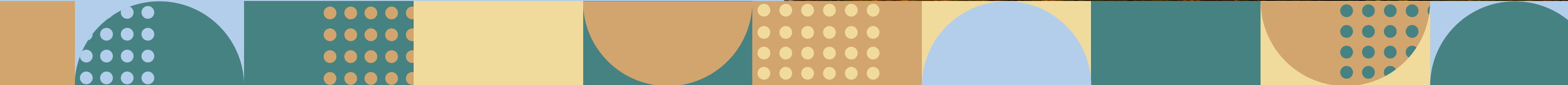
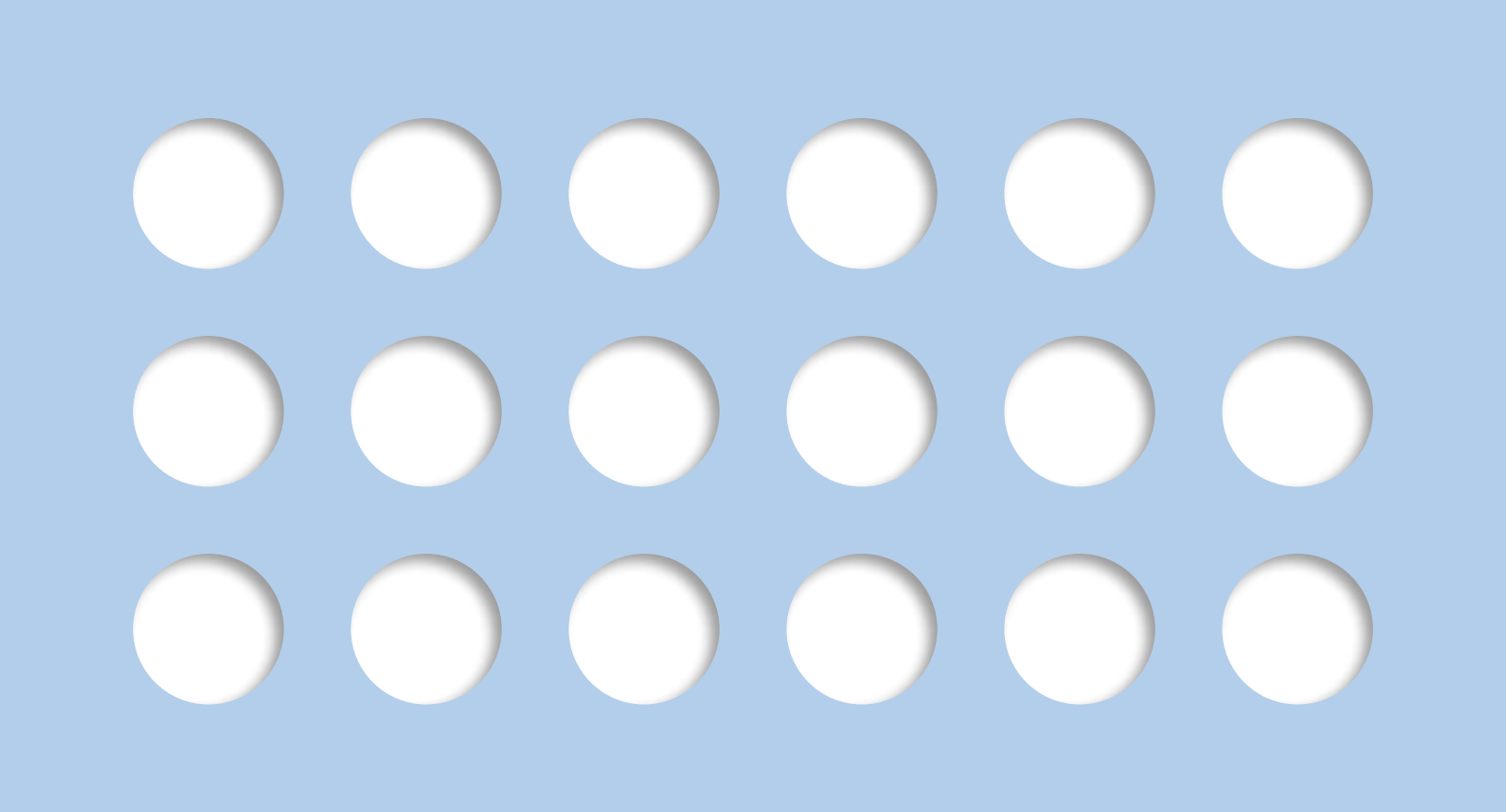


# For the Love of the Vineyard

THE CENTENNIAL CAMPAIGN FOR MARTHA'S VINEYARD MUSEUM

MV MUSEUM  
INC. 1923





## For the Love of the Vineyard

A bandleader and composer whose songs captured the spirit of an Oak Bluffs summer. The cast and crew who created Amity Island. Captains who made their fortunes hunting whales from the South Pacific to the Bering Sea. A Wampanoag tribal leader who formed pots from the brilliantly colored clay of the Aquinnah cliffs. The local legend who lived on a farm surrounded by her beloved pet chickens. An author whose work connected the Harlem Renaissance and African American life on the Vineyard. A sculptor whose beachcombing helped him heal from the traumatic experience of war.

These vignettes embody the distinct stories that make up Martha's Vineyard — an Island with a diverse history that stretches back over 10,000 years.



## At Martha's Vineyard Museum, we seek to tell all of these stories.

In the century since our founding, we have acquired more than 15,000 objects, 65,000 photographs, and 12,000 postcards. We have recorded nearly 2,000 oral history interviews and added manuscripts, maps, charts, and genealogical materials to our archives. Our collection captures the history of our land and its people for visitors and residents alike. The Museum has expanded in recent years, and yet we recognize that much work remains to preserve and honor the complete story of our past and present.

**Our Centennial Campaign seeks to raise \$16 million to expand our ability to share the Island's unique story, capture history in the making, and create a welcoming space to gather, reflect, and learn for generations to come.**



Founded in 1922 as the Dukes County Historical Society, the Museum has spent a century collecting and preserving the art, artifacts, oral histories, documents, and photographs that bring to life the Island's history.

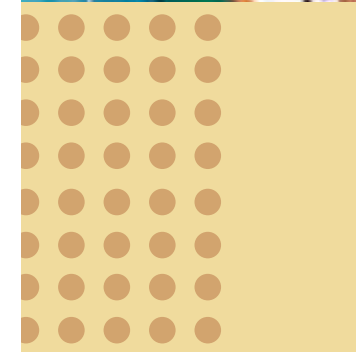
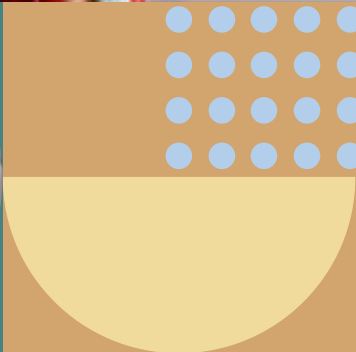


## A turning point

The year 2006 marked the beginning of a new direction. We changed our name to Martha's Vineyard Museum to better reflect our transition from simply collecting the Island's history to being a place that engages with the public.

We also embarked on a bold move to a new facility with more room for exhibitions and community programming. In 2011, MVM purchased the 1895 Marine Hospital and its four-acre campus in Vineyard Haven. With the support of our community, we transformed the grounds into an inviting experiential museum with 10,000 square feet of exhibition, library, collection storage, and office space.

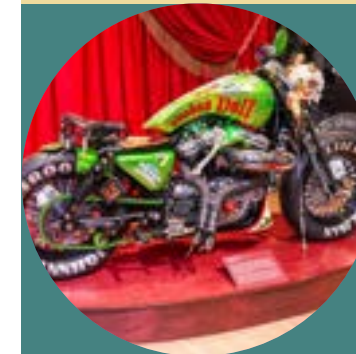
When the Vineyard Haven campus opened in 2019, patrons lined up at our doors. They visited our blockbuster opening exhibition featuring Thomas Hart Benton, delved into historical documents in the Research Library, and enjoyed lively lectures in the café overlooking the sparkling and rare first-order Fresnel lens from the Gay Head lighthouse.



Our younger visitors explored their heritage in the playful Hands-on-History space and many returned later with their classmates for lessons linked to the state curriculum.

In our first year in Vineyard Haven, the newly transformed Museum welcomed five times the visitors we saw in Edgartown and our membership base has tripled. With two-thirds of elementary school students participating in at least one Museum experience last year, interest in our school-age educational programs continues to grow. Vineyarders and visitors alike have returned again and again to engage in critical conversations about our shared history and the changes that are shaping our collective future. And when the COVID-19 pandemic closed our doors, we were in a position to respond by expanding our online offerings and creating spaces to safely gather outdoors on our new campus.

**Martha's Vineyard Museum has proven itself to be a beacon of hope and connection among Vineyard lovers everywhere.**





## Our second founding

As we embark on our Centennial Campaign, we see this moment as a second founding for the Museum — one in which we seek to tell a more inclusive and comprehensive story of Martha's Vineyard.

Today, our permanent collections provide a foundational history of the Island, weaving together diverse narratives and drawing upon such common themes as farming, creating, escaping, and belonging. Meanwhile, MVM's rotating exhibitions have explored the unique experiences of Islanders, the deaf community in Chilmark, the fight for women's suffrage, the stories of Jewish immigrants, the current housing crisis, and the Vineyard's history of enslavement, indenture, and incarceration.

However, many communities that are integral to the Island's history have long been underrepresented in our collections. We are committed to continuing to strengthen our relationships with these communities in order to tell a more complete and authentic story. The Centennial Campaign is an opportunity to come together and bring that vision to life.



## Your place in the story

Secretary of the Smithsonian, Lonnie G. Bunch III, has often said that museums can't be community centers, but they should be at the center of their communities. This idea is a driving force behind our work at MVM.

Since the opening of our Vineyard Haven campus, we have sought to forge connections and build trust with communities across the Island and invite others to tell their stories of life on Martha's Vineyard. We want to be the destination for schoolchildren to learn the stories of their ancestors, for residents to engage in dialogue about current issues, and for visitors to understand the unique character of this Island that beckons them to return year after year. We aim to be a communal gathering place that provides context and facilitates discussion about the significant issues of our time.

*“We want to be a place of deep connection that builds on the vitality of our community and draws people in. Through the Centennial Campaign, we will continue to open new doors into the Museum for all who love the Island.”*

HEATHER SEGER, EXECUTIVE DIRECTOR

**IN RECENT YEARS, WE HAVE LAID A STRONG FOUNDATION FOR THIS WORK – BUT OUR JOURNEY CONTINUES.**

We are now at a critical juncture. Through the Centennial Campaign, we aim to enhance our research capabilities, expand our staffing, develop additional programming and educational opportunities, and position the Museum at the heart of the Island.

Our recent growth has proven that there is a deep interest in our work and a high demand that we continue driving forward. Through the Martha's Vineyard Museum Centennial Campaign, we invite everyone with a deep love of this Island to join us in this movement to preserve the stories of all Vineyarders for generations to come.



# Our Priorities

Over the next three years, we are seeking transformative philanthropic support across five areas that will build financial sustainability today while investing in future growth.

## Strengthening Today

### FINISHING THE MOVE

\$3.6 MILLION

The significance of the Museum's move to Vineyard Haven cannot be understated. It set the trajectory for our future and enabled countless visitors to see the Museum — and the Island's history — in a new light. However, the time has come to retire the remaining \$3.6 million bank loan and reallocate resources toward other priorities.

### STRATEGIC GROWTH

\$3.4 MILLION

We envision MVM as a vital cultural institution and a must-visit destination on Martha's Vineyard. We aim to build on our current momentum with collection acquisitions, dynamic exhibitions, large-scale projects, increased educational experiences, and more opportunities to unite the community. To accomplish this vision, we must strategically invest in the resources and critical staffing to support that work.

### ANNUAL SUPPORT

\$5 MILLION

In addition to the transformational giving opportunities that will shape our future, we are equally dedicated to maintaining the consistent support that funds our day-to-day operations and ensure a sustainable culture of giving. Over the next three years, we are committed to maintaining funding levels across contributed income, grants, sponsorships, events, and annual fundraising.

## Investing In Tomorrow

### SKIFF PROPERTY RENOVATION

\$1 MILLION

Martha's Vineyard is in the midst of a housing crisis. With a shortage of reliable, viable, and affordable housing, MVM faces remarkable challenges in recruiting and retaining the staff we need for future growth. When MVM moved to Vineyard Haven, we were gifted a condemned property adjacent to the Museum. We now seek to build permanent staff housing on campus while providing flexibility for future facility needs.

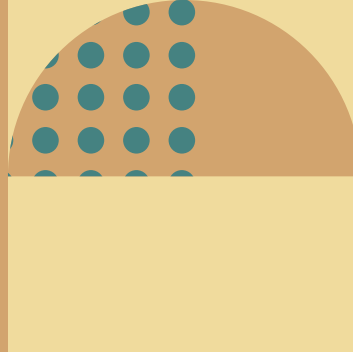
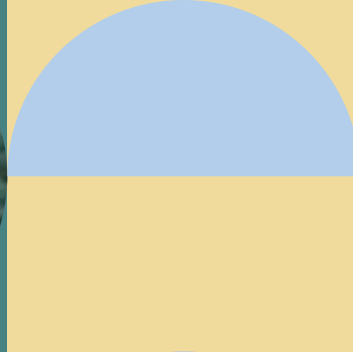
### ENDOWMENT GROWTH

\$3 MILLION

As we complete our transition from a local historical society into a fully operational museum, we require a more sophisticated financial model grounded in a robust endowment. This campaign is a transformational opportunity, yet we require investment far beyond the next three years. By doubling the Museum's endowment to \$6 million, we can begin to protect our place at the heart of our community for the next 100 years.

**TOTAL CAMPAIGN GOAL:  
\$16 MILLION**

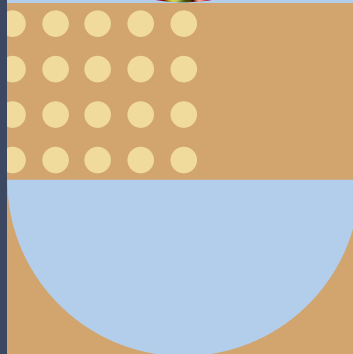
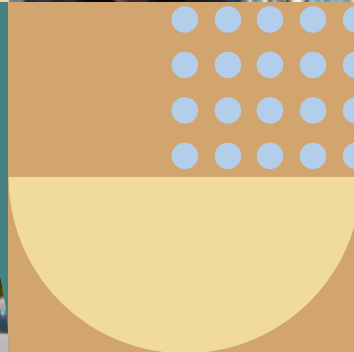
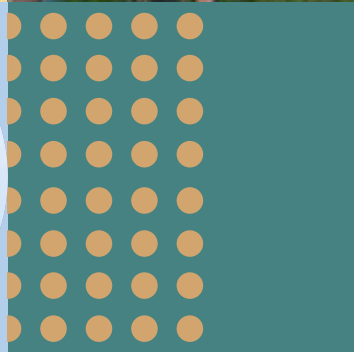




# The Next Chapter

At MVM, we have leapt fully into our role as the Island's storyteller and historical caretaker — representing all whose lives were touched by this place — and as a gathering space for collective learning, community connection, and celebration.

We have laid an incredible foundation atop the bluffs overlooking Vineyard Sound, and the momentum that will carry us forward is building. Join us as we write the next chapter in the story of Martha's Vineyard.





*“We were given a gift 100 years ago when Island citizens created this Museum to protect the stories that make Martha’s Vineyard special. Each of us now has the opportunity to shape its future and allow for more educating, more gathering, and more storytelling.”*

**DAVID GRAIN**  
VICE CHAIR, BOARD OF DIRECTORS,  
AND HONORARY CO-CHAIR,  
CENTENNIAL CAMPAIGN COMMITTEE



MVM



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