

NEW BEGINNINGS

BIENNIAL REPORT

Fiscal Years Ending June 30, 2021 and 2022

New Beginnings



There should be nothing to report for the Weitzman's fiscal years 2021 and 2022. Save for May 2022, when it reopened, the Museum's doors were closed to the public due to Covid. The pandemic, however, proved to be a watershed in creativity as governments, businesses, nonprofits, families, and our Museum, adapted to a changed environment.

Building on a modest but growing virtual presence, our small but nimble staff pivoted instantly to an all-online operation, remaining vibrant and serving our mission while sustaining and growing our increasingly national and virtual audience.

The Museum created six new special exhibitions online, covering topics including suffrage, farming, and silent film. But with its galleries eerily quiet, the Museum needed to find a way to continue to make its exceptional Core Exhibition available to the public. The entire exhibition was photographed and converted into a virtual tour, available on the Museum's website.

The Museum was not about to forego its public programming, even if audiences could no longer assemble in the Museum's Dell Theater. So, programming went virtual as well, with some 67 programs attracting over 60,000 viewers. Online programs celebrated holidays, music, history, authors, food, films, and fresh and contemporary topics that engaged more than thirty national partners as co-presenters.

The Weitzman conducted more than 40 educational programs including the National Educators' Institute, docent trainings, a virtual summer camp, virtual tours, and programs for schools and adults across the country.

The Museum continued its role as the lead organizer of the national Jewish American Heritage Month celebration, held each May by Presidential proclamation. The coalition of national JAHM partners convened by the Museum grew significantly during this time (from 50 to 120), as did awareness among the media, across online platforms, and in the highest levels of government.

Despite its successes in cyberspace, the Museum continued to yearn to reopen its building—a challenge in the face of Covid but also because of the financial exigencies it faced under Chapter 11. And so, with the extraordinary support of friends and donors, the Museum also staged three fundraising galas, one entirely virtual honoring David Copperfield, one celebrating the emergence from bankruptcy, and the third honoring Wolf Blitzer. The Museum was now positioned, financially, to throw open its doors.

The Museum began welcoming the public in May 2022, greeting them with *OYVO* as well as the large scale indoor contemporary art installations of *The Future Will Follow the Past*. Reflecting the rise in antisemitism and the reality of a newly vulnerable American Jewish community, the Museum acquired and placed on display artifacts from the 2022 synagogue hostage crisis in Colleyville, Texas.

As the Museum's fiscal year drew to a close on June 30, 2022, we had welcomed nearly 4,000 visitors in person and audiences were returning to the first several in-person public programs in the theater. The Weitzman was back!



MESSAGE FROM THE CO-CHAIRS AND CEO

Dear Friends,

If you visit the corner of 5th and Market in Philadelphia, your eyes will immediately be drawn to *OYVO*, the Deborah Kass sculpture now residing in front of The Weitzman. In its multicultural message, it encapsulates the two years we are sharing in this “annual” report—the “OY” of being closed for Covid while beset by bankruptcy proceedings, and the “YO” of welcoming myriad new online audiences to our programs and (when we reopened in May 2022) visitors in person to our exhibitions.

We are once again sharing the 369-year journey through American Jewish history in our galleries, extraordinary public programs in our Dell Theater, and a provocative reflection on our history set against today's social issues in *The Future Will Follow the Past: An Exhibition by Jonathan Horowitz*. Our educational programs and group tours are sharing the story—and relevance—of America's Jewish community locally and nationally.

Yet, even before we reopened, our Board leadership was envisioning something more—an institution that would serve the Jewish community more intensively while engaging the broader American public more extensively. The Weitzman of the future will be a “must” on any visit to Philadelphia's historic district, a highly interactive exploration of the American experience through the lens of Jewish history.

A Special Tribute...



No report of the activities of The Weitzman for its 2021 and 2022 fiscal years would be complete without reflecting on the extraordinary generosity and commitment of special friends who saw the institution through its most trying period. Burdened by capital debt, the Museum filed for Chapter 11 bankruptcy protection on March 1, 2020. The Museum launched an emergency campaign to which so many supporters contributed at every level; we are deeply thankful to them all, and those who donated \$2,000 and over are listed by name in this report. Special mention must be made of some special friends:



Summary Financial Statements (Audited)

Statement of Financial Position—Assets

	June 30, 2022	June 30, 2021
Current assets:		
Cash and cash equivalents	\$ 3,201,721	\$ 2,902,101
Pledges receivable	3,486,941	642,090
Capital campaign pledges receivable	50,000	338,888
Other receivables	3,883	47,882
Inventory, net of reserve for obsolescence	207,436	170,089
Prepaid expenses	42,332	58,080
Total current assets	6,992,313	4,159,130
Property and equipment, net of accumulated depreciation	10,978,124	78,346,854
Other assets:		
Pledges receivable, net of current portion	10,927,033	440,779
Capital campaign pledges receivable, net of current portion	–	38,773
Total other assets	10,927,033	479,552
	\$ 28,897,470	\$ 82,985,536

Statement of Financial Position—Liabilities

	June 30, 2022	June 30, 2021
Liabilities not subject to compromise:		
Current liabilities:		
Current portion of note payable, bank	\$ 90,000	\$ –
Current portion of Economic Injury Disaster Loan	1,893	269
Accounts payable and accrued expenses	832,167	2,125,591
Deferred revenue	136,874	147,405
Total current liabilities	1,060,934	2,273,265
Economic Injury Disaster Loan	148,107	149,731
Liabilities subject to compromise	–	31,729,283
Total liabilities	1,209,041	34,152,279
Net assets:		
Without donor restrictions	9,739,956	43,751,514
With donor restrictions	17,948,473	5,081,743
Total net assets	27,688,429	48,833,257
	\$ 28,897,470	\$ 82,985,536

We are where we are—and we are going where we are going—because a highly committed group of philanthropists and trustees saw possibility where, just recently, there was debilitating financial challenge. We are where we are—and we are going where we are going—because a creative and resourceful staff has created relevance where there were locked doors. We are where we are—and we are going where we are going—because our docents and volunteers, visitors and program participants, members and donors, have continued to make The Weitzman the premier location in which American Jewish history comes alive to inspire Jews and diverse audiences alike to see the promise and possibility that is America.

Thank you for making the Weitzman's story your own.

Sharon Tobin Kestenbaum, Co-Chair of the Board
Joseph S. Zuritsky, Co-Chair of the Board
Dr. Misha Galperin, President & CEO

- To our bond-holders, you forgave \$14 million in debt that the Museum could no longer afford, and in doing so, extended your philanthropic commitments far beyond what you had planned or contemplated. Though no longer financially, we are forever truly indebted to you.
- To the Morgan Family, when no others were willing, you *generously* provided funding at liberal terms that allowed us to exit Chapter 11. We offer our profound thanks.
- To Stuart Weitzman, your gift to the Museum has allowed us to take control of our building, eliminate our remaining debt, reopen to the public, and seed an endowment that will strengthen the institution perpetually. You have not only given us our future; you have given us our name—The Weitzman. There are simply no words...

Philip M. Darivoff, Trustee and Chair Emeritus

Statement of Activities

	Year Ended June 30	
	2022	2021
Operating activities:		
Revenues and gains:		
Individual and corporate contributions	\$ 26,284,493	\$ 1,088,969
Foundation contributions	673,685	63,010
Federal, state and local government grants	1,862,348	261,387
Museum store/café revenue, net of sale discounts and cost of goods sold	359,556	601,322
Special events, net costs of direct benefits to donors	718,196	635,942
Membership revenue	355,313	376,562
Admissions and program revenue	116,078	41,499
Investment income, net	271,99	–
Miscellaneous income	5,119	183,268
Total revenues and gains	30,148,987	3,251,950
Expenses:		
Program services - museum services	314,8900	2,068,812
General and administrative	1,320,587	1,158,566
Fundraising	1,245,744	926,663
Total expenses	5,715,231	4,154,041
Change in net assets from operating activities before interest expense and depreciation	24,686,756	(902,091)
Interest expense	248,147	1,241,988
Depreciation	904,982	2,938,170
Change in net assets from operating activities	23,533,627	(5,082,249)
Nonoperating activities:		
Reorganization costs	(320,105)	(1,145,927)
Gain on forgiveness of debt	19,797,735	–
Gain on forgiveness of accounts payable and accrued expenses	2,759,514	–
Loss on disposal of property and equipment	(66,915,599)	–
Change in net assets from nonoperating activities	(44,678,455)	(1,145,927)
Change in net assets	\$ (21,144,828)	\$ (6,228,176)

Statement of Cash Flow

	Year Ended June 30	
	2022	2021
Cash flows from operating activities:		
Decrease in net assets:	\$ (21,144,828)	\$ (6,228,176)
Adjustments to reconcile decrease in net assets to net cash used in operating activities:		
Gain on forgiveness of debt	(19,797,735)	–
Gain on forgiveness of accounts payable and accrued expenses	(2,759,735)	–
Loss on disposal of property and equipment	66,915,599	–
Depreciation	(27,199)	(8,158)
Proceeds from sale of donated securities	27,199	8,158
Amortization of debt issuance costs	904,982	2,938,170
(Increase) decrease in assets:	–	81,921
Pledges receivable	(13,331,105)	741,120
Other receivables	43,999	21,003
Inventory	(97,347)	6,236
Prepaid expenses	15,748	495
Increase (decrease) in liabilities:		
Accounts payable and accrued expenses	(785,566)	273,234
Deferred revenue	(10,531)	(74,315)
Net cash provided by (used in) operating activities before cash effect of reorganization costs	10,013,702	(2,240,312)
Cash effect of reorganization costs	320,105	1,145,927
Net cash used in investing activities	10,333,807	(1,094,385)
Cash flows from investing activities:		
Acquisition of property and equipment	(10,451,848)	(36,775)
Net cash used in investing activities	(10,451,848)	(36,775)
Cash flows from financing activities:		
Proceeds from capital campaign pledges receivable	327,661	–
Principal payments of not payable, bank	(270,000)	–
Proceeds from note payable, bank	360,000	–
Net cash provided by financing activities	417,661	–
Net change in cash and cash equivalents	299,620	(1,131,160)
Cash and cash equivalents at beginning of year	2,902,101	4,033,261
Cash and cash equivalents at end of year	3,201,721	2,902,101
Supplemental disclosure of cash flow information:		
Proceeds from sale of building directly applied to debt	\$ 10,000,000	\$ –

By the numbers

EXHIBITIONS

7 VIRTUAL EXHIBITIONS INCLUDING A FULL DIGITIZATION OF THE MUSEUM'S CORE EXHIBITION

4 PHYSICAL/IN-PERSON EXHIBITIONS

PUBLIC PROGRAMS

67 PROGRAMS

EDUCATION

HELD 40+ EDUCATIONAL PROGRAMS

NATIONAL ONLINE FOOTPRINT

Website visitors from Delaware New Jersey Pennsylvania

33%

Website visitors from Rest of U.S.

67%

SOCIAL MEDIA REACH*

FY2020 1.6MILLION

FY2021 – 2022 10.98MILLION

*Organic reach on Facebook and Instagram

JAHM ORGANIZED 2 NATIONAL JEWISH AMERICAN HERITAGE MONTH CELEBRATIONS

DEVELOPED AND LED NATIONAL JAHM COALITION
FY2020 –50 national coalition partners
FY2022 –120 national coalition partners

JAHM JEWISH AMERICAN HERITAGE MONTH

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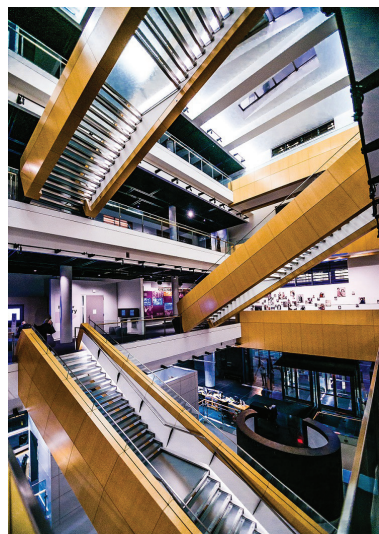


Photo by @illadelph



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