

History Ink

2017-2018 Heritage Sustained Support

Application Contact

Antonia Rath
Executive Assistant

Mailing City Seattle

Council District 4

Organization Director

Marie McCaffrey, Executive Director, Board
President

Website

www.historylink.org

Incorporated 11/10/1997

Mission

HistoryLink.org strives to provide a free, authoritative, and easily accessible history reference for the benefit of students, educators, journalists, scholars, researchers, and the general public. With a few noted exceptions, all essays and features on this site are original works prepared exclusively for HistoryLink.org by staff, contract writers, volunteers, and consulting experts. The encyclopedia contains nearly 7,300 essays as of October 2016. It is constantly expanding, with new essays added every week.

Community

Audience: History Ink produces HistoryLink.org, the online encyclopedia of Washington state history, which is available for free to anyone with Internet access. HistoryLink's worldwide audience is made up of journalists, scholars, government and business researchers, tourists, teachers, students, and the general public.

- In 2016, HistoryLink.org has been averaging 3,600 visitors each day. This number includes visitors who may access the site multiple times a day. During the school year, the average rises to approximately 5,000 visitors per day.
- Thus far in 2016, we have had close to 800,000 unique visitors. We estimate that 50% of our visitors are from Washington state and 25-30% are from King County.
- We estimate that about one third of the website's traffic is from students and teachers, based on increased traffic when schools are in session.
- The Education Resource page has been accessed approximately 5,000 times so far this year.
- We continue to send a weekly email newsletter to a list of 3,063 subscribers, many of whom are educators.
- Currently, HistoryLink's Facebook page has 4,265 Likes and 5,514 Twitter followers, an increase of over 1,100 new Twitter followers since 2014.
- Although HistoryLink's primary audience is based in King County and 60% of our content focuses within King County, HistoryLink has a much farther geographic reach. We have newsletter subscribers from nearly every county in Washington state.

4Culture Panel

Content Producers: HistoryLink.org's content is produced by professional writers and editors, freelance writers and historians, community experts, and supervised volunteers. Everyone who works for HistoryLink believes in the importance of history and the organization's mission to continue to pioneer innovative approaches in historical research, education, and publishing.

- HistoryLink.org maintains a core group of approximately 50 writers throughout the state, who regularly compose essays for the encyclopedia, and sometimes author books that are published by History Ink. Many of our historians are recognized as experts on specific subjects.
- HistoryLink has developed projects and groups of writers in geographic regions outside of King County, including San Juan Islands, Spokane, and Pierce County, in order to broaden the site's historical focus and increase the diversity of HistoryLink visitors.
- Additional freelance writers also contribute to HistoryLink.org, and local experts are sometimes asked to write on a topic in their field.
- Selected volunteers and interns are also contributing writers and editors, as part of our objective is to train the next generation of historians.
- All essays must meet strict professional standards, and are fully sourced and edited before posting to ensure the highest degree of accuracy and quality. All essays offer an objective account of events, except for People's Histories, which include interpretations, reminiscences, oral histories, and first-person narratives.
- The community-at-large is encouraged to suggest essay topics and corrections to existing essays.

Supporters/Volunteers:

- The 19 members of the Board of Directors, as well as the Advisory Committee, offer advice and services pro bono, including professional expertise and services in areas such as fundraising, committee work, and project planning.
- HistoryLink has recently welcomed three new Board Members, Tré Maxie, Evelyn Yenson, and Michael Ellsworth. Tré Maxie, who received his B.A. in Political Science Pre-Law from Morehouse College, has a background in education and serves as director for the newly established Youth & Engagement Programs at the Aspen Institute. He has a comprehensive knowledge of education in underserved communities. HistoryLink will look to him for guidance on the topic of education. Evelyn Yenson, who received her B.A. from the College of New Rochelle NY, and her M.A. from the University of Wisconsin, Milwaukee, is very connected with Seattle's Asian American community. HistoryLink will look to her to help broaden HistoryLink's local reach. Michael Ellsworth, co-founder and principal of the design company Civilization, is a graphic designer who has a strong knowledge of social media and is well connected to younger populations. Civilization redesigned HistoryLink's website, and offered in-kind services for both the redesign and the immersive theater performance, Jazz Intoxication. With our strong connection with Civilization, HistoryLink will be better equipped to strengthen its ties to Millennials and other younger populations.

- In 2015 and 2016, our writers, historians, and editors have volunteered over 300 hours of writing, editing, project management, site maintenance, and administrative tasks. In addition, several HistoryLink writers dedicate their time to serving as judges for History Day.
- HistoryLink has a donor base of well over one thousand individuals and organizations that regularly provide financial support.
- A volunteer internship program provides opportunities for college students to gain experience in nonprofit administration and programming, writing and editorial work, design experience, website maintenance, and event management and mailings. Since its inception in 2008, more than 20 interns have been involved; some of whom have become regular writers.
- People's Histories are volunteered content contributions to HistoryLink. Currently, there are 724 People's Histories on HistoryLink, many of which were written by volunteers and members of the community.

Programming

Thus far in 2016, HistoryLink.org has:

- Posted a total of 126 new essays. We have also substantially updated and rewritten a number of essays including Timeline Entries on particular events including the incorporation of Seattle Electric Company on January 19, 1900 and President Franklin Roosevelt signing Executive Order 9066 on February 19, 1942. Older outdated essays are frequently updated and even replaced. HistoryLink devotes a portion of each year's budget to completely replacing older essays.
- Expanded our ethnic communities files with new essays including "Daybreak Star Indian Cultural Center opens its doors on May 13, 1977," "Pioneering blues singer Mamie Smith makes her Seattle debut at the Metropolitan Theatre on May 6, 1923," "Alley-Barnes, Royal (b. 1946)," "Leif Erikson statue is unveiled at Shilshole Marina in Seattle on June 17, 1962," and "James Baldwin at Egyptian Theatre, Seattle, May 6, 1963- - from Murray Morgan's Broadcast Script."
- In 2016, HistoryLink will post 75 essays on the history of Seattle and 75 essays on the history of King County. Entries that have already been posted include a Feature on Anne Focke, the Associated Vinters--Washington's Academic Winemakers, and Georgetown Steam Plant in Seattle, and Timeline Entries focusing on particular events in Washington state history including "Underdog Washington Huskies become first team in state history to reach NCAA women's basketball Final Four by defeating Stanford in regional final on March 27, 2016."
- In June 2016, HistoryLink held Jazz Intoxication, an immersive theater and historical reenactment of the first documented jazz performance in Washington state by local musicians. Held in Washington Hall—the location in which this first documented jazz performance took place—Jazz Intoxication promoted the importance of place and diversity by bringing history to life, drawing on the historical significance of this historic landmark, along with the people and activities that have inhabited the hall through the years.

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HistoryLink collaborated with the organizations, HIDMO, 206 Zulu, and Historic Seattle. HistoryLink also hosted a free, public dress rehearsal to engage those who have lived and who now live near Washington Hall, as well as students, in conversation about what the hall means to them and to emphasize the importance of the hall's history.

- HistoryLink is currently collaborating with King County Library System, and by the end of 2016 will have produced 30 essay sets on different libraries in the King County Library System.
- Will produce content on the Snoqualmie-Skykomish, Cedar-Sammamish, and Duwamish-Green watersheds. This is part of a larger project to explore other watersheds and tribal histories in the Puget Sound area. The project is aimed at weaving tribal histories into the broader narrative of Washington state history.
- Produced History Café, the free forum for civic conversation around local history, in collaboration with Seattle Public Library and MOHAI. HistoryLink hosted three History Cafés in 2016—a café on the topography of Seattle in January, a café on the history of Pan-Asian Seattle and Residential Hotels in April, and a café on the history of Betty MacDonald in October. By participating in History Café, HistoryLink reaches audiences through the use of a different, physical rather than digital, venue.
- Collaborated with CityClub to produce Civic Boot Camp, two one-day workshops designed to cultivate leadership and a sense of appreciation of local history among new arrivals to King County. HistoryLink assisted with management, program materials, marketing materials, and event costs.

In 2015, HistoryLink.org:

- Posted 172 new essays. We also substantially updated and rewrote a number of essays including Timeline Entries about the adoption of the Seattle ordinance that required residences to connect to sewer lines on December 4, 1885, the opening of the Evergreen Point Floating Bridge on August 28, 1963, and the appointment of Cecil B. Fitzgerald as mayor of Seattle by the Seattle City Council on August 28, 1919.
- Expanded our ethnic communities files with new Features including "Reyes, Lawney (b. 1931)," "Arquette, William "Chief" (1884-1943)," "Smith, Al (1916-2008)," and Timeline Entries including "Norway's King Harald V and Queen Sonja start four-day Northwest visit on October 24, 1995."
- Collaborated with CityClub to produce Civics Boot Camp, several one-day workshops designed to cultivate leadership and a sense of appreciation for local history among new arrivals to King County. HistoryLink assisted with management, program materials, marketing materials, event costs, and speaker procurement.
- Posted 75 essays on the history of Seattle and 75 essays on the history of King County about people, places, and events. Included among these are Features on Discovery Park's natural history, Seattle Steam Heat & Power Company, and Ginny Ruffner, and Timeline Entries including "Sergeant Hugh Atkinson of Seattle dies of radiation poisoning from Hiroshima atomic bomb on August 8, 1945" and "Outdoor-clothing businessman Clinton C. Filson receives patent for Cruiser shirt on March 3, 1914."

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- Noting a shifting trend in how users access digital materials— a shift from desktop to mobile devices—HistoryLink embraces and pursues advances in making history more accessible to the public. In 2015, HistoryLink collaborated with Thrive Communities to produce the "Explore Discovery Park" phone app, which includes 21 geographic points of interest, an architectural history of Officers Row homes, and related photographs and permission information.
- Facilitated a recorded interview with former governor of Washington, Dan Evans. C. R. Douglas interviewed Governor Evans at HistoryLink's annual fundraiser, HistoryLunch 2015, which celebrated the 50th anniversary of Dan Evans being sworn in as governor, and marked all of his accomplishments during his time in office. This interview was recorded by Seattle Channel, and is available online.
- Produced History Café, the free forum for civic conversation around local history, in collaboration with Seattle Public Library and MOHAI. HistoryLink hosted two cafés in 2015. HistoryLink co-hosted a panel on City Planning in Seattle in March and hosted a café on the conflict to control timber production in the Pacific Northwest forests during World War I in August.
- Posted audio content, video content, and essays to HistoryLink.org on the Bonneville Power Administration, Courtesy of Bonneville Power Administration. HistoryLink conducted nine oral histories and posted transcribed segments of them as People's Histories with funding from Historic South Downtown.
- Completed mitigation work on the Methow Valley Irrigation District for Washington Water Project of Trout Unlimited.

Education Initiative (2015 and 2016):

- In 2015, HistoryLink created Tribal History Resource lists for educators. These were created, in part to help educators more easily fulfill the new State requirement to incorporate tribal history into K-12 social studies curricula. These resources include a Tribal History Timeline and resources on Treaties/Court Cases/ Legislation and Influential People.
- Reorganized Education Pages in order to make materials more easily accessible to educators.

Publications:

In 2015 HistoryLink wrote and published the book, *Air Washington: Creating Careers in Aerospace*. In 2016, HistoryLink completed a book concept, outline, preliminary design and drafts of books on the topics of the Northwest Power Pool, the Ballard Locks and Ship Canal, and the Woodland Park Zoo. In 2016, HistoryLink has successfully bid for a book and will complete a first draft of a history on Chateau Ste. Michelle. In publishing these books, HistoryLink deepens a collaborative relationship with local organizations, and relays the history of significant institutions in Washington state. These publications also support the addition of accompanying content on the site.

Management

- Over the course of 2015 and 2016, HistoryLink has planned a major redesign of HistoryLink.org. In September of 2016, we revealed our newly redesigned HistoryLink. With well over 7,000 essays on our site, we recognized the need to create a more solid architectural foundation, more streamlined design, and more easily searchable site. When approaching the redesign, it was necessary for us to create a mobile friendly site. The ease of accessing the newly redesigned HistoryLink on phones and tablets will allow our site to reach a wider audience.
- In January of 2016, HistoryLink adopted a succession plan that addressed the need to ensure the continued operations of HistoryLink in the unexpected event that the Executive Director is no longer able to perform her duties. In the event of an unplanned absence of the Executive Director, the succession outlines the procedure for the appointment of an Acting CEO of HistoryLink.
- Administrative improvements over the past two years have included regular updates to our donor database, continuing to expand our knowledge and understanding of Constant Contact and Click and Pledge, and working on refining our media outreach lists and goals.
- Individual staff members have participated in professional development opportunities by attending relevant events and conferences including the Washington State Nonprofit Conference, the Pacific Northwest Historians Guild Conference, and participating as judges in the regional History Day Competitions, among others.

Future

- Over the last several years, HistoryLink has increased its cash flow in order to set aside a reserve fund. Within the next several years, HistoryLink aims to set aside a total of \$75,000 for this fund.
- HistoryLink's redesign is more secure and stable than our previous design. This elevated security makes the newly redesigned HistoryLink.org more cost-effective than before. Our redesign will eliminate unnecessary and expensive procedures that were previously needed to ensure the security of our site.
- Continue to develop incentive programs to encourage high-end donor giving.
- Continue to improve our annual fundraising events to maximize profit. Several months prior to our annual fundraiser, HistoryLunch, we hold HistoryLunch Committee meetings. In these meetings, members discuss ways to improve our upcoming fundraiser, including discussions of best practices to increase major sponsorship and attendance, along with ways to improve upon marketing and advertising of the event.
- Identify new grants appropriate for specific projects that fit within our vision statement.
- Continue to develop support at the city, county, and state levels.
- Further develop geographically diverse funding sources.
- Continue to develop planned giving and recurring giving for donors.

Content Goals

- The redesign of HistoryLink has greatly enhanced what we are able to do on our site. We will continue to expand HistoryLink content with new audio and video clips, and will focus on other ways to best utilize our redesign.
- Continue to support our writers' groups, especially those outside of King County. Over the last two years we have developed groups of writers in San Juan Islands, Pierce County, and Spokane with the idea that these teams will develop a vision plan, content goals, and will find additional funding. We have made great inroads with these projects and want to see them continue to fulfill these goals.
- Continue to think about how to make our content relevant across different platforms such as mobile phones and tablets.
- HistoryLink will be writing and posting the final 18 essay sets for the King County Library System project.
- Pursue outreach to educators, using the extensive network of partners we've been building on over the years and utilizing our partnerships with the Seattle School Districts to increase outreach.
- Partner with other history groups in the community such as local museums and civics organizations to collaborate on new projects with lasting historical impact.
- Develop new and innovative education curricula that will aid students in using HistoryLink.org to help meet city and state educational requirements.
- Continue to update and expand some of the earliest essays on HistoryLink.
- Continue to develop our public profile and increase publicity through social media platforms.

Book Goals

- Publish the Ship Canal, Northwest Power Pool, Chateau Ste. Michelle, and Woodland Park Zoo books. Assist with the promotion and distribution of the books.

Operational Goals

- Update our website's keyword protocol. This will help ensure that our visitors will be able to more effectively and intuitively search for content and navigate through the site.
- Undergo a renovation of the images on HistoryLink.org. We will hire an image specialist who will update the images on our site with higher quality images.
- Develop a system of internal linking on our site. This will increase the amount of time a visitor spends browsing HistoryLink.
- Develop a partnership with MOHAI and Historic Seattle that focuses on sharing oral histories. MOHAI and Historic Seattle have many oral histories that we would like to make accessible on our site.
- Continue refining operations procedures, to ensure continuity of management.
- Gather and update information on protocol, expectations, style, etc for the HistoryLink.org staff guide.

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Summary – IRS Form 990 OR 990-EZ

IRS Form	990	990	- Select -
Revenue	FY 2014	FY 2015	FY 2016
Donations/Grants	\$431,044	\$514,284	
Membership*			
Fundraising Events*	\$79,167	\$88,733	
Related Organizations			
Government	\$285,013	\$325,389	
Other Contributions	\$66,864	\$100,162	
In-Kind	\$8,120	\$19,475	
Program (See Notes For Items)	\$16,801	\$58,925	
Investments	\$ 97	\$155	
Sales			
Other	(\$1,785)	(\$4,623)	
Total Revenue	\$446,157	\$568,741	
Capital Revenue			
<i>Contributed Income</i>	<i>\$431,044</i>	<i>\$514,284</i>	
<i>Contributed Income %</i>	<i>96.61%</i>	<i>90.42%</i>	
<i>Earned Income</i>	<i>\$15,113</i>	<i>\$54,457</i>	
<i>Earned Income %</i>	<i>3.39%</i>	<i>9.58%</i>	
<i>Earned Income Gap</i>	<i>(\$407,477)</i>	<i>(\$412,225)</i>	
Expenses			
Salaries/Benefits	\$138,555	\$139,155	
Member Benefits			
Other	\$284,035	\$327,527	
Fees For Services*	\$28,933	\$9,598	
Advertising/Promotion			
Office*	\$2,203	\$1,728	
Information Technology	\$16,649	\$16,941	
Occupancy/Rent*	\$21,638	\$20,803	
Travel	\$2,412	\$1,489	
Interest			
Insurance	\$1,026	\$580	
In-Kind	\$8,120	\$19,475	
Total Expenses	\$422,590	\$466,682	
Program	\$325,158	\$370,425	
Management	\$43,444	\$38,883	
Fundraising	\$53,988	\$57,374	
Capital Expenses			
Surplus	\$23,567	\$102,059	
Balances			
Beginning Balance	\$56,237	\$79,804	
End Balance	\$79,804	\$181,862	
Cash/Investments	\$82,007	\$208,104	
Buildings/Equipment			
Depreciation			
Other			
Total Assets	\$83,717	\$209,814	
Total Liabilities	\$3,913	\$27,952	
<i>Ratio</i>	<i>2139.46%</i>	<i>750.62%</i>	
Net Assets	\$79,804	\$181,862	
Unrestricted	\$79,804	\$181,862	
Restricted			
Permanently Restricted			

* For 990-EZ, items are separate lines, not subtotals. For 990, items are subtotals.

Budget Notes FY 2014

Program Service Revenue (Part VIII, 2a-f)

2a. Book Sales Business Code: 451211 (A) Total Revenue: 16,801, (B) Related or exempt function revenue: 16,801, (C) Unrelated business revenue: 0, (D) Revenue excluded from tax under sections 512-514: 0.

g Total: \$16,801.

Other Expenses (Part IX, 24a-e)

24a: Publications: Column A Total Expenses: 192,189, Column B Program Service Expenses: 192,189, Column C Management and General Expenses: 0, Column D Fundraising Expenses: 0

24b: Bank and Credit Card Fees: Column A Total Expenses: 3,082, Column B Program Service Expenses: 0, Column C Management and General Expenses: 0, Column D Fundraising Expenses: 3,082

24c: Web Site: Column A Total Expenses: 2,535, Column B Program Service Expenses: 2,535, Column C Management and General Expenses: 0, Column D Fundraising Expenses: 0

24d: Telephone: Column A Total Expenses: 3,726, Column B Program Service Expenses: 2,139, Column C Management and General Expenses: 565, Column D: 1,022

25e: All other expenses: Column A Total Expenses: 4,891, Column B Program Service Expenses: 2,249, Column C Management and General Expenses: 602, Column D: 2,040

Budget Notes FY 2015

Program Service Revenue (Part VIII, 2a-f)

2a. Book Sales Business Code: 451211 (A) Total Revenue: 58,925, (B) Related or exempt function revenue: 58,925, (C) Unrelated business revenue: 0, (D) Revenue excluded from tax under sections 512-514: 0.

g Total: \$58,925.

Other Expenses (Part IX, 24a-e)

24a: Publications: Column A Total Expenses: 246,611, Column B Program Service Expenses: 246,611, Column C Management and General Expenses: 0, Column D Fundraising Expenses: 0

24b: Bank and Credit Card Fees: Column A Total Expenses: 3,638, Column B Program Service Expenses: 0, Column C Management and General Expenses: 77, Column D Fundraising Expenses: 3,561

24c: Web Site: Column A Total Expenses: 14,540, Column B Program Service Expenses: 14,540, Column C Management and General Expenses: 0, Column D Fundraising Expenses: 0

24d: Telephone: Column A Total Expenses: 4,751, Column B Program Service Expenses: 2,726, Column C Management and General Expenses: 724, Column D: 1,301

25e: All other expenses: Column A Total Expenses: 6,049, Column B Program Service Expenses: 2,356, Column C Management and General Expenses: 965, Column D: 2,728

Budget Notes FY 2016

Support Materials

Support materials may include lists of Board of Directors/Commissioners, Staff, and/or Events in addition to other attachments.

BOARD OF DIRECTORS/COMMISSIONERS

Marie McCaffrey, President (2018)

Executive Director, HistoryLink

Bob Royer, Chair (2018)

Managing Partner, Gallatin Public Affairs

James A. Tupper Jr. , Vice-Chair (2016)

Tupper Mack Wells PLLC.

Chris Smith Towne, Secretary (2017)

Shari Gross Teeple, Treasurer (2017)

Tina Bullitt, Trustee (2018)

Michael Ellsworth, Trustee (2018)

Co-Founder / Principal, Civilization

Pam Heath, Trustee (2017)

Project Manager, TEAGUE

Peter Jackson, Trustee (2017)

Jessica Jones, Trustee (2017)

Patrick Jones, Trustee (2018)

Jones Strategic

Bob Kahn, Trustee (2017)

Robert Kahn Strategic Communications

Tré Maxie, Trustee (2018)

Director, Youth & Engagement Programs at the Aspen Institute

Greg Nickels, Trustee (2017)
Former Mayor, Seattle

Norman B. Rice, Trustee (2017)
Former Mayor, Seattle

Michael Sean Sullivan, Trustee (2018)
Principal & Historian, Artifacts

Quintard Taylor Jr., Ph.D., Trustee (2018)
Professor Emeritus, University of Washington History Department

Evelyn Yenson, Trustee (2018)

Bill Youngs (2018)
Professor, Eastern Washington University History Department

EVENTS

History Café: "Looking for Betty MacDonald" with Paula Becker on October 19, 2016

HistoryLunch 2016: The Ballard Locks, 100 Years on September 22, 2016

History Café: Archaeology of Early Seattle Near Pike Place Market and the Seattle Train Tunnel on September 15, 2016

Civic Boot Camp 2016 on August 12 and August 26, 2016

History Café: History Ahoy! The Ships of Lake Union Park on August 18, 2016

History Café: Walking Washington's History: Ten Cities" with Judy Bentley on July 21, 2016

Jazz Intoxication at Washington Hall on June 10, 2016

History Café: Wing Luke: Champion of Civil Rights on May 19, 2016

History Café: Building Tradition: Pan-Asian Seattle and the Residential Hotels on April 21, 2016

4Culture Panel

History Café: Classical Seattle: Maestros, Impresarios, Virtuosi, and Other Music Makers on March 17, 2016

History Café: Living & Creating: Queer People of Color Artistry Explored on February 18, 2016

History Café: Too High and Too Steep: Reshaping Seattle's Topography on January 21, 2016

History Café: Explore the Past through Historical Fiction on December 17, 2015

History Café: Syncopated Classic- Rediscovering an early Seattle Jazz Pioneer on November 19, 2015