

INTERNATIONAL SPY MUSEUM



2024 ANNUAL REPORT



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DEAR FRIENDS,

The International Spy Museum (SPY) celebrated the fifth anniversary of our grand re-opening at L'Enfant Plaza in 2024. It's hard to believe that half a decade has passed since that milestone. In 2024, we welcomed over 730,000 visitors – the highest annual attendance in our 22-year history.

While our Museum visitors are critically important, our global audience is a crucial part of our digital strategy, and we are pleased to report that our theater became fully hybrid capable in 2024 allowing our Programs Team to offer virtual access to in-person programs for our audiences wherever they live around the globe. YouTube is another key component of our strategy allowing us to reach beyond our walls. Not only is it a repository for our incredible educational programming, but we have recently expanded to include short videos pulled from our programs as well as unique content created by our in-house team. We reached the significant milestone of 100K YouTube subscribers on April 16, 2024 and continue to grow. Our Digital Learning HQ, a searchable database of resources for teachers and students including lesson plans, educational videos, activities, and more is constantly expanding – in 2024, we added 13 new educational videos produced in tandem with Makematic. These additions were made possible by a generous grant from the Pritzker Military Foundation, on behalf of the Pritzker Military Museum & Library.

2024 saw another milestone for the Museum – our first special exhibit at L'Enfant Plaza. *Bond In Motion* featuring 17 vehicles from the James Bond film franchise opened on March 1, 2024. This iconic film franchise and its show-stopping

vehicles provided the perfect way to launch the Spy Museum's special exhibit space on the world stage. It also helped the Museum's membership to grow by 136% in 2024. This exhibit marked the second time the Museum collaborated with EON Productions, producers of the James Bond films. Our Exhibitions Team also worked with the Ian Fleming Foundation and the Griffen Museum of Science and Industry in Chicago on this exciting project.

We could not fulfill our mission without the incredible network of staff, board, volunteers, partners, donors, members, and friends we have cultivated over the past 22 years. We are immensely grateful for your support, and we look forward to continuing this journey with you.

Respectfully,



TAMARA CHRISTIAN
President & COO



CHRISTOPHER P. COSTA
Executive Director

The International Spy Museum
creates compelling exhibitions
and other learning experiences
that shed light on the shadow
world of espionage and intelligence,
educating and challenging each
of us to engage critically with the
complex world around us.



MILTON & TAMAR MALTZ

A LEGACY OF VISION, PARTNERSHIP, & LOVE

The International Spy Museum stands today as a world-renowned institution thanks to the vision and passion of our remarkable founders, Milton and Tamar Maltz. Their journey together is one of shared purpose, creativity, and a deep commitment to making the world a better place.

Their love story began at Roosevelt College in Chicago, where Tamar auditioned for a radio program Milton was producing. Though she didn't land the role, Milton offered to help her improve her auditioning skills. That offer led to a walk to Buckingham Fountain and dinner – the beginning of a lifelong partnership. They were both just teenagers. "I was crazy about her," Milton recalls.

As their relationship blossomed, so did their quest for adventure and broadcasting ambitions. Tamar earned a degree in education and began her career as a teacher – an experience that shaped her belief in the power of knowledge to transform lives. Her dedication to learning has been a constant thread in the Maltzes' ventures, from their leadership in the media industry to their support of cultural and educational institutions.

Milton's motivation for the Museum traces back to his time in the US Navy during the Korean War. Rather than being deployed overseas, he was assigned to the National Security Agency (NSA) in Washington, DC – in those days the "No Such Agency." There, he became aware

of the vital world of intelligence – how critical information was gathered, decoded, and used to protect national security, often without public recognition. That experience planted the seed for what would eventually become the International Spy Museum.

After his service, Milton returned to civilian life and, alongside his wife Tamar, co-founded Malrite Communications Group, Inc. in 1956. Under his leadership, Malrite grew into one of the most successful broadcasting companies. Yet even as they built a media empire, the Maltzes never lost sight of their shared values or their desire to give back. Their commitment to education, creativity, and civic engagement ultimately shaped the vision for the International Spy Museum.

Today, the Museum's dynamic exhibitions, public programs, and educational outreach reflect the Maltzes' belief that history should be accessible, engaging, and thought-provoking. Their vision transformed the Museum into a place where visitors of all ages can explore the complex world of espionage and understand its impact on global events.

Above all, the International Spy Museum stands as a testament to Milton and Tamar's 73-year union of enduring love – for each other, for storytelling, and for the pursuit of life-long learning. Their legacy continues to inspire all who walk through the Museum's doors.

INFORMATION IS EVERYWHERE. CONTEXT IS NOT.

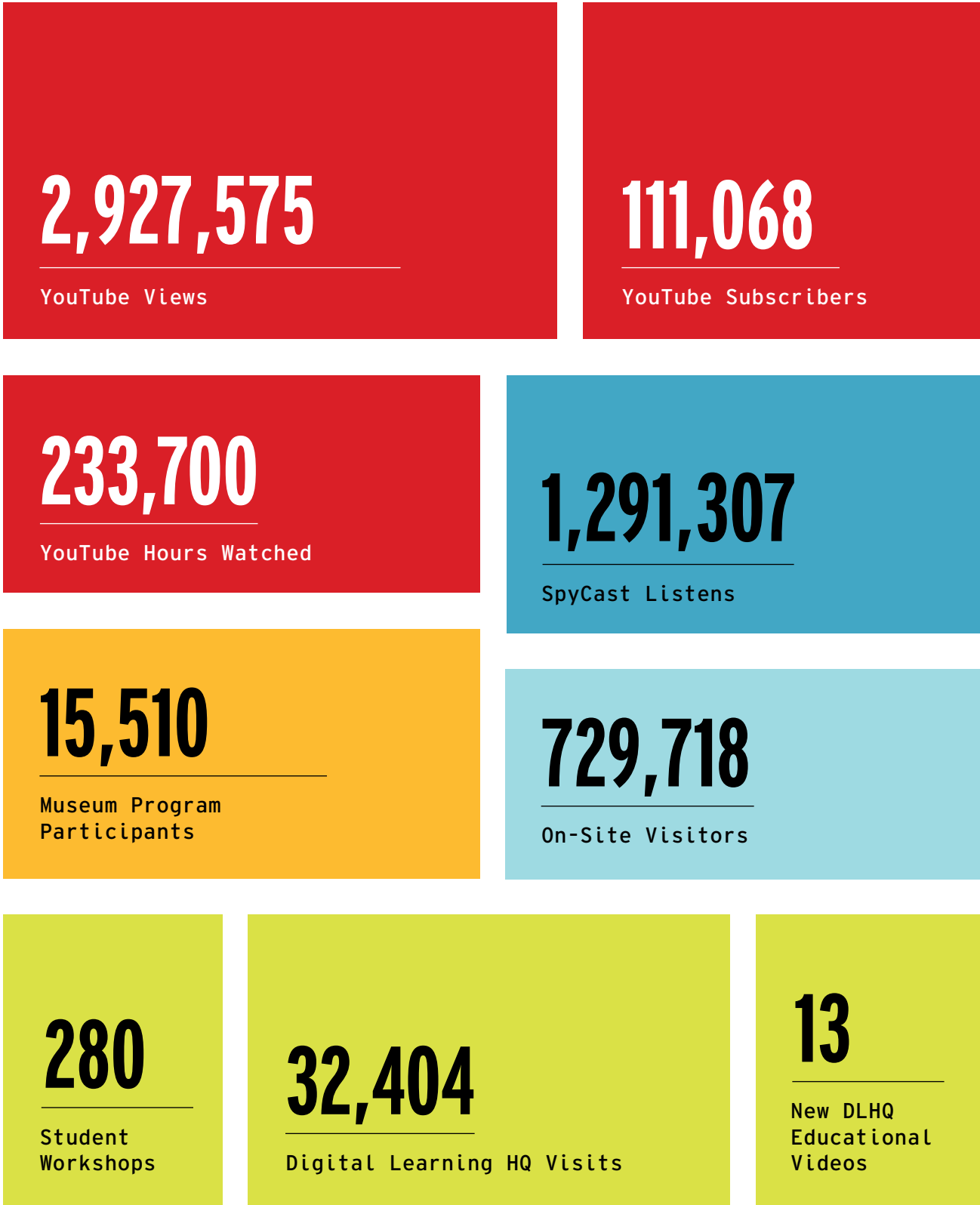
We’re surrounded by an ever-growing volume of information daily. From the media, the government, even from friends and family, we live under a deluge of data, news, social media, and more. It’s increasingly important to understand the source, purpose, and veracity of the messages we are constantly receiving.

Understanding **espionage** and **intelligence** is key to understanding the world around us. The skills intelligence professionals use to separate truth from lies and meaning from message can be used by anyone to bring context to the world around them.

As the world’s only nonpartisan nonprofit institution dedicated to the preservation, exploration, and understanding of international espionage and intelligence, SPY is indispensable for providing understanding and context to our increasingly complex world.

The tools used in intelligence work can be applied to all aspects of life – knowledge of world history and its influence on the future, creative problem solving, and skills to counter misleading information and bad actors alike. The International Spy Museum provides the education and perspective necessary to consume information, participate in, and engage with the world.

No matter your age, background, nationality, country of residence, or perspective, you will find new angles, ideas, and ways of thinking at SPY. You will engage in conversations, challenge your assumptions, and leave with a more nuanced understanding of the world – one secret at a time.





INSPIRING ENGAGEMENT

EXHIBITIONS

The International Spy Museum explores the secret history of history. Working with intelligence agencies, historians, and experts around the globe, the Museum is responsible for the world's largest public collection of espionage and intelligence artifacts. SPY's curators, archivists, and historians craft engaging, educational experiences that are nonpartisan and invite deep, visitor-directed exploration of spycraft and its impact on the world today. In addition to the objects on display, the Museum preserves additional historical materials and artifacts to share with the public, researchers, and future generations. In 2024, the team began an extensive renovation of the SPY Vault – a state-of-the-art artifact storage and research facility – to be completed in 2025.



“[We] spent 2 hours here, all adults, having an amazing time looking at exhibits, taking quizzes, fulfilling a mission as a spy, and learning so much. It was tons of fun and the time flew... The exhibits give quick explanations of the items shown and covers [sic] every aspect of spying over the years. Very well done and informative.”

5 star Google review, August 2024



BOND IN MOTION

On March 1, 2024, the International Spy Museum opened our first special exhibit paying homage to the much-beloved 007 franchise with the opening of *Bond In Motion*. The exhibit showcases 17 iconic vehicles from the James Bond film franchise in cooperation with EON Productions Limited, Danjaq, and the Ian Fleming Foundation. Six decades of Bond vehicles ranging from the Aston Martin DBS from *Quantum of Solace* (2008) and the bright green Jaguar XKR from *Die Another Day* (2002), to the signature submarine from *For Your Eyes Only* (1981) and a Glastron Boat with gadgets and a hang glider from *Moonraker* (1979) are all on display.

It is a trip back in time to some of the most classic moments in the adventures of the world's most famous movie spy. The exhibit also includes the Museum's popular *Shark Tank* interactive, clips from the film franchise, two new interactives, props and gadgets from the movies, and a special photo op featuring the snowmobile from *Die Another Day*. More than 35% of Museum visitors also viewed *Bond In Motion* in 2024.



“The first taste the public gets of espionage is through pop culture – the movies, TV series, and books that animate our imaginations and encourage our audiences to dream big. Even real intelligence agencies devising spy tools have found inspiration through these captivating gadget-filled movies and vehicles, sometimes propelling fictional inventions from fantasy into reality.”

Amanda Ohlke, Director of Adult Education





VIRGINIA HALL

Among the many women who served in the SOE & OSS during WWII, **Virginia Hall** stands out as one of the most fascinating. Born in 1906 in Baltimore, MD, Hall created a sophisticated spy network and organized an army of French commandos deep behind enemy lines. She became a decorated WWII operative with medals from three countries: the US, UK, and France. The Exhibitions Team redesigned a key exhibit in the Museum's *Spies & Spymasters* gallery to showcase Hall's incredible story with compelling new artifacts from our collection and loans from Hall's family.



DISGUISE

In collaboration with Cortina Productions and Picsi.Ai, the Museum launched a first-of-its-kind AI disguise interactive as part of our popular RFID-enabled experience, *Undercover Mission*. Developed specifically for the International Spy Museum, this interactive marks the first time AI is being used in photo technology to offer this unique and advanced face-swapping application creating a unique and highly custom photo op for Museum visitors. The interactive has been wildly popular since its October 2024 debut with more disguises being generated than guests to the Museum – meaning that many visitors are taking more than one photo. For visitors who want to share their disguised image with friends via text or social media, QR codes are available.



ARTIFACT HIGHLIGHT

One of our most exciting acquisitions of 2024 is a uniform of Virginia Hall's. Hall wore the uniform when she was an ambulance driver in France at the start of WWII. Consisting of a jacket, belt, and hat, the uniform has Hall's initials sewn into it and contains a label with information on where it was made. The uniform was donated by a private individual along with books and a painting that also belonged to Hall.



SOCIAL IMPACT

The true value of museums lies in their social impact: their effect on the well-being of the people around them. The International Spy Museum exists within and for the communities we serve.

We prioritize access for all, eliminating obstacles to learning and providing robust programming focused on enhanced accessibility and community outreach.

The Museum's dedicated staff preserves, exhibits, and shares artifacts and stories of espionage that help diverse audiences see our world more clearly, shining light on hidden practices, operations, and histories – ultimately imparting a greater understanding of spying and its impact across national security, politics, culture, and more.



“A wise non-profit expert told me a measure of any good organization is how many are willing to provide their ‘time, talent, and treasure’. I am happy to provide the aspect of treasure to support the museum financially and appreciate the additional benefits that membership provides, including social opportunities and the ability to bring guests for them to learn about what I have done for the past 28 years.”

J.C. Lintzenich, Spy Museum Member & Volunteer



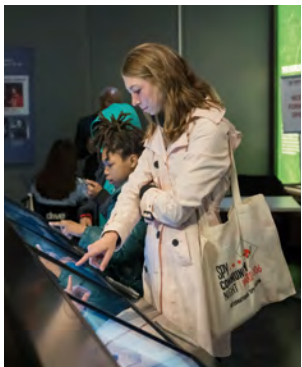


COMMUNITY NIGHT: WARD 006

Thanks to generous support from the Diana Davis Spencer Foundation, the Museum held our second Community Night on March 8th, 2024, welcoming our neighbors in DC's Ward 6 to visit the Museum for free. The team partnered with local groups to ensure we properly reached our target audience of residents who may not regularly be able to visit the Museum. 422 people attended the event with over 70% indicating that this was their first visit to the Spy Museum.

In addition to complimentary admission, attendees had the opportunity to meet community group leaders including representatives from the Southwest Neighborhood Library, Boys and Girls Club, United Planning Organization, and Ward 6's DC Council member **Charles Allen's** office. Inside the exhibits guests could mingle with

former CIA professionals Melvin Gamble and Marcia Baumgardner, crack codes, try their hand at invisible ink, go on a special scavenger hunt, and view unique artifacts not generally on display to the public.



"I just wanted to thank you again for inviting us to participate in Community Night in Ward 6... I can't tell you how rewarding it is to see the impact we have on our community beyond our walls. Please keep the Southwest Neighborhood Library in mind for future partnerships and community events."

Wanda Jones, Librarian, Southwest Neighborhood Library





COVERT COCKTAILS

The inaugural Covert Cocktails fundraising event featured a private, after-hours mixer with access to the Museum's exhibits, an exclusive, insider's look at artifacts from the SPY Vault, and a chance to meet some of the most interesting people who ever stepped out of the shadows. Our spies included former agents from the CIA, FBI, US military, and other members of the intelligence community. Thanks to the generous support of Gov. Jim Blanchard & Janet Blanchard along with Washington Harbour Partners, Amentum, and Glenmede, the Museum was able to bring people who practiced the hidden craft of espionage and intelligence into direct conversations with attendees.

THANK YOU TO OUR SPONSORS

GOLD
Gov. Jim & Janet
Blanchard

SILVER
Washington Harbour
Partners

BRONZE
Amentum
Glenmede





MEMBERSHIP: THE INNER CIRCLE

More than just benefits – member support keeps our important work going! Members not only receive exclusive perks but play an essential role as a community of deeply engaged supporters who champion greater public understanding of how espionage and intelligence have shaped the world.

THANK YOU FOR SUPPORTING OUR MISSION!

Thank you, SPY Members, for your unwavering support and active participation in our members-only events! In February 2024, we welcomed members to see *Bond In Motion* through special preview days. We also held our annual Member Appreciation Week with perks only available to our SPY Member family: discounts, free guest passes, specialized Member scavenger hunts, programming, and more. We also doubled the number of exclusive member events throughout the year including a special behind-the-scenes of exhibition development and a private rooftop reception with General David Petraeus. Your active participation and support make these events truly meaningful.

3,300

Our community of Spy Members grew to more than 3,300 – an increase of 136% from 2023



300

300 members joined at one of our NEW membership levels: Spy Fan, Double Agent, and Spy Ring+

97%

Premium memberships increased by 97% from 2023



52%

52% of our members joined at the Spy Ring level – welcome family agents!

50

Members come from all 50 US States, and all around the globe

Canada Ireland UK Romania
Belgium Slovakia Japan
Mexico Bermuda France Hungary
Portugal UAE Australia
...and more!

VOLUNTEERS & INTERNS

The SPY team is especially grateful to our diverse group of volunteers, who are often a visitor’s first impression of the Museum. Greeting and engaging with guests in our lobby and exhibit galleries, these incredibly dedicated individuals – some of whom boast intelligence backgrounds themselves – donated 3,367 hours of service in 2024.

Adult Volunteers

Zakaria Akhbar-Zina
Monica Allen
Allen Bishop
Elhan Bisle
Dan Blum
Robert Bochar
Andrew Borman
Judith Bowman
Daniel Bryant
Crispin Burke
Ana Choban
Rami Cohen
Peter Crispin
Erin Cutroneo
Mark Diamond
Samantha Dunlap
Asma Dyani
Karen Epstein
Christian Evangelista
Steve Feldman
Graydon Forrer
Lloyd Franklin
Suzanne Freeman
Kieran Fults
Shayne Gardner
Cady Hammer
Bonnie Jackson
HyoJung Kim
Meg Koppolu
Louis Levner
J.C. Lintzenich
Samantha MacInnis

Margaret Maclaughlin
Roche Madden
Alexandra Manning
William Mansfield
Chris McCormick
Michael McHenry
Joshua McKenna
Tara McLaughlin
Maxwell McTier
Linda Millis
Alexander Mora
Mary Noonan
Jonathon Palmieri
Sebastien Philomin
Melissa Planert
Jennifer Reising
Yanira Rivera
Andrew Rudman
Nick Sampson
Peter Savard
Zachary Scheinerman
Raul Shah
Sonia Shaikh
Rachel Stagner
James Stirn
Anush Titanyan
John Vaughan
Nicolas Villarroel
Hang Vu
Joel Weber
Robin Weiss
Andrew Winderlich

Teen Volunteers

Evangeline Billips
Makayla Borden-Hall
Charlotte Doyle
Grant McNamee
Nikki Mosaddegh
William Pfaffenroth

Interns

Natalie Hoffman
Sydney Lowit
Alexis Nazitto
ShiLeea Rountree
Nina Valdisimo





ENCOURAGING DISCUSSION & REFLECTION

PROGRAM HIGHLIGHTS

The lessons of spying are hiding in plain sight – if one knows where to look. Through our programs and resources tailored to students, educators, families, and lifelong learners, the Museum reveals how espionage and intelligence can deepen our understanding of everything from global politics to interpersonal communication.

49

Adult
Programs

7,192

Participants
from 45
States & 30
Countries

325

Youth &
Family
Programs

8,318

Participants
in Youth
& Family
Programs



THE HON. WILLIAM H. WEBSTER DOCENT CORPS

Named in honor of one of the International Spy Museum's inaugural champions and the only person to ever serve as both Director of CIA and Director of the FBI, the Honorable William H. Webster Docent Corps was formed to offer expertly led guided tours of the Museum. Team members from Programs and Guest Services partnered to develop an application and interview process, curriculum for training, and tour schedules. After extensive outreach and rigorous training, 12 docents made up the inaugural class. Tours soft launched in December 2024 and were offered four times a week – Fridays and Sundays at 11:00 AM and 1:00 PM.

Guided highlight tours are expertly facilitated by volunteer docents to share the most fascinating spy stories and an overview of the Museum's permanent exhibit. Our volunteer docents, many

of whom have intelligence backgrounds, enhance guest visits with intriguing tales, historical context, and insights into the largest collection of espionage artifacts on public display.



UK SPY TOUR

SPY partnered with the WWII Museum on our first-ever international tour program in May 2024. Espionage & Intelligence: The Allied Secret Agents & Codebreakers of WWII UK tour attracted a sold-out crowd. Director of Adult Education **Amanda Ohlke** and Executive Director **Chris Costa** led the team of SPY ambassadors. Tour attendees were treated to special lectures by Board Member **Phil Froom** at the Churchill War Rooms and Honorary Board Member **Dermot Turning**, acclaimed author and nephew of Alan Turing, at Bletchley Park – the United Kingdom's center for decryption and codebreaking.



Photo: Brendan Kownacki

NATO SUMMIT

The NATO Alliance marked its 75th anniversary at a pivotal summit in Washington, DC in July 2024. The International Spy Museum and One Decision podcast brought together distinguished panels of American and global leaders hosted on-site at the Spy Museum for a look at what could be expected from the summit. One Decision co-host, the former US Secretary of Defense **Leon Panetta**, was joined by Latvian President **Edgars Rinkēvičs**, Congressman **Jim Himes** (D-Conn.), the ranking Democrat on the House Intelligence Committee, and Estonia's Defense Minister **Hanno Pevkur**, along with former Croatian President **Kolinda Grabar-Kitarović**. Spy Museum Historian and Curator Dr. **Andrew Hammond** and One Decision Correspondent **Christina Ruffini** served as moderators and Spy Museum's Executive Director **Chris Costa** provided opening and closing remarks informed by his work with NATO.



SPY FEST FAMILY FESTIVAL

The Youth Education Team’s annual Spy Fest Family Festival was free to the public for the first time ever thanks to generous funding from Booz Allen Hamilton. Nearly 500 guests attended the event on February 2nd. Fifteen exhibitors from the intelligence community, including first time participants, such as the CIA, US Secret Service, Girl Security, and Booz Allen Hamilton brought hands-on activities and engaging staff. Guests were provided with a mission guide and short descriptions of each exhibitor. Many guests learned of the event through an NPR radio interview with Director of Youth Education **Lucy Stirn**. The event was also widely shared through social media.



4.8 OUT OF 5 STARS
Average Event Rating

86
Net Promoter Score

50%
First time visit to SPY

78%
Likely to visit again



“Booz Allen sees youth inspiration and education as the ultimate driver for success in the future. After more than 100 years of offering impactful solutions at the forefront of mission and tech, preparing the next generation is one of the offering impactful solutions at the forefront of mission and tech, preparing the next generation is one of the company’s most important missions.”

Paul Chi, Executive VP, Booz Allen Hamilton





STUDENT WORKSHOPS

The International Spy Museum reached more than **7,000 students in 2024** with innovative, curriculum-driven workshops.

In this age of misinformation and disinformation, it is essential that young learners are equipped with the skills to analyze, synthesize, and verify sources of the information they receive. SPY workshops teach valuable skills such as critical thinking, observation, analysis, and teamwork, all essential to espionage and intelligence gathering and relevant to everyday life. These 21st-century skills are needed to become educated, responsible citizens.

2024 **Onsite** Student Workshops

145 **3,816**

Workshops

Participants

2024 **Virtual** Student Workshops

135 **3,520**

Workshops

Participants

STUDENT SURVEY

SPY's Youth Education team worked with Frame Visitor Insights, LLC to incorporate evaluation into our education offerings in 2024. The summative evaluation focused on onsite workshops offered to visiting middle school students.

With parental consent, students completed a written survey at the close of each participating workshop. Techniques were used in creating the survey to encourage students to provide thoughtful responses.

By the end of the evaluation timeframe, SPY received more than 225 completed student surveys representing nine schools. The evaluation had three framing questions:

1. What do students learn about the world of espionage?
2. Do the workshops support 21st century learning skills?
3. Are there visit-specific factors that impact the workshop experience?

SURVEY RESULTS

77%

Agreed they knew more about spying after participating in the workshop

“interesting”
“cool”
“fun”

Students participating in the workshops used these phrases when asked what they would tell a friend about the workshop

75%

Agreed that the workshop helped them feel they could accomplish tasks that exhibit skills in critical thinking, communication, and collaboration



The International Spy Museum is a proud inductee of the **Center for Interactive Learning and Collaboration (CILC) Pinnacle Award Hall of Fame** having received the Pinnacle Award for 10 consecutive years. This award is based on program evaluation ratings from participating educators.



EDUCATOR NIGHT OUT

Educator Night Out 2024 welcomed 583 guests – the largest attendance since the pandemic. Thanks to the generous support of Booz Allen Hamilton, educators were invited to enjoy an exclusive evening at the International Spy Museum just for them. During this open-house style event, teachers were able to explore the Museum’s permanent and special exhibitions with fellow educators; meet with the Youth Education Team; plan their next in-person or virtual field trip; and browse the Museum’s free curriculum and digital resources.

EDUCATOR PROFESSIONAL DEVELOPMENT

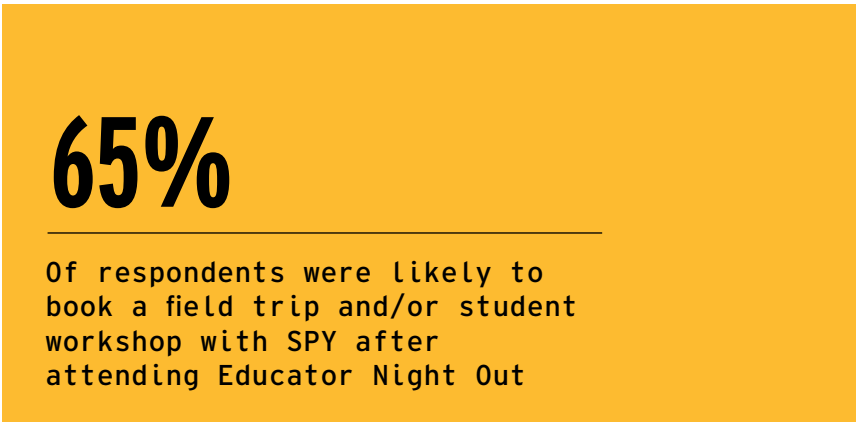
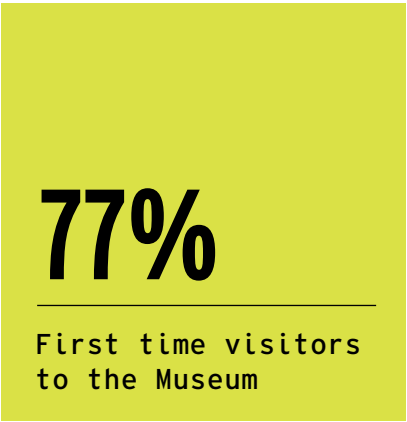
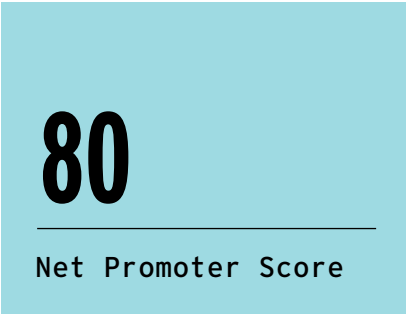
SPY’s Youth Educators connected with more than **625 educators**, in turn reaching more than **100,000 students**, from 11 states through private workshops and the Museum’s popular Educator Night Out program.

TEACHER ADVISORY BOARD

The Museum’s Teacher Advisory Board provides ideas and guidance to the Youth Education Team as they plan and implement new K-12 initiatives. Together, this esteemed group of diverse educators serves as a voice for all educators and is a sounding board for the SPY staff as well.

John Baranowski
*History and Social Studies Teacher,
Westfield High School*
Gabriel Cartagena
*Former Director of Secondary Math,
DC Public Schools*
Shannon Eagan
Social Studies Teacher, The Langley School

Raymond Hamilton
Director of Social Studies, DC Public Schools
Amy Oswalt
*Director of Innovation and Head of Global
Division, Lab School*
Rachel Stagner
*High School Science Teacher,
Templeton Academy*





ENHANCING WELLBEING

ACCESS TO SPY: OPENING OUR DOORS TO ALL

The International Spy Museum team is committed to ensuring access to the Museum and our content to the public. Established in 2016, the Museum's *Access to SPY* initiative offers exclusive programs and resources with enhanced accessibility for various audiences.



CONCEALED RADIO, 1940s

“As one of the few philanthropic organizations focused on bolstering US national security, we are committed to supporting access to the International Spy Museum’s community-based initiatives and educational programs, all of which foster a greater understanding of our military and intelligence communities.”

The Diana Davis Spencer Foundation



SPY WITH ME

Launched in 2019, *SPY with Me* is a unique initiative designed specifically for people living with dementia and their care partners. The program employs music, video, still photography, and artifacts to engage and stimulate the audience with compelling spy stories from the past. Thanks to funding from the DC Arts and Humanities Education Project Grant Program, *SPY with Me* was delivered directly to participants at local DC senior service centers in 2024. The grant also enabled SPY to produce more 3-D printed artifacts to add to the Museum's Touch Collection and to purchase additional touch items like concealments and Minox cameras. These items were extremely popular with program attendees. *SPY with Me* was featured in the March 2024 issue of *Alzheimer's Today* bringing in several new participants.



“Thank you all so much again for coming to the center and making a lasting impression on our seniors. They were still talking about your visit this morning.”

Iona Congress Heights Program Manager



HOSPITALIZED CHILDREN

Thanks to a generous grant from the Diana Davis Spencer Foundation, SPY was able to expand our programming to hospitalized children. DDS funding allowed the Museum to send materials and gifts to children at Boston's Children's Hospital, INTEGRIS Children's Baptist Medical Center in Oklahoma City, and Dayton Children's Hospital. The partners distributed the items including cipher wheels, coloring books, rear-view glasses, books, and more, as both resources to use during the Spy Museum workshops and prizes for participating.



2024 PARTNER ORGANIZATIONS

These programs are made possible by the support of our partner organizations.

- Best Buddies
- Boston Children's Hospital
- Boys and Girls Club of Greater Washington
- Center for Interactive Learning and Collaboration
- Cool Aspies
- Dayton Children's Hospital
- DC Police Foundation
- DC Public Schools
- Defense Intelligence Agency
- Federal Bureau of Investigation
- Foster + Freeman
- Girl Scouts of the Nation's Capital
- History.org
- Hope For Henry
- INTEGRIS Children's Baptist Medical Center in Oklahoma City
- Intrepid Air and Sea Museum
- Live It, Learn It
- Make-a-Wish
- Makematic
- National Cryptologic Museum
- National Geospatial-Intelligence Agency
- Pentagon Force Protection Agency
- The Mob Museum
- Tickets for Kids
- United States Secret Service
- Washington School for Girls
- WeGo



WELCOMING THE NEURODIVERSE COMMUNITY

Neurodivergent individuals and those with sensory differences are a special focus of *Access to SPY* programming. With events geared toward families as well as adults, Museum staff create a welcoming environment without large crowds, loud noises, or extreme lighting for visitors to enjoy the galleries. Additional support in the form of trained staff and designated quiet rooms is also available. New in 2024, guests were invited to visit the special exhibition *Bond In Motion*.

The event exclusively for neurodiverse adults included activities such as in-person disguise, special artifacts from the SPY Vault, and code-breaking interspersed throughout the Museum while children and families enjoyed their own age-appropriate scavenger hunt and activities. Thanks to the generosity of founding Spy Museum Board Member and Author H. Keith Melton each guest could take home a copy of *The Ultimate Spy* and *SPY: The Secret World of Espionage*.

ACCESS TO SPY: AN EVENING FOR
NEURODIVERSE ADULTS, 10/20/2024

318

Individuals
Registered

86

Net Promoter
Score

82%

"Excellent"
Rating

44%

First time
at SPY

"This was amazing! As a DC resident and a person with unique characteristics, I was grateful for the experience... to not be afraid that talking to myself or opening my mouth agape at a fact I loved learning meant someone thinking I'm 'off', is priceless to me. I adore museums, but have been having a harder time getting to them without fully understanding why. Last night brought it home! Thanks, SPY[.]"

Participant in the Spy Museum's program,
An Evening for the Neurodiverse Community

"Our family of 4 rarely goes to museums or events because I sit in the car with one of our sons after about 20 minutes... Not only is it an incredible museum, but we got to see it as a family."

Participant in the Spy Museum's program,
A Morning for the Neurodiverse Community

ACCESS TO SPY: A MORNING FOR THE
NEURODIVERSE COMMUNITY, 12/15/2024

295

Individuals
Registered

93

Net Promoter
Score

76%

Exhibits
were the
highlight

66%

First time
at SPY

NET PROMOTER SCORE ANALYSIS

Excellent

(70 – 100)

Great

(30 – 70)

Good

(0 – 30)

Needs
Improvement

(-100 – 0)

2024 DONOR SPOTLIGHT & APPRECIATION



THANK YOU FROM ALL OF US AT SPY!

Thank you to all our generous donors, members, volunteers, and friends who have supported the International Spy Museum this past fiscal year!

Your philanthropic support is core to fulfilling our mission to create compelling exhibitions and other learning experiences that shed light on the shadow world of espionage and intelligence, educating and challenging each of us to engage critically with the complex world around us.

As the only independent nonprofit museum that documents the tradecraft, history, and contemporary role of espionage, your donations support the Museum's exhibitions, collections, and educational programs for adults and youth, further enhancing SPY's ability to reach a broader and more diverse global audience.

In 2024, we launched our SPY Giving Circles, a new major giving program that recognizes cumulative contributions of \$25,000 and above. This group of dedicated individuals, foundations, and corporations will have their names displayed on our re-imagined donor wall in the Museum Lobby. Construction is expected to be completed in 2025, with updates occurring annually.

Thanks to the generosity of **3,800 donors and members** who contributed **\$3.6 million in gifts and pledges**, we received demonstrated and unprecedented support for our mission this past year.

Thank you for your continued and generous support!



Julie E. Kaplan
Vice President of Development & Membership



DONOR SPOTLIGHT

LLOYD FRANKLIN

From satellites in space to stories of espionage on Earth, Lloyd Franklin's journey has been one of curiosity, commitment, and service. A Caltech graduate with both a BS and MS in Electrical Engineering, Lloyd spent 36 years as an aerospace engineer, contributing to national security through his work on satellites and space systems in support of the Department of Defense and the US Intelligence Community.

Lloyd's connection to the International Spy Museum began in 2004, shortly after relocating to the Washington, DC area. What started as a visit quickly evolved into a lasting relationship. "After attending several special events and getting to know the amazing people associated with the Museum, I developed a much deeper appreciation for its mission," Lloyd shares. That appreciation soon turned into action – first as a member, then as a donor, and most recently, as a volunteer docent.

As one of the Museum's first-ever docents, Lloyd now leads Highlights Tours several times

a month, sharing his passion for intelligence history with visitors from around the world. His deep respect for the intelligence community, shaped by decades of professional collaboration, fuels his enthusiasm for the Museum's work. "I really admire the excellence with which the Museum creates exhibitions and showcases its world-class collection," he says.

Lloyd is especially passionate about artifact preservation and the storytelling surrounding the agencies and individuals that brings these historical pieces to life. He's a regular attendee at Museum events, with standout memories including The Honorable William H. Webster Distinguished Service Award dinners and a thought-provoking panel on the future of NATO featuring global leaders.

For Lloyd, having recently joined the SPY Giving Circles, the most rewarding part of being a donor is knowing that his support helps the Museum maintain its high standards and continue educating the public about the vital role of espionage and intelligence. "I hope my support enables the Museum to expand its mission and continue offering innovative exhibitions and programs," he says.

His message to prospective supporters is clear: "If you're looking to support a world-class, nonprofit institution that brings to life an important part of our history and plays a unique educational role in our community, the International Spy Museum should be at the top of your list."



DONOR SPOTLIGHT

DAMON WALSH

In memory of a remarkable man and a life of service, the Iron-Heart Warriors' Foundation was established to honor Emmett William Walsh (1963-2023) – a soldier, tradesman, and lifelong learner whose legacy continues to uplift veterans through meaningful careers in the skilled trades. At the heart of this mission is Emmett's older brother, LTC Damon Walsh, USA (Ret.), who co-founded the Foundation alongside their sister, Sarah Walsh-Everett.

Damon brings a deep commitment to service and leadership, both through his military career and his current role as a Director on the Board of the International Spy Museum, where he chairs the Compensation & Personnel Committee and serves as Vice Chair of the Finance & Audit Committee.

His connection to the Museum is rooted in decades of camaraderie and shared purpose. Damon first crossed paths with SPY's Executive Director Chris Costa during their time as Army Special Forces Captains in the early 1990s.

That bond, forged in service, has evolved into a shared dedication to the Museum's mission.

"The Museum plays a critical role in educating the public about the importance of non-partisan, honest, and comprehensive intelligence," Damon shares. "In a world increasingly shaped by misinformation, it's vital that citizens understand how intelligence is gathered and used to protect our nation and its allies."

For Damon and the Iron-Heart Warriors' Foundation, supporting the Museum is a natural extension of their values. The Foundation's focus on veterans and skilled trades aligns closely with the Museum's educational mission – particularly its efforts to illuminate the often-unseen work of intelligence professionals.

Among the many impactful experiences Damon has had with SPY, the William H. Webster Distinguished Service Award events honoring Adm. William McRaven and Sue Gordon stand out. "I was deeply impressed by both honorees and by how thoughtfully the events were executed," he recalls. "We're excited to support future initiatives like the Hidden Hero [Awards]."

When asked what he finds most rewarding about being a donor, Damon emphasizes the power of education. "The Museum helps demystify intelligence work and fosters a more informed citizenry. That's more important now than ever."

Damon and his foundation recently joined the SPY Giving Circles. His message to prospective supporters is clear: "If you believe in the importance of truth, service, and national security, there's no better place to invest your support than the International Spy Museum."

SPY GIVING CIRCLES

THE INTERNATIONAL SPY MUSEUM’S MAJOR GIVING RECOGNITION PROGRAM

The International Spy Museum’s (SPY) top supporters constitute the SPY Giving Circles. The strong support from this group has allowed SPY to create compelling exhibitions and other learning experiences that shed light on the shadow world of espionage and intelligence, educating and challenging each of us to engage critically with the complex world around us.

This exclusive group of committed individuals, foundations, and corporations will have their names displayed on our reimagined donor wall in the Museum lobby. (Construction estimated to be completed in 2025.)

SPY 7 CIRCLE: \$5,000,000+

Milton & Tamar Maltz
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SPY 6 CIRCLE: \$1,000,000 - \$4,999,999

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SPY 5 CIRCLE: \$500,000 - \$999,999

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SPY 4 CIRCLE: \$250,000 - \$499,999

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SPY 3 CIRCLE: \$100,000 - \$249,999

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Washington Harbour Partners, LP
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Kristin Wood

“So much of the spy world necessarily must remain hidden, but it is difficult to pass up an opportunity to help educate the world where we can on past and current technological and human intelligence exploits, whether successes or failures. The International Spy Museum leads the way in ensuring that which can be told is shared with everyone, and I could not think of a better institution to help support.”

Mark S. Zaid Esq., SPY Advisory Council, Circle 3

NEW 2025 DONOR WALL



Our reimagined donor wall will feature the members of each tier of the SPY Giving Circles. Construction is scheduled to be completed in 2025.

2024 DONOR LIST

Thank you to our generous donors who gave or pledged \$250 or more in 2024. Your support is crucial to our mission at the Spy Museum and allows us to continue our important work.

\$100,000-999,999

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Gifts received in memory of the following individuals:

Peter Earnest

The Museum has made every effort to ensure that this is an accurate & complete list. Please call 202.654.0961 if you have questions or concerns. Thank You.

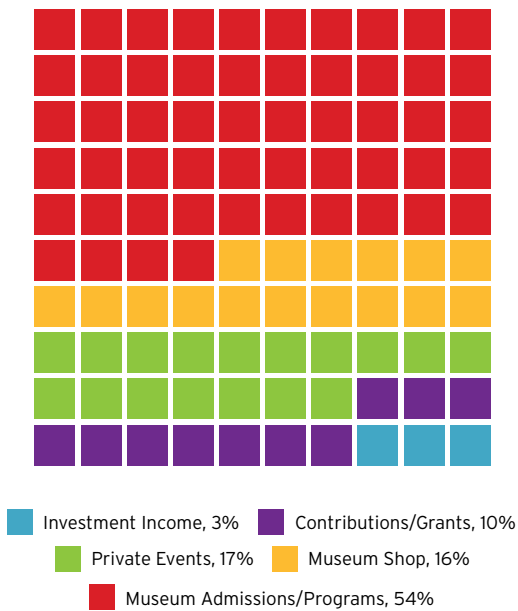
2024 FINANCIAL REVIEW

STATEMENT OF FINANCIAL POSITION

ASSETS		LIABILITIES	
Cash and Cash Equivalents	\$1,261,215	Accounts Payable	\$343,655
Inventory	\$409,129	Accrued Expenses	\$2,131,490
Prepaid Expenses	\$547,156	Deferred Revenue	\$1,076,116
Accounts Receivable	\$1,029,406	Bond Payable, Current Maturity	\$1,398,294
Contribution Receivable	\$1,679,172	Total Current Liabilities	\$4,949,555
Total Current Assets	\$4,926,078	Loan Payable, Net of Current Maturity and Unamortized Debt Issuance Costs	\$41,029,471
Contribution Receivable, Net of Current Portion	\$577,173	Other Liabilities	\$459,096
Investments	\$26,360,966	Total Long-term Liabilities	\$41,488,567
Construction In Progress	\$466,359		
Property, Plant and Equipment	\$108,317,716	Net Assets	\$98,659,434
Intangible Assets	\$900,000		
Rate Swap Assets	\$3,549,264		
Total Assets	\$145,097,556	Total Liabilities and Net Assets	\$145,097,556

STATEMENT OF ACTIVITIES & CHANGES IN NET ASSETS

REVENUE & SUPPORT



OPERATING REVENUE

Museum Admissions / Programs	\$19,118,370
Museum Shop	\$5,813,993
Private Events	\$5,934,672
Contributions / Grants	\$3,548,284
Investment Income	\$1,209,360
Total Revenue & Support	\$35,624,679

OPERATING EXPENSES

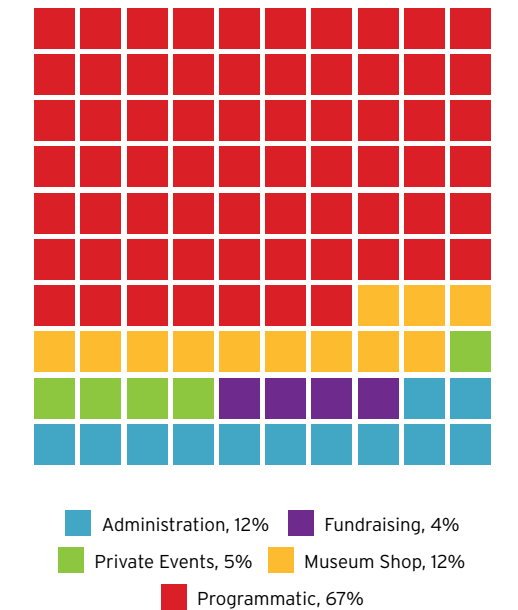
Programmatic	\$22,186,976
Museum Shop	\$3,995,587
Private Events	\$1,483,312
Fundraising	\$1,384,902
Administration	\$4,114,122
Total Expenses	\$33,164,899

Change in Net Assets Before Non-Operating Activities	\$2,459,780
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NON-OPERATING ACTIVITY

Change-in-Interest Swap	\$1,292,401
Total Non-Operating Activities	\$1,292,401
Change in Net Assets	\$3,752,181
Net Assets, Beginning of Period	\$94,907,253
Net Assets, End of Period	\$98,659,434

TOTAL EXPENSES



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Visit spymuseum.org/support or use the QR code.





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