Annual Report
January 1-December 31, 2018
Dear Friends

We are pleased to share with you our Annual Report for 2018 highlighting the exciting things that have happened at Vesterheim this past year.

As I reflect back on the year, I am very proud of all that we have accomplished. I am also keenly aware that none of these things would have happened without our capable staff, our dedicated board of trustees, our enthusiastic volunteers, and faithful friends like you.

It is with sincere thanks and humble gratitude that we recognize every person and organization listed here. Please know that we do our best to check our lists for accuracy, but mistakes may be made. Your understanding is most appreciated. If you notice that your name has been misspelled or omitted, please accept our most sincere apology and contact us so that we can make the necessary correction.

Because of the ongoing support of our loyal donors, Vesterheim is more than a world-class museum preserving the artifacts of the past. It is a cultural center dedicated to preserving living traditions through our special exhibitions, folk-art classes, annual events, youth programs, our magazine, and tours to Norway.

Please know how grateful we are for the many ways that you support the mission of Vesterheim. Together, I am confident we can do even more.

Chris Johnson
Vesterheim President/CEO
Vesterheim Mission

Vesterheim celebrates the living heritage of Norwegian immigrants to America and shares this cultural legacy for the inspiration and enrichment of people of all backgrounds.

Four Key Values:
• Welcoming - Vesterheim will always be a welcoming place to both visit and work, by being open, friendly, and responsive.
• Stewardship - Vesterheim will be a good steward of its collections, facilities, and resources, understanding the importance of preserving these assets for future generations.
• Authenticity - Vesterheim's work will always be based on trustworthy sources of information, and will be presented using the best available methods and materials.
• Integrity - Vesterheim will always maintain the highest standards and best practices in all that it does, working to do the right thing in the right way.

Vesterheim Vision

As a cultural organization tied to Norwegian-American immigrant experiences, Vesterheim strives to be inclusive and accessible as it shares stories, explores identity, fosters empathy and engagement, and builds community with increasingly diverse audiences.

Vesterheim will seek to achieve this vision in four key ways:
1. Vesterheim will deliver the highest-quality facilities, staffing, programs, collections exhibitions, and outreach in a financially secure and stable way.
2. Vesterheim will actively promote discovery and sharing of knowledge to an international audience through authentic and engaging educational programs, exhibitions, collaborations, and outreach.
3. Vesterheim’s programs, exhibitions and outreach will always be based on its collections and other well-documented sources of information.
4. Vesterheim will look at not only what it meant to be a Norwegian-American in the past, but also what it means to be a Norwegian-American today, and how the story of Norwegian-Americans is relevant to society as a whole.

Development Program Mission

We intentionally build and nurture a growing network of friends that financially support Vesterheim's mission as the national Norwegian-American museum and heritage center.

Four Key Values:
• Integrity
• Donor Centered and Mission Focused
• Goal Oriented
• Focused on Professional Best Practice

The Museum Lab is sponsored by David and Brenda Carlson of Decorah. It is a brand-new innovative project that invites visitors to shape Vesterheim’s future by testing new exhibits, tours, classes, and programs in their early stages of development.

Corey and Suzanne (Trustee) Mineck and Casey and Heather (Trustee) Miller hosted a wonderful gathering in Des Moines featuring gourmet Norwegian food and Vesterheim’s exhibition Rocks and Hard Places: Emigration Through the Lens of Knud Knudsen.
Revenue, Gains, and Other Support

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Expenses

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Revenue and Expenses

Year Ended December 31, 2018
A Donor Bill of Rights

PHILANTHROPY is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

I
To be informed of the organization’s mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.

II
To be informed of the identity of those serving on the organization’s governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.

III
To have access to the organization’s most recent financial statements.

IV
To be assured their gifts will be used for the purposes for which they were given.

V
To receive appropriate acknowledgement and recognition.

VI
To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.

VII
To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

VIII
To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

IX
To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

X
To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

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- Sons of Norway, Valdres Lodge

Greg and Karen Bruening of Decorah sponsored the exhibit *Christian Midjo: Choose Your Own Artventure*. *Christian Midjo* has one of the most distinctive styles of all of the artists in Vesterheim’s collection. His paintings include lush nature scenes and voluptuous physical forms. In this exhibit visitors chose their own “artventure” through several gallery “tours” that present different perspectives on Midjo’s paintings.
Vesterheim’s Norwegian Christmas Celebration featured fun holiday traditions, concerts by local groups, take- home crafts, folk-art demonstrations and sales, an outside campfire with Scandinavian s’mores, a pop-up café serving Norwegian holiday specialties—and live goats! The event was sponsored by Duane and Eileen Bruening with additional support from Sons of Norway Valdres Lodge #1-503.
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Each spring, Vesterheim becomes a classroom for the Pioneer Immersion Program fourth-grade students, who visit the museum and immerse themselves in the history and culture of nineteenth-century and early twentieth-century immigrants. The program was sponsored in 2018 by 100+ Women Who Care—Oneota Valley.

Another wonderful year of Vesterheim’s children’s program, Barnetimen! Standing, Chris Johnson, Vesterheim’s President/CEO; Keith Bruening, sponsor; Jim Clarke of Norwegian Mutual Insurance, sponsor; and Lea Lovelace, Vesterheim’s Director of Folk Art Education. Seated, Jennifer Kovarik, Vesterheim’s Youth Educator; Amy Bruening, sponsor; Diane Brondyke, Vesterheim’s Director of Development; and Brenda Carlson, original founder and sponsor of Barnetimen. All surrounded by enthusiastic young participants.
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Solveig Swafford, Mette Bowen (Trustee), and Kristin Purtill at the Chicago Area Friends of Vesterheim Nordic Luncheon and Marketplace.
Jeff and Marilyn Roverud sponsored Vesterheim’s Syttende Mai celebration for the 16th year in a row.
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Culinary archaeologist and lecturer Daniel Serra, from Malmo, Sweden, led a hands-on cooking workshop with participants of Vesterheim's Norwegian Culture Programs for Youth. Serra's visit was a collaboration between Vesterheim and the Luther College Nordic Studies Department, with support from the Historical and Cultural Society of Clay County, MN.
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At Vesterheim we believe every contribution is valuable, no matter its size. Even the greatest endeavors are built brick by brick. Here we recognize those who were able to contribute during 2018. Such generosity on behalf of our mission is deeply appreciated.

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Marilyn Berg Cooper
Country Inn - Decorah
Decorah third graders and their family members, who participated in Vesterheim’s Window on the World (WOW) Farm Program are pictured with Bruce Friell and Sarah Havens, representing program sponsor Gundersen Health System, Vesterheim Director of Development Diane Brondyke, and museum Youth Educator Jennifer Kovarik.

Peter O. Dahlen and Mary S. Carlsten
Mike and Pat Dahly
Conrad Damsgaard
Daughters of Norway - Nellie Gerdrum Lodge #41
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David Finholt Construction and Tryad Kitchens and Design
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Jan Etnier
ExxonMobil Foundation, matching gift for Roald T. Lokken
Family Table
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Randi Fisk
Ruth Fjelstad
Lois Fleming
Dell Fossum
Myrtle Fujii
Helene M. Furst
Laurann and Kevin Gilbertson
Patricia and James Goke
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William and Kathi Wild
Michael L. Willadsen
Patricia Trambauer Williams
Winneshiek Medical Center
Kari Winters
Viking has been a dedicated supporter of Vesterheim over the years and a partner in sharing Norwegian culture with the world.
Musician Arna Rennan performed in Vesterheim's Bethania Church during Decorah's 2018 Nordic Fest celebration. Rennan grew up hearing Norwegian songs in her home and later moved to Norway, where she studied at the Institute of Folk Culture in Telemark. Her performances gave audiences a glimpse of the magical real world of folklore and traditional folk music with stev, ballads from the middle ages, overtone flute, and langeleik. This concert was dedicated to the memory of Gary D. Svenson (1939-2005) and sponsored by his family.
Vesterheim celebrated the humble wooden spoon and the communities it inspires in an exhibit Spoons: Carving. Community, sponsored by The Paul D. Pratt and Marguerite Olson Pratt Fund of InFaith Community Foundation and the Iowa Arts Council and the National Endowment for the Arts, with additional support.
Vesterheim welcomed the re-enactment group “Skjaldborg,” from Elk Horn, Iowa. They entertained with full combat demonstrations in their Viking camp in the museum’s Heritage Park. Sponsored by Viking State Bank & Trust.
Previous Vesterheim Director of Development Shawna Wagner, right, presents longtime supporters Ertugrul and Karen Owen Tuzcu with Kroneklubben awards for their lifetime gifts to Vesterheim at the Twin Cities Friends of Vesterheim Nordic Celebration and Marketplace. Also pictured is their daughter Zeynep, left.

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