

**Organization Information**

Organization name: Holland Historical Trust	Year organization founded: 1937
City: Holland	Organization type: 501(c)3 nonprofit organization
State: MI	DUNS #: 609538129
County: Ottawa	Full-time staff: 6
Federal ID #: 381692502	Board Members: 13
NISP Discipline: 13 - Humanities storytelling	Fiscal year end date: 06-30
NISP Institution: 9 - Other Museum	
NTEE: A80 - Historical Organizations	

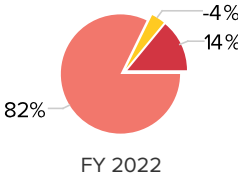
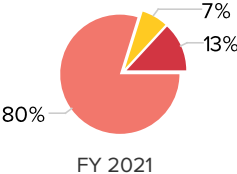
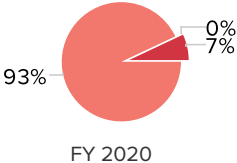
*Applicant is audited or reviewed by an independent accounting firm.*

**Financial Summary**

Unrestricted Activity	FY 2020	FY 2021	% Change	FY 2022	% Change
<b>Unrestricted operating revenue</b>					
Earned program	\$37,681	\$41,787	11%	\$58,925	41%
Earned non-program	\$17,013	\$45,338	166%	\$63,362	40%
<b>Total earned revenue</b>	<b>\$54,694</b>	<b>\$87,125</b>	<b>59%</b>	<b>\$122,287</b>	<b>40%</b>
Investment revenue	\$1,582	\$49,348	3,019%	-\$28,600	-158%
Contributed revenue	\$725,868	\$524,383	-28%	\$699,162	33%
<b>Total unrestricted operating revenue</b>	<b>\$782,144</b>	<b>\$660,856</b>	<b>-16%</b>	<b>\$792,849</b>	<b>20%</b>
Less in-kind	\$56,000	\$37,912	-32%	\$60,745	60%
<b>Unrestricted operating revenue less in-kind</b>	<b>\$726,144</b>	<b>\$622,944</b>	<b>-14%</b>	<b>\$732,104</b>	<b>18%</b>
<b>Operating expenses</b>					
Program	\$600,357	\$510,734	-15%	\$617,049	21%
Management & general	\$175,675	\$146,069	-17%	\$164,036	12%
Fundraising	\$117,678	\$94,947	-19%	\$114,020	20%
<b>Total operating expenses</b>	<b>\$893,710</b>	<b>\$751,750</b>	<b>-16%</b>	<b>\$895,105</b>	<b>19%</b>
Less in-kind	\$56,000	\$37,912	-32%	\$60,745	60%
<b>Unrestricted operating expenses less in-kind</b>	<b>\$837,710</b>	<b>\$713,838</b>	<b>-15%</b>	<b>\$834,360</b>	<b>17%</b>
Unrestricted change in net assets - operating	-\$111,566	-\$90,894	19%	-\$102,256	-13%
<b>Unrestricted change in net assets</b>	<b>-\$111,566</b>	<b>-\$90,894</b>	<b>19%</b>	<b>-\$102,256</b>	<b>-13%</b>
Restricted change in net assets	-\$109,939	\$16,133	115%	-\$59,994	-472%
<b>Total change in net assets</b>	<b>-\$221,505</b>	<b>-\$74,761</b>	<b>66%</b>	<b>-\$162,250</b>	<b>-117%</b>

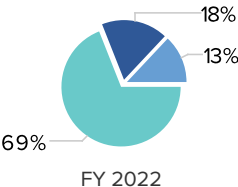
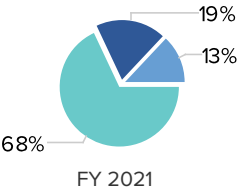
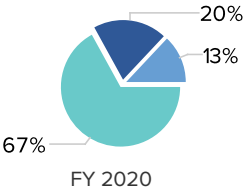
### Unrestricted Operating Revenue by Source

- Earned
- Investment
- Contributed



### Operating Expenses by Functional Grouping

- Program
- Management & General
- Fundraising



## Revenue Details

Operating Revenue Earned - Program	FY 2020 Total	FY 2021 Total	FY 2022 Total	FY 2022 Unrestricted	FY 2022 Restricted
Subscriptions		\$0			
Membership fees - individuals	\$18,385	\$22,835	\$26,100	\$26,100	\$0
Membership fees - organizations		\$0			
Ticket sales & admissions	\$19,296	\$18,952	\$32,825	\$32,825	
Education revenue		\$0			
Publication sales		\$0			
Gallery sales		\$0			
Contracted services & touring fees		\$0			
Royalty & reproduction revenue		\$0			
Earned - program not listed above					
<b>Total earned - program</b>	<b>\$37,681</b>	<b>\$41,787</b>	<b>\$58,925</b>	<b>\$58,925</b>	
<b>Earned - Non-program</b>					
Rental revenue	\$14,780	\$165	\$18,545	\$18,545	
Sponsorship revenue		\$20,500	\$37,500	\$37,500	
Attendee-generated revenue not listed above	\$2,233	\$24,673	\$7,317	\$7,317	
Earned non-program not listed above					
<b>Total earned - non-program</b>	<b>\$17,013</b>	<b>\$45,338</b>	<b>\$63,362</b>	<b>\$63,362</b>	
<b>Total earned revenue</b>	<b>\$54,694</b>	<b>\$87,125</b>	<b>\$122,287</b>	<b>\$122,287</b>	

Contributed	FY 2020 Total	FY 2021 Total	FY 2022 Total	FY 2022 Unrestricted	FY 2022 Restricted
Trustee & board	\$5,360	\$5,290	\$8,218	\$8,218	
Individual	\$215,934	\$118,866	\$147,839	\$130,932	\$16,907
Corporate	\$50,500	\$41,772	\$42,750	\$42,750	
Foundation	\$16,000	\$41,000	\$52,500	\$52,500	
City government	\$100,000	\$100,000	\$100,000	\$100,000	
County government	\$42,500	\$37,500	\$0		
State government	\$38,276	\$50,687	\$53,595	\$53,595	
Federal government	\$82,483	\$82,816	\$181,791	\$181,791	
In-kind operating contributions	\$56,000	\$37,912	\$60,745	\$60,745	
Special fundraising events	\$8,175	\$24,673	\$16,933	\$16,933	
Net assets released from restriction	\$0	\$0	\$0	\$51,698	-\$51,698
<b>Total contributed revenue</b>	<b>\$615,228</b>	<b>\$540,516</b>	<b>\$664,371</b>	<b>\$699,162</b>	<b>-\$34,791</b>
Operating investment revenue	\$2,283	\$49,348	-\$53,803	-\$28,600	-\$25,203
<b>Total operating revenue</b>	<b>\$672,205</b>	<b>\$676,989</b>	<b>\$732,855</b>	<b>\$792,849</b>	<b>-\$59,994</b>
Total operating revenue less operating in-kind	\$616,205	\$639,077	\$672,110	\$732,104	-\$59,994
<b>Total revenue</b>	<b>\$672,205</b>	<b>\$676,989</b>	<b>\$732,855</b>	<b>\$792,849</b>	<b>-\$59,994</b>
<b>Total revenue less in-kind</b>	<b>\$616,205</b>	<b>\$639,077</b>	<b>\$672,110</b>	<b>\$732,104</b>	<b>-\$59,994</b>

## Revenue Narrative

FY 2020	n/a
FY 2021	n/a
FY 2022	n/a

**Expense Details**

	FY 2020 Total	FY 2021 Total	% Change	FY 2022 Total	% Change	FY 2022 Program	FY 2022 General & Administrative	FY 2022 Fundraising
Personnel expenses - Operating								
W2 employees (salaries, payroll taxes and fringe benefits)	\$422,060	\$389,776	-8%	\$452,211	16%	\$267,535	\$93,131	\$91,545
Independent contractors	\$20,363	\$17,469	-14%	\$37,338	114%	\$37,338		
Professional fees	\$36,913	\$19,728	-47%	\$11,500	-42%		\$11,500	
<b>Total personnel expenses - Operating</b>	<b>\$479,336</b>	<b>\$426,973</b>	<b>-11%</b>	<b>\$501,049</b>	<b>17%</b>	<b>\$304,873</b>	<b>\$104,631</b>	<b>\$91,545</b>
Non-personnel expenses - Operating								
Occupancy costs	\$202,454	\$157,169	-22%	\$188,124	20%	\$145,490	\$23,329	\$19,305
Depreciation	\$115,858	\$114,881	-1%	\$114,257	-1%	\$114,257		
Interest expense	\$0	\$0	n/a	\$3,093	n/a	\$3,093		
Non-personnel expenses not listed above	\$96,062	\$52,727	-45%	\$88,582	68%	\$49,336	\$36,076	\$3,170
<b>Total non-personnel expenses - Operating</b>	<b>\$414,374</b>	<b>\$324,777</b>	<b>-22%</b>	<b>\$394,056</b>	<b>21%</b>	<b>\$312,176</b>	<b>\$59,405</b>	<b>\$22,475</b>
<b>Total operating expenses</b>	<b>\$893,710</b>	<b>\$751,750</b>	<b>-16%</b>	<b>\$895,105</b>	<b>19%</b>	<b>\$617,049</b>	<b>\$164,036</b>	<b>\$114,020</b>
<b>Total expenses</b>	<b>\$893,710</b>	<b>\$751,750</b>	<b>-16%</b>	<b>\$895,105</b>	<b>19%</b>			
<b>Total expenses less in-kind</b>	<b>\$837,710</b>	<b>\$713,838</b>	<b>-15%</b>	<b>\$834,360</b>	<b>17%</b>			
<b>Total expenses less depreciation</b>	<b>\$777,852</b>	<b>\$636,869</b>	<b>-18%</b>	<b>\$780,848</b>	<b>23%</b>			
<b>Total expenses less in-kind and depreciation</b>	<b>\$721,852</b>	<b>\$598,957</b>	<b>-17%</b>	<b>\$720,103</b>	<b>20%</b>			

**Expense Narrative**

FY 2020	n/a
FY 2021	n/a
FY 2022	n/a

## Balance Sheet

Assets	FY 2020	FY 2021	% Change	FY 2022	% Change
<b>Current assets</b>					
Cash and cash equivalents	\$107,770	\$53,083	-51%	\$27,567	-48%
Receivables	\$87,100	\$10,000	-89%		-100%
Investments - current	\$468,083	\$469,408	0%	\$407,778	-13%
Prepaid expenses & other	\$10,207	\$144,707	1,318%	\$204,468	41%
<b>Total current assets</b>	<b>\$673,160</b>	<b>\$677,198</b>	<b>1%</b>	<b>\$639,813</b>	<b>-6%</b>
<b>Long-term/non-current assets</b>					
Investments - non current			n/a		n/a
Fixed assets (net of accumulated depreciation)	\$997,929	\$883,048	-12%	\$841,532	-5%
Non-current assets not listed above			n/a		n/a
<b>Total long-term/non-current assets</b>	<b>\$997,929</b>	<b>\$883,048</b>	<b>-12%</b>	<b>\$841,532</b>	<b>-5%</b>
<b>Total assets</b>	<b>\$1,671,089</b>	<b>\$1,560,246</b>	<b>-7%</b>	<b>\$1,481,345</b>	<b>-5%</b>
<b>Liabilities &amp; Net Assets</b>					
<b>Current liabilities</b>					
Accounts payable and accrued expenses	\$27,184	\$18,695	-31%	\$15,250	-18%
Deferred revenue	\$58,394	\$26,863	-54%	\$11,229	-58%
Loans - current		\$0	n/a		n/a
Additional current liabilities not listed above	\$28,957	\$32,895	14%	\$30,323	-8%
<b>Total current liabilities</b>	<b>\$114,535</b>	<b>\$78,453</b>	<b>-32%</b>	<b>\$56,802</b>	<b>-28%</b>
<b>Long-term/non-current liabilities</b>					
Long-term/non-current loans			n/a	\$105,000	n/a
Additional long-term/non-current liabilities not listed above			n/a		n/a
<b>Total long-term/non-current liabilities</b>			<b>n/a</b>	<b>\$105,000</b>	<b>n/a</b>
<b>Total liabilities</b>	<b>\$114,535</b>	<b>\$78,453</b>	<b>-32%</b>	<b>\$161,802</b>	<b>106%</b>
<b>Net assets</b>					
Unrestricted	\$1,063,576	\$972,682	-9%	\$870,426	-11%
Restricted	\$492,978	\$509,111	3%	\$449,117	-12%
<b>Total net assets</b>	<b>\$1,556,554</b>	<b>\$1,481,793</b>	<b>-5%</b>	<b>\$1,319,543</b>	<b>-11%</b>
<b>Total liabilities &amp; net assets</b>	<b>\$1,671,089</b>	<b>\$1,560,246</b>	<b>-7%</b>	<b>\$1,481,345</b>	<b>-5%</b>

## Balance Sheet Narrative

FY 2020	n/a
FY 2021	n/a
FY 2022	n/a

**Balance Sheet Metrics**

	FY 2020	FY 2021	% Change	FY 2022	% Change
Months of operating cash -- Unrestricted	0.97	0.27	-73%	-0.19	-171%
Working capital -- Unrestricted	\$65,647	\$89,634	37%	\$133,894	49%
Current ratio -- Unrestricted	1.57	2.14	36%	3.36	57%
Net assets as a % of total expenses	174%	197%	13%	147%	-25%
Fixed assets (net)	\$997,929	\$883,048	-12%	\$841,532	-5%
Condition of fixed assets	201%	13%		14%	
Leverage -- Unrestricted		0%	n/a	10%	n/a
Total debt		\$0	n/a	\$105,000	n/a
Debt service impact	0%	0%	n/a	0%	n/a

Months of operating cash -- unrestricted (Unrestricted Cash & Cash Equivalents/(Total Expense/12)) indicates the number of months an organization can operate at current average monthly expense levels with existing unrestricted cash and cash equivalents. This ratio is calculated using unrestricted numbers only.

Working capital -- unrestricted (Unrestricted Current Assets minus Unrestricted Current Liabilities) consists of the unrestricted resources available for operations. This calculation of working capital may differ from your internal calculations. Adequate working capital provides financial strength and flexibility to your organization, the ability to meet obligations as they come due, and the ability to take more risks, knowing there is a cushion to fall back on.

Current ratio unrestricted (Unrestricted Current Assets divided by Unrestricted Current Liabilities) determines the organization's ability to pay current debt using current assets. A ratio of 1.0 indicates that current assets are equal to current liabilities. A ratio of around 1.5 is a more comfortable position, allowing for more cushion against uncollected receivables or timing discrepancies between expected receipts and disbursements. Ideally this number should approach 2 which indicates ample short-term liquidity to obviate the need to borrow or sell assets.

Net assets as % of total expenses measures the net worth of an organization in relationship to its operating size. It is calculated as total net assets divided by total expenses. If the trend is level or increasing, then total net assets are keeping pace with growth in operating expenses.

Condition of fixed assets indicates the potential need for replacement or repair of fixed assets (such as buildings, furniture, office equipment, sets and props). This is especially significant for organizations that own a building or carry a long-term lease. Accumulated depreciation of less than 50% of the total value of fixed assets indicates a stock of relatively new assets. A high percentage (>80%) of accumulated depreciation could indicate aging infrastructure and need for funding the replacement or repair of fixed assets in the near future.

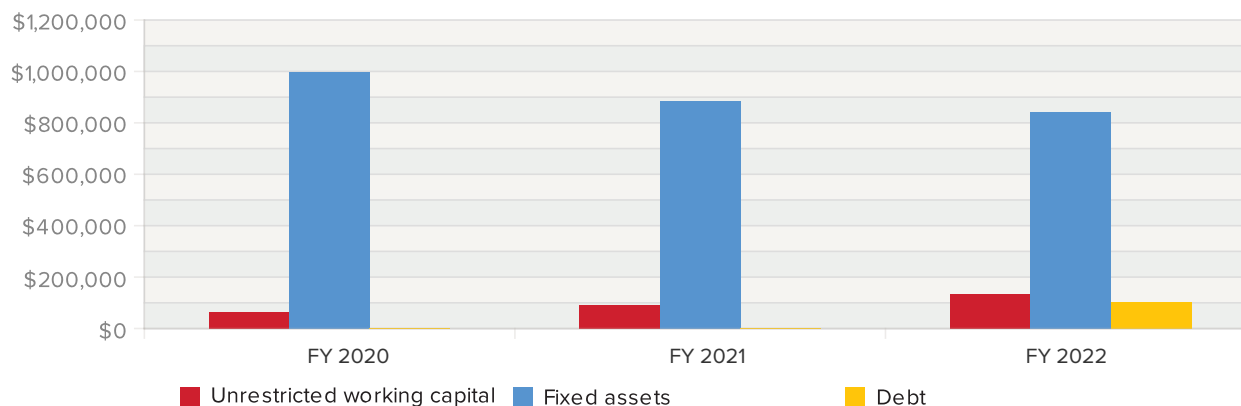
Leverage ratio (Total Debt divided by Total Unrestricted Assets) measures what proportion of your unrestricted assets are supported by debt. A number in excess of 50% may indicate liquidity problems, or reduced capacity for future borrowing.

Fixed assets net is the value of all land, buildings, equipment, leasehold improvements and other property and equipment owned by the organization. It is calculated net of accumulated depreciation to reflect the reduction in the value of an asset as it ages and is used.

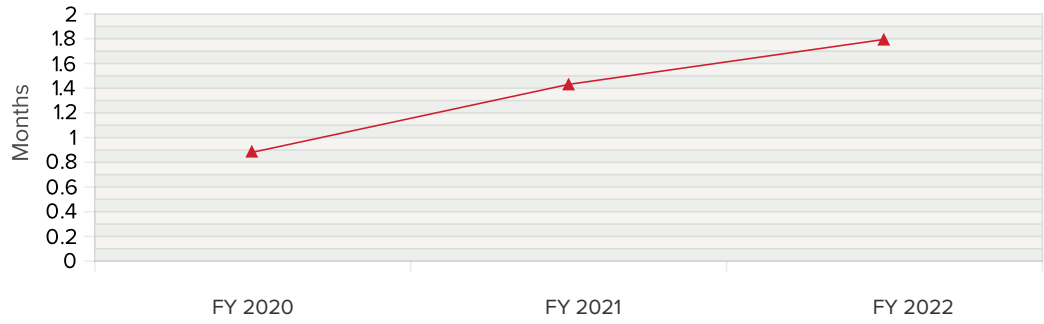
Total debt consists of all short and long-term contractual obligations of the organization, including lines of credit, loans, notes, bonds, and capital leases.

Debt service impact (Total Debt Service, including principal and interest, divided by Total Expense) calculates the % of an organization's total expenses applied to the total debt-service burden. The higher the percentage, the more the organization has to dedicate its resources to debt repayment rather than programming and other operating expenses.

**Components of Net Assets**



**Months of  
Unrestricted  
Working Capital**





## Attendance

	FY 2020	FY 2021	% Change	FY 2022	% Change
<b>Total attendance</b>					
Paid	296	937	217%	2,706	189%
Free	6,789	3,611	-47%	5,728	59%
<b>Total</b>	<b>7,085</b>	<b>4,548</b>	<b>-36%</b>	<b>8,434</b>	<b>85%</b>
<b>In-person attendance</b>					
Paid	296	937	217%	2,706	189%
Free	6,747	2,451	-64%	4,370	78%
<b>Total</b>	<b>7,043</b>	<b>3,388</b>	<b>-52%</b>	<b>7,076</b>	<b>109%</b>
<b>Digital attendance</b>					
Paid	0		n/a		n/a
Free	42	1,160	2,662%	1,358	17%
<b>Total</b>	<b>42</b>	<b>1,160</b>	<b>2,662%</b>	<b>1,358</b>	<b>17%</b>
In-person attendees 18 and under	3,041	1,875	-38%	4,205	124%
<b>Programs in schools</b>	<b>FY 2020</b>	<b>FY 2021</b>	<b>% Change</b>	<b>FY 2022</b>	<b>% Change</b>
Children served in schools			n/a		n/a
Hours of instruction			n/a		n/a

## Workforce

Number of People	FY 2020	FY 2021	% Change	FY 2022	% Change
Employees: Full-time permanent	6	7	17%	6	-14%
Employees: Part-time permanent	6	3	-50%	4	33%
Volunteers	97	65	-33%	109	68%
Independent contractors	1	1	0%	1	0%
Interns and apprentices	6	8	33%	8	0%
<b>Total positions</b>	<b>116</b>	<b>84</b>	<b>-28%</b>	<b>128</b>	<b>52%</b>

## Visual & Performing Artists

	FY 2020	FY 2021	% Change	FY 2022	% Change
Number of visual & performing artists	0		n/a		n/a
Payments to artists & performers	\$0	\$0	n/a	\$0	n/a

## Covid-19 Impact

	FY 2020	FY 2021	FY 2022
Due to COVID-19 crisis restrictions on in-person gatherings and/or stay-at-home orders mandated by government health guidelines, how was staffing affected at your organization:			
Number of employees laid off			0
Number of employees furloughed		3	0
Of those furloughed or laid off employees, how many (if any) have been brought back?		1	0

**Mission and Constituency**

Mission statement

Holland Museum's mission is Preserving Our Past, Imagining Our Future.

Mission demographics

This organization's mission is not rooted in an explicitly identified ethnic, cultural or other demographic voice.

Racial/ethnic group

Additional group (please state)

Gender

Additional group (please state)

Sexual orientation

Additional group (please state)

Age group

Additional group (please state)

Disability

Additional characteristics

*If the fields above are blank, this organization does not serve that demographic specifically.*

Audience

The organization does not seek to primarily serve a specific audience.

Racial/ethnic group

Additional group (please state)

Gender

Additional group (please state)

Sexual orientation

Additional group (please state)

Age group

Additional group (please state)

Disability

Additional characteristics

Additional group (please state)

Community type served

Suburban

*If the fields above are blank, this organization does not serve that demographic specifically.*

## Program Activity

In-person activity	FY 2020		FY 2021		FY 2022	
	Distinct offerings	# of times offered	Distinct offerings	# of times offered	Distinct offerings	# of times offered
Productions (self-produced)					19	19
Productions (presented)					1	1
Classes/assemblies/other programs in schools	1	2			2	2
Classes/workshops (outside of schools)	0	0	0	0	0	0
Field trips/school visits	6	27	3	20	3	29
Guided tours	4	8	6	64	6	33
Lectures	11	11	3	16	3	17
Permanent exhibitions	4		4		4	
Temporary exhibitions	3		2		5	
Traveling exhibitions (hosted)	1				0	
Films screened	0	0			1	1
Festivals/conferences	0		0		1	4
Readings/workshops (developing works)	3	6			1	1
Community programs (not included above)	9	11	2	10	3	13
Additional programs not listed above	6	9	7	15	5	45

*NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.*

## Program Activity

Digital activity	FY 2020			FY 2021			FY 2022		
	Distinct offerings	# times digitally offered	On-demand	Distinct offerings	# times digitally offered	On-demand	Distinct offerings	# times digitally offered	On-demand
Productions (self-produced)	1	1		2	2	32	2	2	17
Productions (presented)				2	2	243			
Classes/assemblies/other programs in schools	0	0	0						
Classes/workshops (outside of schools)	0	0	0						
Field trips/school visits	0	0	0						
Guided tours	0	0	0						
Lectures	0	0	0						
Permanent exhibitions									2
Temporary exhibitions									
Traveling exhibitions (hosted)									
Films screened	0	0	0						
Broadcast productions									
Festivals/conferences									
Readings/workshops (developing works)	0	0	0						
Community programs (not included above)	0	0	0	18	18	13			
Additional programs not listed above	0	0	0						

*NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.*

Digital activity financials	FY 2020		FY 2021		FY 2022	
	Total	Associated with digital program delivery	Total	Associated with digital program delivery	Total	Associated with digital program delivery
Earned revenue	\$54,694		\$87,125		\$122,287	
Contributed revenue	\$615,228		\$540,516		\$664,371	
Operating expense	\$893,710		\$751,750		\$895,105	

**Program Activity**

	FY 2020	FY 2021	% Change	FY 2022	% Change
Fiscally sponsored projects			n/a		n/a
Amount distributed to fiscally sponsored projects			n/a		n/a
Residencies			n/a		n/a
Scholarships awarded			n/a		n/a
Amount awarded in scholarships			n/a		n/a
Other grants awarded			n/a		n/a
Amount awarded in grants			n/a		n/a
Public art installations			n/a		n/a
Works commissioned			n/a		n/a
Films produced			n/a		n/a
World premieres			n/a		n/a
National premieres			n/a		n/a
Local/regional premieres	3	2	-33%	2	0%
Published works (physical)			n/a	0	n/a
Published works (digital)			n/a		n/a
Private lessons (in-person)			n/a	0	n/a
Private lessons (digital)			n/a		n/a
Competitions			n/a		n/a
Open rehearsals			n/a		n/a

*NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.*

**Program Activity Narrative**

FY 2020	n/a
FY 2021	n/a
FY 2022	n/a