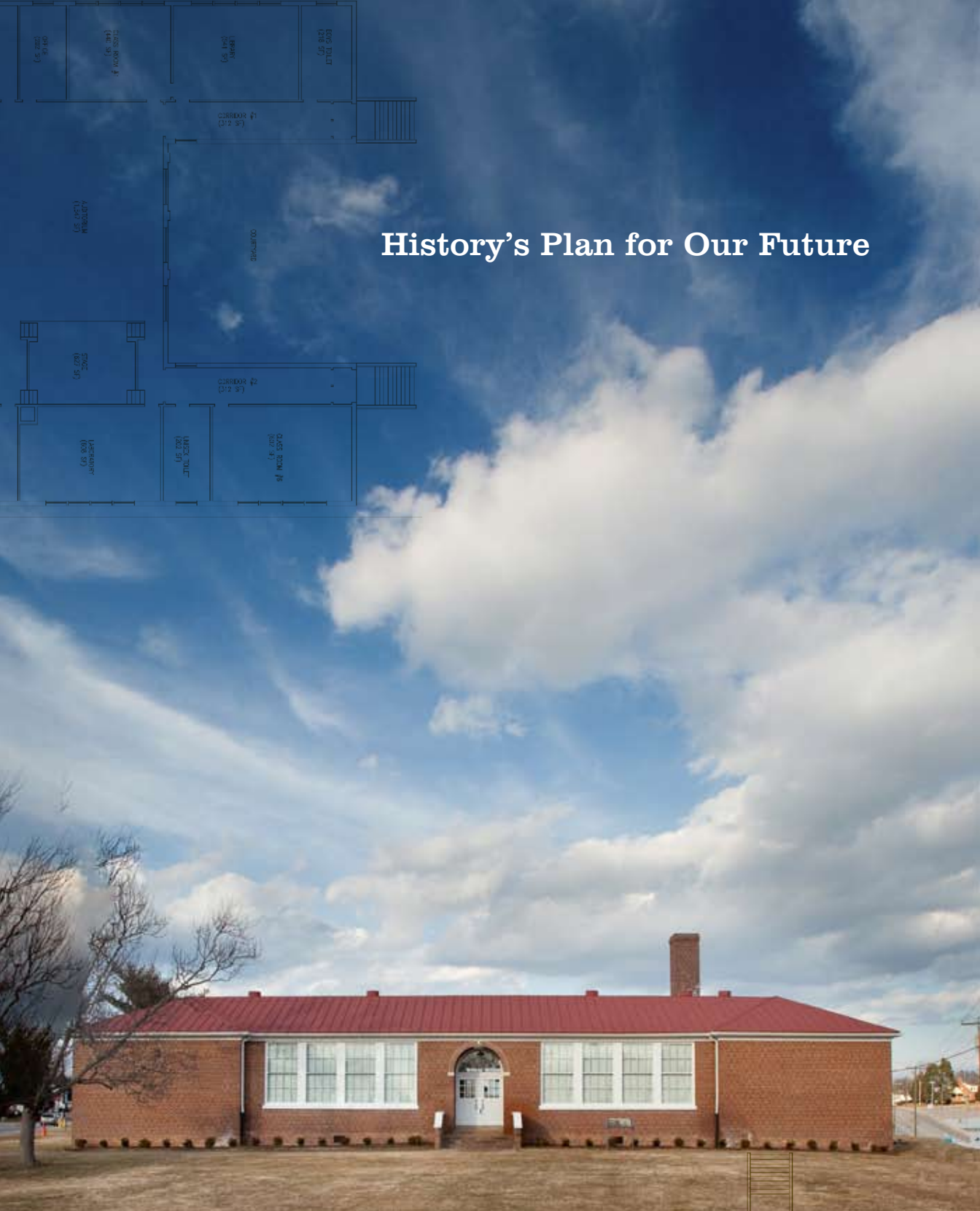
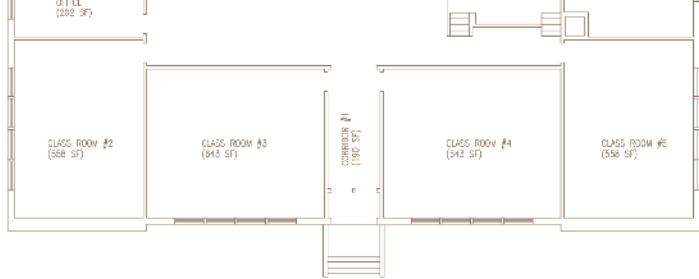


History's Plan for Our Future



ANNUAL REPORT 2009



BOARD OF DIRECTORS

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MUSEUM STAFF

Staff who were employed between Jan. 1 and Dec. 31, 2009

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Lacy Ward, Jr.
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Office Manager
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Custodian
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Administrative Assistant
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Associate Director of Marketing and Strategic Initiatives
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FROM THE PRESIDENT

First I want to say thank you to the friends, supporters, advisors, board, and staff of the Robert Russa Moton Museum for another year of dedicated and loyal service. Your contributions in 2009 moved us that much closer to achieving our major goal of opening **Moton 2011: the Permanent Exhibition** on the 60th anniversary of the April 23, 1951, Moton student strike.

I am proud to serve as president with a board that includes members drawn from the Farmville Area Chamber of Commerce, Fuqua School, Hampden-Sydney College, Longwood University, the Martha E. Forrester Council of Women, Prince Edward County, the Prince Edward County Branch NAACP, Prince Edward County Public Schools, the Town of Farmville, Virginia's Retreat, and students of the era of the school closings. We are much aware of our responsibility to represent the broader Prince Edward community and are hopeful that we have been successful in doing so through the members who serve on our board.

This has been a year of assessment for the museum. We began the year under the tutelage of the Virginia Department of Housing and Community Development's Office of Community Capacity Building. We ended the year engaged in a Governance Museum Assessment Program (GMAP) review through the American Association of Museums (AAM). We have mapped out the path to improving our accountability, efficiency, and responsiveness and are moving forward.

The museum is a member of both AAM and the Virginia Association of Museums (VAM). Board members attended the AAM conference in Philadelphia, the VAM conference in Virginia Beach, and participated in other online and seminar training opportunities. Our goal is to become one of Virginia's best governed museums.

For all you do in support of the Moton Museum, again I say thank you.

Sincerely yours,

Robert L. Hamlin
President

HISTORY'S PLAN FOR OUR FUTURE

Last year we greeted you by proclaiming that we were laying a foundation for our future. The year 2009 we describe as one of furthering "History's Plan for Our Future."

Our efforts are collectively referred to as **Moton 2011**: a \$6 million, four-year (2008–2011) campaign to commemorate the 60th anniversary of the **April 23, 1951**, Moton student strike with the installation of a permanent exhibition to introduce visitors to the story; and the development of museum programming and staff dedicated to visitor service.

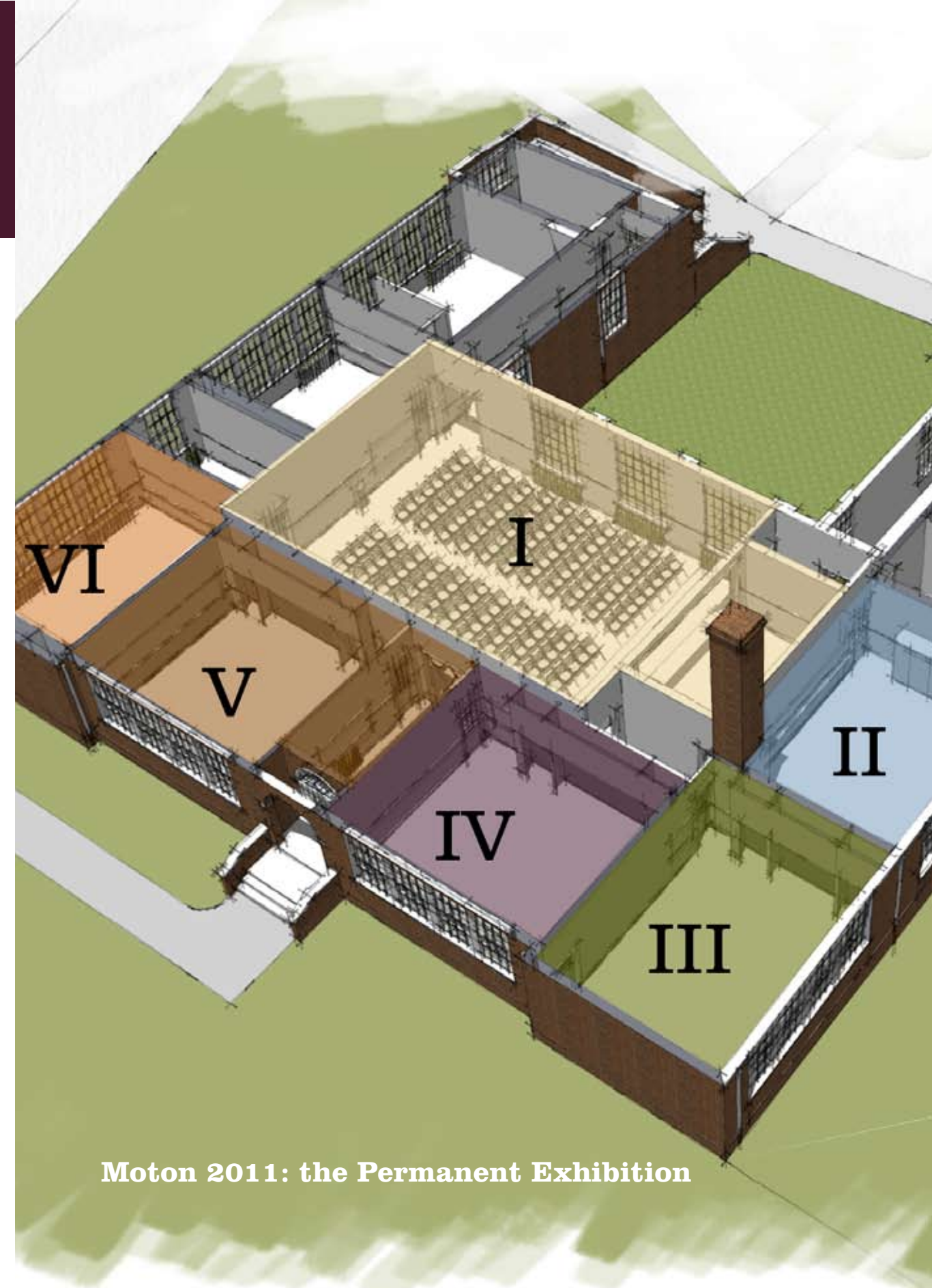
Moton 2011: the Permanent Exhibition, the campaign's capital component, received a major boost in July with the awarding of a **Virginia Tobacco Indemnification and Community Revitalization Commission Special Projects Grant of \$520,000**. The grant allowed the museum to retain StudioAmmons of Petersburg to design the history walk-through component of the exhibit.



This followed a March award of \$400,000 from the **W.K. Kellogg Foundation for Moton 2011: Civic Leadership**, the programming component of the campaign. The comprehensive program targets four areas: 1) curriculum development, 2) heritage tourism, 3) economic development, and 4) policy analysis, and seeks to inspire improved academic performance in rural communities through place-based education.

The permanent exhibit and programming are designed to complement each other by placing a reflective historic backdrop before a challenging contemporary reality. The lessons of the past inform our strategies for the future.

On the following pages we share an overview of the galleries, which tell the Moton story, and share programming highlights from throughout the year which draw meaning from the history these galleries share.



Moton 2011: the Permanent Exhibition

Gallery 1 | Strike

April 23, 1951

Gallery I is a dramatization of the historic student assembly at Robert Russa Moton High School that led to the two-week student strike.

VISITOR'S EXPERIENCE

A visitor to the museum will step back into 1951, taking a seat in the school's auditorium alongside history makers. Rallying to the persuasive argument of 16-year-old Barbara Rose Johns, he or she, too, will walk out in protest of "inferior educational facilities," and into an exploration of a series of events that forever changed the face of America's classrooms.



The Auditorium which will be restored to its 1951 condition.

2009 HIGHLIGHTS

- The year began with the swearing in of freshman Fifth District Congressman Tom Perriello from the same stage where Barbara Johns called her fellow students to action in 1951. (right)
- The highlight of the year was the filming of *Strike: April 23, 1951*, produced and directed by Emmy-nominated Tim Reid. Best known for his role as Venus Flytrap on *WKRP in Cincinnati*, Reid and his production team brought a little bit of Hollywood to Farmville in an all-day September shoot. Courtney Jamison, a 16-year old high school junior from Henrico County, starred as Barbara Johns. Students from Prince Edward County High School and Longwood University were extras. The film is underwritten by the Dominion Foundation. (below)



- In August, the family of the late Barbara Rose Johns, leader of the student strike, was one of many groups to gather at the Moton Museum for their family reunion.



Gallery II | Tar Paper Shacks

pre-1951

Gallery II explores the establishment of segregated public schools and the conditions at Robert Russa Moton High School that sparked the student strike.

VISITOR'S EXPERIENCE

The visitor encounters the fundamental American truth "all men are created equal" and has the opportunity to contrast this truth with the realities of segregation. A walk-in "Tar Paper Shack," complete with coal-burning stove, is the centerpiece of the gallery.



Rendered view of the Tar paper Shacks Gallery

2009 HIGHLIGHTS

- In March 1951 a fatal bus accident at the Elam railroad crossing took the lives of five Moton students. Now a wayside on the High Bridge Trail—a "rails to trails" project from Burkeville to Pamplin—the site will become a memorial to the students whose tragic loss inspired their classmates to push for improved conditions at Moton. The Virginia Department of Conservation and Recreation and the Martha E. Forrester Council of Women in a June program at the museum unveiled the wayside marker to be installed at Elam. (right)



- In June the museum also hosted a Gilder Lehrman summer seminar for teachers from across the nation. The seminar on "The South in American History" was led by University of Richmond president and noted U.S. historian Dr. Ed Ayers. Teachers had the opportunity to visit Robert Russa Moton's boyhood home in eastern Prince Edward County and to critique the planned exhibit galleries for Moton 2011. (left)



Gallery III | *Davis v. Prince Edward* 1951–1954

Gallery III follows the *Brown v. Board of Education* decision from selection of plaintiffs to the historic decision.

VISITOR'S EXPERIENCE

Here the Moton students hand their complaints to the attorneys of the NAACP and articulated in *Davis v. County School Board of Prince Edward County*; one of the five cases in *Brown v. Board of Education of Topeka*. The gallery presents to the visitor the evidence presented to the courts on the road to *Brown*. The gallery closes on the triumphant May 17, 1954, decision declaring “separate but equal” unconstitutional.



Rendered view of the *Davis v. Prince Edward* Gallery showing the Davis Plaintiffs.

2009 HIGHLIGHTS

- ▶ In July Paul Fletcher, writing in *Virginia Lawyers Weekly*, listed the Moton Museum as one of seven legal destinations in Virginia that attorneys should consider visiting. He selected the sites for their historic significance in the field of law. Moton was listed among such noted sites as Monticello and Montpelier. (right)



- ▶ Author Patricia Sullivan of the University of South Carolina lectured in October from her centennial NAACP history, *Lift Every Voice: The NAACP and Making of the Civil Rights Movement*. (left)

Gallery IV | *Massive Resistance* 1954–1959

Gallery IV reflects on Virginia's response to *Brown*.

VISITOR'S EXPERIENCE

The *Brown II* decision in 1955 lacked the clarity of its earlier companion ruling. “All deliberate speed” failed to provide national leadership regarding the process of school desegregation. State and local leaders opposed to integration filled the void. Here the visitor experiences the uncertainty of the period and the competing national, state, and local interests.



Rendered view of exhibits in the Massive Resistance gallery

2009 HIGHLIGHTS

- ▶ The Moton Museum hosted a premiere of *Locked Out: The Fall of Massive Resistance*. The documentary, jointly produced by WCVE PBS and the Center for Politics at the University of Virginia, interviewed students of the five Virginia communities in which school doors were shuttered under Massive Resistance: Arlington, Charlottesville, Norfolk, and Prince Edward and Warren counties. (right top)
- ▶ Reflecting *Brown*—a series of lectures and book signings by authors Mildred W. Robinson of the University of Virginia and James R. Sweeney of Old Dominion University—introduced their respective works: *Law Touched Our Hearts: A Generation Remembers Brown* and *Race, Reason, and Massive Resistance: The Diary of David J. Mays, 1954–1959*, which provided further insight into the years immediately following the *Brown* decision. (right bottom)



Gallery V | They Closed Their Schools 1959–1963

Gallery V examines Prince Edward County’s response to *Brown*.

VISITOR’S EXPERIENCE

In 1959, facing court-ordered public school desegregation, Prince Edward County took the unusual step of closing its public schools rather than integrating. The visitor learns of the local process of abandoning public education and embracing private education as a means of maintaining segregation in the schools. The gallery also introduces the visitor to the decisions families made regarding the education of their children during the five years that public schools were closed.



Rendered view of the gallery showing the photo mural of the March on Washington

2009 HIGHLIGHTS

- In June, the Prince Edward County Board of Supervisors dedicated the Light of Reconciliation Memorial on the courthouse lawn. The memorial recognizes the impact the 1959–1964 public school closings had on the county’s youth and the board’s role in the series of events. Supervisor Mattie Wiley, herself locked out in her youth, chaired the memorial committee.
- Ambassador William J. vanden Heuvel, former deputy attorney general to Robert F. Kennedy, returned to Prince Edward County in February for his first visit since 1964. Speaking at a Hampden-Sydney College symposium, he remarked, “Our hope was that the Free Schools would be a bridge to a reconstructed community and that, most of all, these hundreds of innocent children would not forfeit the opportunities of their lives because they had been denied their constitutional right to go to school.” The ambassador’s wife Melinda, and daughter, Katrina, accompanied him. *(upper right)*



- The Queens College volunteer tutors, active in Prince Edward County the summer of 1963, were greeted upon their return to the county during a weekend of activities in October. Former Mississippi Governor William Winter keynoted a banquet in the tutors’ honor. *(lower right)*



Gallery VI | Bound for Freedom 1963–1964

Gallery VI introduces the operation of the Prince Edward County “Free Schools” and the decision that reopened the county’s public schools, *Griffin v. County School Board of Prince Edward County*.

VISITOR’S EXPERIENCE

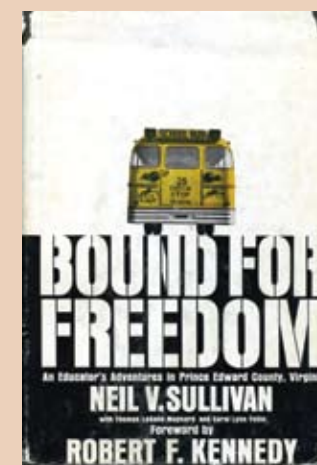
Free education available to all children returned to Prince Edward County in September 1963 via the “Free Schools.” Some 800 students enrolled. A board of trustees, chaired by former congressman, governor, and University of Virginia president Colgate Darden, governed the schools. Noted educator Neil Sullivan was the superintendent. This gallery introduces the visitor to the challenges and successes of the Free School year.



Rendered view of the Free School Year wall in the Bound for Freedom gallery

2009 HIGHLIGHTS

- The gallery draws its name from superintendent Neil Sullivan’s 1965 book, *Bound for Freedom: An Educator’s Adventures in Prince Edward County, Virginia*. In September, thanks to the efforts of Longwood University’s Briery Creek Press and funding from the Virginia Foundation for the Humanities, *Bound for Freedom* was republished. *(below)*



- The new edition includes an introduction by Ambassador vanden Heuvel and reflections by National Education Association (NEA) president Dennis Van Roekel. The NEA in 1963 worked with Sullivan to recruit teachers, equip the Free Schools, and provide financial assistance. In 2009 the association committed \$250,000 to the gallery’s design, fabrication, and installation. *(above)*

MOTON 2011 CAMPAIGN

(Total Gifts and Pledges through December 31, 2009)

\$500,000 +

Virginia Tobacco
Indemnification
& Community Revitalization
Commission

\$499,999-\$250,000

Dominion Foundation
National Education Association
W.K. Kellogg Foundation

\$249,999-\$100,000

Altria Group
National Park Service
"Save Our Treasures"
Virginia Department of
Transportation "Enhancement
Program"

\$99,999-\$50,000

Prince Edward County

ANNUAL GIVING 2009

(Total gifts January 1–December 31, 2009)

\$250,000

Virginia Tobacco
Indemnification &
Community Revitalization
Commission

\$249,999-\$100,000

W. K. Kellogg Foundation

\$99,000-\$25,000

Dominion Foundation
National Endowment for
the Humanities
Prince Edward County

\$24,999-\$5,000

Bank of America
Charitable Foundation
Civic Entertainment
Group, LLC
Martin Luther King, Jr.
Memorial Commission
Save Our History
Town of Farmville
Virginia Department of
Housing and Community
Development
Virginia Foundation for the
Humanities
Wachovia Foundation

\$4,999-\$1,000

Dr. Martha Cook
Farmville Area Chamber
of Commerce
Mr. Thomas Mayfield (Estate)
Spencer-Croner
Family Reunion
Walmart Foundation
Mr. Lacy Ward, Sr.

\$999-\$500

Fieldstone Alliance-KAL
Ms. Ruth Murphy
Mr. Stan Shaw

\$499-\$250

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Mr. & Mrs. John Festa
Dr. & Mrs. Christopher B.
Howard
Ms. Marie Jackson
Ms. Carolyn Hubbard
Kamunanwire
Mr. & Mrs. William & Jean
Konzal

\$249-\$100

Vilma Amadio
Anonymous
George and Susan Bagby
Dr. Paul Baker

Maj. Allen Banks
Dr. & Mrs. Lynn Blackwood
Col. John Branch
Ms. Jena Lee Busby
Mr. Lonnie Calhoun
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Ms. Johanna Chase
Mr. Freddie Cobbs
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Mr. Robert Dendy
Dr. & Mrs. Thomas DeWolfe
Dr. & Mrs. William Dorrill
Mr. James A. Epps
Farmville Presbyterian Church
Dr. & Mrs. Maurice Finney
Rev. & Mrs. James Franklin
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\$249-\$100, continued

Roanoke County
Education Association
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Mr. & Mrs. Nelson Stevens
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Mr. & Mrs. James Thornton
Town and Country
Beautification
Mr. & Mrs. Robert Trumbull
University of Richmond
Mr. & Mrs. Lacy Ward, Jr.
Mr. & Mrs. Willie Williams
Women's Club of Farmville
Mr. Roger Young

UP TO \$99

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Ms. Rosalind Andrews
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Ms. Nancy Cassidy
Ms. Nellie Coles
Mrs. Tina Faye Colona
Dr. Carolyn Cooper
Ms. Edith Crawley
Ms. Barbara Dixon
Mr. Russell Dove
Mr. & Mrs. Robert Doyle
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First Rock Baptist Church
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HONOR AND MEMORIAL GIFTS

HONOR GIFTS

In Honor of Dr. Martha Cook
George and Susan Bagby

In Honor of Ms. Jean Konzal
Mr. Gregory Konzal

MEMORIAL GIFTS

In Memory of Fred
& Lucille Carson
Ms. Claudette Carson

In Memory of Grace Gordon
Mr. Robert Gordon

In Memory of Attorney
Oliver W. Hill
Mr. John Kern

In Memory of Douglass
Holmes
Mr. Charlie Holmes

In Memory of Barbara
Johns Powell
Ms. Nancy Moore

In Memory of John Jones
Ms. May Jones

In Memory of
Thomas Mayfield
George and Susan Bagby
Mr. Thomas Mayo
Ms. Marilyn Osborn
Ms. Altheldra Smith
Ms. Alberta White

In Memory of LaVerne Pervall
Mrs. Tergva Russ

In Memory of Ethel Redd
Ms. Treva Russ

In Memory of William
Trumbull
Mr. Robert Trumbull

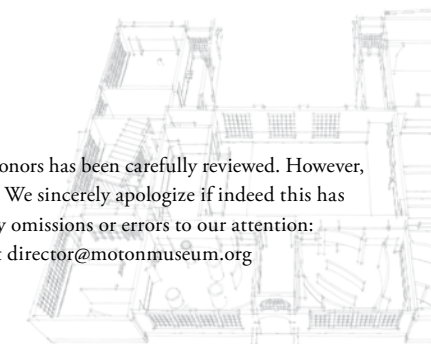
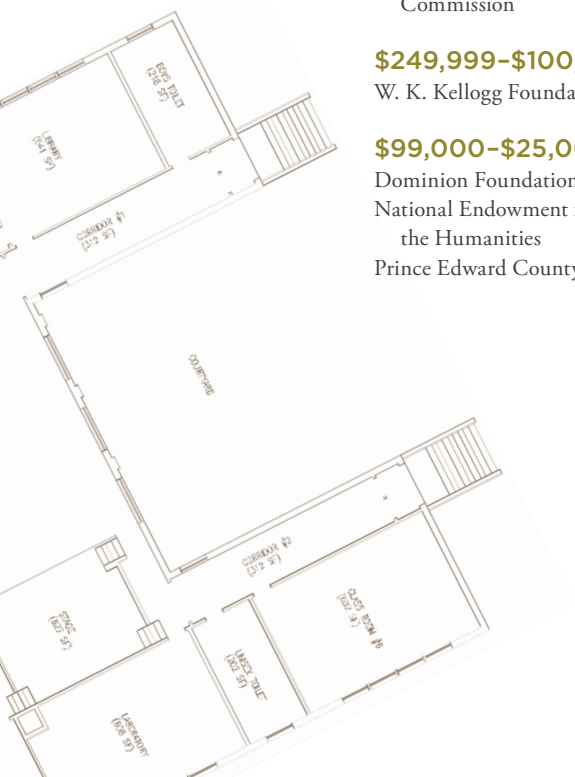
In Memory of Carolyn
Varner-Baldwin
Dr. Lawrence Varner

In Memory of Celeste Wiley
Ms. Jean Beck
Mr. Lawrence Check
Ms. Kathleen Dolan
Ms. Emma Focht
Ms. Marybeth Gallagher
Ms. Sandra Lev
Ms. Patricia Thomas

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Farmville Area Chamber
of Commerce
Fuqua School
Grants Glass, Inc.
Hampden-Sydney College
Kinex Networking Solutions
Longwood University
Martha E. Forrester
Council of Women
Prince Edward County
Prince Edward County
Branch NAACP
Prince Edward County
Public Schools
Project Management Institute,
Central Virginia Chapter
Putney Mechanical
Town of Farmville
Virginia's Retreat

The 2009 Honor Roll of Donors has been carefully reviewed. However, omission and errors occur. We sincerely apologize if indeed this has happened. Please bring any omissions or errors to our attention:
Lacy Ward, Jr., Director at director@motonmuseum.org



Robert Russa Moton Museum

Statement of Activities
Year Ended December 31, 2009

	2009	2008
Revenue, gains, and other support		
Government	\$106,251	\$16,865
Private Organizations	\$480,287	\$336,940
Individuals	\$15,472	\$20,186
Other Income	\$14,208	\$4,273
Total revenues, gains, and other support	\$616,218	\$378,264
Expenses		
Salaries and Benefits	\$168,918	\$65,588
Consultants	\$126,821	\$71,522
Operations	\$167,390	\$91,973
Total expenses	\$463,129	\$229,083
Assets/Liabilities		
Unrestricted Fund Balance	\$1,036,877	\$883,020
Liabilities	\$4,160	\$1,466
Net Assets, end of year	\$1,041,037	\$884,486

A compilation was completed by Financial Accounting Services, Ltd. To receive a copy of the 2009 compilation, please contact the Finance Office, (434) 315-8775, ext. 1.

MISSION

The Robert Russa Moton Museum preserves and positively interprets the history of Civil Rights in Education, specifically as it relates to Prince Edward County and the role its citizens played in America's struggle to move from a segregated to an integrated society.

The museum is operated to promote positive discussion of integration and to advance positions that ensure racial harmony.

VISION

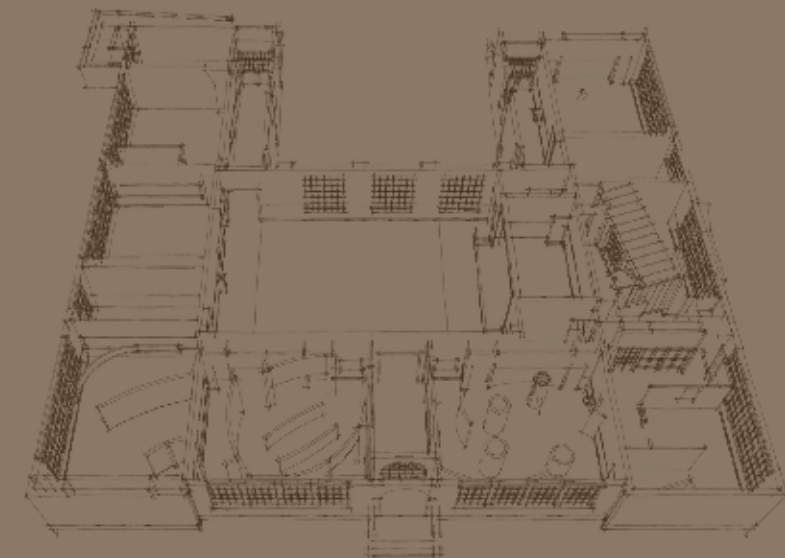
The Robert Russa Moton Museum is envisioned to be a repository for historically significant materials that record Prince Edward County's thirteen-year struggle to achieve Civil Rights in Education.

The museum will feature exhibits that document and reflect upon the period of transition from segregation to integration of public education, with particular attention to events occurring from 1951 to 1964.

The museum will exist to commemorate the students and families whose courage and personal sacrifices brought about change.

The museum will serve future generations as

- an education center that delivers the story,
- a policy center for the study of Civil Rights in Education, and
- a provider of community outreach services to support area citizens.





ROBERT RUSSA
MOTON MUSEUM

Robert Russa Moton Museum
Post Office Box 908 | Farmville, VA 23901
434-315-8775 (o) | 434-392-8568 (f)
www.motonmuseum.org