interest in the paranormal to interpret the site's rich history.

Lincoln Historic Site

Foundation funds supported efforts during Old Lincoln Days, including the development of the event program and map. A new statue of Billy the Kid by artist Maurice Turetsky was also unveiled at the celebration, which included a plaque at its base funded by the Foundation. In addition, the Foundation underwrote a new exhibition at the Luna-Chavez House, "Preservation of Lincoln Through the Lens of Walter and Nora Henn," which features pen-and-ink drawings by Walter Henn and details his and his wife's contributions to the preservation of Lincoln.



Investment Policy

Purpose

The purpose of the Foundation Investment Fund Policy (the Policy) is to delineate the objectives and guidelines for investing and managing the investment funds of the Foundation. The investment funds shall be invested appropriately for the generation of income and capital appreciation to provide ongoing financial support for the maintenance of the Foundation and its supported organizations. The overall investment objective is to obtain a reasonable total return on the investment funds that ensures the preservation and growth of the funds over the long term on an inflation-adjusted basis. In addition, the liquidity needs of the Foundation shall be a consideration in the allocation of investments. Total return includes both interest and dividend payments as well as realized and unrealized capital appreciation. The policy is intended to allow sufficient flexibility in the investment management process to capture investment opportunities, while providing parameters which ensure prudence and care in the execution of the Foundation investment program.

Restricted Funds and Endowments

The Foundation's Board of Trustees may, from time to time, set policy for accepting restricted funds and may then accept donations with restricted uses and purposes, which limit the

time, manner, amount or other terms of distribution. Donor restriction, if any, will be adhered to and unless otherwise specifically required, such restricted donations and income there from may be pooled with other investment funds as an undivided proportionate interest in such fund.

Spending Rate Policy

The Investment Committee shall recommend to the Finance Committee a distribution rate each year for approval by the Foundation's Finance and Executive committees prior to formulation of the budget for the forthcoming year. The rate set for distribution is currently at 4%, provided that donor-specified restrictions pertaining to fund payouts shall be strictly observed. Such donor restrictions shall be reviewed annually and properly documented by the Foundation's vice president of finance. The rate set shall be determined with reference to the average total return on investment funds for the preceding 12 quarterly periods, rates established by foundations of similar size and purpose, and the exercise of prudent judgment balancing the objectives of preservation of capital, growth of investment funds and support of beneficiary grant requirements.

Please contact us for a complete copy of the Museum of New Mexico Foundation Investment Policy.



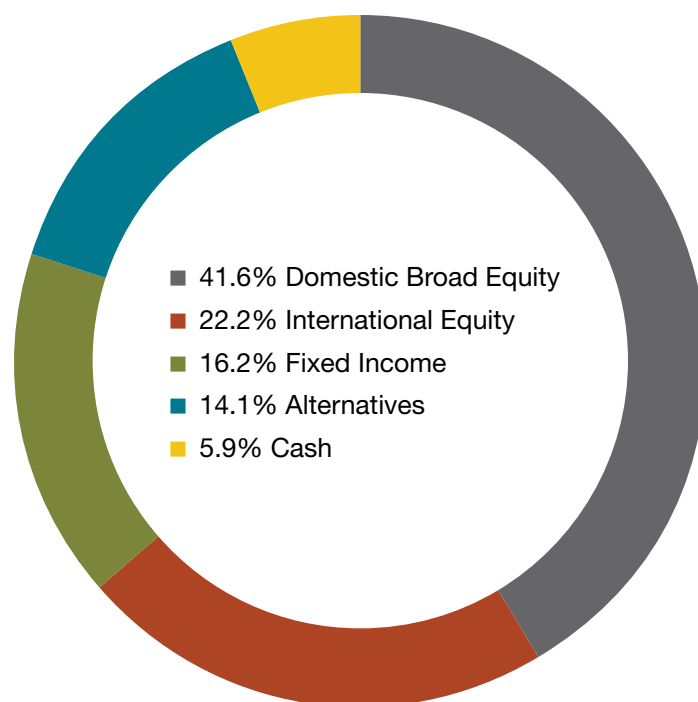
Asset Allocations

(As of June 30, 2023)

Asset Allocation Constraints

The Foundation's risk and liquidity position shall be, in large part, a function of asset class mix. The Investment Committee shall review the long-term performance characteristics of various asset classes, focusing on balancing the risks and rewards of market behavior. In order to achieve the desired investment performance, it is important that the Foundation's assets be invested across diversified asset classes. It is important to the long-term performance of the Fund that alternative assets be included in its portfolio, provided that these asset classes are managed prudently. The asset allocation mix conforms to the following guidelines:

- **Domestic Equities: 30–60%**
 - Large Cap
 - Small/Mid Cap
- **International Equities: 10–40%**
 - Developed Markets
 - Emerging Markets
- **Fixed Income: 10–40%**
 - Cash Reserves
 - Domestic Bonds
 - International Bonds
- **Alternative Investments: 0–30%**
Including but not limited to publicly traded:
 - REITs
 - Natural Resources, MLPs, Commodities
 - Infrastructure
 - Hedge Funds



Endowment Funds

(As of June 30, 2023)

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 40 endowments valued at more than \$30 million.

New Mexico History Museum

Herzstein Family Endowment Fund for the Palace of the Governors and New Mexico History Museum: \$459,613

Marianne and Michael O'Shaughnessy Endowment Fund for the Palace of the Governors and New Mexico History Museum: \$561,395

Museum of New Mexico Foundation Endowment Fund for the Palace of the Governors and New Mexico History Museum: \$588,591

Palace of the Governors and New Mexico History Museum Endowment Fund: \$1,159,481

Phyllis and Edward Gladden Endowment Fund for the Palace of the Governors and New Mexico History Museum: \$250,779

Robert W. Frazer Fund for the Palace of the Governors Library: \$542,645

Sue and Felix Warburg Collection Endowment: \$874,413

The Ambassador Frank and Mrs. Dolores Ortiz Palace of the Governors Preservation Fund: \$136,713

New Mexico Museum of Art

Boeckman Acquisition Fund for the New Mexico Museum of Art: \$129,949

Clinton King Purchase Award: \$50,273

Doris and Arnold Roland Endowment Fund for the New Mexico Museum of Art: \$162,627

Georgia O'Keeffe Museum Endowment Fund for the New Mexico Museum of Art: \$2,583,487

Herzstein Family Art Acquisition Fund for the New Mexico Museum of Art: \$437,122

Jean and Robert L. Clarke Endowment Fund for the New Mexico Museum of Art: \$653,547

Museum of New Mexico Foundation Endowment for the New Mexico Museum of Art: \$641,064

R.H. Blommer Endowment for the New Mexico Museum of Art: \$1,304,549

Museum of Indian Arts and Culture

Della Warrior Endowment Fund: \$163,700

Friends of the Museum of Indian Arts and Culture Endowment: \$39,974

Museum of Indian Arts and Culture Acquisition Endowment Fund: \$322,796

Museum of Indian Arts and Culture Endowment for Youth Programs: \$130,722

Museum of New Mexico Foundation Endowment Fund for the Museum of Indian Arts and Culture: \$643,385

Museum of International Folk Art

Alexander Girard Legacy Fund: \$489,284

Cotsen Family Foundation Fund #1 for the Neutrogena Collection of the Museum of International Folk Art: \$2,774,586

Cotsen Family Foundation Fund #2 for the Neutrogena Collection of the Museum of International Folk Art: \$1,387,221

Elisabeth W. Alley Fund for the Girard Wing: \$58,490

Margot and Robert Linton Endowment Fund for Contemporary Hispanic Folk Art: \$165,125

Museum of New Mexico Foundation Endowment Fund for the Museum of International Folk Art: \$536,594

New Mexico Historic Sites

Museum of New Mexico Foundation Endowment Fund for the New Mexico Historic Sites: \$535,205

Office of Archaeological Studies

Albert Simms Endowment Fund: \$92,927

Dr. Don E. Pierce Endowment for Archaeology and Conservation: \$1,521,277

Friends of Archaeology Endowment Fund: \$240,331

Mollie Toll Endowment Fund for Education Outreach: \$104,952

Museum of New Mexico Foundation

Chairman's Endowment Fund: \$109,403

Museum of New Mexico Foundation Endowment Fund: \$4,265,672

Museum of New Mexico Operating Investment Fund: \$5,714,987

Shonnard Campus Endowment: \$108,065

Benefiting All Four State Museums in Santa Fe

Museum of New Mexico Acquisition Endowment Fund: \$637,579

Museum of New Mexico Foundation Endowment Fund for the Women's Board of the Museum of New Mexico: \$80,171

Starkweather Docent Program Endowment Fund: \$89,450

Thomas B. Catron III and June Ellis Catron Endowment Fund: \$217,264

Is an Endowment Gift Right for You?

If you would like to make an impact today and leave a legacy for future generations to ensure we fulfill our mission, an endowment gift is worth considering.

To learn more about how to establish a new endowment fund or contribute to an existing fund, please contact:

Laura Sullivan
Director of Planned Giving
Museum of New Mexico Foundation
laura@museumfoundation.org
505.216.0829

Or visit: mnmflegacy.org/endowment-gifts