# CIVIL WAR TRUST 2014 ANNUAL REPORT

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PRESERVE · EDUCATE · ENGAGE





## **OUR MISSION**



The Civil War Trust is the largest and most effective nonprofit organization devoted to the preservation of America's hallowed battlegrounds. Although primarily focused on the protection of Civil War battlefields, the Trust also seeks to save the battlefields connected to the Revolutionary War and the War of 1812 with its Campaign 1776 Initiative.

Through educational programs and heritage tourism initiatives, the Trust seeks to inform the public about the vital role these battlefields played in determining the course of our nation's history.

# **CONTENTS**

4 / Board of Trustees
5 / A Message from Headquarters
6 / The Trust Imperative
8 / A Year in Preservation
10 / Preservation Highlights
16 / Preservation Successes
17 / Land Stewardship
18 / Education and Web Technology
21 / Hallowed Ground Magazine
22 / The Civil War Trust in Action
24 / In the News
25 / In Historic Communities
26 / Campaign 1776
28 / Prudent Financial Management
29 / Financial Highlights
30 / Partners in Preservation
31 / 2014–15 Civil War Trust Events

# **BOARD OF TRUSTEES**

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# A MESSAGE FROM HEADQUARTERS

This reporting year was one for the record books. Together with more than 200,000 members and supporters, the Civil War Trust exceeded the cumulative milestone of saving over 40,000 acres of Civil War battlefield land—the most saved by any land heritage organization in America.

In these 15 months alone, we saved thousands of acres of critical battlefield land, including four acres at Gen. Robert E. Lee's Headquarters at Gettysburg, Pennsylvania, 661 pristine acres that encompass the first day of the battle at North Anna, Virginia, and 338 acres at South Mountain, Maryland.

We also launched Campaign 1776, the first national effort to preserve the battlefields of the Revolutionary War and the War of 1812. These battlefields have long been threatened and much of the land is already lost, so we are pleased to be a part of history by initiating this project.

We have also made incredible strides in using technology to educate students, teachers, and the public about the Civil War in an engaging and entertaining way. To compliment our online resources, we created a Field



Trip Fund so students can travel with their teachers to Civil War battlefields and better understand events that occurred 150 years ago.

We could not ask for better members, supporters, and partners, and we could not preserve these thousands of acres of historic land without them. Thank you to everyone who is a part of this journey to create our legacy of battlefield preservation.

Sincerely yours,

Jim Lighthizer, President

The Civil War Trust has changed its financial management from the calendar year to the fiscal year system, with the latter to cover April 1, 2015—March 31, 2016.

To facilitate the transition between systems, the finances and information in this report cover a 15-month period, namely the period covering January 1, 2014—March 31, 2015.

# THE TRUST IMPERATIVE

Each day development pressures destroy or threaten pieces of Civil War battlefield land. Once this land is lost, it forever prevents future generations from truly understanding what happened on that ground. For over 25 years, the Civil War Trust has successfully fought to save America's hallowed ground, but we are by no means finished. Important pieces of battlefield land must still be preserved to tell the full story of the nation's defining conflict. We must also bring the war to life through our education programs and cutting-edge technology to prepare the next generation of preservationists.

The Civil War was the war that defined America, but at the request of the National Park Service, we have decided also to preserve the battlefield lands of the wars that created America. We believe preserving the battlefields of the Revolutionary War and War of 1812 is simply the right thing to do. While most of that hallowed ground is lost forever, the unspoiled landscapes that remain are precious reminders of the struggle to achieve independence and create a republic dedicated to the liberty of ordinary people. The Civil War Trust is uniquely well-equipped to take the lead in this important effort.



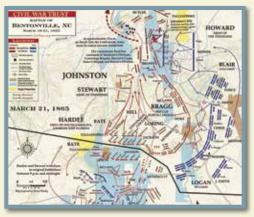
# A YEAR IN PRESERVATION



2,369
ACRES OF
BATTLEFIELD
LAND SAVED



200,000+
MEMBERS &
SUPPORTERS



28
BATTLEFIELDS
ACROSS 10 STATES
WITH NEW LAND
PRESERVED



# 5,847,817 WEBSITE USERS



75,726
BATTLE APP®
GUIDES
DOWNLOADED



15,038
PARK DAY
VOLUNTEERS
ACROSS 25 STATES

# PRESERVATION HIGHLIGHTS







#### BENTONVILLE, NORTH CAROLINA

The Trust saved five tracts this year at Bentonville, totaling 141 acres. All of these properties have been incorporated into the Bentonville State Historic Site, including a 15-acre tract that links central portions of the historic site. In March 1865, Union Maj. Gen. William T. Sherman divided his forces into two wings as he marched into the Carolinas. Confederate Gen. Joseph E. Johnston confronted Maj. Gen. Henry Slocum's isolated wing on March 19, experiencing initial success. However, once Union reinforcements arrived and launched a successful assault, the Confederates were forced to retreat.

#### Chancellorsville, Virginia

The Trust was able to save 44 acres at Chancellorsville, at the site of Confederate Lt. Gen. "Stonewall" Jackson's flank attack. On May 2, 1863, Jackson carried out one of the boldest plans of the war. With 30,000 Confederates, Jackson attacked the Union right flank, which stunned those forces and threatened Gen. Hooker's position. This successful attack ended with the mortal wounding of Stonewall Jackson.

#### Gettysburg, Pennsylvania

The Trust preserved a total of four tracts in Gettysburg this year. The Trust's most significant project here was the preservation of Robert E. Lee's head-quarters on Seminary Ridge. In addition, the Trust preserved: 10 acres just east of the New Jersey Brigade monument; three acres where the Pfeffer house stood at the time of the battle and almost certainly served as Gen. George Meade's Headquarters shortly thereafter; and a one-acre parcel atop East Cemetery Hill that saw a twilight attack by Confederates on July 2, 1863.







#### GLORIETA PASS, NEW MEXICO

The Trust was able to save 17 acres of battlefield land located at the center of the fighting that occurred on March 26, 1862. During the battle of Glorieta Pass, the Federals were finally able to halt the Confederate invasion of New Mexico. While there was preliminary fighting on the 26th of March, the deciding day was the 28th, when Confederate Lt. Col. William Scurry attacked Federals resting near Pigeon's Ranch. Fighting continued throughout the day, but when a detachment of Union infantry burned their supply train, the Confederates were forced to retreat to Texas.

#### HARPERS FERRY, WEST VIRGINIA

On the 155th anniversary of militant abolitionist John Brown's raid on the Federal arsenal, the Trust completed the purchase of a 13-acre parcel associated with both the raid and the 1862 battle. When the Army of Northern Virginia advanced into Maryland in September 1862, General Lee dispatched Lt. Gen. "Stonewall" Jackson to capture the much-needed arms and munitions stored there. Union commander Col. Dixon Miles poorly defended the three ridges that surrounded the town of Harpers Ferry, thus allowing Jackson to gain control of the heights, bombard the Union soldiers, and obtain a quick surrender.

#### Mansfield, Louisiana

The Trust preserved two tracts at Mansfield: a four acre parcel containing the Allen House, and a 282-acre property that will, along with the Allen House, eventually be included in the Mansfield State Historic Park. Union Maj. Gen. Nathaniel Banks began a campaign up the Red River Valley in March 1864, where he came into contact with Gen. Richard Taylor, one of the South's most reliable field commanders. On April 8th, Taylor drew his small army astride the Old Stage Road near Mansfield. The result was decisive victory that marked the end of both Banks' invasion and Federal dreams of taking Louisiana out of the war.







#### MILL SPRINGS, KENTUCKY

This year, the Trust acquired an additional 103 acres at Mill Springs. Here on January 19, 1862 Confederate Brig. Gen. Felix Zollicoffer's unsuccessful early morning surprise attack gave the Union its first major victory of the Civil War. To date, nearly 600 acres at Mill Springs—which ultimately helped break the Confederate hold on eastern Kentucky and solidified Northern control over the Bluegrass State—have now been preserved due to the Trust's efforts in the area.

#### NORTH ANNA, VIRGINIA

The Trust was able to save the entire first day's field of the Battle of North Anna in one fell swoop, purchasing 654 acres at the Fontaine Farm and seven acres at Jericho Mill this past year. The battle was part of the Overland Campaign, and marked the third meeting between Confederate Gen. Robert E. Lee, and Union Lt. Gen. Ulysses S. Grant. On May 23, 1864 Union forces laid a pontoon bridge across the North Anna River at Jericho Mill, allowing infantry and artillery to cross in pursuit of the Southern army. Fierce fighting raged throughout the day, resulting in 1,100 casualties. As evening fell, the Confederates were unable to dislodge the Union men from their now-entrenched beachhead.

#### South Mountain, Maryland

The Trust was able to secure three tracts at South Mountain totaling 338 acres. This includes 45 acres at Fox's Gap where some of the heaviest fighting of the battle occurred. In September 1862, Confederate Gen. Robert E. Lee and Union Maj. Gen. George B. McClellan clashed in three passes at South Mountain. After a day of heavy fighting, McClellan had an opportunity to destroy Lee's army before it could reunite, but his inaction gave Lee just enough time to regroup at the Battle of Antietam.

# PRESERVATION SUCCESSES

BATTLEFIELD	STATE	ACRES*
Mill Springs	Kentucky	103
Richmond	Kentucky	3
Mansfield	Louisanna	286
South Mountain	Maryland	338
Brice's Crossroads	Mississippi	1
Vicksburg	Mississippi	5
Glorieta Pass	New Mexico	17
Bentonville	North Carolina	141
Gettysburg	Pennslyvania	18
Davis Bridge	Tennessee	5
Franklin	Tennessee	0.2
Shiloh	Tennessee	8
Stones River	Tennessee	0.12
Appomattox Court House	Virginia	6
Brandy Station	Virginia	41
Cedar Creek	Virginia	7
Chancellorsville	Virginia	44
Cold Harbor	Virginia	6
Glendale	Virginia	25
Kelly's Ford	Virginia	42
North Anna	Virginia	661
Petersburg	Virginia	3
Port Republic	Virginia	424
Rappahannock Station II	Virginia	71
Ream's Station	Virginia	12
Trevilian Station	Virginia	73
Harpers Ferry	West Virginia	13
Shepherdstown	West Virginia	16

2,369
\$22,548,962
\$7,440,789
3 to 1

 $<sup>\</sup>hbox{\it *Total number of acres saved has been rounded to the nearest acre}$ 

# LAND STEWARDSHIP

The Civil War Trust not only preserves battlefield land, we also restore and interpret land we own through our land stewardship program, cementing visitors' knowledge of events crucial to our nation's history. The Trust manages the acres we own through partnerships with local stakeholders.

In 2014, the Civil War Trust completed a nearly three-year project to restore 160 acres of the Breakthrough Battlefield at Petersburg. The Civil War Trust installed new interpretive trails at the Breakthrough and at Hatcher's Run in Virginia, and demolished or removed ten non-historic houses and other structures. The Trust is currently in the planning phase for the restoration and remediation of Gen. Robert E. Lee's Headquarters in Gettysburg, and will restore the property to its 1863 appearance before transferring it to the National Park Service.













# EDUCATION AND WEB TECHNOLOGY

The Civil War Trust is committed to educating the public about America's Civil War heritage through teachers' programs, videos, Battle App® Guides for smart phones, and historical articles.

This reporting period saw the launch of three new educational

programs: the War Department<sup>TM</sup> series; the Teachers Regiment and the Field Trip Fund. With continuing technological advances, the Trust is actively working to expand its digital footprint through the growth of its website, social media, mobile apps, and other digital initiatives.



War Department Series<sup>tm</sup> The War Department  $^{TM}$  is a video series in which historians, educators, veterans, and Civil War enthusiasts debate, discuss, and analyze the American Civil War. Titles range from "The Battle of Antietam" to "Lincoln's Last Days," to "Researching the Civil War."



TEACHERS BEGIMENT The Teachers Regiment is a community of educators (more than 200 strong) who are passionate about the American Civil War and its interpretation in the classroom. Through a series of online and personal engagements, these educators share ideas aimed at creating the next generation of preservationists and historians. The program is suppported by a former award-winning history teacher who started serving as the Trust's first Teacher-in-Residence in 2014.



FIELD TRIP FUND The Field Trip Fund provides funding and assistance to teachers who are planning field trips to Civil War battlefields or related historic sites. This reporting year the Trust funded 17 field trips, providing approximately 1,500 young people with unprecedented access to these outdoor classrooms.



SOCIAL MEDIA COMMUNITY The Trust's social media community continues to grow. With more than 204,000 Facebook likes, 10.500 Twitter followers, and 2,300 Instagram followers, we continually engage a lively audience.



CIVILWAR.ORG

Civilwar.org had 5.8 million users in calendar year 2014, a 30 percent increase compared to 2013. We updated the battlefield pages to provide more information and a greater interactive experience for our website visitors.





In addition to these programs, we have increased the number of In4 video offerings to 38. With the release of the Atlanta Campaign Battle App® and the Overland Campaign Battle App®, we now have 16 Battle App® Guides for smart phones, including two in HD. With these added technological offerings, our website is now the go-to resource on the Civil War for millions of visitors.

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# HALLOWED GROUND MAGAZINE

Published four times a year, the Civil War Trust's *Hallowed Ground* magazine reports news updates from our preservation community and features articles about significant Civil War battles by top historians. In 2014, *Hallowed Ground* featured in-depth reviews of the Overland Campaign of 1864, the Atlanta Campaign and Andersonville Prison, Sherman's March to the Sea, and the battles of Franklin and Nashville.

Hallowed Ground is considered one of the best Civil War magazines

available today and is frequently recognized for its editorial and design excellence. In 2014, for the sixth straight year, it received top honors in the Apex Awards for Publication Excellence. In 2013, the international Society of Publication Designers bestowed national recognition on the magazine by profiling the special Gettysburg edition published that year.



# THE CIVL WAR TRUST IN ACTION











- Presentation to Friends and Descendants of Johnson Island Civil War Prison during Park Day (Johnson Island, Ohio, April 5, 2014)
- Capt. Jim Vaughan leading Civil War Trust members on a tour of Fort Donelson National Battlefield (Dover, Tennessee, May 2014)
- 3. Regional Teacher Institute at the Ohio Village Schoolhouse (Columbus, Ohio, April 2014)
- Jim Lighthizer with U.S. Secretary of the Interior Sally Jewell, Richmond National Battlefield Park Superintendent David Ruth, and Virginia Secretary of Natural Resources Molly Ward (Gaines' Mill, Virginia, July 2014)
- Journey Through Hallowed Ground President Cate Magennis Wyatt presenting Jim Lighthizer with the Corporate Partner of the Year award (Gettysburg, Pennsylvania, July 1, 2014)
- Civil War Trust Color Bearers on a tour of Kennesaw Mountain National Battlefield Park, seated in front of the Illinois State Memorial (Kennesaw, Georgia, September 2014)
- 7. Reenactors participate in the 150th anniversary of the Battle of Cedar Creek (Middletown, Virginia, October 2014)
- 8. Virginia Governor Terry McAuliffe joins Civil War Trust Chairman Mike Grainger for news conference (Sailor's Creek, Virginia, October 2014)
- **9.** Princeton Battlefield State Park, scene of the first preservation success of Campaign 1776 (Princeton, New Jersey, November 2014)
- 10. Jim Lighthizer and Civil War Trust board member Bill Vodra present Virginia Congressman Jim Moran with the Trust's National Preservation Leadership award. (Richmond, Virginia, September 2014)
- Jim Lighthizer testifies before the House Appropriations Subcommittee on Interior, Environment, and Related Agencies about the importance of battlefield preservation. (Washington, D.C., March 2014)

## IN THE NEWS

# NEWS STATISTICS IN CALENDAR YEAR 2014

3,704

# **NEWS STORIES**

- \* Surpassed previous record set in 2012
- \* \$1.53 million advertising value

# The Washington Post

# <u>Civil War Trust</u> expands preservation

REVOLUTIONARY WAR, WAR OF 1812 ADDED

efields encompass relatively little acrea

#### The Philadelphia Inquirer 🕱

# Seeking to save hallowed ground

## THE TENNESSEAN



Strip mall demolished to 'reclaim' Franklin battlefield

#### NEWS & MEDIA OVERVIEW

In calendar year 2014, the Trust augmented its impressive record in educating the public about America's military history and threats to national historic landscapes with numerous appearances in print, broadcast, and news media outlets. The Trust made headlines throughout the year with the announcements of major preservation successes at numerous Civil War battlefields. and the launch of the Campaign 1776 initiative. This multi-channel coverage was able to bring historic land preservation to the forefront of national consciousness.



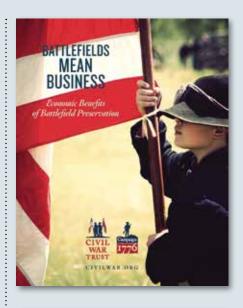
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# IN HISTORIC COMMUNITIES

#### BATTLEFIELDS MEAN BUSINESS

Inspired by the enthusiastic response to previous reports examining the economic benefits of heritage tourism, the Civil War Trust crafted a new analysis examining tourism trends at select battlefields throughout the nation. Unlike other studies commissioned by the Trust, the new report is not limited to Civil War battlefield parks, but also includes parks associated with the Revolutionary War, the War of 1812, the Indian Wars, and the Second World War. The report, entitled Battlefields Mean Business, is a powerful tool used in persuading government officials to pursue preservation practices in historic communities.









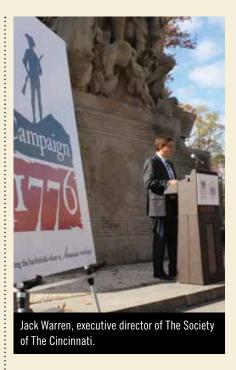
#### CAMPAIGN 1776:

#### SAVING THE BATTLEFIELDS WHERE AMERICA WAS FORGED

On November 11, 2014, the Civil War Trust launched Campaign 1776, the first-ever national initiative to preserve the battlefields that established and confirmed America's independence from Great Britain: the Revolutionary War (1775-1783) and the War of 1812 (1812–1814). Driving this initiative is the Trust's model for historic landscape preservation: purchasing tracts of land from willing sellers by raising private dollars and matching them with government grants. In December 2014, the United States Congress approved groundbreaking legislation that expanded the successful Civil War battlefield matching grants program to include the preservation of Revolutionary War and War of 1812 battlefields.

The Civil War Trust launched a web site, www.Campaign1776.org, featuring scholarly articles, battlefield pages, and troop movement maps. Campaign 1776 also expanded into social media, building a strong following in only four months. The Trust has seen support in the form of financial contributions from thousands of members, including almost 100 individuals who have become charter members of Campaign 1776's major donor society, the Standard Bearers.

The Trust also established new partnerships with organizations rooted in preserving the legacy of



the battles of America's founding era. The Society of the Cincinnati is one such noted partner; we also engaged many long-time friends, including the American Battlefield Protection Program and the Virginia Department of Historic Resources in this exciting program.

These incredible advances improve the capacity of the Civil War Trust to protect so many battlefields in perpetuity as living monuments to American valor, sacrifice, and determination.

# PRINCETON: FIRST CAMPAIGN 1776 SUCCESS

The inaugural effort of Campaign 1776 was the preservation of 4.6 historic acres at the Princeton Battlefield. The Civil War Trust assisted the State of New Jersey and the Princeton Battlefield Society with this first addition to the Princeton Battlefield State Park since 1971.

Thanks to the generosity of thousands of concerned citizens, Campaign 1776 met its fundraising goal to help save this property adjacent to the existing state park. The acquisition closed in the spring of 2015; the landcape will now be restored to its wartime appearance and the site will be incorporated into the state park.

Site of Moulder's Battery

## PRUDENT FINANCIAL MANAGEMENT

In this reporting year, the Civil War Trust ranked among the best charitable organizations in the country for financial accountability and effectively stewarding donations. Charity watchdogs such as Charity Navigator, the Better Business Bureau's Wise Giving Alliance, and the Guidestar Exchange consistently gave the Civil War Trust top marks for efficiently and effectively carrying out its mission.

The Civil War Trust spent the majority of this reporting year's funds (85 percent) on the core mission of preserving battlefield land and promoting Civil War education. The Trust spent only 11 percent of its funds on fundraising and 4 percent on administration.

With generous grants from partners such as the American Battlefield Protection Program of the National Park Service, the Trust was able to leverage member donations by a factor of three and boost its programs accordingly. The Trust is grateful to its partners and members for their support and for creating these matching-fund opportunities.



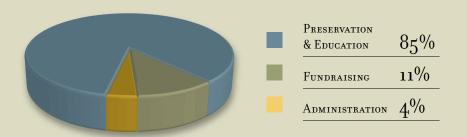












28 PRESERVE · EDUCATE · ENGAGE

# FINANCIAL HIGHLIGHTS

# Revenues, Gains, and Other Support

• •	1/2014-3/2015	
Contributions	\$ 13,183,951	
Membership Dues	3,689,123	
Grants	11,234,761	
Donated Land	402,500	
Conference Registration	154,945	
Rental Income	228,704	
Other Revenue	174,888	
Interest Income	22,639	
Donated Services	451,892	
TOTAL INCOME	\$ 29,543,403	
Expenses		
Program Expenses		
Land	\$ 12,954,223	
Membership	3,479,905	
Education	1,668,088	
Total Program Expenses	18,102,216	
Fundraising Expenses	2,284,913	
Adminstrative Expenses	919,867	
TOTAL EXPENSES	\$ 21,306,996	
Assets and Liabilities		
Beginning Net Assets	\$ 85,459,409	
Other Changes in Net Assets	3,835	
Ending Net Assets	93,699,651	
Total Liabilities	5,762,860	
TOTALASSETS	\$ 99,462,511	

Note: For the year ending March 31, 2015, the Civil War Trust reported in-kind income of \$854,392 for donated land (\$402,500) and donated services (\$451,892). The year-end asset value of permanently-preserved battlefield land owned by the Trust was \$86,547,119. Because of this transition to the new fiscal year, these financials are not compared to the previous year.

# PARTNERS IN PRESERVATION

#### **Government Partners**

American Battlefield Protection Program Bentonville Battlefield State Historic Site City of Chattanooga

City of Franklin

Georgia Department of Natural Resources
Jefferson County Historic Landmarks Commission

Kentucky Heritage Council

Louisiana State Parks

Maryland Department of Natural Resources Mississippi Department of Archives and History

National Park Service

New Mexico Historic Preservation Division North Carolina Department of Cultural Resources NOVA Parks

Pennsylvania Historic and Museum Commission Perryville Battlefield State Historic Site Tennessee Department of Transportation Tennessee Historical Commission

Virginia Department of Conservation & Recreation Virginia Department of Historic Resources

Virginia Department of Transportation

# **Non-Profit and Private Sector**

Anheuser-Busch
Appomattox 1865 Foundation
Brandy Station Foundation
Brice's Cross Roads National Battlefield
Commission

Cedar Creek Battlefield Foundation Central Virginia Battlefields Trust Franklin Battlefield Trust Friends of Cedar Mountain Battlefield Friends of Vicksburg National Military Park and Campaign

Georgia Battlefields Association Georgia Piedmont Land Trust Glorieta Battlefield Coalition

30

Journey Through Hallowed Ground Kipps Nursery Land Conservancy of Adams County

Land Trust for Tennessee

Land Trust of the Eastern Panhandle Lyndhurst Foundation of Chattanooga

Manassas Battlefield Trust

Maryland Environmental Trust

Mill Springs Battlefield Association

New Mexico Land Conservancy

Piedmont Environmental Council

Pamplin Historical Park

Richmond Battlefields Association

Save Historic Antietam Foundation

Shenandoah Valley Battlefield Foundation Shepherdstown Battlefield Preservation

Association

Trevilian Station Battlefield Foundation
Williams Family Foundation of Georgia
Williamsburg Battlefield Association
Williamsburg Land Conservancy
Wilson's Creek National Battlefield Foundation

# Campaign 1776

America's History LLC
Brandywine Battlefield Task Force
Crossroads of the American Revolution
Friends of Minute Man National Park
Friends of Saratoga Battlefield
Guilford Battleground Company
Museum of the Revolutionary War
Princeton Battlefield Society
Society of the Cincinnati
Southern Campaign of the American
Revolution Parks



# 2014-15 CIVIL WAR TRUST EVENTS

March Donor Weekend: March 14-16, 2014 Winchester, Virginia

Annual Conference:

May 29-June 1, 2014 Nashville, Tennessee

GRAND REVIEW:

September 19-21, 2014 Atlanta, Georgia

March Donor Weekend: March 20-22, 2015 Raleigh, North Carolina

# PHOTO CREDITS:

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