

NATIONAL WOMEN'S HALL OF FAME

ESTABLISHED 1969 | SENECA FALLS, NEW YORK

2022

ANNUAL REPORT

“ It took me quite a long time to develop a voice,
and now that I have it,
I am not going to be silent. ”

*Madeline Korbel Albright,
1998 Inductee*

A YEAR OF FIRSTS

Dear Friend,

It is with great pleasure that the National Women's Hall of Fame presents our very first Annual Report to our friends and stakeholders.

The year 2022 was a year of firsts in more ways than I can count:

- ▶ Launched a successful TikTok campaign for Women's History Month
- ▶ Created *Week of Women* which piloted new national programming
- ▶ Celebrated Jennifer Gabriel's first full year with the Hall as Executive Director
- ▶ Hosted a successful Induction Weekend Festival
- ▶ Had the most successful Induction fundraising campaign in the Hall's history
- ▶ Welcomed the Hall's first Inductee Board President, Jean Kilbourne

Beyond a series of firsts, we saw exponential growth in the numbers of youth we were able to reach, held a groundbreaking for the next phase of construction at the Seneca Knitting Mill, and celebrated nine remarkable women as they were Inducted into the Hall.

When I think about the strides made by the Hall in 2022, I can't help but find myself reflecting on the stories of our Inductees, how progress often feels slow but that when we find support in each other, we rise all the faster.

Looking back on the past year, the growth and enthusiasm we generated would not have been possible without the generosity of our supporters. It is with sincere gratitude and enthusiasm that we are able to report the impact of your philanthropy and how your support has helped us dream big for the future.

Sincerely,

Elizabeth Wayne Fantone
Board President, 2020-2022



A Message From Executive Director, Jennifer Gabriel

Margaret Sánchez turned off her TV for two days following the National Women’s Hall of Fame Induction Ceremony in September. She wanted time to “absorb the hope.”

I can’t imagine a higher compliment for the Hall and its mission. At its core, the Hall exists to inspire hope for a brighter future and better tomorrows.

The nine women honored in 2022 comprised one of the Hall’s most diverse class of women to date with accomplishments that span the sciences, public service, business, athletics and more. While they are wildly different in terms of their life’s work, several key characteristics unite them and all our 302 Inductees: Grit. Determination. Strength.

Those are the same words I’d use to describe what we’ve needed to endure the past three years. The pandemic required every individual, business, and nonprofit organization to think creatively and respond to ever-changing challenges.

I began serving as Executive Director just weeks before the pandemic forced me to make one of the most difficult decisions of my career. Due to rising cases of COVID and concern about its impact on the Seneca Falls community, I recommended to the Board that we postpone that year’s Ceremony.



Induction traditionally serves as the Hall’s signature philanthropic event, so postponing also meant deferring anticipated revenue in the form of donations, admission, and gift shop purchases. It was a scary decision, and as a small nonprofit organization that relies on donations to fund 90% of operations, the stakes were high. But we did it. The small-but-mighty staff pivoted while the Board, our members and our supporters provided resources; together, we launched new virtual programming and created an exceptional (and safe) experience for those who made the pilgrimage to Seneca Falls to visit our museum.

“ GRIT.
DETERMINATION.
STRENGTH. ”

A Message From Executive Director, Jennifer Gabriel *continued*

To those who carried the Hall forward during uncertain times, thank you. Despite the challenges, the Hall's mission reached more than 40,000 people from Puerto Rico to Portland. Nearly 2,000 people attended the 2022 Induction Ceremony festivities in Seneca Falls, and countless others tuned in online via watch parties.

When Margaret Sánchez wrote to me, she touched on what the Hall is all about: “Thank you for providing such ‘inspiration’ at a time when what I loved about being born and living in America was our democracy and freedom [which] is now in jeopardy.”

The National Women's Hall of Fame seeks to inspire you and ignite thought and important conversation about women's history and stories. Thank you for being a part of a national movement to ensure that women's voices and stories forever have a home of their own.

Together, we are providing hope for all generations.

Sincerely,

Jennifer Gabriel,
Executive Director



Conversations with Great Women - A Panel Discussion, Induction Weekend 2022



Pam Sherman, 2022 Induction Leadership Committee Member with daughter, Eliza, at Induction Gala

2022 BY THE NUMBERS

Museum Visitors

6,574

Museum Visitors

65%
Women & Girls 

20%
Men & Boys 

15%
Nonbinary 

Engagement

35,000

Students Reached during
Women's History Month

600%

Increase in social media
engagement

Philanthropy

\$1,010,772

Total Funds Raised

>90%

Operations funded by
philanthropic support

70%

Philanthropic support
from individuals

2022 Induction

2,130

Viewers who watched the live
Induction Ceremony

302

Women Inducted into the National
Women's Hall of Fame, including nine
women inducted in 2022

200

High school students participated in
Conversations with Great Women, a
panel discussion with Inductees

35

Corporate partners helped make
Induction Weekend possible through
cash and in-kind donations

A YEAR IN REVIEW

Twenty-two stories from 2022

01

The National Women's Hall of Fame welcomed its first Inductee as Board President.

In December, Jean Kilbourne, 2015 Inductee, was unanimously elected to serve as Board Chair and President of the National Women's Hall of Fame. Jean is the first Inductee to serve as president in the Hall's 54-year history.



“

I am honored to be the first Inductee to serve as president of the Board at this exciting time. I look forward to engaging more Inductees as the Hall expands its reach and vision.

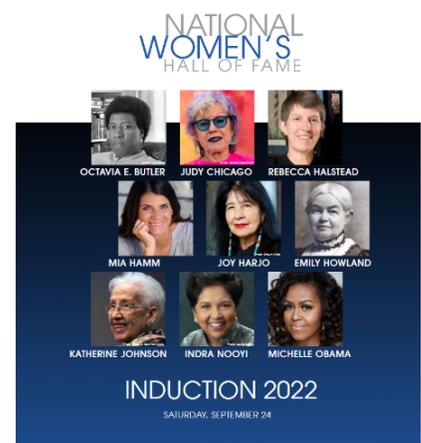
It is more important than ever to share women's stories. ”

Jean Kilbourne, 2015 Inductee

02

Nine women were Inducted into the National Women's Hall of Fame.

Following a postponement of Induction because of the pandemic, the Hall officially welcomed Octavia E. Butler, Judy Chicago, Rebecca Halstead, Mia Hamm, Joy Harjo, Emily Howland, Katherine Johnson, Indra Nooyi, and Michelle Obama as Inductees in September 2022.



A YEAR IN REVIEW

Twenty-two stories from 2022

03

The Hall hosted 2021 Inductee Katherine Johnson's daughters, Joylette Hylick and Katherine Moore, for a conversation about their mother's profound and humble leadership as a mathematician for NASA.

Thanks to the 2016 film, *Hidden Figures*, Katherine Johnson's story is well known today, but for decades her story went untold, uncelebrated. This conversation examined the importance of documenting diverse narratives and the impact that white-washing history has on future generations.



The Johnson Sisters: Joylette (left) and Katherine (right)

04

The Hall launched a week of programming dedicated to celebrating women's stories beyond Women's History Month.

March is a busy month at the National Women's Hall of Fame. We see an increase in foot traffic, engagement on social media, and a high volume of media requests; the rest of the nation takes time to do something we do every day: celebrate great women! By hosting Week of Women in the first week of April, the Hall reinforced that celebrating women's history should be a year-round practice.

WEEK OF WOMEN



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05

During New York State's Path Through History Weekend, the Hall hosted a special exhibit by Rug Hookers of the Finger Lakes.

Over 30 rugs related to the history of the women's suffrage movement were on display from August through October. The rugs were created to celebrate the 100th anniversary of the ratification of the 19th Amendment and depicted images of suffrage leaders, important places, and interpretations of original suffrage artwork.



Norma Press of the Rug Hookers of the Finger Lakes Guild standing in the museum's rug exhibit

06

We broke ground on the next phase of construction at our home in the historic 1844 Seneca Knitting Mill.

This phase of renovations will expand usable space, which is currently limited to the first floor of the four-story building. The scope of work includes rehabilitating the existing spiral staircase, restoring the iconic smokestack, and adding a main staircase and external elevator. Substantial work will also take place on the second floor, which will become exhibit space dedicated to telling the stories of the Hall's 302 Inductees.



Canal-side view of the 1844 Seneca Knitting Mill and iconic smokestack



Phase II Groundbreaking in November 2022

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07

Individuals and classrooms around the nation—from Puerto Rico to Washington—tuned in for a conversation with activist, Dolores Huerta, 1993 Inductee.

During her presentation, Dolores shared lessons learned from her time leading the labor movement with the United Farm Workers of America, and how we can apply them to modern day activism in North America.



08

The very first Induction Festival was held in Seneca Falls.

This free, family-friendly community celebration took place in Seneca Falls' People's Park and featured live music, family-friendly activities, vendors and a fireworks display along the Seneca-Cayuga Canal. We are so grateful to the local partners who made this event possible: Erie Canalway National Heritage Corridor, Generations Bank, New York State Canal Corporation, and Sessler Wrecking.



All-girl bands performing at Induction Festival, Seneca Falls, NY



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09

Regional partner and benefactor, Bonafiglia Family Foundation, hosted a girls soccer tournament in honor of Mia Hamm's 2022 Induction.

Hundreds of high school girls traveled from all over the state of New York to participate in a weekend-long soccer tournament in honor of Mia Hamm's 2022 Induction. Dr. Colleen Hacker, a Certified Mental Performance Consultant and former coach to Mia Hamm, offered motivational workshops to students throughout the weekend.



10

The Hall welcomed three new board members in July.

In July, three new members joined the Hall's Board of Directors: Emily Milsovic, Head of Marketing, GRAIL; Carol Scott, Nonprofit Consultant; and Rama Yelkur, PhD, Dean, College of Business, Texas Woman's University.

11

You crafted masterpieces about the women who inspire you.

As the Hall prepared for Induction 2022, members of the public responded to a call for art inspired by the women who influence them on a daily basis. These works were displayed in our gallery and social media.



Young woman poses in front of a digital mural created by Samantha Sciotti for the National Women's Hall of Fame

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Philanthropist and entrepreneur Dr. Gail Riggs partnered with the Hall's gift shop in support of programming and education.

Who inspires you? Whether the answer is Susan B. Anthony, Annie Oakley, or Michelle Obama, there's a handbag for you! The Hall's gift shop is proud to carry the Abigail Riggs Collection and all proceeds support regional and national programming initiatives.



Susan B. Anthony handbags from the Abigail Riggs Collection pictured in the Hall's gift shop

13

Executive Director, Jennifer Gabriel, launched her blog, [In Her Words](#).

From examining recent events to breaking down stereotypes and reminding us of the personal connection we have to women's history, the *In Her Words* readership has quickly grown into one of the Hall's most engaged audiences.

14

We published a compilation of women's history resources for elementary, middle, and high school educators.

One of the ways the Hall educates and inspires the next generation of changemakers is by helping educators around the nation include women in their curricula. In 2022, the Hall compiled a list of educational resources that highlight women's achievements and historic challenges. This collection of books, videos, podcasts, and activities can be found on our website.



Womanica by Wonder Media Network produces daily, five-minute podcasts about remarkable women in history

A YEAR IN REVIEW

Twenty-two stories from 2022

15 The Hall's gallery hosted countless classroom fieldtrips and youth groups at our museum.

In 2022, Hall staff worked with over 35 school groups to develop tailored programming and educational experiences for students of all ages and backgrounds. Dozens of regional and tour groups also spent time in the gallery, getting a taste of what's to come once the museum's space expands.



A view of the first floor gallery exhibits at the Seneca Knitting Mill

16 New York City youth benefited from a partnership between the National Women's Hall of Fame and STARS Citywide Girls Initiative.

The Becoming More Fellowship challenged high school students to reflect on personal experiences, lived identities, and the person they are becoming. The students participated in a 10-week workshop series dedicated to honing their storytelling, public speaking, and memorization skills. In September, the students journeyed to Seneca Falls to attend the 2022 Induction Ceremony.



Student performing TED Talk at Becoming More Fellows Summit



Becoming More Fellows celebrating the end of their fellowship program

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Secretary Hillary Rodham Clinton, 2005 Inductee, delivered opening remarks for the Induction Ceremony in Geneva, NY.

Secretary Clinton, 2005 Inductee and Honorary Chair of the Induction Committee, spoke to a full theater at the historic Smith Opera House in September. Secretary Clinton lamented the state of women's rights around the world and reminded audience members about the role we must all play in preserving the stories of women and writing a more inclusive future for future generations.



Hillary Rodham Clinton, 2005 Inductee delivers 2022 induction Ceremony keynote



Justice Bell replica unveiling in Seneca Falls, NY

18

On the anniversary of the Justice Bell's unchaining, the National Women's Hall of Fame dedicated a replica Justice Bell in Seneca Falls.

In 1915, Katharine Wentworth Ruschenberger commissioned a replica of one of our nation's most enduring symbols of freedom: the Liberty Bell. Except, there were two big differences: "Establish Justice" was added to the inscription, and the clapper was tightly chained to its side. The bell would not ring until women were given the right to vote.

This replica Justice Bell serves as a lasting reminder of how local efforts can help create national change. Visitors can find the bell at Generations Bank Bell Park in Seneca Falls, NY.

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New York State Inspector General Lucy Lang hosted a panel of experts on women's rights for women in government at the National Women's Hall of Fame.

New York State Inspector General Lucy Lang gathered a panel of experts in women's history to discuss the impact of the Supreme Court decision that overturned Roe v. Wade. The discussion was broadcast to thousands of government workers around the state.



NYS Inspector General Lucy Lang; image from ig.ny.gov

20

The next phase of construction at the Seneca Knitting Mill features an all women-led construction management team.

Inspired by the history and mission of the National Women's Hall of Fame, LeChase Construction assembled an all-women construction management team to lead the next phase of work at the Seneca Knitting Mill.



Kailly Mintel, project executive, at LeChase Construction meets with Linda Alvarado, 2003 Inductee. Alvarado is the founder and sole owner of a construction management firm in Denver, CO.

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21

Charlotte Powell biked 250 miles to Seneca Falls in honor of women's suffrage.

Last fall, the Hall was visited by 14-year-old Charlotte Powell, who biked to Seneca Falls from Western Massachusetts to raise awareness about the importance of voting. During her trip, Charlotte helped more than 100 people register to vote!



Charlotte Powell arrives in Seneca Falls

22

The National Women's Hall of Fame held its most successful Induction fundraiser in history.

Guests, Inductees, and members of the Hall's Board of Directors collectively gave more than \$235,000 during the Induction Gala fundraiser. Every dollar raised supports the Hall's mission to celebrate women's stories and inspire the next generation of changemakers.



Elizabeth Wayne Fantone, 2020-2022 Board President of the National Women's Hall of Fame announces a surprise matching gift opportunity at the 2022 Induction Gala in September

“ **Every girl,**
no matter where she lives,
deserves the opportunity
to develop the promise inside of her.”

Michelle Obama , 2021 Inductee



National Women's Hall of Fame Becoming More Fellows perform a poem by Maya Angelou, 1998 Inductee, at the 2022 Induction Ceremony



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