



The Henry Ford

Operating Revenue (in thousands)	2020	2019
ADMISSIONS	\$3,309	\$15,235
MEMBERSHIP	\$3,808	\$6,650
RESTAURANTS + CATERING	\$2,537	\$15,992
RETAIL	\$481	\$1,450
OTHER EARNED INCOME	\$3,862	\$8,766
GIFTS + CONTRIBUTIONS	\$10,221	\$5,866
INVESTMENT INCOME	\$17,548	\$17,939
OTHER	\$1,113	\$1,564
	\$42,879	\$73,462

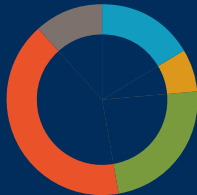
Operating Expenses (in thousands)	2020	2019
PROGRAM	\$40,006	\$62,893
ADMINISTRATIVE	\$6,332	\$7,706
DEVELOPMENT + MEMBERSHIP	\$1,684	\$2,788
	\$48,022	\$73,387

SURPLUS (DEFICIT)	(\$5,143)	\$75
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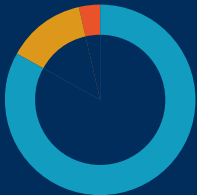
Total giving to The Henry Ford last year reached \$16.2 million, which includes gifts and contributions to the operations shown above.

Fundraising expenses as a percentage of total revenue: 3.93%

Note: Due to the necessary response to COVID, The Henry Ford was closed for over 3 months in 2020, reopening with significantly lower capacities and resulting in an operating deficit approved by the Board.



2020 Operating Support + Revenue
 PROGRAM REVENUE 16.6%
 RETAIL + FOOD SALES 7.0%
 GIFTS + CONTRIBUTIONS 23.8%
 INVESTMENT INCOME 40.9%
 OTHER 11.6%



2020 Operating Expenditures
 PROGRAM 83.3%
 ADMINISTRATIVE 13.2%
 DEVELOPMENT + MEMBERSHIP 3.5%