Member News

MUSEUM OF NEW MEXICO FOUNDATION

WINTER 2025



A New Era

Members, Donors and Partners Champion Plans for the Future

ANNUAL REPORT 2024-2025



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Cover: *Apache Dancer* by Craig Dan Goseyun (White Mountain Apache) looms large on Milner Plaza in front of the Museum of Indian Arts and Culture. Photo © Eric Laignel.

Above: A visitor observes a wire basket on display in *iNgqikithi yokuPhica / Weaving Meanings: Telephone Wire Art* at the Museum of International Folk Art. Photo © Cousineau Studios.

Opposite: Photo by Saro Calewarts.

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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

MNMF
MUSEUM OF NEW MEXICO FOUNDATION

Philanthropic Support for Our State's Cultural Heritage

@museumfoundation @museumfoundation

Dear Members,

We are entering a new era. As you read this Museum of New Mexico Foundation Annual Report issue of *Member News*, you'll learn about our fundraising and legislative accomplishments, as well as the organizational momentum we achieved in fiscal year 2024–2025 (July 1, 2024 to June 30, 2025). But this isn't just a review of financial highlights, it is a showcase of building blocks for the future.

This moment is personal for me, because after more than 12 years as Foundation president and CEO, I will retire at the end of the calendar year. I want to express my deepest gratitude to everyone I've worked with to benefit New Mexico's cultural institutions—our trustees, Foundation staff, the staff at our museums, historic sites and Office of Archaeological Studies, everyone at the New Mexico Department of Cultural Affairs and, of course, our members and donors. There are so many people involved in this system, and we are all motivated by our love for New Mexico and for the cultural treasures that we steward.

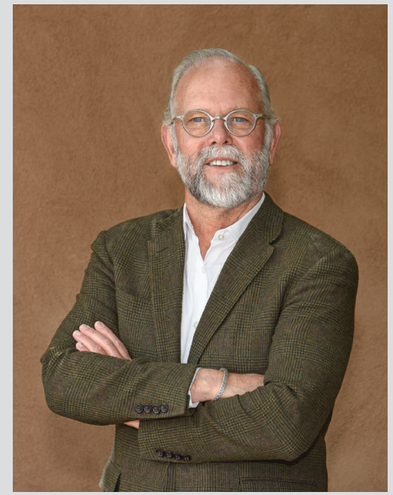
Early in my time at the Foundation, I found out that New Mexico has the largest state-supported museum system in the United States. This simple fact became not just a point of pride for the Foundation, but an anchor. It is part of every conversation with donors and legislators as we impress upon them the important role we play in preserving cultural knowledge, artifacts and artwork for the state and for the world.

Over the last decade, we have significantly increased our operating budget and built up our staff while moving to a permanent home on the Eugenie Shonnard campus. We successfully supported major exhibitions and educational programming, raised half the money to build the Vladem Contemporary and half the money to renovate the *Here, Now and Always* permanent exhibition at the Museum of Indian Arts and Culture, and helped secure state funding to renovate the Palace of the Governors.

It has been an incredible honor to collaborate with everyone who supports this system. I've said it before and I'll surely say it again: It takes a village—and you're the village, you're what makes it happen. No single person can do this alone. I've just been here to guide the process.

Thank you for your endless generosity,

Jamie Clements
President/CEO



It has been an incredible honor to work with everyone who supports this system.

—Jamie Clements



Dear Members,

The Museum of New Mexico Foundation raised $9.4 million in earned and contributed revenues in fiscal year 2024–2025 (July 1, 2024 to June 30, 2025) and generated $1.2 million in endowment payouts. Trustees and donors supported exhibitions, education and public programs with $1.5 million in direct contributions, while membership and the Annual Fund reached $2.1 million—the highest level ever. In collaboration with the New Mexico Department of Cultural Affairs, we also secured $11.9 million in total appropriations from the state legislature for our 13 cultural partners.

Working with Foundation staff, our dedicated board of trustees developed a three-year strategic plan to strengthen the public-private partnership between the Foundation and New Mexico Department of Cultural Affairs. The plan also increases the Foundation's fundraising and marketing capacity.

Thank you to the trustees who work so hard throughout the year to make the Foundation a success. Your financial contributions are vital, but even more crucial is the time and expertise you give.

Finally, we owe a huge debt of gratitude to Jamie Clements, our devoted president and CEO, who will retire at year's end. Please join me in thanking Jamie for his leadership and vision over the past 12 years. We wish him the best in his future endeavors.

Sincerely,

Bruce Larsen
Chair, Board of Trustees

Board of Trustees 2025–2026

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JULY 1, 2024–JUNE 30, 2025

Laying the Groundwork

Foundation Looks Forward in Fiscal Year

Fiscal year 2024–2025 (July 1, 2024 to June 30, 2025) laid the groundwork for a bold new era at the Museum of New Mexico Foundation. A robust three-year strategic plan was completed, emphasizing increased fundraising, enhanced marketing operations, growth in retail and membership initiatives, and a new operating agreement that strengthens our partnership with the New Mexico Department of Cultural Affairs.

Our collaboration with the cultural community was especially rewarding. Thanks to our committed donors, the Foundation raised $10.6 million in earned and contributed revenues. These private gifts were enhanced by shared efforts with our public partner, the Department of Cultural Affairs, with whom the Foundation secured $3.3 million in capital outlay funding for our 13 cultural institutions, as well $8.6 million in special appropriations.

"It's an incredibly important moment in time, a major transition from one year to the next," says Jamie Clements, Foundation president and CEO who, after 12 years of service to the Foundation, will retire at the end of 2025. "We've grown our operating budget, expanded our staff and gotten better at everything we do. We have momentum."

Fiscal year 2024–25 earned and contributed revenue highlights include:

- $1.5 million in direct private support for exhibitions, education and public programs. An exceptional year in exhibition fundraising included a $60,000 donation from Foundation trustee David Arment and Jim Rimelspach to support *iNgqikithi yokuPhica / Weaving Meanings: Telephone Wire Art from South Africa* at the Museum of International Folk Art.
- $2.1 million in membership dues and contributions to the Annual Fund, the latter exceeding its goal by 12% to reach its highest-ever level, thanks in part to a generous lead gift of $40,000 from George Duncan and Anita Sarafa.
- $1.5 million in planned gifts realized through the Legacy Society.
- $142,000 raised for the Mollie Toll Endowment for Education Outreach at the Office of Archaeological Studies.

The fiscal year also saw enhanced collaboration in our public-private partnership with the State of New Mexico. The Foundation's Advocacy Committee, chaired by trustee Kate Moss, worked with government affairs director Lorin Abbey to lobby the New Mexico State Legislature for capital outlay appropriations on behalf of the Department of Cultural Affairs.





We have been building incrementally for a decade or more, improving and broadening our efforts to the point where we're at a critical mass.



"The department has a very strong reputation for putting capital outlay funding from the legislature to work in a timely fashion for the people of New Mexico, and the Foundation supports that," Clements says.

Department secretary Debra Garcia y Griego adds, "As our state museums continue to grow their collections and capacity for public engagement with help from the Museum of New Mexico Foundation, the Department of Cultural Affairs must lay the groundwork for deepening its impact."

Impactful outlay requests in fiscal year 2024-25 included $580,000 to support ongoing infrastructure upgrades and maintenance for the newly opened Taylor-Mesilla Historic Site. The Foundation also supported several special non-recurring capital outlay appropriations that will benefit our partner institutions. They include:

- $5 million to purchase a property adjacent to the Museum of International Folk Art on Museum Hill that will serve as the museum's new education and engagement center.
- $2.5 million to the Museum of Indian Arts and Culture to oversee the state's compliance with the 1990 federal Native American Graves Protection and Repatriation Act (NAGPRA).
- $1 million for marketing four Foundation-affiliated Santa Fe museums and eight historic sites statewide.

The NAGPRA appropriation is especially critical. A new unfunded federal mandate requires cultural institutions to work with tribal authorities to inventory all Native American human remains and burial items in their collections on a federal register by 2029. The Museum of Indian Arts and Culture must identify 1,200 sets of remains. Once identified, these will be reviewed by tribal representatives, who will decide whether they are returned to a tribe, stored at the museum or some other option.

Returning these ancestors is a profound responsibility," says Danyelle Means, the museum's executive director. "Each repatriation must be approached with care and respect, in full partnership with all potential descendants. It is an intimate, personal process for every tribe, and it requires time, resources and compassion. The governor's special appropriation is an essential first step, but private support is vital to sustain this work."

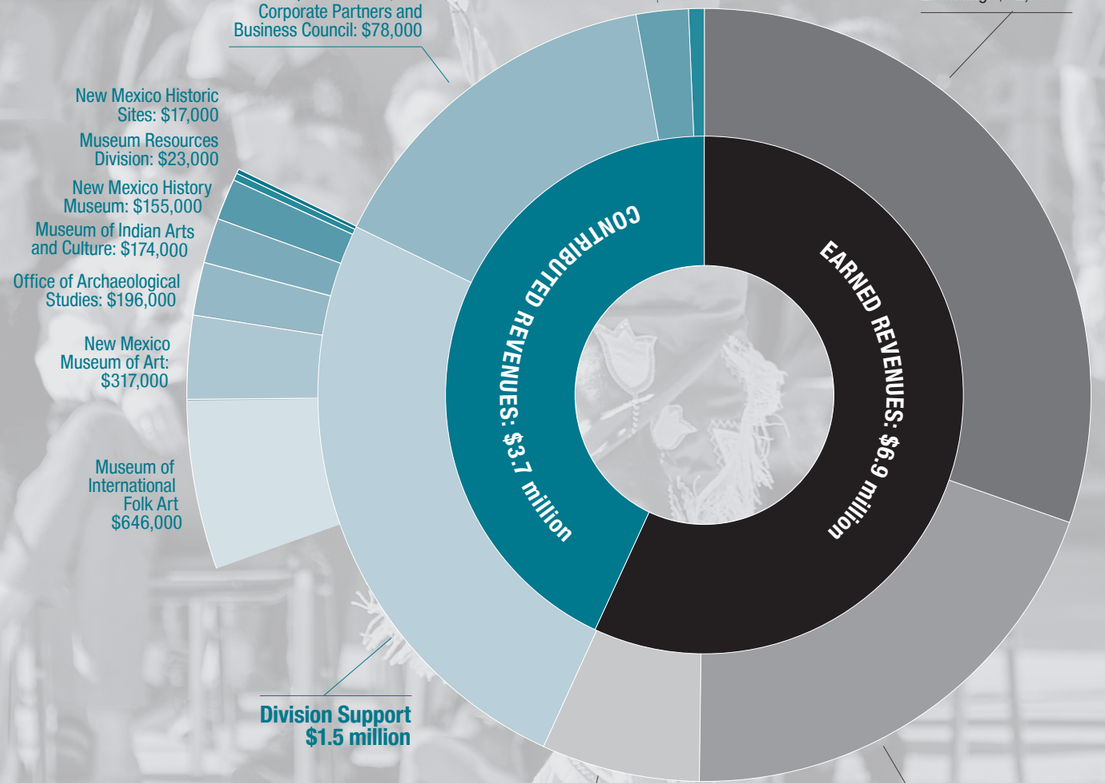
Clements is proud of the Foundation's fundraising success in fiscal year 2024-25, as well as of its decades-long record of private support for its partner institutions. He's equally proud of what he and his staff have achieved during his tenure—and he's excited about what's to come under new leadership.

"We have been building incrementally for a decade or more, improving and broadening our efforts to the point where we're at a critical mass," he says. "The Foundation now has the capacity to launch into a new era."

Previous page, top: Photo © Centrill Media; **middle:** Robert Whitehair Begay (Diné), Shades of Wisdom Bolo, photo courtesy of the artist; **bottom:** Photo © Cousineau Studios.
This page, top: Foundation President/CEO Jamie Clements with Department of Cultural Affairs Cabinet Secretary Debra Garcia y Griego. Photo © Daniel Quat Photography; **bottom:** Anonymous, *San Hipólito y las Armas Mexicanas*, 1764. Oil on canvas. Museo Franz Mayer, Ciudad de Mexico, Mexico.
Opposite (background): Hoop Dancer on Museum Hill. Photo © Cousineau Studios.

FISCAL YEAR FINANCIALS JULY 1, 2024–JUNE 30, 2025

Your Impact: $10.6 million



Division Other $82,000
Friends Groups: $81,000
Foundation Unrestricted: $1,000

Annual Fund $257,000

Membership $1.8 million
General: $948,000
Circles and Explorers: $787,000
Corporate Partners and Business Council: $78,000

Shops and Licensing $3.7 million
Shops (gross): $3.6 million
Licensing: $92,000

New Mexico Historic Sites: $17,000
Museum Resources Division: $23,000
New Mexico History Museum: $155,000
Museum of Indian Arts and Culture: $174,000
Office of Archaeological Studies: $196,000
New Mexico Museum of Art: $317,000
Museum of International Folk Art $646,000

Division Support $1.5 million

Division Endowment Payouts $799,000

MNMF Other $2.4 million
Legacy Society (realized): $1.5 million
MNMF Endowment: $398,000
Donor Restricted Funds/Checking Interest: $483,000
Grants: $2,700
Warburg Distribution: $15,000

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

Marking Milestones

Fiscal Year Increases Access to Collections

The Museum of Indian Arts and Culture marked major milestones during the Museum of New Mexico Foundation's 2024-2025 fiscal year (July 1, 2024 to June 30, 2025). Fueled by public-private philanthropy via the Foundation, the museum began the process of addressing a federal Native American Graves and Protection Repatriation Act (NAGPRA) mandate, secured the largest bequest in its history and increased access to its significant archival collection.

Private gifts via the Foundation totaled $175,000. These contributions supported four world-class exhibitions: *Driving the Market: Award-Winning Native Contemporary Art*; *Printing the Pueblo World: Juan Pino of Tay Tsu'geh Oweenge*; *Makowa: The Worlds Above Us*; and *Engaging the Future: The Goodman Fellowship Artists*. Private support also made possible a vibrant schedule of public education programs, including the Native Narratives speaker series, funded by Maria and Ed Gale/Gale Family Foundation. Nearly 40,000 visitors, including over 1,500 schoolchildren and 21 tribal communities, participated in these offerings.



Melissa Benaly (Diné), Moon Landing Pictorial Rug, 2001. Handspun wool, aniline dye. Museum purchase funded by Drs. Norman and Gilda Greenberg. Photo courtesy Museum of Indian Arts and Culture.

The museum prioritized addressing the unfunded federal NAGPRA mandate, securing a $2.5 million appropriation from Governor Michelle Lujan Grisham. Moving forward, private gifts to the Foundation's new Cultural Stewardship Fund will support the museum's efforts working with Native communities to evaluate and repatriate designated collection items.

Longtime volunteer and former Foundation trustee Carol Warren provided the museum's largest-ever legacy bequest with an unrestricted $1.3 million estate gift. Also part of the bequest was a notable collection of 200 contemporary Indigenous artworks assembled by Warren and her late husband Bob. The Warrens' collection was exhibited at the museum in 2019.

The JoAnn and Bob Balzer Native Market and Contemporary Art Gallery opened in August 2024, showcasing the traditional to the cutting-edge. The gallery represents the shared commitments of the museum and its supporters to contemporary Native art. The Balzers' generous $500,000 gift creating the gallery, bolstered by Bill and Uschi Butlers' Friends of MIAC Endowment to support gallery programming, aligned the Balzers' collecting passion with the museum's longstanding support of this art form. Elisa Phelps, the museum's head of curatorial affairs, curated the debut exhibition, *Driving the Market: Award-Winning Native Contemporary Art*, putting the spotlight on award-winning artists and pieces from prestigious Native art markets in Santa Fe and beyond. Executive director Danyelle Means praised the Balzers as "unwavering pillars of support and advocacy for contemporary Native art."

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.

A transformational fiscal year gift—a $500,000 federal grant secured by New Mexico Senators Ben Ray Luján and Martin Heinrich—advanced another museum priority: maximizing public access through digitization, an initiative that Means calls "key to the museum's future." The effort began with digitizing two significant collections: the Bertha Dutton Collection, featuring materials related to the Laboratory of Anthropology's first staff archaeologist, and the John Gaw Meem Collection, comprising archives related to a key figure in Spanish Pueblo Revival architecture, including design of the Laboratory of Anthropology itself. Both collections will be fully digitized in time for the lab's upcoming 100th anniversary exhibition in 2027.

This commitment to wider access through outreach and education is bolstered by Foundation trustee Beverly Morris, who provided support for the *Makowa* exhibition, a focus of the museum's Educator on the Go program this fiscal year. "When we share our wisdom, everyone gains," Morris says. "That is why we're supporting Educator on the Go—it sends the science and stories of the *Makowa* exhibition out to our schools and communities. That's how we build essential bridges of understanding and foster a deeper appreciation for our traditions across New Mexico."

"Thank you for standing with MIAC," says Means. "Your support ensures that we remain a place of learning, inspiration and connection, and we look forward to building this momentum."



A 1974 Triumph TR6, collaborative artwork by 10 Native artists, from *Driving the Market: Award-Winning Native Contemporary Art* at the Museum of Indian Arts and Culture. Photo courtesy Museum of Indian Arts and Culture.

By the Numbers

37,000
museum visitors

$227,000
raised for exhibitions and education programs (includes endowment payout)

21
tribal communities hosted for in-person visits

197
repatriated items

44
Indigenous presenters featured in lectures and workshops

1,500
children attended guided tours

4
exhibitions opened

19
Goodman Fellowship recipients

18
institutional partners for *Makowa: The Worlds Above Us* exhibition

154
Friends of Indian Art members

Extraordinary Generosity

Fiscal Year Fuels Popular Museum Projects

The Museum of International Folk Art exceeded its $450,000 fund-raising goal by 44 percent in fiscal year 2024-2025 (July 1, 2024 to June 30, 2025), generating $646,000 via gifts to the Museum of New Mexico Foundation. The total includes $66,000 in grants plus an additional $160,000 in legacy gifts from three donors.

More than 65,000 visitors were welcomed to the museum during the fiscal year, a testament to the popularity of its world-class exhibitions and education programs.

In February, the museum celebrated For the Love of Girard Month! with *Paraphernalia of an Active Mind*, an installation of select Alexander Girard archival materials. The initiative benefited the Girard Legacy Endowment Fund, now at $2.8 million of a $5 million goal.

Appearances Deceive: Embroideries by Policarpio Valencia (through July 26, 2026) showcases rare works by a Nuevomexicano artist recently rediscovered in museum collections. The exhibition benefited from contributions from Courtney and Scott Taylor, the International Folk Art Foundation, Friends of Folk Art and others.

Sandroing: Tracing Kastom in Vanuatu (through April 26, 2026), highlighting a vital storytelling tradition, is the museum's first Oceanic art exhibition in over 60 years and the first exhibition focused on sandroings outside of Melanesia. Support for this collaborative exhibitiion came from the U.S. Embassy in Vanuatu, International Folk Art Foundation, Friends of Folk Art, the Deborah and Martin Fishbein Trust, Mark Naylor and Dale Gunn, Courtney and Scott Taylor and others.

The first-ever exhibition of telephone wire art in a major North American museum, *iNgqikithi yokuPhica/Weaving Meanings: Telephone Wire Art from South Africa* (through March 29, 2026), documents the evolution of the art form. David Arment and Jim Rimelspach donated nearly 400 of their best wire works to the museum's International Folk Art Foundation Collection and helped raise over $273,000.

"That David Arment and Jim Rimelspach unselfishly gave most of their treasured collection of hundreds of these artistic gems for all to see forever is extraordinary," says Laurel Seth, executive director of the International Folk Art Foundation. "I am grateful to the artists who made them and to the collectors who loved them and decided to share them with all of us."

Private contributions totaling $47,000, including major support from Bunny and Joe Colvin, Nance and Ramón José López y familia, Suzanne Sugg and Courtney and Scott Taylor, enabled educational outreach that connected young learners with their heritage. The museum's bilingual educator Kemely Gomez and *cartonería* artist Francisco Rodríguez led a *papier-mâché* workshop at Sweeney Elementary School. Inspired by the exhibition *La Cartonería Mexicana: The Mexican Art of Paper and Paste*, the project was underwritten by the Patricia Arscott LaFarge Foundation. "We've long supported MOIFA's school-based, culturally relevant, Latin-America-focused programs," says the foundation's president Sarah Heartt.

The Friends of Folk Art raised $295,000 for exhibitions and education programs, generating a record-breaking $203,000 at its annual Folk Art Flea. "This outstanding result is made possible by people who donate and recycle their personal treasures like home décor, art objects, jewelry and textiles," says Friends chair Rebecca Shaw. This included a generous estate bequest from Frances H. Graham. Additionally, Flea sponsorships increased 12.5% thanks to 15 new sponsors, totaling $63,000, while advertising on the Flea's shopping bags raised $8,000.

Finally, the museum secured an allocation of $675,000 from the New Mexico State Legislature for much-needed capital improvements and $5 million from Governor Michelle Lujan-Grisham to purchase a museum-adjacent residence for a dedicated education and engagement center. Expressing appreciation to all donors for the extraordinary fiscal year support, Charlie Lockwood, the museum's executive director, specially thanked the Friends of Folk Art for their tireless efforts on the museum's behalf and the governor for providing support to expand the museum campus.

"Thank you for making a difference," Lockwood says. "We couldn't have achieved these milestones without you."



Rousseau, ZenZulu, nature wall piece, 2009. Telephone wire and steel wire. David Arment Southern African Collection, Museum of International Folk Art. Photo © Brad Trone.

Opposite: A sandroing demonstration at a donor appreciation event for the exhibition *Sandroing: Tracing Kastom in Vanuatu*. Photo © Chloe Accardi.



MUSEUM OF INTERNATIONAL FOLK ART

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

By the Numbers

65,000
museum visitors

$858,000
raised for exhibitions and education programs (includes endowment payout)

12,500
youth served

26,520
people served through education, community outreach and public programs

500
new acquisitions

$203,000
Folk Art Flea proceeds

$800,000
cash raised to date for the Girard Legacy Endowment Fund

$2 million
estimated planned gifts for the Girard Legacy Endowment Fund

4
groundbreaking exhibitions

330
Friends of Folk Art members

Attracting New Audiences

Museum Marks Momentous Fiscal Year

As a hub for cutting-edge exhibitions, the New Mexico Museum of Art Vladem Contemporary continued to transform Santa Fe's art landscape in the 2024-2025 fiscal year (July 1, 2024 to June 30, 2025), helping generate $317,000 in private giving for the Museum of Art plus donations of 382 artworks.

A record 66,000 visitors attended exhibitions and programs at Vladem Contemporary and the museum's downtown Plaza Building. The Vladem Contemporary's fiscal year was anchored by *Off-Center: New Mexico Art, 1970–2000*, a five-phase exhibition that spotlighted an underappreciated era of the state's art history through the works of 150 artists.

Public programs at the Vladem Contemporary encouraged creative dialogue with the public via an Artist-in-Residence program supported by the Frederick Hammersley Fund for the Arts. Works by New Mexico artists populated the street-facing Window Box Project and Fritz Family Digital Window. And dynamic conversations were the hallmark of the Final Friday Artist Talk series, originally funded by Pat and Jim Hall, and later, by the Gale Family Foundation.



Members Yon Hudson and Alex Hanna (center) strike a pose with performers at the *Timeless Mucha* gala. Photo © Gabriella Marks.

Museum staff continued to center students this fiscal year, serving more than 2,800 young people through its onsite tour program. In addition, the museum collaborated with neighboring SITE Santa Fe on the Railyard Compass Program, introducing Santa Fe seventh-graders to contemporary art. The Emerging Photographers Project, supported by the Chicago Woodman Foundation, connected photographers with students in Gallup, Las Cruces and Farmington.

Exhibitions at the downtown Plaza Building further showcased the depth of its collections. *Saints & Santos: Picturing the Holy in New Spain* explored the integration of Catholic imagery and Indigenous practices and their connections to contemporary New Mexican santeros. *Line by Line* featured over 70 artists exploring the line as subject matter. More than 40 works in *Marsden Hartley: Adventurer in the Arts*, a collaboration of Vilcek Foundation and Bates College Museum of Art, highlighted Hartley's influence on the region. And in what Katie Doyle, the museum's associate curator of arts and special projects, calls a "rare opportunity to witness the profound interplay of poetry and visual art," *The Plain of Smokes* presented 20 prints from an illustrated poetry book by poet Harvey Mudd and artist Ken Price.

Eugenie Shonnard: Breaking the Mold launched two exhibitions examining the intertwined legacies of the local artist Shonnard with the globally-celebrated Alphonse Mucha. A Plaza Building exhibition followed Shonnard's evolution from Mucha's student and lifelong friend to a modernist sculptor. Vladem Contemporary's *Timeless Mucha: The Magic of Line* featured over 100 works by the Czech Art Nouveau pioneer.

Shonnard, who died in 1978, left her estate to the museum, and her former home and studio are the base for the Museum of New Mexico Foundation. Her gifts led former Foundation trustee Michael Pettit to provide his own Shonnard-inspired gifts, including support for renovating Shonnard's home and funding for the *Eugenie Shonnard: Breaking the Mold* exhibition catalog.

"Eugenie Shonnard's art is legendary in Santa Fe, as is her generosity to the New Mexico Museum of Art," Pettit says. "I was happy to affirm all that this talented artist produced and provided for Santa Fe and the world of art."

Finally, the museum announced new leadership in the fiscal year, with Laura J. Mueller stepping in as interim executive director and Stacy Hasselbacher as deputy director. "The past year has been momentous for the New Mexico Museum of Art," Mueller says. "Our record attendance and new audiences are a direct result of the generous support of our patrons through the Museum of New Mexico Foundation."

NEW MEXICO MUSEUM OF ART

To support the New Mexico Museum of Art, contact Angelique Kuenstler at 505.216.1199 or angelique@museumfoundation.org.

Marsden Hartley, *Schiff*, 1915. Oil on canvas with painted frame. The Jan T. and Marica Vilcek Collection, promised gift to The Vilcek Foundation.



By the Numbers

66,000
museum visitors

$560,000
raised for exhibitions and education programs (includes endowment payout)

2,800
youth reached via education programs

117
total number of public programs

90
school group tours

382
works added to the collection

2,900
volunteer hours

7
exhibitions opened

12
pre-K art and literacy programs

139
Friends of Contemporary Art + Photography members

Enhancing Accessibility

Fiscal Year Supports Digitization, Renovation

Staff at the New Mexico History Museum's Fray Angélico Chávez History Library and Palace of the Governors Photo Archives completed several digitization projects in fiscal year 2024-2025 (July 1, 2024 to June 30, 2025). These were funded by private donations and grants coordinated through the Museum of New Mexico Foundation—which raised a total of $155,00 in private giving for the History Museum this fiscal year.

The Gustave Baumann Archive is now fully digitized after a multiyear project funded by the Ann Baumann Trust. In fiscal year 2024-25, the trust donated $27,500, completing a series of contributions since 2022 totaling over $135,000. "At other research archives, it's often a guessing game to find the right records," says Gala Chamberlain, trustee of the Ann Baumann Trust. "But at the History Museum, everything is catalogued. Every artist should have what Gustave Baumann has now."

Archival manuscripts and photographs from Museum of New Mexico founder Edgar L. Hewett are now browsable online, thanks to a major grant from the National Historical Publications and Records Commission. Photographs of New Mexico outdoor recreation, ghost towns, sporting events and other Southwest scenes contained in the Karl Kernberger Photograph Collection were also digitized, supported by a grant from the New Mexico Historical Records Advisory Board. The Women's Board of the Museum of New Mexico gave a grant to digitize the Jesusita Acosta Perrault collection, and work began on digitizing materials related to the Fred Harvey Company and Atchison, Topeka and Santa Fe Railway. The latter is primarily supported by proceeds from the annual Fred Harvey Weekend, for which Susan and Thomas Golden were lead donors in the fiscal year.



Gustave Baumann with a sculpture he submitted for the 1952 Museum of New Mexico *No Savvy Arte!* exhibition. Gustave Baumann Collection, New Mexico History Museum, PAAC.076.01.1248.

"Grants and significant donations are critically important in allowing archives staff to complete major projects that make our collections accessible to more people," says Hannah Abelbeck, curator of photographs and archival collections at the Fray Angélico Chávez History Library.

Three exhibitions supported by Foundation funds opened in the fiscal year, including *Zozobra: A Fire that Never Goes Out* (through September 2027); *Forks in the Road: A Diner's Guide to New Mexico* (through September 2030); and *Chimayó: A Tradition of Faith* (through May 2027). The museum's education program served 2,600 students in kindergarten through 12th grade from 56 New Mexico schools, and the educational resource web page had 3,100 viewers in 2025.

Among the most exciting fiscal year developments is a $1 million bequest via a charitable remainder trust from Richard Hertz to renovate the museum lobby. Hertz made the gift in honor of his late wife, Doris Meyer, a longtime Foundation trustee and author who was interested in Southwestern art and history. "The museum lobby is such a focal point, so this project really impressed me," says Hertz. "I hope this gift inspires other people to do something similar for some of these great institutions."

Although the bequest will be paid in a lump sum after Mr. Hertz's passing, the museum is able to draw $40,000 annually against the total, which means renovation planning will begin in 2026, and physical changes will occur in stages. Billy G. Garrett, the museum's executive director, says the project will draw upon the museum's collections of objects, documents and photographs, and engage the creative energy of artists and insights from historians and keepers of oral tradition.

"The project will create a single, unified interpretive experience, encompassing the entire first floor lobby, its grand stairway between the first and second floors, and adjacent public spaces," Garrett explains. "The new lobby exhibits and themes will emphasize historical origin stories with diverse viewpoints and convey our shared humanity."

NEW MEXICO HISTORY MUSEUM

To support the New Mexico History Museum, contact Lisa Friedland at 505.216.1592 or lisa@museumfoundation.org.

Unidentified group, likely during an archaeological excursion or tour of the Southwest, ca. 1890. Edgar L. Hewett Collection, New Mexico History Museum, PAAC.056.0199.



By the Numbers

69,000
museum visitors

29%
increased attendance over prior fiscal year

$342,000
raised for exhibitions and education programs (includes endowment payout)

84,000+
new digital collections records entered

6
new exhibitions

5,000+
youth participants in the Hochberg Early Education Academy since 2015

2,676
students served from 56 schools

3,100
views of the education website page

105
Friends of History members

Sites for All Seasons

Visitors Flock to Fiscal Year Programs

New Mexico Historic Sites greeted over 72,000 visitors during fiscal year 2024-2025 (July 1, 2024 to June 30, 2025) and raised $17,000 through the Museum of New Mexico Foundation for exhibitions and education programs in all seasons.

At Fort Selden Historic Site, over 700 visitors attended ranger tours and newly accessible augmented reality tours. The annual winter Noche de Luminarias attracted 400 guests, while others attended food-focused summer programs, including visiting the site's famed Chile Heritage Garden, home to the original New Mexico No. 9 chile, and Campfire Kitchens historic cooking demonstrations.

Fort Stanton Historic Site hosted successful events, including Fort Stanton Live! cavalry drills and action-filled reenactments and the annual Trick or Treat Trail—Lincoln County's largest Halloween event. Opera in the Chapel, a popular new program supported by Foundation funds, and Fort Stanton After Dark also drew visitors. Critically, over 200 firefighters saved the core site during a massive Memorial Day wildland fire threat, with volunteers from the Boy Scouts, EcoServants and Capitan High School providing vital cleanup.

Undaunted by summer fires and drenching floods, Lincoln Historic Site's Old Lincoln Days again drew more than 2,300 visitors to enjoy costumed reenactors. A new exhibition, *Billy the Kid in Pop Culture*, brought over 1,000 students. The Lincoln Scanning Project, a collaboration of the New Mexico Humanities Council and Northrup Grumman Corporation, used advanced LiDAR and photogrammetry technology to scan four buildings at the site, producing 3D prints now traveling in the New Mexico Department of Cultural Affairs Wonder on Wheels van.

The annual Fall Festival at Los Luceros Historic Site debuted a 3D model that lets visually impaired visitors "see" the site's historic Hacienda's interior and exterior. The Hacienda was recently restored for the future by using 250-year-old construction techniques, thanks to funding from the Foundation, the state and the National Park Service.

Thousands of farolitos glowing among the ruins brought over 1,700 visitors to December's annual Lights of Gisewa event at Jemez Historic Site. The equally popular Pueblo Independence Day in August featured a 13-mile run, traditional dances and Native arts.

Coronado Historic Site increased educational programming, hosting Native artists demonstrating Hopi basket weaving, Zuni pottery and more.



An eagle dancer performs at the annual Lights of Gisewa holiday event at Jemez Historic Site. Photo courtesy New Mexico Historic Sites.

Opposite: "Mesilla is Family," an exhibition banner, informs visitors at the newly opened Taylor-Mesilla Historic Site. Photo © Tira Howard.

NEW MEXICO HISTORIC SITES

To support the New Mexico Historic Sites, contact Jamie Clements at jamie@museumfoundation.org.

October's long-running Fiesta of Cultures celebrated Albuquerque's many ethnicities, featuring performances, a community *ofrenda* and kiva tours. In a unique April event, visitors learned about the history of camels in the Southwest.

Bosque Redondo Memorial debuted a new interpretive trail, with Diné and Ndé translations, featuring the outdoor *Reactions to Hweeldi* mural created from 3,000 student-painted tiles. Some 240 students connected with the site's history in the Glimpses of Life program. The second annual Fiber Fair drew 115 visitors to learn about the site's flock of Navajo Churro sheep, with spinning and weaving demonstrations provided by the Las Arañas Guild. Staff and the site's Friends group donated 24 sheep this fiscal year to Navajo families.

Taylor-Mesilla Historic Site staff worked feverishly in the fiscal year toward the site's November grand opening while maintaining popular programs like the Christmas Eve nativities display. The Taylor Talks lecture series featured Mike Taylor (son of J. Paul and Mary Taylor) updating the community on the project. Rounding out the offerings were Mesilla Plaza walking tours, Taylor home hard hat tours, Family Day in August and the exhibition *Mesilla: A Place of Growth and Change* in the Reynolds Store.

Finally, the fiscal year saw several newly hired staff members taking on roles throughout the sites, including Anne McCudden joining as executive director in April. "Your contributions are integral to keeping the sites active and welcoming," she says. "With your donations, help and guidance, we can build upon this year's accomplishments."



By the Numbers

72,000
visitors to all sites

$41,000
raised for exhibitions and education programs (includes endowment payout)

1,700+
visitors to the Lights of Gisewa at Jemez

240
students served through the Glimpse of Life on the Reservation program at Bosque Redondo

400
attendees at Noche de Luminarias at Fort Selden

750+
students toured Fort Stanton

250+
additional years that Los Luceros building reconstruction is planned to last

4
structures scanned with LiDAR at Lincoln

A Collaborative Spirit

Fiscal Year Proves the Power of Partnerships

The Office of Archaeological Studies benefited from $196,000 in private giving from Museum of New Mexico Foundation donors in fiscal year 2024-2025 (July 1, 2024 to June 30, 2025), helping advance its mission to preserve and share New Mexico's cultural heritage.

A major fundraising highlight was the significant growth of the Mollie Toll Endowment for Education, which drew $142,000 in gifts during the fiscal year to exceed its current total of over $200,000. Among other initiatives, endowment funds were used to reimagine traditional Native games in consultation with NASHKE, a Native social enterprise firm supporting Indigenous heritage. This translated to more than 1,000 Native youth engaging in OAS educational outreach programs in the fiscal year.

In addition to tribal communities, OAS reached more than 6,500 people across the state, including 3,900 school-age children—programming that would not be possible without OAS volunteers. They charted more than 2,000 hours in the fiscal year, a remarkable 120% increase in time dedicated to promoting New Mexico's archaeological heritage.

A prior year gift from the Susan S. Martin Charitable Giving Fund supported key projects in the archaeomagnetic lab this fiscal year, including a study of hot rock earth ovens in Texas. That funding was also used to purchase and upgrade equipment for the OAS ethnobotany lab, helping transform the lab into a premier ethnobotanical research center in the U.S.

In August 2024, OAS, which is an enterprise division of the New Mexico Department of Cultural Affairs, undertook archaeological excavations for a new bridge at Acoma Pueblo. The project was partly supplemented by private giving from Foundation donors. Education coordinator Ziggy Prothro, who joined OAS during the fiscal year, used the Acoma project as an educational outreach opportunity, touring eager Haak'u Community Academy students through the site to explain the ongoing work. She also leveraged Foundation funding to present 25 major events during the fiscal year, at locations ranging from Santa Fe's Indian Market to the New Mexico State Fair.

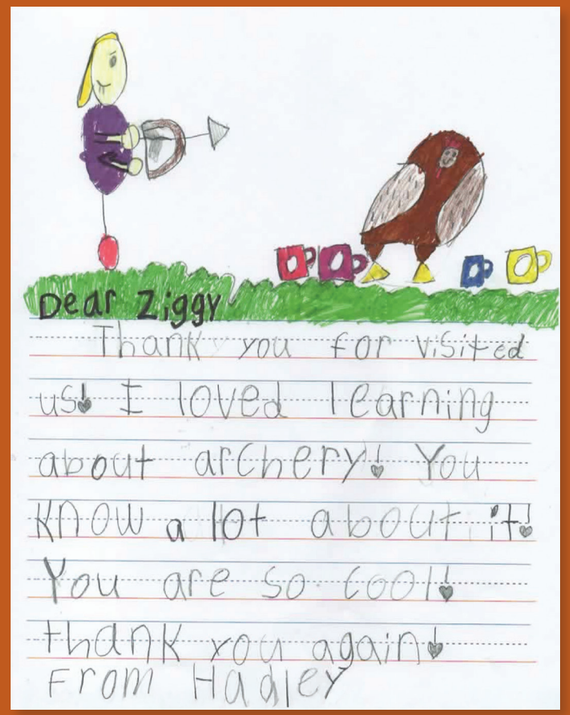
Most rewarding for Prothro was a 90-minute pottery workshop she led for youth in the Bernalillo County Juvenile Detention Center, utilizing clay purchased with Foundation funding. "Touching and shaping the clay engaged the students in their sensory-deprived environment," she says. Back at OAS, Prothro fired their creations, with the students receiving their finished work upon their release. This "keepsake" is a "vital part of the learning experience," she says.

Due to the program's success, Prothro has been invited to return at least twice next year. "I find it rewarding to help people find the universal truths by studying archaeology and discovering that common thread connecting us," Prothro says.

Another major fiscal year project was initiated by the New Mexico Department of Agriculture, which contracted OAS to design and implement an archaeological field training program for New Mexico residents. John Taylor-Montoya, executive director of OAS, calls this a "truly innovative outreach initiative," noting that, if successful, "it will be a major accomplishment for both OAS and the Department of Cultural Affairs."

Taylor-Montoya praised "the power of partnerships" as a hallmark of the successful fiscal year. "With dedicated volunteers and community leaders, private donors through the Museum of New Mexico Foundation and the state legislature, OAS is creating a new generation of archaeological professionals, ensuring that the state's irreplaceable cultural heritage is preserved and promoted for years to come," he says.

A thank you letter from Hadley, a young Office of Archaeological Studies education program participant, to OAS lead educator Ziggy Prothro. 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.

Educator Ziggy Prothro of the Office of Archaeological Studies. Photo © Cousineau Studios.



By the Numbers

2,000+
volunteer hours

$275,000
raised for education programs and research (includes endowment payout)

6,500+
people served via educational outreach

3,900
school-aged youth served through education

15
client projects in process

3,084
artifacts analyzed

1,100+
acres surveyed

20
New Mexico counties served

26
schools and libraries served

1,100
Friends of Archaeology members

Private Support = Public Impact

What Your Support Made Possible in Fiscal Year 2024–2025

Private support through the Museum of New Mexico Foundation fuels every exhibition, educational program and preservation effort across our state museums, historic sites and the Office of Archaeological Studies. Your generosity brings New Mexico's history, art and culture to life.

14
exhibitions opened across the museum system

95,000+
children reached through museum and historic sites programs

685,000+
people served through programs at the museums and historic sites

20,000+
schoolchildren visited the museums for hands-on learning

900+
artworks acquired for permanent collections

3,000+
artifacts analyzed by the Office of Archaeological Studies

33,000+
Foundation members visited the museums and historic sites

14,000+
volunteer hours

12,000+
adults and children served through Office of Archaeological Studies preservation program

Founders Society

AS OF JUNE 30, 2025

The Founders Society honors donors and grantors who have given more than $100,000 in cash or in estimated or realized planned gifts. Together these benefactors have contributed or promised more than $120 million to support our 13 partner cultural institutions.

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(continued page 26)

Legacy Society

AS OF JUNE 30, 2025

The Legacy Society recognizes donors who have made an estate gift through the Museum of New Mexico Foundation to benefit our 13 partner institutions in the future. An estate gift can be a will, IRA, gift annuity, charitable trust, art, real estate or other arrangement.

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(continued page 26)

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AS OF JUNE 30, 2025

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(continued on page 26)

Exhibition Development and Education Funds

AS OF JUNE 30, 2025

Exhibition Development and Education Funds support exhibitions, education and outreach programs, and institutional advancement at our 13 partner institutions.

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The Museum of New Mexico Foundation is deeply grateful to the donors whose realized legacy gifts totaled nearly $1.5 million in the 2024–2025 fiscal year (July 1, 2024 to June 30, 2025). These gifts will ensure that our 13 partner institutions thrive for generations to come.

Bequests from longtime members Bertram Heil, Arnold Kupec, William Austin, Pat Brandenburg and Frances Graham will provide vital support for exhibitions and educational programs across the Museum of New Mexico system. Graham's treasures from her travels and Native art collection helped raise more than $90,000 in support of the annual Folk Art Flea and additional funds for the Fred Harvey Auction. Carol and Robert Warrens' significant endowment gift will sustain the Museum of Indian Arts and Culture and ensure the care of the Warren Collection, which they so generously donated. And Marilyn O'Brien's bequest will strengthen the Palace of the Governors.

Devoted volunteer Carol Martin Davis made a meaningful legacy gift to the Museum of International Folk Art, while former docent Ruth Dillingham contributed through her Donor Advised Fund at the Tulsa Community Foundation. The Deborah and Martin Fishbein Trust at the Santa Fe Community Foundation continues to impact the Folk Art Museum by supporting exhibitions and artist engagement there.

Together, these extraordinary legacies will safeguard New Mexico's art, culture and history well into the future.

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

Top: Legacy donor Ruth Dillingham. **Right:** Photo © Lyle Shanahan.

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Prepping the Sunport Shop

Fiscal Year Focuses on New Retail Enterprise

The Museum of New Mexico Foundation Shops grossed $3.6 million in fiscal year 2024-2025 (July 1, 2024 to June 30, 2025). This marked the fourth-ever best revenues for the shops as unanticipated software upgrade costs resulted in the year ending slightly under projections.

Licensing, another arm of the Foundation's retail enterprise, realized $92,000 in revenues in the fiscal year. Licensing introduced two new Gustave Baumann products, just in time for a Baumann retrospective at the New Mexico Museum of Art. The 2026 Gustave Baumann mini calendar and a reprint of the classic 2007 book, *Gustave Baumann's Southwest*, featuring more than 50 of the artist's woodblock prints and paintings and an essay by former Museum of Art curator Joseph Traugott, are available at the museum's Rosalie and Stephen Harris Shop. Both were published by Pomegranate Communications, a Foundation licensee since 2000.



A rendering of the new Museum of New Mexico Foundation shop at the Albuquerque Sunport. Rendering courtesy W.H. Smith.

All five museum shops saw steady visitation and successful sales, with 59,000 total transactions. The Lynn Godfrey Brown Shop at the Museum of International Folk Art reported the highest sales revenue ($975,000), with its best-selling item being ZenZulu telephone wire baskets, a product line related to the exhibition *iNgqikithi yokuPhica/Weaving Meanings: Telephone Wire Art from South Africa*. The Colleen Cloney Duncan Shop at the Museum of Indian Arts and Culture generated the second highest revenues ($886,000). An exhibition-related book, *Horizons: Weaving Between the Lines with Diné Textiles*, edited by Hadley Welch Jensen, was that museum's best-seller, exploring connections between textiles and photography through the eyes of Diné artists and scholars.

A shadowbox by local artist Scott Lyon was the top-selling product at the Rosalie and Stephen Harris Shop at the New Mexico Museum of Art, and a glass vase by another local artist, George O'Grady, did well at the George Duncan and Sheryl Kelsey Shop at Vladem Contemporary. Shoppers can't get enough of the Canyon Road Candle, the top-selling item at the Spiegelberg Shop at the New Mexico History Museum.

Much of the fiscal year was focused on preparations for the debut of the MNMF Shop at the Albuquerque Sunport. Opening in January 2026, the store is operated by Marshall Retail Group via a licensing agreement with the Foundation. Design, construction and product curation occurred in fiscal year 2024–25, after a rigorous two-year application and proposal process with the City of Albuquerque.

The airport-based shop is intended to be a beacon of state culture for locals and visitors alike, says Teresa Curl, the Foundation's vice president of retail. "A major part of the selection criteria is whether you offer a sense of place," she says. "Marshall Retail Group wanted to partner with us because they knew we could bring the distinct cultural background of New Mexico into the airport through the museums."

The licensing agreement entitles the Foundation to 2% of the store's sales, expected to generate about $40,000 a year for the Foundation. But the real benefit is the tremendous marketing exposure that the busy location will provide for the institutions the Foundation represents. The shop will act as a cultural ambassador to business travelers, vacationers and New Mexicans from around the state.

Curl devoted much time last fiscal year to educating Marshall Retail Group representatives about buying locally and understanding the cultural sensitivities required for purchasing goods from local and Native artists. "It's not a cookie-cutter retail experience with barcodes. There are logistically different realities to buying this merchandise," she says. "We're making buying locally an effective process for Marshall Retail Group, so they can learn to work with smaller vendors."

The New Mexico Museum of Art, Vladem Contemporary, New Mexico History Museum, Museum of Indian Arts and Culture and Museum of International Folk Art each have a distinct presence in the store, with individual branding. Inside, customers can shop for the highest quality art, jewelry, textiles, books and foods from New Mexico artisans and makers, some of which will be coordinated with museum exhibitions.

"There is no other cultural museum enterprise like the one we have in New Mexico, except for maybe the Smithsonian," Curl says. "Most states just don't have the same depth of cultural or historical relevance, and New Mexico is an artist mecca. We get to celebrate all of this in the new airport store."

MNMF Shops
MUSEUM OF NEW MEXICO FOUNDATION

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

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Photo © Chloe Accardi.



MNMF Shops
MUSEUM OF NEW MEXICO FOUNDATION



The World of Alexander Girard

in the Lynn Godfrey Brown Shop
at the Museum of International Folk Art

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