

janm 

JAPANESE AMERICAN  
NATIONAL MUSEUM

2024

# IMPACT REPORT





# YEAR AT A GLANCE

**114,578** visitors served  
**160,000+** objects in the permanent collection  
**93** collections acquired



**55,670**

Museum Admissions



**27,086**

Public Programs and Special Events



**15,032**

Education and Group Visits



**12,150**

Off-site and Virtual Groups and Programs



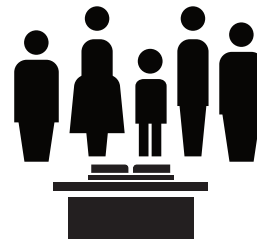
**7,200+**

Museum Members (Households)



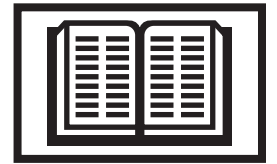
**6,300+**

Attendees at Free Family Festivals



**4,640**

*Ireichō* Visitors



**57,000+**

Names stamped in *Ireichō*

## SOCIAL MEDIA & DIGITAL



**35.8K**  
followers



**30.1K**  
followers



**8,900**  
hours watched



**10,065**  
views of  
virtual exhibitions



**2,244**  
downloads of  
*Japanese America*  
podcast

## EDUCATION



**28** states

**12,511** K-12 students  
(2,106 virtual)

**1,597** Teachers and educators



- High School (35%)
- Elementary School (32%)
- Middle School (27%)
- College (6%)

## FINANCIALS

### Revenue

Contributed Revenue	\$	15,554,571 *
Grant Funding	\$	1,343,473
Earned Revenue	\$	3,956,429
Other Gains	\$	4,984,496

Total \$ 25,838,969

### Expenses

Program Services	(\$	10,860,175)
Management and General	(\$	2,257,130)
Development	(\$	1,612,353)

Total (\$ 14,729,658)

Surplus \$11,109,311  
(July 1, 2023–June 30, 2024)

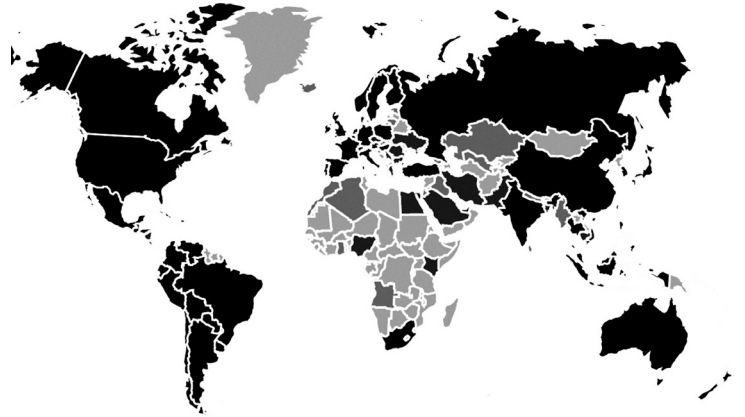
\* Includes \$10M gift to endow the Toshizo Watanabe Democracy Fellowship Program

## OUR PROMISE CAMPAIGN



**82%** of \$85 million goal reached

## DISCOVER NIKKEI



United States	174K	Peru	30K
Japan	131K	Canada	20K
Brazil	32K	Mexico	15K

## FROM OUR VISITORS

*“I’m very proud to [...] be here for this special exhibit about the World War II [concentration] camps and the people who were forced to go there. I’m so proud of my children who initiated this trip to the Museum today, to honor their grandparents and great grandparents.”*

—Megumi T., via Yelp

*“This has been a wonderful experience because I have learned so much about Japanese American history, and I am going to be a better teacher because of this experience. I have received the best professional learning experience that I could ever receive, that’s going to impact my classroom and so many others.”*

— Melissa Collins, 2nd grade teacher, Tennessee

*“An incredibly moving experience... the history lesson we didn’t get in school (that we should have). There is so much detailed information, so many artifacts and pictures, so many stories!”*

— Brittany M, via Yelp

# EXHIBITIONS



## SPECIAL EXHIBITIONS

*Ireichō*

October 11, 2022 – December 1, 2024

*Don't Fence Me In: Coming of Age in America's Concentration Camps*

March 4, 2023 – October 1, 2023

*Glenn Kaino: Aki's Market*

June 30, 2023 – February 11, 2024

*The Bias Inside Us*

November 18, 2023 – January 28, 2024

*Giant Robot Biennale 5*

March 2, 2024 – January 5, 2025

*J. T. Sata: Immigrant Modernist*

March 15, 2024 – September 15, 2024

## ONGOING

*Common Ground: The Heart of Community*

*The Interactive StoryFile of Lawson Ichihiro Sakai*

## ONLINE

*Henry Sugimoto's Artistic Evolution*

*Tanaka Photo Studio: Family, Tradition, Business, and Community Before World War II*

## TRAVELING

*Pictures of Belonging: Miki Hayakawa, Hisako Hibi, and Miné Okubo*

February 24, 2024 – June 30, 2024,

Utah Museum of Fine Arts, Salt Lake City

*Japanese American History and Art from JANM's Collection*

October 2023

Official Residence of the US Ambassador to Japan, Tokyo

May 29, 2024 – March 31, 2025

Nagoya City Civic Reception House

*hapa.me: 15 Years of the hapa Project*

May 21, 2023 – August 13, 2023

Japanese American Museum of Oregon, Portland

May 4, 2024 – August 24, 2024

Morikami Museum, Delray Beach, Florida

*Tatau: Marks of Polynesia*

August 12, 2023 – December 30, 2023

Utah Museum of Fine Arts

*J. T. Sata, Untitled (Man Walking out of Tunnel), ca. 1930, gelatin silver print. Japanese American National Museum. Gift of Frank and Marian Sata and Family, 2005.187.2*

## PUBLIC PROGRAMS

Some 60 public programs for all ages included JANM Book Club events with authors like Naomi Hirohara and George Takei, art making workshops with an array of artists, the lively KCRW Summer Nights, a panel featuring Dave Roberts and other Japanese American staff of the Los Angeles Dodgers, and the popular Giant Robot Konbini. More than 6,000 people celebrated summer and the new year at our family festivals.

## COLLECTIONS

Thanks to the generosity of donors, JANM acquired 93 new collections this year, including this photograph of four young Atomettes members pouring over magazines in a motel in Merced, California, in 1954. The Atomettes were a well-known postwar Japanese American youth club, and this photo is from a scrapbook donated by Sadie Hifumi, one of the original members. It documents activities like road trips to Northern California and Nevada through photos, postcards, menus, and other ephemera. The Atomettes will be included in the summer 2025 exhibition *Cruising J-Town: Behind the Wheel of the Nikkei Community*, presented by JANM at the Mullin Gallery, ArtCenter College of Design, Pasadena, as part of *JANM on the Go*.

## EDUCATION

In addition to serving more than 12,000 schoolchildren this year, JANM is a remarkable resource for educators in Los Angeles and across the country. JANM's education team brought a group of teachers to Santa Anita Racetrack to gain understanding of the temporary detention centers to which many Japanese Americans were first sent while America's concentration camps were being constructed. In June, *Little Tokyo: How History Shapes a Community Across Generation*, an NEH Landmarks of American History and Culture workshop, brought teachers from across the United States together for an in-depth exploration of the past's relevance to present day issues of identity and preservation. To bring these lessons to the business world, JANM launched *History Unpacked*, a virtual program for organizations engaging in diversity and inclusion efforts.



JANM President and CEO Ann Burroughs in conversation with California Attorney General Rob Bonta

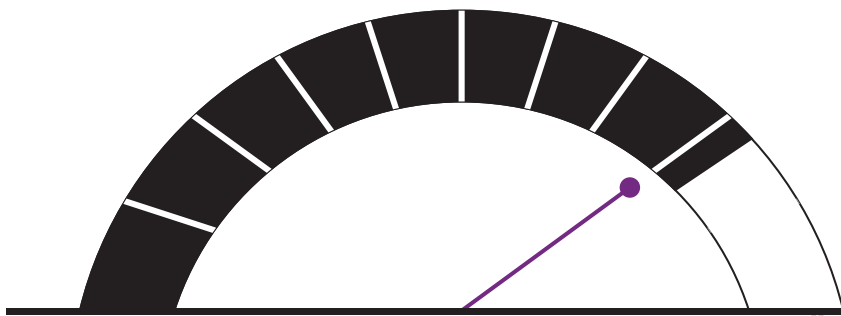
## DEMOCRACY CENTER

In December, JANM relaunched the National Center for the Preservation of Democracy as the Daniel K. Inouye National Center for the Preservation of Democracy and presented the Smithsonian's initiative *Our Shared Future: Reckoning with Our Racial Past* in Los Angeles, in partnership with the Chinese American Museum and LA Plaza de Cultura y Artes. In January, Mitch Landrieu, former Mayor of New Orleans and former White House Senior Advisor, delivered the inaugural Norman Y. Mineta Distinguished Lecture. The Democracy Center awarded the first Irene Yamamoto Arts Writers Fellowships to two emerging arts writers of color and presented a resource fair for Civic Season (the season between the Juneteenth and July 4 holidays), culminating in the powerful live storytelling event, *My American Story*. In the summer, JANM hosted the first cohort of Watanabe Democracy Fellows from Japan who visited Los Angeles, Manzanar, and Washington. D.C.

## WATASE MEDIA ARTS CENTER

The world premiere of the moving documentary *Nobuko Miyamoto: A Song in Movement* in May, to a full house of 600 people at VC Fest, was a milestone in a year of accolades for MAC. The film, a coproduction of MAC and PBS SoCal, won both the Audience Award and Best Documentary at CAAMFest in San Francisco, and the short film *Benkyodo: The Last Manju Shop in J-Town* received the Audience Award for Best Documentary Short at the Seattle Asian American Film Festival. *Nobuko Miyamoto* will air on PBS SoCal's *Artbound* in November 2024.





**\$70 million raised**  
82% to goal

## janm our promise

JANM's Our Promise campaign  
The \$85 million comprehensive  
campaign will help us:

### Revitalize

Redesign and repurpose JANM's campus to provide welcoming, cohesive, and dynamic spaces for everyone (\$25 million)

### Amplify

Re-energize the Daniel K. Inouye National Center for the Preservation of Democracy as a platform for civic engagement with events and issues that shape our nation—including race, the fragility of democracy, shared values, civil rights and social justice, and the arts (\$7.5 million)

### Deliver

Strengthen the Museum's ability to tell stories in bold new ways, create new experiences using smart technology, share our resources nationally, and provide learning opportunities with general operating support (\$32.5 million)

### Secure

Secure JANM's future by endowing core functions (\$20 million)



*Additional photography by Paloma Dooley, Kaz Morohashi, and Mike Palma.*



**SUPPORT JANM**  
[janm.org/give](https://janm.org/give)

Please contact our Development Office to learn about ways to give:

**Email:** [development@janm.org](mailto:development@janm.org)

**Phone:** 213.830.5646

**Online:** [janm.org/give](https://janm.org/give)