



North Carolina humanities



2024 **ANNUAL REPORT**



Our mission is to connect North Carolinians with cultural experiences that spur dialogue, deepen human connections, and inspire community.

OUR VISION

A North Carolina enriched by the humanities and equipped with empathy, understanding, and respect.

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2024 IN REVIEW

Letter from the Director

Dear Friends.

At North Carolina Humanities, we are fueled by stories. For over 50 years, North Carolina Humanities has been connecting people with the stories, histories, and cultures of our state. In our work we help bring subject matter experts, storytellers, and community members together to learn about and discuss stories that are important to them. In 2024 - across the state, in nearly all 100 counties - North Carolina Humanities connected people to discuss ideas and perspectives; connected organizations to the resources of our national, affiliate partners; and connected people to books and the stories told within them.

Thanks to our strong community of humanities believers, we achieved so much in 2024. Investing in the future of humanities scholarship, in February, we announced our inaugural Fellowship program to support the research and projects of the faculty and staff of community colleges, colleges, and universities. Through our grantmaking, North Carolina Humanities awarded over \$482,000 in grant funding to nonprofits working on humanities-based projects that address topics that are important to, and generated by, their community. In April, North Carolina Humanities began its six-community tour of the Smithsonian Institution exhibition "Voices and Votes: Democracy in America," helping audiences around the state explore democracy, citizenship, and voting. Then, in May, we hosted colleagues and humanities friends at our North Carolina Stories Luncheon where we presented the 2024 John Tyler Caldwell Award for the Humanities to Dr. Jacquelyn Dowd Hall and Dr. Robert Korstad. Embracing our love of stories, we celebrated the vital importance of books, reading and North Carolina's literary heritage by continuing our highlypopular virtual statewide book club, North Carolina Reads, and highlighted two North Carolina-centric books at the Library of Congress National Book Festival.

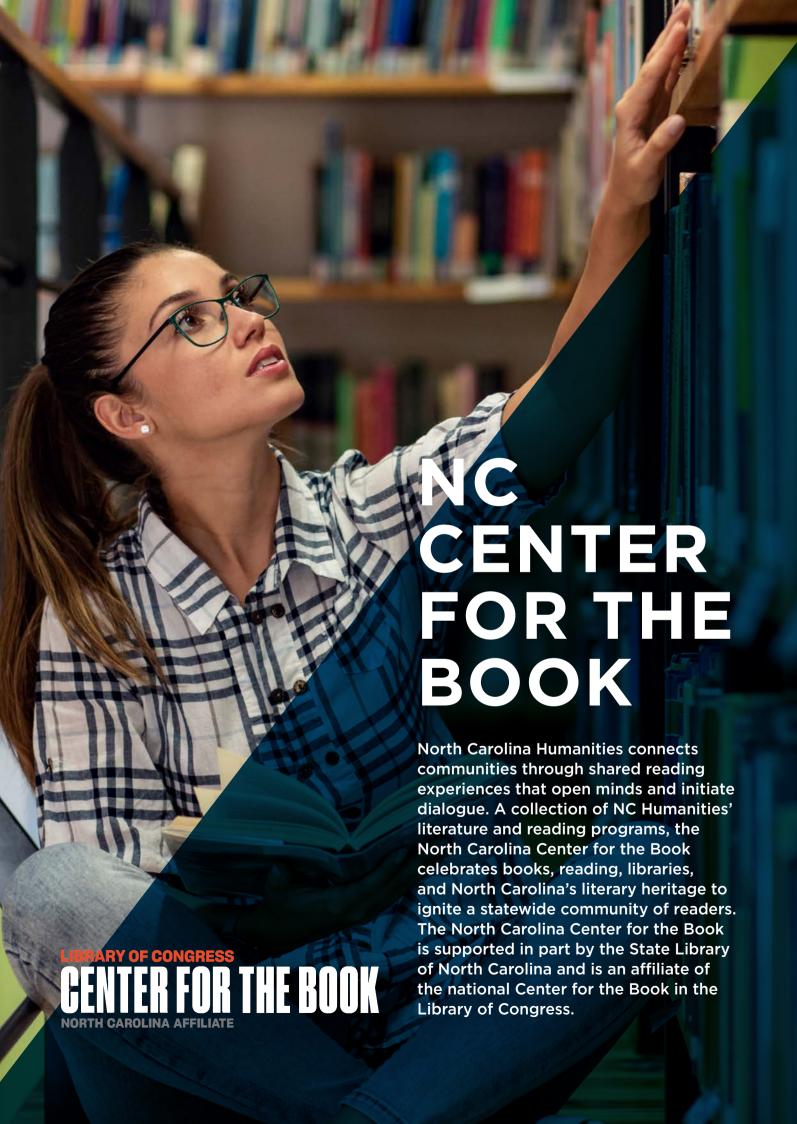
Thank you for seeing our programs and services as vital. We appreciate all the ways you engage with us and support us. With your continued support, we are excited to take on new challenges, create more opportunities, and amplify our mission for years to come.

With gratitude,

Sherry Paula Watkins

Executive Director







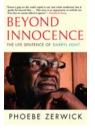
North Carolina Reads

North Carolina Reads is North Carolina Humanities' award-winning, virtual, statewide book club! North Carolina Reads annually features five books that explore the history and culture of North Carolina. The people, places, and events in the books offer an opportunity to reflect on how people can contribute to shaping their communities.

NC Humanities hosted virtual book club discussion events where participants heard from book authors and topic experts. Libraries, community groups, and individuals across North Carolina were encouraged to read along with NC Humanities, attend North Carolina Reads book club discussions, and host their own local book programs to further conversation, camaraderie, and community. Reading is vitally important because it nourishes and helps develop our critical-thinking skills, strengthens our minds, expands vocabulary, elevates mental health, and creates opportunities to explore different perspectives.

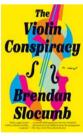
To ensure broader access to books and increase participation in North Carolina Reads book club discussions, NC Humanities provided 4,000 free books and reading resources in North Carolina Reads Book Boxes to North Carolina community groups and individual readers throughout the state. North Carolina Reads is unique because readers keep their books from the Book Box after the series is complete as a way to further literacy and conversations about North Carolina stories.

Thank you to our North Carolina Reads 2024 sponsor, McGuire Woods.











FEBRUARY

Beyond Innocence: The Life Sentence of Darryl Hunt by Phoebe Zerwick

MARCH

Poster Girls by Meredith Ritchie

APRIL

American Refuge: True Stories of the Refugee Experience by Diva Abdo

MAY

The Violin Conspiracy by Brendan Slocumb

JUNE

Welcome to the Circus of Baseball by Ryan McGee

North Carolina Reads Impact



63%

OF GROUP BOOK
BOXES SENT TO
RURAL COMMUNITIES

193
INDIVIDUALS RECEIVED BOOK BOXES

BOOK BOXES
DISTRIBUTED TO

117
CITIES ACROSS
THE STATE IN

70 COUNTIES

4,000
BOOKS DISTRIBUTED

"

Not only did the books help us by giving us high quality texts through which to pursue adult literary programming each month, but it also succeeded in allowing us to showcase a local book club run by our Friends of the Library by letting them lead the community discussion at (one of) our in-person program(s).

Warren County Memorial Library

WARRENTON

"

The book boxes allowed people to participate in North Carolina Reads whether they could attend the programs or not. We had plenty of people take and read the books, which only enhances our community's understanding of each other!

New Hanover County Public Library

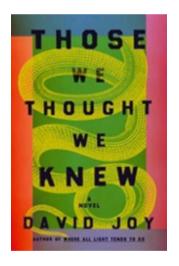
WILMINGTON

Great Reads from Great Places

North Carolina Humanities selected one book for adult readers and one book for young readers to feature at the Library of Congress National Book Festival. Our selections were added to the Great Reads from Great Places reading list that is composed of books and authors from each state and territory affiliate Center for the Book to showcase the rich culture and heritage of our country.

In 2024, NC Humanities distributed 840 copies of *Bountiful Red Acres* and original interactive reading comprehension materials to 42 libraries, schools, and community groups to advance childhood literacy. NC Humanities also held online conversations with both selected authors, Eileen Heyes and David Joy. At the National Book Festival in Washington DC, NC Humanities board of trustees and staff were joined by friends from North Carolina Historical Publications, Eileen Heyes, and illustrator Dare Coulter.

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42
COMMUNITY GROUPS
RECEIVED BOOK BOXES

69%

OF GROUP BOOK
BOXES SENT TO
RURAL COMMUNITIES

79%
OF RECIPIENTS WERE FIRST TIME RECIPIENTS

BOOK BOXES
DISTRIBUTED TO

37
CITIES ACROSS
THE STATE IN

26
COUNTIES

840
BOOKS DISTRIBUTED





VOICES AND VOTES: DEMOCRACY IN AMERICA

North Carolina Humanities organizes tours of Smithsonian Institution exhibitions in North Carolina to start dialogue, facilitate connections, open doors to local history, culture, people, and build a sense of community spirit.

"Voices and Votes: Democracy in America" explores democracy, citizenship, and voting. From revolution and suffrage, to civil rights and casting ballots, everyone in every community is part of this everevolving story - the story of democracy in America. NC Humanities selected six sites to host "Voices and Votes" for approximately six weeks, rent-free. With program support and grant funding available from NC Humanities, sites created public programs, events, companion exhibits, and resources that enhanced themes from the exhibit.

This tour was part of the Museum on Main Street (MoMS) program, a collaboration between the Smithsonian Institution Traveling Exhibition Service (SITES), state humanities councils across the nation, including North Carolina Humanities, and local host organizations.

Thank you to our tour sponsors: Our State Magazine, the National Humanities Center, and the League of Women Voters of North Carolina.

2024-2025 Voices and Votes Locations

Iredell County Public Library STATESVILLE

Southwest Brunswick Branch Library **CAROLINA SHORES**

Cumberland County Public Library **FAYETTEVILLE**

Alamance Community College

GRAHAM

Appalachian State University BOONE

Henderson County Public Library HENDERSONVILLE



I knew this exhibition was a good fit for our community because very few of our students have had the opportunity to travel to Washington, DC to see a Smithsonian museum. Bringing a Smithsonian exhibition here is a big deal. We've been blessed with community support and with NC Humanities' support. As an educator. working with NC Humanities has been icing on the cake.



ALAMANCE COMMUNITY COLLEGE



Smithsonian



North Carolina Stories Luncheon

North Carolina Humanities gathered humanities enthusiasts and friends in Charlotte to celebrate the rich cultural heritage of our state over a shared meal together. This convening included stories about NC Humanities, book giveaways, music, and more. The afternoon's program culminated with the very special presentation of the 2024 John Tyler Caldwell Award for the Humanities to Dr. Jacquelyn Dowd Hall and Dr. Robert Korstad. As lifelong historians dedicated to amplifying voices and stories, Hall and Korstad shared stories of North Carolina and the modern South. Jacquelyn Dowd Hall is Julia Cherry Spruill Professor Emeritus at UNC-Chapel Hill and founding director of UNC's Southern Oral History Program. In 1999, she was awarded a National Humanities Medal for her efforts to deepen the nation's engagement with the humanities. She and Robert Korstad are co-authors of Like a Family: The Making of a Southern Cotton Mill World. Robert Korstad is Professor Emeritus of Public Policy and History at Duke University. He is a native North Carolinian. Korstad has a long engagement with oral history. He is the author of multiple books including the award-winning book Civil Rights Unionism: Tobacco Workers and the Struggle for Democracy in the Mid-Twentieth Century South.

Thank you to our luncheon sponsors: Charlotte Museum of History, MUSE Winston-Salem, the North Carolina Literary Review, the North Carolina Writers' Network, and the Southern Oral History Program; and special guest speakers Amanda Cain and Shellie Taylor from Iredell County Public Library.

N.C. History Day

In 2024, North Carolina Humanities supported N.C. History Day by supplying resources for schoolteachers and by helping form a new North Carolina contest region for students.

National History Day® is designed to inspire historical inquiry in middle and high school classrooms through hands-on discovery. The National History Day® program in North Carolina is called N.C. History Day and is managed by the N.C. Department of Natural & Cultural Resources. This year, NC Humanities helped more schools in rural communities participate in N.C. History Day by aiding in the creation of a new contest region – the Sandhills Region. NC Humanities also helped purchase and distribute materials and exhibit boards for students, as well as training materials and professional development for teachers.

N.C. History Day is open to public, charter, private, early college, and homeschool students in grades 6th through 12th. This year, nine regional competitions were organized, including in the new Sandhills Region, through which over 5,000 students engaged in researching and analyzing this year's theme, "Turning Points in History." Students then presented their findings in various creative formats such as exhibits, papers, websites, documentaries, and performances.

These regional North Carolina contests culminated at the state contest held at UNC Greensboro, where students emerged as the top finalists in their respective categories. In total, 419 students from 61 schools presented 256 projects. The top two projects from each category at the state N.C. History Day contest qualified to attend the national level of the contest that was held at the University of Maryland at College Park. More than half a million students from all 50 states, Washington D.C., U.S. territories, and international schools participated in the program this year. Among those, 51 North Carolina students participated in the national contest. NC Humanities' support of N.C. History Day was made possible in part by the National Endowment for the Humanities.









HUMANITIES PROJECT GRANTS

\$465,398 TOTAL GRANTED

Large Grants

Large Project Grants provide up to \$20,000 to organizations to support the implementation of large-scale and long-term public humanities projects. North Carolina Humanities awards Large Project Grants once a year.

Alliance for Heritage Conservation

Chapel Hill

Award: \$20,000

Bookmarks

Winston-Salem

Award: \$20,000

Comité de Fiestas Patrias y Tradiciones de Charlotte

Charlotte

Award: \$20,000

Davidson College

Davidson

Award: \$20,000

FREEDOM.ORG

Tarboro

Award: \$19,750

Friends of the City of Raleigh Museum

Raleigh

Award: \$10,000

Gaston County Museum of Art & History

Dallas

Award: \$19,996

Independent Picture House

Charlotte

Award: \$10,575

Jane Austen Collaborative

Chapel Hill

Award: \$20,000

John C. Campbell Folk School

Brasstown

Award: \$20,000

Neighborhood Data Works

Durham

Award: \$20,000

Odyssey for Democracy

Washington

Award: \$5,000

S.M.A.R.T. BUS

Raleigh

Award: \$18,970

Southern Appalachian Highlands Conservancy

Asheville

Award: \$20,000

The Industrial Commons

Morganton

Award: \$20,000

University of North Carolina at Chapel Hill

Chapel Hill

Award: \$20,000

University of North Carolina at Chapel Hill

Chapel Hill

Award: \$14,858

University of North Carolina at Chapel Hill

Chapel Hill

Award: \$20.000

Unmanageable

Nashville, TN-based nonprofit. Events to occur in Durham, NC.

Award: \$19.800

Wake Forest University

Winston Salem

Award: \$20,000

Women AdvaNCe

Durham

Award: \$20,000

Small Project Grants

Small Project Grants provide up to \$5,000 to organizations to support the implementation of their public humanities projects. North Carolina Humanities awards Small Project Grants twice per year.

Alliance for Historic Hillsborough

Hillsborough

Award: \$4,950

Appalachian State University

Boone

Award: \$5,000

Appalachian State University

Boone

Award: \$5,000

Campaign for Southern Equality

Asheville

Award: \$5,000

Carolina Migrant Network

Charlotte

Award: \$3,500

Central Carolina Community College (CCCC) Foundation

Sanford

Award: \$500

Clay County Historical & Arts Council

Havnesville

Award: \$2,000

Friends of Weymouth

Southern Pines

Award: \$5,000

Jane Austen Summer Program

Chapel Hill

Award: \$5,000

Preservation Zebulon

Zebulon

Award: \$4,859

Show N Tell Ministries

Garner

Award: \$5,000

Southern Highland Craft

Guild

Asheville

Award: \$4,000

The Royal City
Collaboration Corp

Matthews

Award: \$5,000

The Scottish Cultural Outreach Foundation

Swansboro

Award: \$3,500

The Stagville Memorial Project

Durham

Award: \$5,000

University of North Carolina at Chapel Hill

Chapel Hill

Award: \$4,900

Western Carolina University

Cullowhee

Award: \$5,000

Winston-Salem
Symphony Association

Winston Salem

Award: \$4,290



Project Planning Grants

Project Planning Grants provide up to \$2,000 to organizations to support preparations for their upcoming humanities projects including research activities, planning meetings, data collection and more. NC Humanities awards Project Planning Grants throughout the year.

Appalachian State University

Boone

Award: \$2,000

Chapel Hill Historical Society

Chapel Hill

Award: \$950

Show N Tell Ministries

Garner

Award: \$2,000

Visual Art Exchange

Raleigh

Award: \$2,000

University of North Carolina at Charlotte

STORIES OF

DEMOCRACY

Freedom

Community

Charlotte

Award: \$2,000





FELLOWS

Catherine Bowlin | Greensboro

Guilford College

Fellowship Amount: \$8,000

Magfirah Dahlan-Taylor | New Bern

Craven Community College Fellowship Amount: \$8,000

Meg Day | Raleigh

North Carolina State University

Fellowship Amount: \$8,000

Emek Ergun | Charlotte

University of North Carolina at

Charlotte

Fellowship Amount: \$4,000

Peter J. Ferdinando | Charlotte

University of North Carolina at

Charlotte

Fellowship Amount: \$8,000

Thomas Hansell | Boone
Appalachian State University

Fellowship Amount: \$8,000

James Hudson | Pembroke

University of North Carolina

at Pembroke

Fellowship Amount: \$8,000

Scotti Norman | Swannanoa

Warren Wilson College

Fellowship Amount: \$8,000

Alan Michael Parker | Davidson

Davidson College

Fellowship Amount: \$8,000



PARTNERS & DONORS

We are continuously grateful to those who value the humanities and our work. Thank you for your partnership and support.

Major Sponsors



































\$1,000+ Donations

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Donations Under \$200

- + Hannah Dela Cruz Abrams
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- + John Taylor & Leigh Dillard
- + Cecelia Thompson
- + Robert Townsend
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 In memory of Beth E. Morgan
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- + Theresa Yuschok



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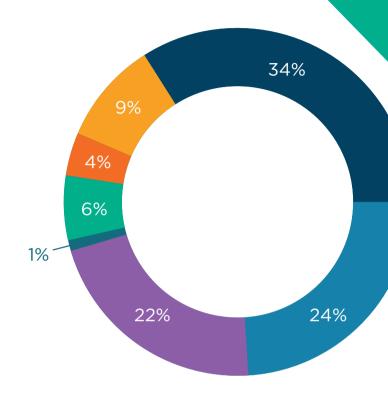




FINANCIALS

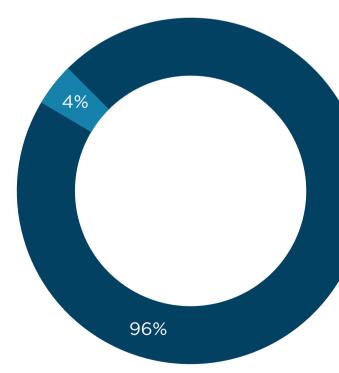
Expenses

	Grants to Nonprofits	\$	550,421
	Program Services	\$	387,151
	NC Center for the Book	\$	150,406
	Museum on Main Street	\$	73,037
	Management	\$	362,727
	Fundraising	\$	99,210
	Lobbying	\$	19,485
	Total Expenses	\$1,642,437	



Revenue

Total Expenses		\$1,660,622	
	Other Grants and Gifts	\$	59,622
	NEH Grants	\$ 1,6	601,000



This report reflects financials from North Carolina Humanities' fiscal year 2024 (November 1, 2023 - October 31, 2024) and programs from calendar year 2024.



North Carolina Humanities is a statewide nonprofit and affiliate of the National Endowment for the Humanities (NEH). Any views, findings, conclusions, opinions, or recommendations expressed by our partners and participants do not necessarily represent those of North Carolina Humanities or the National Endowment for the Humanities. Note: some projects and grant funding may have been altered, cancelled, or returned. Institutional support for North Carolina Humanities is provided in part by the National Endowment for the Humanities and generous individuals across North Carolina. This report reflects financials from North Carolina Humanities' fiscal year 2024 (November 1, 2023 - October 31, 2024) and program activity from calendar year 2024.

Physical Address: 320 East 9th Street, Suite 414, Charlotte, NC 28202 Mailing Address: 601 South Kings Drive, Suite F-PMB #604, Charlotte, NC 28204 (704) 680-4281 | nchumanities.org

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