



MISSION AND HISTORY

Founded in 1844, the Maryland Historical Society (MdHS) is the state's oldest continuously operating cultural institution. In keeping with the founders' commitment to preserve the remnants of Maryland's past, both our museum and library collections preserve and protect Maryland's rich history for generations to come.

As the premier institution for our state's identity, our history is storied and rich, but our vision for the future is what inspires us to engage new communities and think creatively about our next 100+ years. With our strategic plan newly adopted, we are working to:

- Increase our relevance to a broader and more diverse audience
- Improve the stewardship and conservation of our vast collections and real estate assets
- Enhance our visibility and improve our brand recognition
- Improve our technology, security and accessibility to the museum

173 years of impact

350,000+ objects preserved

7,000,000+ books and documents

120,000+ students & teachers served annually

THE NEXT STEP

With our goals and vision clearly defined, our board of trustees is considering a \$25-\$28 million campaign to support:

Historic Preservation and Capital Needs: Our most significant capital need is to restore the Enoch Pratt House (1919), home of one of Baltimore's most influential philanthropists. For decades, the building served as a site for educational tours for students until closed to the public in 2004. Once restored, this historic home can again serve as a hub for our educational programming and expanded staff offices. Additional ongoing capital needs include improving our collection storage, technology and security enhancements, and maintenance of our historic complex.



Enhancing our Visibility and Programming: We know history cannot just be contained within our walls - we must adapt to remain relevant and continue to seek new ways to engage our audiences. We will accomplish this through satellite exhibits (collaborating with other organizations to share our collection), digitization of our collections, virtual programming via podcast and YouTube, emerging historians lecture series, and expanded teacher and student workshops. Additionally, we will invest in increased marketing, updating our website and outreach efforts to engage a new and diverse patron base.

Long-term Financial Sustainability: Increasing our endowment by \$11 million will generate income to cover a more significant portion of our operating expenses, allowing us to operate on sound financial footing and remain responsive to the changing needs of our statewide community. Additionally, this income stream would allow us to offer free admission to all visitors, further expanding our accessibility and impact.