



2025 IMPACT REPORT





LETTER FROM THE PRESIDENT

Dear Friends,

At Levine Museum of the New South, we believe history is more than what we remember; it's also how we imagine the future and move forward. During the 2024-2025 fiscal year, this vision and belief were embraced with intention.

Thousands of community members were engaged through dynamic exhibitions, thoughtful programming, and powerful digital storytelling. From Family Days that filled spaces across Charlotte with vibrant music, dance, and celebration, to our award-winning podcast *Our New South*, we deepened understanding of the people and places that have shaped this city and region.

Collaborations with students and teachers, authors and artists, scholars and local leaders were facilitated. Challenging conversations and joyful connections were encouraged. First-time visitors and long-time supporters were welcomed. Each interaction reminds us of the power of history and storytelling to spark curiosity, build empathy, and inspire action.

We are especially proud of the ways our work showed up in the lives of our visitors, like the mother honored in our exhibition *Charlotte: Moving Forward, Looking Back*, whose daughter came across her photo on the very anniversary of her historic sit-in. These moments remind us of the lasting impact of the history we share and how it connects us all.

None of this would be possible without you, our supporters, partners, donors, and friends. Thank you for believing in the power and importance of history. Thank you for standing with us as we build a stronger, more equitable Charlotte and strive to make history accessible to all.

As you explore the pages of this report, I invite you to reflect on the impact we've made together and the possibilities that still lie ahead.



Dr. Richard C. Cooper
President & CEO
Levine Museum of the New South



A MUSEUM MOVING FORWARD

Levine Museum of the New South presents exhibitions, digital and educational experiences, and programming throughout the city of Charlotte, allowing audiences to gain deeper insights into history and the communities shaping our city and region. Our public offerings invite the community to engage in productive dialogue, deepen understanding, foster empathy, and inspire action toward a better future.



323,137 Engagements,
59% increase over FY 2024

PROGRAM HIGHLIGHTS

Southern Accents

Our Southern Accents series showcases contemporary work by experts, artists, and researchers on southern history and culture. This year, we celebrated Hispanic Heritage Month with a vibrant live concert from Charlotte-based Latin band, **Ultima Nota**, celebrating Latin music, culture, and community.



Public Programs
35,311 engaged,
in person and online.

WE HOPE OUR AUDIENCE CONNECTS THROUGH SHARED EXPERIENCES, LEARNING MORE ABOUT THE HISTORY OF THOSE IN THEIR COMMUNITY.

Author Talks

Political commentator and attorney **Bakari Sellers** participated in our Author Talks series, discussing his book, *The Moment*, which explored issues impacting millions of African American families and communities across the country. Our programming often addresses histories of inequality that inform the challenges we face. We are fortunate to connect with authors who explore these difficult ideas and inspire dialogue and action.

Community Conversations

Community Conversations provides a platform to meet forward-thinking problem solvers in our community for roundtable discussions, guided by conversation starters aligned with the evening's theme. This year, we centered our conversations on life in the New South, and housing justice and how it impacts on our communities. This series creates space for intentional conversations that enlighten and spark change.

FAMILY DAY

LEVINE MUSEUM OF THE NEW SOUTH AND THE LATIN AMERICAN COALITION CELEBRATED THE 20TH ANNIVERSARY OF HONORING MEXICAN CULTURE THROUGH VIBRANT TRADITIONS, MUSIC, AND ART, WELCOMING OVER 18,000 ATTENDEES TO OUR ANNUAL DÍA DE MUERTOS FESTIVAL.

We celebrated history and culture through our free annual Family Days that honor Charlotte Pride, Día de Muertos, Three Kings Day, Martin Luther King Day, Women's History Month, and Juneteenth. These festivals invited thousands of local families to dance, sing, create, eat, and learn about Charlotte's diverse community.

What Is It Going to Take?

We partnered with local universities, **Johnson C. Smith University** and **Queens University**, for our What Is It Going to Take? series. Discussions on voting rights, education, and resources for young and first-time voters, facilitated by students, filled the room at Johnson C. Smith University. Queens University students co-led a panel discussion on food insecurity in and around historically Black neighborhoods as we explored ways to make an impact.





115 teachers were served through PD workshops,
representing **6,160** students. **1,285** students
were served directly through youth experiences.

EDUCATION ENGAGEMENTS

Field Trips & Group Tours

The Museum proudly hosted several educational groups, offering tours of our exhibition, *Charlotte: Moving Forward, Looking Back*, and guided walking tours of historic Brooklyn through our free app, KnowCLT.

We provided exhibition tours for students, including homeschooling students from **Homeschooling Footprints**, where the lead teacher, Kristin Jackson, noted that she learned 40 new facts during the exhibition tour and would later quiz her class. Students from **Berryhill School**, **Chester High School**, and other local schools also visited to explore the exhibition's rich storytelling.

We also led outdoor walking tours throughout the year, including a conference group from the **Black Child Development Institute** and students from **Carmel Christian School**, who participated in a curated experience that included a walking tour of Brooklyn, focusing on the history and contributions of African Americans in Charlotte, the historic significance of Brooklyn and its impact on the Charlotte we know today.

"HISTORY SHAPES ALL OF US .. WE FIND THAT AS STUDENTS DELVE INTO THIS [BROOKLYN] AND THEY START TO THINK, THEY START TO QUESTION, 'WELL, IF IT WAS LIKE THAT IN 1898, WHAT HAPPENED IN BETWEEN THERE AND HOW DID WE GET HERE?' AND THAT, AS AN EDUCATOR, IS WHERE ALL OF A SUDDEN I GOT MY STUDENTS THINKING! AND NOW THEY'RE THINKING BEYOND THEMSELVES."

- KATIE WILLET CMS EDUCATOR

THESE VISITS HIGHLIGHT OUR COMMITMENT
TO EDUCATION AND COMMUNITY ENGAGEMENT,
ENSURING THAT HISTORY IS ACCESSIBLE TO ALL.



EDUCATOR WORKSHOPS

We offered four professional development workshops for local educators focused on effective classroom discussion and debate, as well as assessing writing in the social studies classroom and beyond.

Additionally, the Museum had the opportunity to take our teacher professional development program on the road! We presented one of our workshops outside of Mecklenburg County for the first time. Twenty-one social studies teachers from Gaston County attended our *Facilitating Effective Classroom Debate and Discussion* workshop. We gave these teachers tools to cultivate classroom communities that foster meaningful discussions and civil discourse.

COMMUNITY OUTREACH

During Black History Month, we partnered with **Trinity Episcopal School** and **Northwest School of the Arts** to present an art exhibition, *Reflections: Honoring Black Stories & Creativity through Art*, where student artists showcased their original works inspired by Black artists and historical figures. It was an inspiring evening filled with thoughtful dialogue and firsthand accounts from the young artists about their creative inspirations.



This summer, we partnered with **Made by Us**, the **New York Historical Society**, and history museums across the country to celebrate Civic Season, a nationwide experience that invites participants to reflect on identity, explore diverse histories, and imagine the nation they want to see. Taking place between Juneteenth and July 4th, Civic Season is meant to inspire younger generations to connect with stories, tools, and ideas that power our democracy. We hosted programs where attendees could participate in lively and engaging trivia games focused on Charlotte's rich history and an informative social hour to learn about the latest efforts to promote democracy locally and nationally.

We hosted the **Girl Scouts, Hornets' Nest Council** for *Belonging & Becoming: A Celebration of Women and Girls*. Young Girl Scouts explored the history of some of Charlotte's most well-known women through our exhibition, *Charlotte: Moving Forward, Looking Back*. They were encouraged to see themselves in the stories of these women and be inspired to make a difference in their community and the world.



INNOVATION & DIGITAL ENGAGEMENT

50 Places in Charlotte

We completed *50 Places in Charlotte*, a digital history project highlighting the city's rich story through fifty places throughout the Charlotte-Mecklenburg area. *50 Places* quickly became a crowd favorite, highlighting hidden gems and exploring the history in Charlotte's backyard.

50 Places **26,161** views in FY25

Our New South

Thanks to your listening, voting, and support, our podcast, *Our New South*, won Silver and a **Listener's Choice award** in the 2024 Signal Award's Public Service and Activism category and a **31st Annual Communicator Award for Excellence, Podcasts, 2025**. This Communicator Award presents the highest level of achievement, given to projects that demonstrate exceptional quality in the field.

Levine Museum presented at the **American Alliance of Museums** conference as part of a roundtable discussion on podcasts and museums, celebrating that Our New South has received 350k downloads since its launch.

223,600 Our New South
downloads in FY25



EXHIBITION HIGHLIGHTS

Charlotte: Moving Forward, Looking Back, on display through May 4, 2025, had an amazing run in our interim gallery space, creating educational experiences for Charlotteans, visitors and school groups. The exhibition shined a spotlight on the people, places, events and ideas that shaped Charlotte in a thought-provoking way.

Earline and her husband visited our museum in our interim space for the first time and were thrilled to discover a photo of her mom still on display.

She shared the inspiring story of her mother's participation in a lunch counter sit-in with her classmates, which took place on February 9, 1960. Remarkably, their visit took place on the 65th anniversary of the sit-in - February 9, 2025!

These connections remind us of the lasting impact of the stories we preserve and share.



Exhibition Visitors: 21,207
visitors in FY25: *Charlotte: Moving Forward Looking Back; Grier Heights*

CATALYST

Levine Museum's signature fundraising event, where we delve into the importance of understanding history and its powerful role in shaping our community and the world, was a huge success.

We were honored to have a distinguished panel of leaders from Charlotte who shared their insights about their journey, that were co-facilitated by Levine Museum of the New South, to several historic sites in Alabama. Guests were moved to hear about their experience and the importance of preserving history so that it is shared for generations to come. Thanks to the generosity of our supporters, we raised over \$155,000 to advance our mission of educating, inspiring, and uniting communities.



CATALYST

DONOR IMPACT



CITY GOVERNMENT



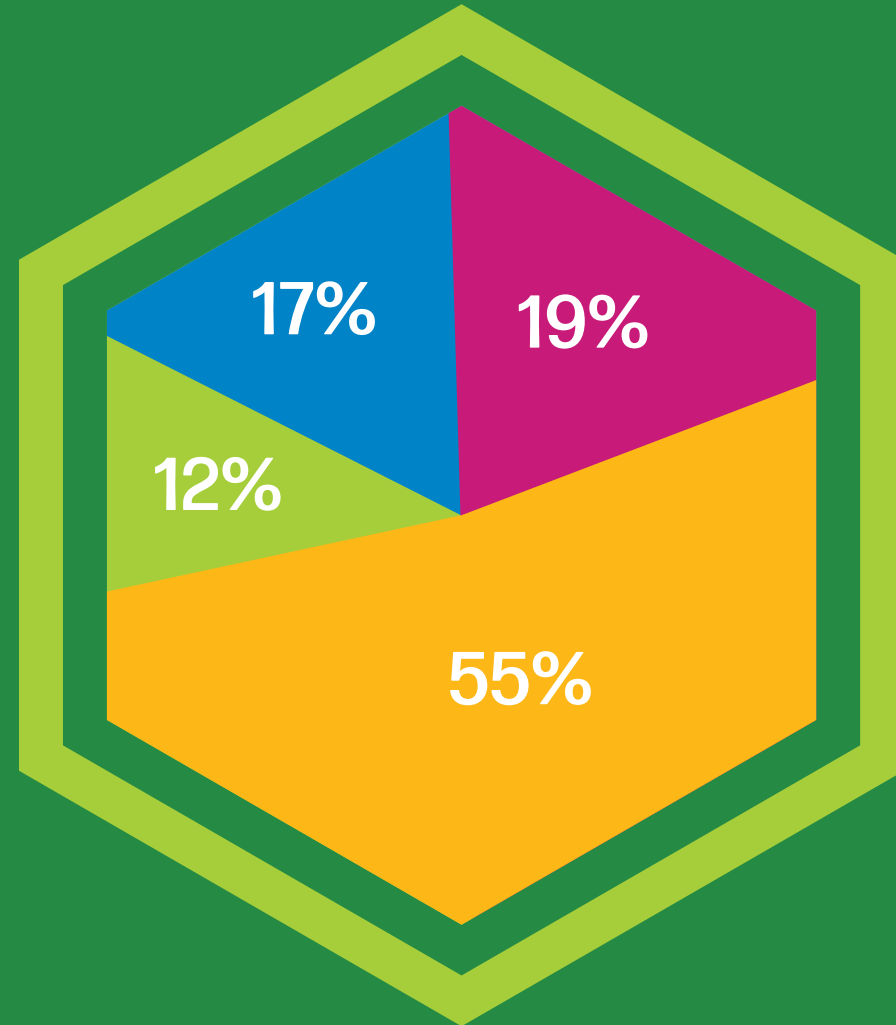
FOUNDATIONS



INDIVIDUAL DONORS



SPECIAL EVENTS



WAYS TO SUPPORT & STAY CONNECTED

Levine Museum's work can't happen without you. You can ensure our work continues and thrives in several ways!

1. *Donate*
2. *Attend Our Events*
3. *Volunteer*
4. *Sign Up for Our Newsletter*
5. *Follow Us on Social Media*
6. *Tell A Friend About Levine Museum*

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LOOKING AHEAD

Levine Museum of the New South is significantly impacting Charlotte and beyond by inviting people to interact with and explore our shared spaces and stories. We encourage the community to learn about our shared history and the world, returning their newfound knowledge to their neighborhoods, schools, and conversations with family and friends.

We will continue to be Charlotte's trusted storyteller and keeper of history, a dynamic hub where history and community intersect. We commit to continuing to tell stories of our history to spark curiosity about our world today and inspire informed action toward a stronger, more equitable community. Creating opportunities for the community to engage with history remains our priority.

This includes our *Catalyst Fellowship Program*, which will launch a yearlong fellowship for college students in the fall of 2025. Additionally, we will debut season 3 of our award-winning podcast, *Our New South*, and offer day and summer camps that use storytelling and creativity to bring history to life while helping to shape the future.

Join us for an exciting new chapter as we celebrate our 35th anniversary and soon announce our new museum home, a world-class gathering space for visitors of all ages and backgrounds. Our commitment to connecting people to Charlotte and each other through history, culture, and celebration remains our promise to you.



WE ARE EXCITED FOR THIS NEXT CHAPTER,
AND WE HOPE YOU WILL JOIN US IN
WRITING IT TOGETHER.





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