# IMPACT REPORT

**FY22**

<table>
<thead>
<tr>
<th>FUNDRAISING TOTAL (IN MILLIONS):</th>
<th>$14.08</th>
</tr>
</thead>
<tbody>
<tr>
<td>IN-PERSON VISITORS:</td>
<td>33,349 (+109%)</td>
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<tr>
<td>WEBSITE VISITORS:</td>
<td>94,966 (+32.5%)</td>
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<tr>
<td>SOCIAL MEDIA FOLLOWERS:</td>
<td>21,724 (+11%)</td>
</tr>
<tr>
<td>FRIEND + ANNUAL FUND MEMBER HOUSEHOLDS:</td>
<td>348</td>
</tr>
<tr>
<td>FRIENDS OF THE MUSEUM:</td>
<td>1,219 (+44%)</td>
</tr>
<tr>
<td>EXHIBITIONS OPENED:</td>
<td>12</td>
</tr>
<tr>
<td>WORKS ACQUIRED:</td>
<td>507</td>
</tr>
<tr>
<td>OBJECTS IN DATABASE:</td>
<td>10,417 (+6.7%)</td>
</tr>
<tr>
<td>UGA TOURS:</td>
<td>109 (1,838 PARTICIPANTS)</td>
</tr>
<tr>
<td>NON-UGA TOURS:</td>
<td>136 (3,466 PARTICIPANTS)</td>
</tr>
<tr>
<td>STUDENT ASSOCIATION PROGRAMS:</td>
<td>4 (975 PARTICIPANTS)</td>
</tr>
<tr>
<td>PUBLIC PROGRAMS:</td>
<td>27 (1,260 PARTICIPANTS)</td>
</tr>
<tr>
<td>WORKSHOPS AND CLASSES:</td>
<td>52 (1,161 PARTICIPANTS)</td>
</tr>
<tr>
<td>YOUTH AND FAMILY PROGRAMS:</td>
<td>32 (2,615 PARTICIPANTS)</td>
</tr>
</tbody>
</table>

**UGA TOURS:**
- 109 tours (1,838 participants)

**Friends of the Museum:**
- 1,219 member households (+44%)

**In-Person Visitors:**
- 33,349 visitors (+109%)

**Website Visitors:**
- 94,966 visits (+32.5%)

**Social Media Followers:**
- 21,724 followers (+11%)

**Objects in Database:**
- 10,417 objects (+6.7%)

**In-Person Workshops and Classes:**
- 52 workshops and classes (1,161 participants)

**In-Person Youth and Family Programs:**
- 32 programs (2,615 participants)

**In-Person Public Programs:**
- 27 programs (1,260 participants)

**Total In-Person Participation:**
- 5,364 participants

**Non-UGA Tours:**
- 136 tours (3,466 participants)

**Total Non-UGA Participation:**
- 3,466 participants

**Exhibitions Opened:**
- 12 exhibitions

**Total Exhibitions:**
- 29 exhibitions

**U.S. Visitors:**
- 33,349 visitors (+109%)

**Social Media:**
- Twitter, Facebook, Instagram

**Fundraising Total:**
- $14.08 million

**In-Person Visitors Growth:**
- 109%

**Website Visitors Growth:**
- 32.5%

**Social Media Followers Growth:**
- 11%

**Objects in Database Growth:**
- 6.7%

**UGA Tours Growth:**
- 1,838 participants

**Friends of the Museum Growth:**
- 1,219 member households (+44%)

**Workshops and Classes Growth:**
- 1,161 participants

**Youth and Family Programs Growth:**
- 2,615 participants

**Public Programs Growth:**
- 1,260 participants

**In-Person Visitation:**
- 5,364 participants

**Non-UGA Visitation:**
- 3,466 participants

**Exhibitions:**
- 29 exhibitions

**U.S. Visitors Growth:**
- 109%
Our museum has run a program called Just My Imagination (JMI for short) for more than 20 years, providing art instruction for small groups at no cost around the state of Georgia at libraries and community centers. Often, these hands-on programs happen in places with little direct access to the arts. The pandemic scuttled our JMI plans for a few years, but we were back in FY22 in a slightly different format, with art kits being mailed out around the state, thanks to the support of the Turner Family Foundation. Local service-oriented camp Teens in Action helped pack up the art kits at the museum.

The museum won awards from the Eric Hoffer Book Awards, the Georgia Association of Museums (including for curator Shawnya Harris), SECAC, the Art Librarians Society of North America Southeast Chapter and the Southeastern Museums Conference for exhibitions, publications and programs, including “Emma Amos: Color Odyssey,” “Extra Ordinary: Magic, Mystery and Imagination in American Realism” and its virtual 5th-Grade Tours Program. It also revived its Black History Awards Celebration, presenting Athens-born artist Lou Stovall with the Larry D. and Brenda A. Thompson Award.