

HISTORY MUSEUM LAUNCHES SPECIAL GIVING CAMPAIGN
***Campaign made possible with \$75,000 challenge grant from local
Weatherspoon Family Foundation***

CHARLOTTE, N.C., April 29, 2020 –The Charlotte Museum of History today announced a matching gifts campaign designed to raise \$150,000. The funds would cover a loss of earned income created by the museum’s temporary closure due to the COVID-19 pandemic.

The Weatherspoon Family Foundation has pledged to donate up to \$75,000 to the campaign, with a challenge to the community to provide the other \$75,000. The museum will celebrate campaign milestones by unlocking new digital content, including virtual tours of Charlotte’s oldest home, the 1774 Alexander Rock House.

The museum closed temporarily starting March 16 to help slow the spread of COVID-19. Since a large portion of the museum’s revenue is earned through rental events, visitation and spring field trips, the nonprofit faces a shortfall for its current fiscal year, which ends on June 30.

“We continue to protect and maintain the 1774 Rock House and homesite, as well as our exhibits and artifacts,” said Adria Focht, president and CEO of the museum. “We’ve also launched a series of free Museum at Home digital opportunities to support K-12 education and to provide the community with historical context for this pandemic. Contributions to this special campaign will allow us to continue to be here for the community in this way and to thrive in the future.”



The museum launched its Museum at Home digital offerings in March. They include a virtual Lunch & Learn series for adults (charlottemuseum.org/events) and weekly digital offerings for kids and families (charlottemuseum.org/digital), such as Family Friday activities, Boredom Busters, Unexpected Homeschooler education and virtual exhibit tours.

Like other arts and cultural organizations, the museum is working to adapt its programming for the rest of 2020 and for 2021.

“We have moved some programs online and cancelled others that didn’t lend themselves to a digital format,” Focht said. “We’re getting creative about offering future programs that people will feel comfortable attending once museums begin to reopen. In the coming weeks, we hope to announce plans for some upcoming events, including the Charlotte Historic Preservation Awards, which will continue this year but in a new format.”

Donations to this special campaign can be made at charlottemuseum.org/donate or by sending a check to The Charlotte Museum at 3500 Shamrock Drive, Charlotte NC, 28215.

“The 1774 Rock House is a symbol of hope and endurance for our city. It’s weathered many crises before, from wars and economic depressions to pandemics,” Focht said. “Already the museum sees signs of strength and support for our institution in the form of donations from the Weatherspoon Family Foundation, from many of our core supporters and from our Colonial Gem event sponsors, who honored their pledges despite that April event being cancelled. With the support of our community, we’ll continue to preserve and share Charlotte’s history for many years to come.”



About The Charlotte Museum of History

The Charlotte Museum of History engages a broad audience in the history of the Charlotte region through the stories of its people, places and events to promote dialogue and historical perspective. The museum is the steward of the 1774 Alexander Rock House and home site, a site listed on the National Register of Historic Places and the oldest home in Mecklenburg County. To learn more, visit charlottemuseum.org and follow the museum on Facebook and Twitter (@CLThistory) and Instagram (@charlottemuseumofhistory).

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