Time does fly when you are having fun! As you will see in this annual report, our 2019 season was chock full of programs and projects. Our season theme this year was "Stewardship of the Land," one of our five main interpretive themes. This was thoughtfully chosen to highlight our activities for the season and to commemorate the 40th anniversary of Saint John Paul II’s 1979 visit to Living History Farms.

We also hosted a traveling exhibit from Purdue University on the “Secret Lives of Honey Bees,” tying to our season theme and educating our younger visitors about the importance of pollinators.

We built a Sukup Safe T Home® to expand our agricultural story, making connections between farming of the past and innovation of the future. When you visit, you will see how the Sukup family invention of their grain bin has turned into a lasting form of humanitarian relief around the world, providing more secure housing for orphanages and families affected by natural disasters. This project was the result of a partnership opportunity brought to us by Polk County Farm Bureau in conjunction with Sukup Manufacturing Co. and GoServ Global.

Our priority preservation project this year was what we lovingly refer to as ‘the Red Barn,’ located behind the blacksmith shop. This building has stored nearly 1,000 collections objects for decades but was falling below museum standards for a proper collections storage facility and has not been open to tour for several years. Our facilities team has brought new life to this old structure and we are delighted to share that it will be open for public viewing next season when we debut an exhibit about our 50-year anniversary and our 2020 season theme, “Faces of Farming.” We look forward to hosting many more exhibits here in the future.

This year, we received guests from all 50 states and 17 foreign countries. We held a host of new events including the Food and Farm Festival this past spring.

Our endowment continues to grow thanks to the generosity of many donors who are dedicated to ensuring that Living History Farms continues to educate and engage our community and its visitors for many years to come.

The economic impact of Living History Farms has steadily increased to more than $5.5 million. This includes 174 FTE jobs in the community, local government revenue of more than $250,000 and state government revenue of more than $325,000. This impact is based on calculations from Americans for the Arts.

I would like to extend a special thank you to the Iowa Department of Transportation who partnered with us this year to revitalize our creek area and greenspace at the eastern front of our property. As the plantings grow, this project will allow us to create a picnic area and walking nature trail for our guests to enjoy.

We have also spent quite a bit of time behind the scenes planning for the future. What will the next 50 years of service to the community hold for Living History Farms? As we look ahead to 2020, we will be adding a sixth interpretive theme to our repertoire on civic engagement. With a presidential election in 2020, it is an ideal time to unveil new programming around this theme. The town of Walnut Hill will also change its interpretation slightly from 1875 to 1876 in preparation for the semiquincentennial that will be here before you know it in 2026.

Please enjoy this 2019 annual report. You are extremely important to our museum and we thank you for the many ways you help to support our beloved Living History Farms.

Warm regards,
Ruth Haus
President
## Living History Farms / Annual Report

### 2019 Year in Review

<table>
<thead>
<tr>
<th>$2.5 Million</th>
<th>80,000 visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating Expense Budget</td>
<td>from</td>
</tr>
<tr>
<td>$682,625</td>
<td>50 states</td>
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<tr>
<td>Fundraising Need</td>
<td>17 countries</td>
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<td>27%</td>
<td></td>
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<tr>
<td>Operating Budget from Fundraising</td>
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### 40th Anniversary

- of Saint Pope John Paul II’s visit

### 40 Professional Staff

### 828 Volunteers

### 10,000+ Members & 766 Donors

### Supporting Our Mission

- 3 working farms
- 19,000+ artifacts
- 500+ acres

### Facilities & Renovation Projects

- New Sukup Safe T® Home
- Red Barn Restoration

### Since 1970

Living History Farms has enjoyed sharing its mission with more than 5 Million Visitors
In 2019, more than 26,000 learners of all ages participated in an educational tour, program, camp or class. Some of the highlights of 2019 include:

- On October 4, 2019, over 800 students from 8 different schools participated in a Stewardship Day to commemorate the 40th anniversary of the visit by Saint Pope John Paul II to Living History Farms. Students were encouraged to share what stewardship means to them today, and how they practice that through service projects.

- At the annual Farmstasia gala, Debby Wiley, 3rd grade teacher at Eason Elementary in Waukee, was honored as the 2019 Living History Farms Teacher of the Year.

**FEEDBACK FROM SOME OF THE YEAR’S EDUCATION PROGRAMS:**

“My students live in a fairly rural area, without resources like Living History Farms. They believe that 50 years ago was old and a long time ago. It is hard for them to imagine what life was like in the past. The interactive features at Living History Farms and the staff were very helpful to their understanding.”

6th Grade teacher, Rock Valley

“The printing press at the print shop was a highlight. My kids enjoyed being able to be kids. I heard lots of neat things that they did while there and it was only a week!”

Day Camp parent

“Each instructor brought something different to the class. All were knowledgeable and shared how it would have been like on a farm in 1900. Wish it would have been longer!”

Participant in Chicken Chores class
In 2019, Living History Farms explored the theme of stewardship of our land, people, and resources. This theme directly reflected a call to service by Pope John Paul II when he delivered a historic homily at Living History Farms in 1979.

At the historic sites, interpreters explored the ways Iowa’s farmers have worked to enrich and manage their lands through history. At the 1700 Ioway Farm, guests helped till ground to plant the “three sisters” crops of pumpkin, squash, and corn, while learning about the symbiotic relationship between these plants. Tangen Home interpreters led guests in a seed saving project, gathering flower seeds from hollyhocks, sunflowers, and other flowers in the back gardens.

The summer season featured a focus on historic foodways programming across the museum with a “What’s Cooking?” initiative. Domestic interpreters offered cooking demonstrations and food related programs centered around a different theme each week. Food topics included ethnicity and celebration foods, fish and fowl, corn and beans, bread and leavening, and food preservation. At the 1700 Ioway Farm, interpreters roasted squash, baked fish in the coals of an open fire, and prepared wild rice, native species of beans and bison. The 1850 Pioneer Farm interpreters roasted chicken in a tin kitchen, fried and smoked fish and pork, and made breads and pies in their dutch ovens. At the 1900 Farm, interpreters fried oysters and made puddings and custards. The Flynn Mansion prepared a Victorian lawn picnic and the Tangen Home staff made Norwegian culture favorites like lefse and sandbakkels. This initiative gave our museum guests a broader view of the roles farm ingredients, cooking technology, and trade made in the diet of midwesterners of the past.
COLLECTIONS & EXHIBITS

2019 proved to be a busy and productive year for exhibiting Living History Farms’ historic collections! Early in the year, our first winter textile show titled “How Does Your Garden Grow,” featured historic quilts and other important items from the textile collection in the Visitor Center. We showcased quilts, hats, dresses, furniture, scarves, and rugs featuring floral patterns and embroidery.

At the Wallace Exhibit Center, museum guests enjoyed a traveling exhibit from the Purdue University Agricultural Department entitled “Bee-lieve or Not: the Secret Lives of Honey Bees,” learning about the honey bees’ role in pollination and agriculture, as well as, the challenges facing this species of useful insect.

In early fall, we held a commemorative exhibit in remembrance of the 1979 visit of Saint Pope John Paul II to Iowa. The exhibit included photographs, brochures, souvenir pieces and reminiscences from the Pope’s visit. The ceramic chalice and communion plate used during the Pope’s mass in 1979, graciously on-loan from the Diocese of Des Moines, were special highlights of the show, along with the GPS identification of the precise location where the Pope stood during the public mass.

The Collections department also accomplished two major restoration projects in 2019; the full recovery of our historic Dain (early John Deere) side hay rake and the complete recovery of the woodwork and upholstery of an important Victorian-era furnishing set consisting of a settee and a footrest.

Finally, we wrapped up the year with the complete renovation of the historic ‘Red Barn’ Collections building, including a new roof, insulation, and interiors. The Red Barn will provide an exhibit gallery and collections storage facility in 2020.
COMMUNITY EVENTS

Many families, businesses, and associations also hosted their own events and celebrations at Living History Farms, notably:

FOX News held a Town Hall with Harris Faulkner in April.

Woodsmith Shop TV hosted a two-day workshop utilizing multiple Living History Farms sites, that brought more than 100 craftspeople from across America.

It was the third year of the Unique Mustangs Car Club’s annual car show with more than 100 classic Mustangs on the front lawn in August.

Two independent films utilized the LHF property for more than two weeks of filming after the season closed.

The fifth year of the India Day Festival, presented by the Indo American Association of Iowa, was held on the museum’s front lawn in August.

Living History Farms hosted holiday parties for Two Men and a Truck and Interstate PowerSystems.

More than 30 weddings and receptions were held on the property.

Girl Scouts of Iowa hosted their sold out NinjaGIRL event on the museum’s front lawn in August.

Biden for President held a rally at the Flynn Barn in August with more than 300 attendees.

More than 13,000 visitors attended special events offered to the community by Living History Farms during 2019.

These included popular family traditions such as Family Easter, Independence Day, Family Halloween, Family Christmas, the Quilt and Textile Show, National Ag Day, and History Happy Hour; and events showcasing historical skills and customs such as the Heritage Skills Expo, Pioneer Wedding, and Grain Harvest.

On September 28, we welcomed more than 1800 guests during our annual Applefest harvest celebration with our partnership with Drake University Head Start.
In 2019, the more than 10,000 members of Living History Farms helped support our mission to educate, entertain, and connect people of all ages to Midwestern rural life experiences.

Here at Living History Farms, membership has its privileges, including:

- Free unlimited general admission to Living History Farms for one year.
- Free admission to special events during the general season, such as Independence Day, Historic Baseball, Grain Harvest, Applefest, our History Happy Hour series, and more.
- Free monthly Member Morning activities throughout our general season.
- Sneak previews of select exhibits, such as this year’s Bee-Lieve it or Not! The Secret Lives of Honey Bees.
- Discounts at the MarketPlace Museum Store and the Snack Shop.
- Discounts on the use of Living History Farms rental facilities.
- Discounts and early registration for Historic Dinners, Day Camp, and Historic Skills Classes.
- Discount admission for select special events outside of the general season, including Family Easter, Family Halloween, and Family Christmas.
- Free or discounted admission to more than 200 other museums across the country.
- Option to add memberships to the Blank Park Zoo and Science Center of Iowa for additional benefits.
- Discounts from community partners: Hotel Renovo, Machine Shed Restaurant, and Spaghetti Works Des Moines.

2019 was the 14th year of the TRI Membership Program, a unique collaboration between Living History Farms, the Science Center of Iowa, and the Blank Park Zoo. This program provides an excellent value to local families. The TRI Membership program provides unlimited attendance to all three attractions, discounts on popular programs such as Day Camps and Historic Dinners, and many other attractive benefits.
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STAFF TIME BREAKDOWN BY DEPARTMENT

% OF TOTAL

Living History Farms / Annual Report
VOLUNTEERS

828 volunteers

1,577 positions filled

18,006 hours contributed

HIGHLIGHT FROM 2019:

On April 2nd Living History Farms hosted 40 leaders from John Deere Financial locations across the U.S. and the world. They engaged in a variety of maintenance tasks to prepare the museum for opening day. Stacey Johnson, John Deere Director of Public Affairs wrote later, “John Deere and Living History Farms have a common goal of connecting people to rural life. I am pleased our John Deere Financial leaders were able to spend time with this great organization while volunteering their time to ready the grounds for opening day. Thanks to Ruth Haus and her entire staff for making our leaders feel welcome. We look forward to continuing our strong partnership.”

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Volunteers from John Deere Financial painting picnic tables in April.
2019 ANNUAL SUPPORT

This past decade has been the strongest ever in terms of community support for Living History Farms, with donations for annual programs, events, and operations leading the way. During 2019, 766 companies, foundations, and especially - as shown below - many individual households gave generously to make it a great year for the museum’s visitors. Among other things, these donors provided experiential education for students from all corners of Iowa, sponsored events for the community, extended our operating capacity, and made it possible to turn a 1940s hog barn into a safe and secure collections storage and exhibition facility.

Community commitment for this museum is perhaps best evidenced by the fact that nearly 70 percent of our 2018 annual donors chose to renew their support again in 2019. In fact, our retention rate was nearly 25 percentage points above the national average of 45.5 percent, as reported in the most recent Fundraising Effectiveness Survey Report. At the same time, we added 181 new donors to our Living History Farms family. Names in blue in the list that follows either increased their support for Living History Farms or became new donors in 2019. Those listed in bold indicate that their gifts included support for our special projects, such as the Red Barn, Church of the Land, or the new roof for the Schoolhouse. More than 150 in-kind donors also provided support totaling more than $238,000 in goods and services.

We are very grateful to every one of the donors listed here for their generosity in including us in their community philanthropy.
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In Memory of Bill Murray’s Birthday
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The following partner organizations collaborated with LHF during 2019 to expand the cultural enrichment opportunities we offer the community. We thank them for their partnership.

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University of Iowa Alumni Association  
Urban Dreams  
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Vesterheim Museum  
Walnut Lake Apartments  
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# ENDOWMENT

**ENDOWMENT: THE FUTURE OF LIVING HISTORY FARMS**

The following individuals and organizations have made generous endowment gifts, to ensure that this unique experiential museum is here for future generations and continues to provide unique cultural enrichment experiences for our community and its visitors.

## MORE THAN $1 MILLION
- Wayne Alwill Estate

## $500,000 AND ABOVE
- W.T. & Edna M. Dahl Trust

## $150,000 AND ABOVE
- Mrs. Alice Murray
- Estate of Beverly Jean Akers

## $100,000 AND ABOVE
- Winifred Murray Kelley
- Mrs. Henry A. (Ilo) Wallace
- Gilbert & Joan Stanley Family

## $75,000 AND ABOVE
- Iowa Farm Bureau Federation

## $60,000 AND ABOVE
- Beulah Schluter
- C. Robert and Babette C. Brenton
- Dr. Stephen Smith

## $30,000 AND ABOVE
- Cultural Trust Endowment Challenge Grant (Iowa Department of Cultural Affairs)
- LeRoy Pratt Estate

## $20,000 AND ABOVE
- Verl McDaniel Estate
- Nancy M. Wente Estate

## $15,000 AND ABOVE
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- Gifts in honor of Dorothy H. Parry for over 30 years of volunteering
- Robert W. Pratt and Rose Mary V. Pratt
- The Charles Sillstrop Family
- Mack Teachout and Carolyn Gilbert
- Mike and Nancy Zoellner

## $500 AND ABOVE
- Thomas and Molly Conway
- Dell LLC
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- Patricia Greteman
- Bob and Ann Kurtz
- And one anonymous donor

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And two anonymous donors
LIVING HISTORY FARMS

VISION STATEMENT
Living History Farms will be a premiere destination for people to experience rural traditions and create memories.

MISSION STATEMENT
Living History Farms is an interactive outdoor history museum which educates, entertains and connects people of all ages to Midwestern rural life experiences.

OBJECTIVES
Living History Farms seeks to enrich public understanding and to engage the public in consideration of the significance of past and present issues in agriculture and rural life.

Living History Farms seeks to re-create the daily routines of representative historical years by means of “living history” interpretation. To accomplish this, LHF constructs authentic simulations of typical historical farm sites and a small town from time periods that illustrate major changes in agricultural technology, procedures and rural life.

Living History Farms seeks to promote the history of agriculture and rural life through the enrichment of the educational curricula of preschool through college and adult education in both traditional and non-traditional settings. The purpose of Living History Farms is to make the public aware of the significance of agriculture in the development of America.

Living History Farms will present the changes that have occurred in farming methods, concepts and technology and interpret the significance of those changes both in history and in modern life. By showing authentic models of farming, Living History Farms enables visitors to observe and participate in these processes and relate them to their lives.

STRUCTURE
Living History Farms is a non-profit, 501(c)(3) historical, educational museum. LHF is a private non-profit. LHF is governed by a volunteer Board of Directors.

LOCATION
Living History Farms is located at 11121 Hickman Road, exit 125 from the combined Interstates 35/80, in Urbandale, Iowa.

FUN FACTS
Since 1970, Living History Farms has enjoyed sharing its mission with more than 5 million visitors.

Living History Farms is featured in the NY Times Bestseller, 1000 Places To See Before You Die in the US and Canada, available in the Marketplace Museum Store.