



# Bringing Language to Life

Planet Word • Museum of Language Arts  
ANNUAL REPORT 2022



“

This museum is a love story  
to language and literature.”

.....  
VISITOR

ONE WORD  
I LOVE THE  
SOUND OF IS...

ONE WORD  
THAT DESCRIBES  
MY FAMILY IS...

ONE WORD  
I LOVE  
FROM ANOTHER  
LANGUAGE IS...





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# Mission, Vision & Core Values



PLANET WORD'S VISION  
To inspire a love  
of language and  
to increase literacy,  
the foundation of  
a strong modern  
democracy.





## CORE VALUES

At Planet Word, we strive to make the museum experience:

- fun
- playful
- unexpected
- motivational
- inclusive
- meaningful

Our commitment to promoting diversity, multiculturalism, and inclusion is reflected in the museum's content, work with partners and schools, hiring practices, and day-to-day operations.



## MISSION

Language is what makes us human. From earliest childhood, we weave our words into speech to communicate. Yet the appreciation of words, language, and literacy is rapidly declining. At Planet Word, we inspire and renew a love of words, language, and reading through unique, immersive learning experiences for all ages and provide a space to explore words and language that is grounded in a solid understanding of language arts and science.

“

**What a treasure this museum is — each exhibit thoughtfully evokes imagination, learning, and individual reflection about our ideas and use of language.”**

VISITOR

# Reflections from Our Founder

BY FOUNDER AND CEO ANN FRIEDMAN



How wonderful to have enjoyed an entire year of continuous operations in 2022! We are finally able to see how Planet Word is living up to its full potential. With loosened caps on attendance and an increase in hours of operation as the pandemic waned, we were eager to see what we could accomplish when the “guardrails” disappeared.

And I’m gratified to report on what happened: Visitors streamed in from across the United States, finally feeling less concerned about travel, and they told us that Planet Word was first on their list of places to visit post-pandemic. Schools began to schedule in-person field trips, showing us how successfully our “**wordshops**” engaged students and left them with valuable, entertaining lessons about language and identity. Sundays brought area college students from the **University of Maryland, Howard**, and **Gallaudet** to conduct language research, enticing visitors to take part in intriguing language studies — citizen science at its best.

Shoppers flocked to **Present Perfect** and diners to **Immigrant Food+**, bringing joy and visitors to downtown D.C. (even though downtown office workers hadn’t yet fully returned). Audiences ventured back for programs in our auditorium, ranging from a sold-out book talk by linguist **John McWhorter** to a language festival attracting **D.C. Public School** students from several area language immersion programs. The renovation of **Franklin Park** led to more regular community activities there and provided a verdant, attractive backdrop for our building. A Planet Word-



sponsored writing journal tucked away in a park bench helped extend the reach of words and literacy across the street.

In the Planet Word entrance lobby, thanks to the largesse of **Lisa and Josh Bernstein**, we installed a Short Edition Story Dispenser (the most popular one in the world, as it turns out) that allows visitors to print out and take home a story or poem — a tiny but tangible gift of reading from us to them!

Bottom line, Planet Word was filled (sometimes overflowing) with the kind of word-related programming, scholarship, and activities that we had always anticipated and with the hundreds of word-loving visitors that we *knew* would find a home here. And all the while, we never forgot our six core values, ensuring that everything we did was fun or playful or unexpected and certainly meaningful, motivational, and inclusive. From the glowing reviews we receive and the return visitation we're witnessing, we know our visitors appreciate what we've built together and are now able to fully realize.

And thanks to the continuing generosity of our capital campaign donors, several new major donors, and thousands of individual donors, we were able to complete Lexicon Lane, our word-sleuthing adventure village, and we began creating new content for the **Schwarzman Family Library**, to be completed in the fall of 2023. We installed our beautiful Little Free Library, a miniature replica of the Franklin School, and immediately saw visitors taking books and leaving books for others to read — just what was intended.

So if this is where we're at after one full year of normal operations, just imagine what's to come!

“

**From the glowing reviews we receive and the return visitation we're witnessing, we know our visitors appreciate what we've built together and are now able to fully realize.”**



ANN FRIEDMAN  
Founder and CEO



FIRST PERSON

# The Gift of the Franklin School

**When I moved from Seattle to the “other Washington” in 2017 to work for Ann Friedman in starting up Planet Word, the museum itself was still a set of ideas — compelling ideas, fueled by Ann’s passion for literacy and her vision for a museum that could inspire a love of words, language, and reading — but ideas, nonetheless.** What had hooked me to move across the country was the leadership and commitment that Ann had already demonstrated: she had successfully negotiated with the District of Columbia to grant her the opportunity to restore and rehabilitate the Franklin School, a National Historic Landmark, as a home for Planet Word, taking on the sole development and financial responsibilities herself.

“**Ann’s attention to detail can be seen in the restoration of the ornate cast-iron stair rails that represent the foliage and the school’s continuing connection to nature, and the forms of the acorn, a traditional symbol of learning.**”







Being a first-time developer in downtown D.C. was a significant challenge in itself, but restoring a 55,000-square-foot, badly degraded building to reflect and preserve its 150-year-old heritage, was a massive project. Ann oversaw a remarkable team of architects and construction managers in preparing the building to embrace the museum. Ann's leadership commitment inspired and encouraged the many generous donors who then stepped forward to support the development of the museum exhibits and its startup operations.

This past year, Ann took her remarkable gift one step further, transferring her leasehold interest in the Franklin School to Planet Word, effectively gifting the museum a \$37 million renovation. This extraordinary generosity means the museum will have its own rent-free home for the next 90+ years, providing organizational stability and freeing up resources for even more impactful programming.

Ann's purposeful philanthropy is an inspiration for others who share a love of language, literacy, and learning, and who wish to create positive change.

Now, every day I step into a lobby full of visitors eager to dive into language. They're there to learn and have fun in a new kind of way. The symbolism of the Franklin School is not lost on me — learning and philanthropy are in our DNA, thanks to Ann's gift to Planet Word.



PATTY ISACSON SABEE  
Executive Director



# Memorable Moments



## BONJOUR! BIENVENUE À PLANET WORD

In 2022, the First Lady of the United States, **Dr. Jill Biden**, and the First Lady of France, **Mme Brigitte Macron**, visited Planet Word as part of the First Lady's State Visit Program. Both first ladies are lifelong educators who share our passion for language and reading.

Throughout the day, the first ladies explored Planet Word's interactive exhibits alongside students from Silver Spring International, a French immersion middle school. The visit included a bilingual poetry reading by **Ada Limón**, the current Poet Laureate, and **Maya Salameh**, a former National Student Poet. This celebratory moment in the life of Planet Word highlighted the critical role that education and literacy play in advancing a more connected, compassionate world.

Planet Word Founder Ann Friedman, Mme Brigitte Macron of France, and Dr. Jill Biden admiring *The Little Prince* shadow box diorama in Planet Word's magical Schwarzman Family Library.



## CREATIVE INSPIRATION

Planet Word inspires creators, and creators inspire Planet Word! Noted artists who stopped by this year include iconic fashion designer **Diane von Furstenberg**, whose love for words and patterns inspired her to sponsor the Words Matter Gallery. Superstar singer-songwriter **Paul Simon** also visited for a tour of the gallery named for him, and he experienced “Unlock the Music” for the first time. Emmy-nominated singer-songwriter-composer and first-ever NSO Artistic Advisor **Ben Folds** joined the museum in co-hosting the immersive “DC Camp A Capella Intensive.”



Paul Simon visits his Gallery, “Unlock the Music”



## LEADING THE FUTURE

Mayor Muriel Bowser invited D.C. residents to Planet Word for her administration’s **Together DC! Big Challenges & Bigger Ideas Forum** to gather transformational ideas for the future of the city, covering topics such as democracy, education, and reimagining downtown. Planet Word served as an exemplar of these ideas, with the Mayor recognizing the museum as a transformational project that anchored the revitalization of the Franklin Square neighborhood and today serves as a valuable resource for the entire community.



## SCRIPPS NATIONAL SPELLING BEE STUDENTS VISIT PLANET WORD

Young word wizards from the Scripps National Spelling Bee energized Planet Word’s interactive galleries and showcased their impressive skills in a mini-spelling bee. Their skills, curiosity, and commitment to language highlighted the importance of cultivating the next generation of language lovers.





## MEMORABLE MOMENTS

### LEXICON LANE

Lexicon Lane debuted in the Spring and was an immediate hit with visitors of all ages! This new escape room-style experience provides visitors with playful, hands-on activities that educate and entertain as they explore themes of language, storytelling, and culture.



### LAUNCHING THE LANGUAGE SCIENCE STATION

Through a prestigious **National Science Foundation** grant, researchers have partnered with Planet Word to establish a “living language laboratory.” Developed in collaboration with specialists from the University of Maryland, Howard University, and Gallaudet University, the Language Science Station trains university students to work with museum visitors, providing both groups with unique, hands-on experience in the scientific study of language as well as science communication.

One of the program’s primary objectives is to recruit student-scientists from populations historically underrepresented in the field, broadening participation in language science in terms of both the researchers and the participants in the research. The program rolled out in June with the first student cohort of 15 students, 12 of whom identified as being from an underrepresented background.

### WORDS LOST, WORDS FOUND

Planet Word and the **American Speech-Language-Hearing Association (ASHA)** launched Words Lost and Found, a new digital exhibit that spotlights word-finding difficulties ranging from the “tip of the tongue” phenomena that many experience to aphasia, a leading communications disorder. Through sharing personal stories and interactive experiences, we aim to increase understanding and offer resources to those who may need help. In August, Planet Word received **ASHA’s 2022 Media Champion Award** for outstanding coverage and outreach about communication disorders.



# Inaugural Gala Spotlights Language Leaders

On October 11, 2022, Planet Word held its inaugural **Fall for Words Gala**, raising over half a million dollars in support of the museum's mission. Founder and CEO Ann Friedman bestowed the first **"Words, Language, and Reading" Awards** on three Planet Word Advisory Board members who have played an instrumental role in the museum's development:

- Word Honoree: *New York Times* Crosswords editor and famed puzzler **Will Shortz**, for his passionate and playful approach to words.
- Language Honoree: Georgetown University linguistics professor and author **Deborah Tannen**, for her practical application of language science to everyday relationships.
- Reading Honoree: *New York Times* bestselling young adult author **Jason Reynolds**, for creating worlds that inspire young people to see themselves as readers and see the positivity and possibility in books.

The evening featured special appearances from Master of Ceremonies **Anna Deavere Smith**, **Amy Walker**, and musical legend **Ben Folds**. With Premier Sponsor support from **Bank of America**, the gala was co-chaired by board member **Samia Farouki** and friend of Planet Word **Ashley Davis**.



“  
I left with a heightened  
appreciation for the  
power of language.  
A refreshing experience.”

VISITOR



## MEMORABLE MOMENTS



## SEGD Global Design Awards

The Society of Experiential Graphic Design (SEGD) awarded Planet Word and lead exhibition designer **Local Projects** with a **Global Design Award**. Planet Word joins esteemed projects from around the world, recognized for their design philosophies and accomplishments in connecting visitors to social issues. In jury comments, one judge noted, “The use of many voice-activated installations in context was certainly first-in-class and to be commended.”

“The use of many voice-activated installations in context was certainly first-in-class and to be commended.”

— JUROR, GLOBAL DESIGN AWARDS





“A highlight for me was the fantastic support I received in planning our visit. [Staff] helped us plan an educational experience that was both meaningful and fun.”

— EDUCATOR



## A LEED-er in Sustainability

In 2022, Planet Word received **LEED Silver Certification**, marking a significant milestone in the museum’s development and highlighting its commitment to environmentally responsible practices.

### FIRST PERSON

## A museum that makes you feel

**I continue to be an ambassador for Planet Word – it is a new way to experience a museum and it focuses on language, the cornerstone of our culture.**



Unlike other museums, Planet Word is about right now, and moving forward, it feels like a future space – and that’s exciting because it also feels like the community that it’s in.

It’s about kids and possibility, it’s about place as a space. It makes you feel.

*Jason Reynolds is a New York Times bestselling author of young adult literature and an Advisory Board member at Planet Word.*

## MEMORABLE MOMENTS

PBS NEWSHOUR

“Words, words, words  
popping from the pages  
of books and revealing secrets”

As part of [PBS NewsHour's](#) Arts & Culture Series, correspondent Jeffrey Brown explored the many ways words make the world go round at Planet Word.



NEW YORK TIMES

“The call to recognize  
language as a powerful  
tool is everywhere.”

*New York Times* crossword columnist and Gameplay editor Deb Amlen traveled to D.C. for an exclusive preview of Lexicon Lane. “Planet Word’s language experience begins as visitors step inside the door... The call to recognize language as a powerful tool is everywhere.”



NPR'S THE WORLD

## Bringing the world's languages to life

Planet Word's Founder and CEO Ann Friedman gives a tour of the museum, "This is like a buffet of languages!" [↗](#)



WETA ARTS

## "A must-see and must-say attraction"

[WETA Arts' ↗](#) Felicia Curry took a seat in our magical Schwarzman Family Library with Founder Ann Friedman to discuss the power, fun, and beauty of words that inspire visitors at Planet Word.



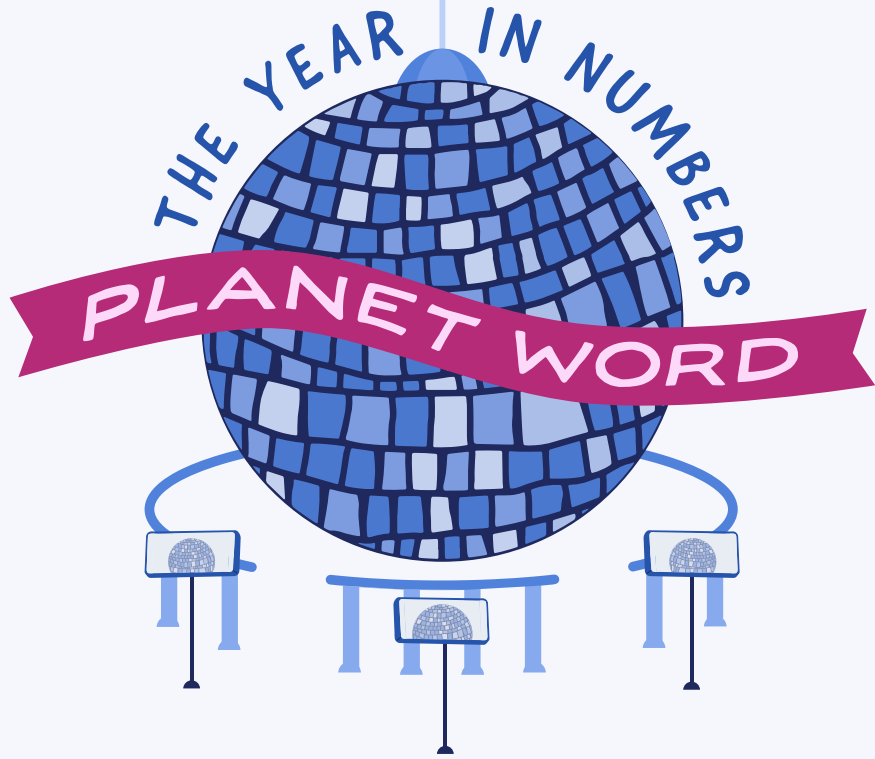
Click the headlines to read more.



## TikTok's favorite D.C. museum is a 10/10!

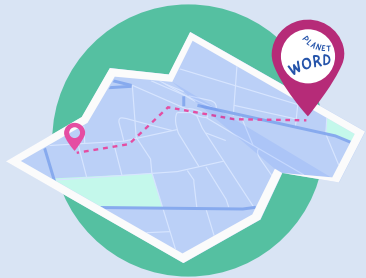
In 2022, one Washingtonian TikTok star was on a mission to visit all of D.C.'s museums before the year's end. With over 80 museums to explore, she declared Planet Word one of her favorites, rating the museum a 10/10 and achieving 33,000 (!) views from around the world. [↗](#)





**83,000+**

MEMORIES CAPTURED  
IN OUR PHOTO BOOTH



WE WELCOMED

**150,000+**

WORD LOVERS, INCLUDING:



**12,720**  
Students



**255**  
Schools



**25**  
States



**132**  
Virtual Field Trips

# BOOTH



PICTURE  
PERFECT  
WORDS!

## 130,000

BOOKS READ IN OUR  
MAGICAL LIBRARY

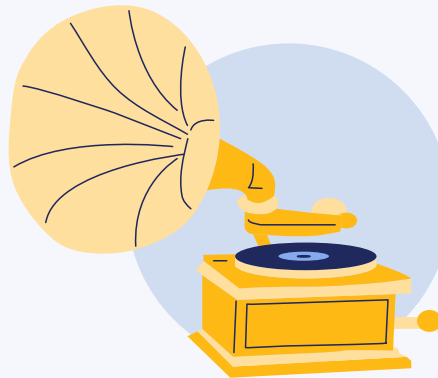


## 40,000

SONGS SUNG IN  
UNLOCK THE MUSIC

## 65,000

RECORDINGS HEARD  
IN WORDS MATTER



## 40,000+

SHORT STORIES  
PRINTED FOR VISITORS  
VIA OUR SHORT  
STORY DISPENSER



# Playful & Powerful Programs

**More than 150,000 word-lovers came through our doors in 2022.** Once inside, playful exhibits and powerful programs became a palette for visitors to unleash creativity, find their voice, and engage with dynamic, thought-provoking ideas.



## PLAY WITH YOUR WORDS

Planet Word proudly hosted the **2022 North American School Scrabble Championship**, where word-savvy students from across the country gathered at D.C.'s word museum to show off their Scrabble skills.

Will Anderson & Hannah Lieberman hosting the 2022 North American School Scrabble Championship livestream at Planet Word

## UNLEASHING THE POWER OF YOUNG VOICES

A centerpiece of our magical **Schwarzman Family Library**, Planet Word's **Story Table** invites visitors to watch their favorite stories come to life. In 2022, Planet Word began work to expand the popular Story Table selections, sourcing recommendations from students as part of its first-ever **Youth Essay Contest**. Museum staff collaborated with author **Pablo Cartaya** to select two winners, Nina and Pranav, whose essays showcased their writing skills, creativity, and thoughtful points of view. Their recommended titles, **Save Me a Seat** by Sarah Weeks and Gita Varadarajan and **Brother's Keeper** by Julia Lee, along with 23 other titles, will soon be added to the Story Table experience, continuing to offer a diverse mix of titles for all ages and interests.



[CLICK HERE TO READ THE 2022 STORY TABLE ESSAYS](#)





## LANGUAGE & EVOLUTION

From games to food to climate, we had lively conversations with authors, linguists, and hot-topic trailblazers about the always-evolving landscape of language. Planet Word's virtual programming series **Language &** explored the dynamics of how the diverse ways we communicate shape our everyday conversations over time.

*This series was made possible through a grant from the Jack, Joseph and Morton Mandel Foundation.*



## WORDS ON THE BUS

Committed to promoting accessibility in education and literacy, the museum launched a new initiative that connects local students at Title I schools to our world-class educational experience. Through the **Words on the Bus** program, Planet Word funds D.C. schools to bring kids to the museum for a day of immersive language learning.

*This program was initiated through a grant from BNY Mellon.*

“  
**Which part of the field trip was your least favorite? Why? “NOTHING. EVERYTHING WAS AWESOME.”**

STUDENT

## LEARNING WITHOUT LIMITS

As students returned to school following the pandemic, Planet Word continued to provide support and resources to educators and classrooms across the country through **Virtual Workshops**, a series of six interactive, educator-facilitated programs that served 2,309 students in 25 states.

*Program development and delivery were made possible through support from the Resnick Foundation and the Institute of Museum and Library Services.*



Visitors celebrating Community Day at Planet Word

# Creating Connected Communities

Through a partnership with social justice cultural hub **Joe's Movement Emporium**, Planet Word welcomes aspiring arts workers to gain important professional experience. These Word Associates are part of JME's **CreativeWorks** program, which fills a large deficit in education, art-centered programming, and workforce development for some of Prince George's County's most vulnerable residents: youth of color. Program interns, who are between the ages of 17 and 24, are in the crucial years of their lives that will define their trajectory and launch them closer to their dreams. CreativeWorks exists to be that launching pad.



## HAPPY BIRTHDAY TO US!

Planet Word turned two in 2022, and we celebrated with a Community Day filled with the joy and wonder of words and language. Museum guests went on a Blind Date with a Book on our Rooftop Terrace, enjoyed crosswords and crafts while they sipped coffee, and took home personalized haikus.



# Connecting Readers with Their New Favorite Story

Thanks to unique partnerships with local artists and friends of the museum, Planet Word found new and creative ways to inspire a love of reading. Planet Word received a generous gift from **Joshua and Lisa Bernstein**: D.C.'s first **Short Edition Story Dispenser**. This one-of-a-kind literary vending machine provides free access to hundreds of short stories and poems printed on eco-friendly paper. At the touch of a button, visitors can take their new reading material home as a keepsake of their visit. To date, visitors have printed and kept more than 40,000 stories.

We proudly opened Planet Word's **Little Free Library**, which connects our community to new stories, perspectives, and experiences, while promoting the importance of sharing and generosity. Museum visitors are encouraged to take a book to read or leave a book for others to enjoy.

With the help of museum visitors and his trusty typewriter, "60-Second Novelist" **Don Hurley** spent an afternoon writing **Down to Earth**, a "short" story long enough to reach from our Rooftop Terrace down to the K Street sidewalk.



## BIRTHDAYS, BRIDES, AND BAT MITZVAHS

Birthdays, brides, and Bat Mitzvahs – these alliterative celebrations (and many more!) have a place at Planet Word. The historic Franklin School is an ideal backdrop for a range of meetings, celebrations, and other gatherings. These events are also a way for us to connect with our community.





# Curating Culture Through Words

## DANCING, WRITING, PLAYING

Planet Word worked closely with DC Public Schools to present the **World Language Festival**, a free event celebrating world culture through language. Partner organizations presented culturally specific activities, including the Embassies of Serbia and Japan, Casa Italiana, Engagement Minorities in Internal Cultures; and the Sultan Qaboos Cultural Center.

Visitors learned to dance Bachata, played traditional Chinese games, and practiced Arabic Calligraphy. The day ended with an awards ceremony and cultural performance by language students and Venezuelan dance group Danzas y Tambor.



“ Great chance to learn while smiling.”

— VISITOR



## GASTRO-ADVOCACY

Through its diverse menu and the unique stories that accompany each dish, our mission-aligned restaurant, **Immigrant Food+**, fosters an understanding and appreciation of different cultures. Through cuisine from around the world, Immigrant Food+ brings the stories of immigrants to light, offering a unique dining experience that promotes cultural exchange.

## THE LANGUAGE-LOVER'S GIFT SHOP

Planet Word's gift shop, **Present Perfect**, is a treasure trove for language enthusiasts and a way to support our mission beyond the walls of the museum. Its carefully curated selection of items, including books brimming with wordplay, word-themed gifts, and games are all sourced from mission-driven vendors. The thoughtful selection offers all guests a delightful opportunity to indulge their love for all things linguistic.





# Planet Word's Exhibits

Planet Word is truly a museum you can talk to — and it will talk back!

Housed in the historic Franklin School, we welcome visitors to Planet Word through the courtyard, where the journey through the world of words begins beneath a spellbinding Speaking Willow created by renowned artist **Rafael Lozano-Hemmer**.

Inside the museum, visitors discover three floors of **FREE** fun, social and interactive exhibits, most of which rely on voice activation or are motion activated.



## Third Floor

THE ANN AND TOM FRIEDMAN GALLERY

### Where Do Words Come From?

Our 22-foot-tall talking word wall explores the many forces that shaped the words we use today.

### First Words

Discover how we learn language.

THE BLOOMBERG PHILANTHROPIES GREAT HALL

### The Spoken World

Meet speakers and signers from all over the world and let them introduce you to what's unique about their languages.



The Spoken World

Word Worlds





Where Do Words  
Come From?

Lend Me  
Your Ears

## Second Floor

### Word Worlds

Dip your brush into verdant, surreal, or luminous and thrill as you transform the room around you with color, sound, and motion.

### Joking Around

Find out who is the funniest person in your family and learn first-hand how words can create laughter by playing Don't Make Me Laugh.



THE DAN LOGAN GALLERY

### Lend Me Your Ears

Deliver a famous speech using a teleprompter and discover what made it unforgettable.

THE SCHWARZMAN FAMILY LIBRARY

### The Library

Enter a magical library where books come to life before your eyes and find the hidden door to the Poetry Nook.

THE PAUL SIMON GALLERY

### Unlock the Music

Choose an iconic song to sing karaoke-style and learn the techniques that help songwriters put together lyrics and create a hit.

Unlock the Music



## First Floor

### I'm Sold!

Learn how advertisers make their goods and causes stand out, and try writing an ad yourself.

THE DILLER-VON FURSTENBERG GALLERY

### Words Matter

Share your story in our fully equipped recording booth and listen to the stories of others who have felt the power of words.



# Board of Directors

Planet Word's governing Board of Directors includes leaders in education, media, real estate, technology, the arts, and museums. Board members serve by contributing their advice and service through committees and ad hoc working groups. Their exceptional dedication is shown through gifts totaling over \$1.7 million in 2022, including annual operations, pledge payments, and endowment gifts.

## CEO/Chair

**Ann B. Friedman**  
*Founder and CEO*  
PLANET WORD

## First Vice-Chair

**Thomas L. Friedman**  
*Foreign Affairs Columnist*  
NEW YORK TIMES

## Second Vice Chair

**Sara Mark Lesk**  
*Senior Educator and Manager, ret.*  
NATIONAL GALLERY OF ART

## Third Vice Chair

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*Director for the Center for Contemporary Arab Studies*  
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*Attorney and CPA*  
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GLOBAL HEAD OF STRATEGY & CONTENT, WARNER BROS. DISCOVERY/GOLF

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CENTERBRIDGE PARTNERS, L.P.

**Lynn Thoman**  
*Adjunct Professor*  
COLUMBIA UNIVERSITY SCHOOL OF INTERNATIONAL AND PUBLIC AFFAIRS

**Natalie Winston**  
*Executive Producer, Bookings & Specials*  
NPR

# Advisory Board

The Advisory Board is a group of national and international scholars, linguists, and creative practitioners. Advisory Board members help generate ideas and decide how people will experience the museum through different displays of language and communication.

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**Allen Adamson**

*Metaforce*

**Naomi S. Baron**

*American University*

**Lisa Bernstein**

*Wondrus Consulting*

**Adam Bradley**

*University of California,  
Los Angeles*

**Cindy K. Chung**

*Principal Research  
Scientist*

**Linda Coleman**

*University of Maryland*

**David Crystal**

*University of Bangor, Wales*

**Anne Curzan**

*University of Michigan*

**Petra Dierkes-Thrun**

*Stanford University*

**Guinevere Eden**

*Georgetown University*

**Michael Erard**

*Author and Linguist*

**Deborah Fallows**

*Author and Linguist*

**Ben Folds**

*Singer-Songwriter,  
Composer, and Multi-  
instrumentalist*

**Regina Galasso**

*University of Massachusetts  
Amherst*

**Candace**

**Kaleimamoowahinekapu  
Galla**

*University of British Columbia*

**Craig Hoffman**

*Georgetown University  
Law School*

**John Huehnergard**

*Harvard University  
and University of Texas*

**Dan Jurafsky**

*Stanford University*

**Kathrin Kaiser**

*Cognitive Linguist and  
Instructional Designer*

**Michael Macovski**

*Georgetown University*

**Gretchen McCulloch**

*Internet Linguist  
and Author*

**Erin McKean**

*Wordnik*

**Cecile McKee**

*University of Arizona*

**John McWhorter**

*Columbia University*

**John Morreall**

*Humorworks*

**Deborah Morrison**

*University of Oregon*

**Eric Motley**

*National Gallery of Art*

**Elisa New**

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**Rochelle S. Newman**

*University of Maryland*

**Barry Slaughter Olsen**

*Middlebury Institute  
of International Studies*

**Daniela K. O'Neill**

*University of Waterloo*

**James Pennebaker**

*University of Texas*

**Colin Phillips**

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# 2022 Annual Report Honor Roll

We gratefully acknowledge those donors who made gifts, pledges, or pledge payments during the fiscal year 2022. The contributions made play an integral role in fulfilling Planet Word's mission to inspire a love for words, language, and reading. We also extend our thanks to the many visitors who made donations when registering to visit the museum.

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Every effort has been made to  
create a complete and accurate  
list of contributors. Please call  
202.918.6147 with questions or  
corrections.

# Audited Financial Reports

## Statement of Activities

For the Year Ended December 31, 2022

	2022	2021
<b>REVENUE AND SUPPORT</b>		
Gifts, grants, and corporate support	\$3,130,394	\$2,367,638
Group admissions, less donated admission fees	919,778	191,853
Fundraising event, net of expenses	346,138	—
Shop, net of cost of goods sold	239,820	96,401
Rental income	81,439	14,267
Program income	62,027	10,958
Contributed goods and services*	37,209,216	239,202
Other revenue	4,740	(1,715)
<b>TOTAL REVENUE AND SUPPORT</b>	<b>\$41,993,552</b>	<b>\$2,918,604</b>

## EXPENSES

	2022	2021
Program Services	\$4,797,986	\$3,839,373
Management and General	424,989	486,045
Fundraising	374,556	158,410
<b>TOTAL EXPENSES**</b>	<b>\$5,597,531</b>	<b>\$4,483,828</b>
<b>Change in net assets from operations before other items</b>	<b>\$36,936,021</b>	<b>(\$1,565,224)</b>
<b>OTHER ITEMS</b>		
	2022	2021
Extinguishment of debt	—	133,100
<b>Changes in net assets</b>	<b>\$36,396,021</b>	<b>(\$1,432,124)</b>
<b>Net assets at beginning of year</b>	<b>\$18,353,596</b>	<b>\$19,785,720</b>
<b>Net assets at end of year</b>	<b>\$54,749,617</b>	<b>\$18,353,596</b>





## Statement of Financial Position

As of December 31, 2022

ASSETS		
	2022	2021
Cash and cash equivalents	\$876,829	\$1,546,222
Contributions and grants receivable, net	1,702,375	3,407,733
Other assets	217,909	163,985
Property, exhibits, fixtures and equipment, net	53,306,230	17,159,883
<b>TOTAL ASSETS</b>	<b>\$53,103,343</b>	<b>\$22,277,823</b>

\* \$36,900,000 of this total represents the gift of the Franklin School to Planet Word.

\*\* Includes depreciation and amortization costs of \$1,226,458 in FY22 and \$887,411 in FY21, allocated across all three expense categories.

The summary information presented here is derived from the museum's audited financial statements. A full copy of these statements is available from the museum upon request.

LIABILITIES AND NET ASSETS		
	2022	2021
<b>LIABILITIES</b>		
Line of credit	\$1,050,000	\$3,150,000
Accounts payable and accrued liabilities	297,712	774,227
Other	6,014	—
<b>TOTAL LIABILITIES</b>	<b>\$1,353,726</b>	<b>\$3,924,227</b>
<b>NET ASSETS</b>		
Without donor restrictions	53,110,989	15,013,307
With donor restrictions	1,638,628	3,340,289
<b>Total Net Assets</b>	<b>\$54,749,617</b>	<b>\$18,353,596</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$56,103,343</b>	<b>\$22,277,823</b>







## The Bookend Society

The Bookend Society is our legacy society and was created to sustain the museum in the future. Reflecting the dictionary description for bookend — similar things that begin and end something and stabilize things — is exactly what we hope this new giving society will do!

**If you would like to learn more about including Planet Word in your will or estate plans, please call 202.918.6147 or email us at [giving@planetwordmuseum.org](mailto:giving@planetwordmuseum.org).**

# Planet Word

Museum of Language Arts

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