Operating Revenues and Expenses
July 1, 2011 – June 30, 2012 (Audited)

**REVENUES**

- Endowments, Reserves and Transfers: $597,703
- Generated Revenue**: $901,088
- Contributed Revenue*: $1,317,151

Total Support: $3,416,532

* Contributed Revenue includes annual fund gifts made by individuals, foundations, corporations, membership, fund raising events.
** Government funds from City of Richmond, Henrico, Chesterfield and Hanover Counties.
*** Generated Revenue includes on-site donations, admission and program fees, facility rental, special events and souvenir and concessions.

**EXPENSES**

- Administration: $656,059
- Marketing and Development: $509,404
- Programs and Interpretation*: $1,855,260
- Events, Rentals and Visitor Services: $385,733

Total Expenses: $3,406,456

* Programs & Interpretation is Historical Mansion/Carriage, Habitats and Horticulture representing $1,855,260 (54.5%) of operational expenses.