Another season has quickly come and gone for us at Living History Farms!

There were many important achievements during 2017, which are reflected throughout this annual report.

First and foremost, we could not have done this without the generosity of our community and I want to give a special “shout out” to our 2017 premier partners: BRAVO! Greater Des Moines, John Deere, and the W.T. and Edna M. Dahl Trust.

Our season theme this year focused on midwestern small town celebrations. We hosted a wonderful traveling exhibit on the history of the circus and featured a new World War 1 day camp program in collaboration with the Fort Des Moines Museum and the Iowa Gold Star Museum to commemorate the centennial anniversary. This year we received guests from 47 states, Puerto Rico, the District of Columbia, and guests representing 11 other countries.

We reached a significant milestone this year by growing our endowment to $10 million; about four times our annual operating budget! This meets a significant museum industry standard designed to assure stability and the ability to serve the community with the quality programming we strive to offer for generations to come.

In addition, we have adopted a 15-year master plan that will set the stage for the next 50-year chapter of Living History Farms and help us provide programming all year long to the community!

I want to offer special thanks to all of our donors and volunteers for helping us to provide first-rate programming in 2017. We are ever grateful for the donation of your time, talents and treasures. We look forward to the 2018 season, which is just around the corner, in which we will feature simple pleasures and traditional handcrafts we all enjoy so much!

Warm regards,

Ruth Haus
President
More than 27,000 learners of all ages participated in Living History Farms’ education programming in 2017. The museum’s K-12 school programming was adapted to meet the new social studies standards that were adopted in 2017 by the Iowa Dept. of Education. New hands-on programming was created to explore food production through history. The camp program was reaccredited by the American Camp Association (ACA). LHF partnered with the Iowa Gold Star Military Museum and the Fort Des Moines Museum to offer a joint summer day camp on Iowa’s involvement in World War 1. And to reflect the season theme of “Communities,” a new summer day camp for 4th grade was created that highlights different communities in Iowa. The museum also piloted an overnight sleep-in program for Girl Scouts.

FEEDBACK FROM SOME OF THE YEAR’S EDUCATION PROGRAMS:

“This experience fits perfectly into the Iowa Core. Comparing life in the past to life today within different communities, and comparing the goods and services that people in a community produce are just a couple of the Iowa Core social studies standards we teach in 1st grade.”

“My son enjoyed all aspects of the camp & enjoyed going each day. He looked forward to it each day. It was great experience - being outdoors and learning about the farms and about the animals. Mixing in crafts and play was a great balance.”

“Cooking on a wood burning stove was fantastic! The instructor made it fun. She made it a point to learn something about every participant. I loved every minute!”
2017 brought a focus on small town life and community celebrations to Living History Farms. In the museum town of Walnut Hill, historic interpreters recreated the events and activities that would have brought a farming community together. Independence Day parades, Medicine Shows, and recreated court proceedings offered museum guests a glimpse of small town life. The Walnut Hill Bluestockings historic baseball team played five home matches and two away games - including one at Des Moines’ own Principal Park stadium and one at the famous Field of Dreams in Dyersville, IA!

The farming sites at the museum showcased the ways families and farms contributed to a shared community experience in the past.

At Ioway Culture Day, Reuben Iron-horse Kent, Ioway artist and scholar, shared his unique perspectives about the place of community and traditions in the Ioway culture. The 1850 Farm recreated a pioneer wedding, showcasing the dancing and foodways that brought neighbors together.

In August, the 1900 Farm hosted a steam engine crew, threshing oats and holding a thresher’s meal for the work crews. This event hosted special visitors, U.S. Dept. of Agriculture Secretary Sonny Perdue and Iowa’s congressional representative for the third district, Representative David Young.
COLLECTIONS

This year’s historic quilt and textile show, sponsored by StarAnn and Ed Kloberdanz in memory of long time area quilter Pat Wood, displayed examples of quilts and clothing made with varying calico prints dating from the 1830s through present times. A companion digital exhibit debuted this fall on Living History Farms’ new web-based collections database. Collections staff have also scheduled behind the scenes tours by reservation, debuting in December 2017. Museum guests will have the opportunity to explore textile and artifact storage areas and learn preservation techniques that they can use at home.

RESTORATION PROJECTS

Behind the scenes, Living History Farms collections staffers worked through to catalog and re-house larger farming machinery in refurbished collection storage spaces. Restoration staff members were able to move the museum’s WWI era Fordson tractor out to seasonal display at the 1900 Farm in celebration of the WWI Centennial events. Another major project for the department this year was the restoration of the windmill at the 1900 Farm.

TRAVELING EXHIBIT

Living History Farms hosted a traveling exhibition from the Mid-America Arts Alliance titled “Step Right Up: Behind the Scenes of the Circus Big Top, 1890-1965”. This explored the impact of circuses on small towns as well as the community of circus workers. Train time tables and posters from 19th century circuses touring small town Iowa provided wonderful local ties.
COMMUNITY EVENTS

Nearly 12,000 people came to Living History Farms during 2017 specifically for the array of special events we offered throughout the year. These included popular holiday events (Family Easter, Independence Day, eight nights of Family Halloween and Family Christmas) and such traditional harvest celebrations as AppleFest and Grain Harvest. U.S. Secretary of Agriculture, Sonny Perdue, Mrs. Perdue and Representative David Young were among our visitors during our Grain Harvest celebration, touring the farm sites, joining in the threshing and in the day’s 1870s-rules Historic Baseball Game.

We also featured contemporary agricultural products through our Cabin Fever series (Farms Uncorked in January; Spirits & Sweets in February; Beer ‘n’ Bread in March, and Festival of Cheese in April) providing guests with opportunities to sample the wares of and chat with more than 30 Iowa winemakers, distillers, brewers, cheesemongers, chefs, and others involved in creating Iowa’s rich culinary landscape.

There were also many families, businesses and associations who hosted events and celebrations at our facilities, notably:

The Des Moines Register held a sold-out event in their popular Storytellers Project series in the Flynn Barn in May.

The Council of State Governments Midwest held an event for Midwestern government officials, staffers and families that featured an after-hours museum tour, appearances by the Ghost Players from the Field of Dreams and a concert by The Nadas.

The Iowa DOT hosted AASHTO (the American Association of State Highway Transportation Officials) at the Farms to highlights our partnership with the DOT on wetlands mitigation projects. Demonstrations of an autonomous car were held, with contrasting rides offered in our antique Model T.

The Indo-American Association of Iowa brought their India Day Festival to LHF’s front lawn for the third consecutive year in August.

Rep. David Young held a town hall meeting in LHF’s Visitor Center for the third consecutive year, with an overflow turnout.

Gubernatorial candidate John Norris hosted a campaign kickoff in July event at LHF in the style of an outdoor family style picnic.

The Unique Mustangs Car Club hosted a car show consisting of over 100 classic Mustangs on the front lawn.

The Big Country Bash was attended by more than 8,000 people in June and two Vintage & Made Fairs brought more than 6,000 to the front lawn.

Carlson family descendants held a family reunion in September and visited the 1900 Farm to see the barn that was built by Christian Carlson and donated to Living History Farms by Wendell and Ruth Carlson.
MEMBERSHIP

2017 marked the 12th Anniversary of the TRI membership program! This unique partnership between Living History Farms, the Science Center of Iowa, and Blank Park Zoo continues to be a great choice for families in the rapidly growing Des Moines area and surrounding communities. LHF membership numbers of all categories and types experienced growth in 2017.

A new member benefit was introduced in the fall of 2017, which allows current LHF members to receive a 10% discount on all rental facilities. Complimentary "Member Mornings" were also offered as an exclusive member benefit and attendance doubled for this program in 2017. Member children were able to receive croquet lessons on the lawn at Flynn Mansion, have batting practice with the Walnut Hill Bluestockings, and get a special behind-the-scenes tour of the Historic Quilt & Textile Show.

NEW PARTNERSHIP INITIATIVE

A new partnership initiative, the “Library Discovery Pass” was also launched in 2017, in collaboration with the Grimes Public Library. During the 2017 general touring season, any member of the Grimes Public Library could check out a membership that allowed one-time free general admission for two adults and two children to the Farms. In 2018, this program will continue to expand to several additional libraries in the area! Confirmed partners for 2018 include Grimes, Altoona, Carlisle, and Ida Grove.
## STAFF

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- Jen Albers
- Ruth Haus

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- Jordyn Algreen
- Kimberly Dunbar
- Anne Marie Finkelstein
- Evan Hoyt

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- Sammy Smithson

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- Thomas Young

### Interpretation & Collections
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- Emma Allen
- Nicole Baker

### Marketing & Communications
- Jennie Deerr
- Kate Meyer

### Volunteer Services
- Jan Milroy

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### STAFF TIME BREAKDOWN BY DEPARTMENT

<table>
<thead>
<tr>
<th>Department</th>
<th>% of Total</th>
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Living History Farms / Annual Report
VOLUNTEERS

A HIGHLIGHT FROM 2017:
Our Living History Farms Bluestockings 1875 Baseball Team was invited to play a traveling historic team from Tennessee at the Dyersville Field of Dreams! Two games were held. Bluestockings team member, Bryan Zinschlag, said, “It was special, particularly when the lights came on. Field of Dreams is my childhood favorite movie, and I got to play catch with my dad in between games. Thanks so much for your part in making it happen. The Nashville folks are great, their league seems great, and they invited us down whenever.”

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2017 ANNUAL SUPPORT

Community support for Living History Farms’ annual operations continued to be very strong throughout 2017, making our vast array of programs, events, and initiatives possible. In all, 650 companies, foundations, and households helped us provide educational programs for students throughout Iowa, sponsored events for the community, extended our operating capacity, helped fund our new master plan, and supported other priorities identified in our strategic plan.

The community commitment to this museum is perhaps best evidenced by the fact that 77 percent of our 2016 donors chose to continue supporting us again in 2017—a retention rate that is 32 points above the national average (our retention rate rose two percentage points, while the national average declined a point, according to the latest statistics from the Association of Fundraising Professionals). At the same time, many of our donors either increased their gifts or joined our support community during 2017. These new donors and those who increased their generosity are identified in blue below. Names in bold indicate that their gifts included support for our priority improvement projects.

We are very grateful to every one of the donors listed here for their support, both through cash and in-kind gifts.
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Sisters in the Junction
Daniel Smith
Mary Smith
Reonna Snyder
Carol Sovern
Splash Seafood Bar and Grill
Rachael and Cayde Sprecker
Dean Stall
Elizabeth L. Stepheenson
Donna and Ken Stinson
St. Kilda
Yen Stonehocker
Storybook Adventures
Julie and Chad Suiter
Robert Szalay and Melissa Young
Szalay
Tangerine Food Company
Taylor Law Offices
Tennessee Association of
Vintage Baseball
Paul Thigges
Toppling Goliath Brewing Co.
Joanne and James Trees
Charles E. and Christy J. Trullinger
Darlene R. Tursi
Amanda Underhill
James L. Van Cleve
Kay Veak
Vesterheim Norewegian-American
Museum
Vivian’s
Rick von Holdt
Sharon Vriezelaar
Arleene H. Wajda
Debbie Wallace
James P. Ward
Knute Watne
William J. Welch
Kim White
Alissa Whitmore
Sue Wilhite and Ramona Wink
Beth and Brian Willem
Roger and Darlene Witke
Paul Woodard
Susan Wright
Jo Yeates
And six anonymous donors

*BRATVO funding is made
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Clive, Des Moines, Grimes,
Indianola, Johnston, Norwalk,
Pleasant Hill, Polk City,
Urbandale, Waukee, West Des
Moines, and Windsor Heights,
along with Polk County.

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Gene & Loa Dawn Vincent

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Clint Bauer

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Dave & Mary Bendixen

In Memory of Marjorie Beneke
Patricia Beneke

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and Bruce Carlton
Ronald E. & Paula M. Johnson

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Clark
Margot C. & John E. Goode

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Couch
Leland M. Couch

In Honor of Ruth and Gifford
Covault
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In Memory of Joyce Farguharson
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In Memory of Flora Mary Fried
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Theresa and Jeff Welch

In Memory of Nancy Wente
Tom and Vikki Morain

In Memory of Scott Wikner
Mr. and Mrs. Ivan Wikner

In Memory of Clyde Wood
Lois and Gayle Strickler

In Memory of Pat Wood
StarAnn and Ed Kloberdanz
The following partner organizations collaborated with LHF during 2017 to expand the cultural opportunities we offer the community. We thank them for their partnership.

2017 Iowa Honey Queen
Achieving Maximum Potential (AMP)
Blank Park Zoo
Brenton Arboretum
Children & Families of Iowa (CF Iowa)
ChildServe
Drake Head Start
Drake University Law Library
Easter Seals
Enrichment Therapy and Learning Center
FFA Foundation
Furry Friends Refuge
I9 Sports
Iowa Agriculture Literacy Foundation
Iowa Cubs
Iowa Organic Association
IPTV
Lutheran Services
Mentor Iowa
Neal Smith National Wildlife Refuge
Orchard Place
Neal Smith National Wildlife Refuge
Polk County Farm Bureau Ag in the Classroom
Polk County Master Gardeners
Puppy Jake Foundation
Science Center of Iowa
Silos and Smokestacks National Heritage Area
Seven Pines Farm
That’ll Do Australian Shepherd Club
Urbandale Police and Fire Departments
Van Wall
World Food Prize
Youth and Shelter Services (YSS)
Youth Emergency Services & Shelter of Iowa (YESS)
ENDOWMENT: THE FUTURE OF LIVING HISTORY FARMS
To ensure that this unique experiential museum is here for future generations, LHF set a goal in 2009 of growing our endowment to $10 million by the end of 2025. Thanks to the generous donors listed below, we achieved that mark eight years early, before the end of 2017.

MORE THAN $1 MILLION
Wayne Alwill Estate

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

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

$100,000 AND ABOVE
Winifred Murray Kelley
Mrs. Henry A. (Ilo) Wallace

$75,000 AND ABOVE
Iowa Farm Bureau Federation

$60,000 AND ABOVE
Beulah Schluter Estate
Dr. Stephen Smith

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

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Nancy M. Wente Estate

$15,000 AND ABOVE
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$10,000 AND ABOVE
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HONORS AND MEMORIALS
In Memory of Bill Fairbank
Joleen Fairbank
Robert & Mary Ann Fairbank
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.

Statement of Purpose
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 Fact
Since 1970, Living History Farms has enjoyed sharing its mission with more than 5 million visitors.

Quick Stats

<table>
<thead>
<tr>
<th>Year</th>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>Summer Opened</td>
<td></td>
</tr>
<tr>
<td>500+</td>
<td>Acres Land Size</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Working Farms</td>
<td>1700, 1850, 1900</td>
</tr>
<tr>
<td>47</td>
<td>Historic and Modern Buildings</td>
<td></td>
</tr>
<tr>
<td>6.5</td>
<td>Miles Roads</td>
<td></td>
</tr>
<tr>
<td>19,000+</td>
<td>Artifacts</td>
<td></td>
</tr>
<tr>
<td>40 FTE</td>
<td>Professional Staff</td>
<td>2017</td>
</tr>
<tr>
<td>935</td>
<td>Volunteers</td>
<td>2017</td>
</tr>
<tr>
<td>2600+</td>
<td>Members</td>
<td>2017</td>
</tr>
<tr>
<td>106,000+</td>
<td>Visitors</td>
<td>2017</td>
</tr>
<tr>
<td>12 Countries</td>
<td>Visitors</td>
<td>2017</td>
</tr>
<tr>
<td>47 States</td>
<td>Visitors</td>
<td>2017</td>
</tr>
<tr>
<td>27,400+</td>
<td>Students Served</td>
<td></td>
</tr>
<tr>
<td>650</td>
<td>Donors</td>
<td>2017</td>
</tr>
<tr>
<td>$2.4 Million</td>
<td>Operating Expense Budget</td>
<td>2018</td>
</tr>
<tr>
<td>$733,500</td>
<td>Fundraising Need</td>
<td>2018</td>
</tr>
<tr>
<td>30%</td>
<td>Operating Budget from Fundraising</td>
<td>2018</td>
</tr>
</tbody>
</table>

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.