



FY12 Annual Report

July 1, 2011- June 30, 2012

Ward Museum of Wildfowl Art

Salisbury University

Overview of Museum Annual Performance

The Ward Museum had a challenging year full of major institutional accomplishments. While enjoying its first year of accreditation with the American Association of Museums, museum programs were offered at the highest quality in the organization's memory. Major infrastructure improvements occurred, including the replacement of the roof over the Championship Gallery, installation of sculpture garden, refurbishment of the nature trail and renovation of two key permanent exhibits. These signals of organizational strength and vitality, although essential to the continued success of the foundation, were coupled with additional expenses and negative effects on revenue that contributed to a weaker than anticipated financial performance. The Ward Museum continues to thrive and adapt to a difficult economic climate.

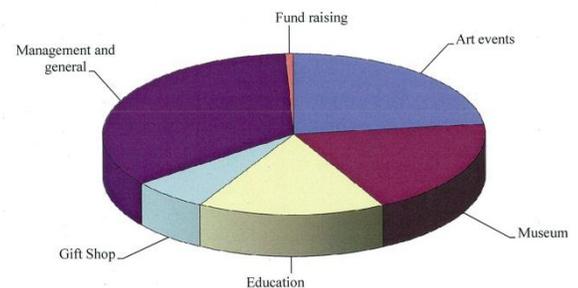
THE WARD FOUNDATION, INC.
FINANCIAL HIGHLIGHTS
YEAR ENDED JUNE 30, 2012

Information selected from audited financial statements
Prepared by: PKS & Company, P.A.

	2012	2011
STATEMENT OF ACTIVITIES		
Public support and revenue		
Contributions - cash	\$ 48,194	\$ 82,347
Contributions - non-cash	70,127	143,440
Grants	284,904	210,071
Salisbury University	300,000	300,000
Membership investment	118,655	98,547
Art events, tuition and other	255,035	229,591
Museum and tours	43,835	42,526
Investment return	34,507	29,423
Total public support and revenue	1,155,257	1,135,945
Expenses		
Programs and support		
Art Events	254,032	245,271
Museum	210,971	265,281
Education	173,886	109,041
Gift shop	70,835	57,767
Management and general	380,537	374,876
Fund raising	7,605	15,707
Total programs and support	1,097,866	1,067,943
Transfers to Salisbury University	67,450	88,985
Change in net assets	(10,059)	(20,983)
Net assets, beginning of year	281,039	302,022
Net assets, end of year	\$ 270,980	\$ 281,039
NET ASSETS		
Consists of:		
Unrestricted	\$ 252,985	\$ 261,894
Temporarily restricted	9,353	10,503
Permanently restricted	8,642	8,642
	\$ 270,980	\$ 281,039

The Ward Foundation, Inc.

PROGRAMS AND SUPPORT EXPENSES BY TYPE
YEAR ENDED JUNE 30, 2012



	2012		2011	
	\$	%	\$	%
Art events	\$ 254,032	23.14%	\$ 245,271	22.97%
Museum	210,971	19.22%	265,281	24.84%
Education	173,886	15.84%	109,041	10.21%
Gift Shop	70,835	6.45%	57,767	5.41%
Management and general	380,537	34.66%	374,876	35.10%
Fund raising	7,605	0.69%	15,707	1.47%
Totals	\$ 1,097,866	100.00%	\$ 1,067,943	100.00%

Graph Prepared by PKS & Company, P.A.
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American Association of Museums Accreditation

The Ward Museum earned accreditation from the American Association of Museums in August 2011. This is a 15-year accreditation with periodic review. This is the highest national recognition for a museum. Accreditation signifies the Ward Museum has met and exceeded the highest standards of the museum field and is among the best institutions in the country.



Facility Improvements

The final corrections to ongoing roof leaks to the Championship Gallery were completed in November 2011. This entailed a full removal and reinstall of the sloped roof system.

A new outdoor sculpture garden was installed on the grounds of the museum consisting of eleven artworks from national wildlife artists. This was supported by individual gifts and grant funds. These grant funds also supported restoration and additions to the museum's nature trail along Schumaker pond.

Renovations to the backlit reading rails in the museum's Decoy In Time Gallery were completed in FY12. The start of renovations to the museum's Habitat Theatre also occurred. These improvements were supported with mostly grant funds, but the museum operating budget covered cost overages with the Decoy In Time project. Grant funds and private contributions also supported the upgrade of the lobby sound system and expansion of the bird feeding garden.

Events

The Museum launched a new event in FY12, the Art In Nature Photo Festival. The event exceeded all expectations for participation and revenue, creating a strong foundation for growth in this area in the coming year. It included several corporate sponsorships, most notably Nikon, Wiberley and WBOC.

The 42nd Ward World Wildfowl Carving Competition was held in April in Ocean City, MD. This year included the addition of a Falconry Demonstration, Delmarva DockDogs, and a special exhibition by the Society of Animal Artists. Attendance and competition participation saw increases over the past year.

The 14th Chesapeake Wildfowl Expo was held in October on the grounds of the museum. Involvement from the National Endowment for the Arts Carving Out Future Decoy Makers Project greatly enhanced an event beloved by the regional waterfowling communities. While the number of competitors increased, the overall number of entries was down slightly for the Chesapeake Challenge.

Changing Exhibition Highlights

Ten new temporary exhibits were presented in the LaMay and Welcome Galleries including:

- *Something to Crow About: A Cultural History of the Chicken* Welcome Gallery, June 15 – December 22, 2012.
- *Grow*. In conjunction with Salisbury University Art Department Glass Program, Atrium Lobby May 11-21, 2012
- *Art, Children's Literature, and the Environment: Art and Photography from Green Earth Book Award Recipients 2012*. Welcome Gallery, April 6 – June 10, 2012.
- *Open to Interpretation*. LaMay Gallery, April 13 – July 8, 2012.
- *Making Her Mark: A Showcase of Women Carvers*. Welcome Gallery, February 10 – April 1, 2012.
- *Maryland Masters: Edwin Remsberg's Portraits of Maryland Traditions*. January 27– April 8, 2012.
- *Swanfall*. Welcome Gallery, December 2, 2011– February 2, 2012.
- *Back from the Brink: Stories of Wildfowl Conservation*. LaMay Gallery, September 30, 2011– January 12, 2012.
- *Regional Carving Series: Carroll Carvers*. Welcome Gallery, September 16 – November 27, 2011.

- *Catching a Glimpse: The History of American Bird Illustration, Documentation, and Ecotourism.* LaMay Gallery, July 15 – September 23, 2011.

Education and Outreach Programs

The Education program exceeded FY11 program attendance in all audience category types. More than 17,200 individuals participated in these programs in FY12, an increase of more than 4,000 contacts from the prior year. Several new partnerships and collaborations contributed to the success of programming this fiscal year, including additional funds secured from grants and foundations. The Education department expanded its educator services related to the Growing Up WILD and Pass It On curricula. The department continues to offer services to all age groups and interests; a notable expansion of the program was to support outreach excursions for Salisbury University's Living Learning Communities.

Volunteer Service

More than 18,900 hours are recorded in FY 12. At \$20/hr., this is a value of \$379,500. This is the equivalent of 9 full-time staff members. Volunteers serve across all areas of the museum, including Visitor Service (Gallery Docents and Tour Guides), Education (Docents / Education Assistants), Curatorial and Facilities, Administration or office work including mailings.

Members and Donors

A list of the museum's Above and Beyond donors (\$150 and above) is compiled annually and published in the Spring issue of the Ward Museum's Journal. This list reflects contributions from calendar year 2011.

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