

This Old House has seen a lot of history...

1845: Shopkeeper William C. Williams builds his majestic brick building on the east end of Salem. He operates a store out of the first floor, and his large family lives upstairs. His death only a few years later leaves the house to his daughter and her husband, the Browns, who continue to operate the store for many years...

1863: Union soldiers march through Salem past the Brown House. One young private spies a pretty Brown girl peeking from an upstairs window. He eagerly approaches the house to get better acquainted, but instead finds Mrs. Brown! She quickly ends the incursion...

1930s: The old building is leased to the Kappa Alphas at Roanoke College as their fraternity house...

1970: A group of concerned Salem residents form the Save Old Salem Committee to encourage the preservation of historic structures in town. One of their first targets: the dilapidated Williams-Brown House on East Main...

1987: The old house, pulled by a straining diesel truck, slowly crawls through Longwood Park on its way to a new life as a local history museum...

1992: The Salem Museum, operated by the Salem Historical Society (formerly Save Old Salem) opens for business in the relocated Williams-Brown House...

2010: The Salem Museum reopens the most exciting cultural center in southwest Virginia and the "greenest" building in town...

... With your help, it can see a great future!

Who we are... What we do... and why you want to be a part of it!

Our Mission: The Salem Museum is organized for the purpose of collecting, preserving and interpreting artifacts and materials that reflect the rich heritage of the Salem/Roanoke Valley area in order to preserve the past and educate future generations.

The Salem Museum will fulfill its mission by:

1. Promoting and conducting research pertinent to all facets of the area's history and sharing the information with visitors of all ages through exhibits, programs, tours and publications;
2. Providing a historical and ecologically sustainable facility with high museum/archival standards for the safekeeping of the Museum's collections.

Educational Programs and Activities Include:

- School tours and outreach programs tailored to Virginia's Standards of Learning
- Internship program to college students entering Museum careers
- Monthly Lecture Series open to the public
- Annual Ghost Walk Tour living history event and historic Holiday Home Tour
- Junior Historian Summers Program
- History classes offered to the local home-educated community
- Lectures to civic groups on local and regional history

We make a difference in our community! You can help us shape the future of our local past with your generous support of the Salem Museum Capital Campaign!



WHERE THE PAST

AND THE



FUTURE



MEET!

THE SALEM MUSEUM CAPITAL CAMPAIGN

*The Salem Historical Society
The Salem Museum
801 East Main Street
Salem, VA 24153*

540-389-6760 ~~ info@salemmuseum.org

The Future of our Local Past...

In 1970, a group of concerned Salem residents raised a clarion call: if we forget our local history, we forget who we are. With this in mind, they founded the Save Old Salem committee to raise awareness of the threats to our vibrant heritage and preserve what was left.

In 1992, that group (by then renamed the Salem Historical Society) opened a charming local history museum in the relocated and renovated Williams-Brown House (1845). As the programs, collections, and public profile of the organization grew, the Salem Museum soon outgrew its space. The solution: build an addition to the venerable old structure which preserved the historical integrity of the building while meeting the needs of a 21st century museum.

A dedicated Capital Campaign Committee accepted the task of raising the necessary funds in a challenging economic climate. Nevertheless, the committee succeeded in raising over \$2.7 million in gifts, grants and pledges. While that was an impressive achievement, there is still work to be done!

On September 25, 2010, supporters, guests, dignitaries, and museum members gathered for the ceremonial ribbon-cutting, re-opening the Salem Museum to much acclaim. Crowds of delighted visitors flocked to see the most exciting cultural center in southwest Virginia, and the new facility was met with rave reviews.

This was a great achievement, but there are challenges still to meet before we can reach our full potential!



Ribbon Cutting, Sept. 25, 2010

Where the Past and the Future Meet

The expanded museum that opened in 2010 is truly a treasure for the Roanoke Valley. The magnificent facility features: extensive new gallery space for the arts and history ~ new offices ~ expanded archive and exhibit prep areas ~ cutting-edge environmental design eligible for LEED certification ~ handicapped accessibility ~ an innovative “green roof” that can host outdoor receptions and programs ~ meeting space suitable for speakers, workshops, or soirees ~ stunning landscaping and plantings, sensitive to the environment ~ an enlarged Museum Shoppe ~ and so much more!

But there is still work to be done! We now face our next challenge: to pay off the necessary debt that was incurred in completing Phase I of construction.



Kids enjoying an educational program at the Salem

The Museum also contains unfinished areas that promise to make us even more of an asset to our community. A large basement space is slated to house the offices and galleries of the Salem Fine Arts Commission, bringing a visual art experience to our visitors. On the third floor, a planned archive and local history research library will allow students, genealogists, and researchers to delve into the area’s past. But we must retire our debt before we can proceed with these plans!

Our Campaign continues—please join us!

How can you help?

The response to Phase I of our Capital Campaign was tremendous. But to pay for the rest of the construction expenses and to proceed on to Phase II of our building program, the Board of Directors has approved continuation of our campaign efforts. We are asking all those who value the preservation of our local heritage; who want future generations to appreciate the history and art of our area to generously support this worthwhile project with a tax-deductible contribution. Naming opportunities are still available!

Please consider what you can do to make the future of our local history a reality!

Yes! I / we agree to contribute \$ _____ to help meet the campaign goals of the Salem Museum.

I would like to make this contribution immediately ____

Or over a period of 1 year__ 2 years__ 3 years__ other ____

I / we would like to begin payments on _____ (date)

Signature

Date

Please print your name(s) as you would like to be acknowledged

Or check here if you wish to remain anonymous ____.

Address: _____

Phone and email: _____

____ My employer _____ will match my gift. I will initiate the process for this right away.

To make a donation by Mastercard or Visa, please call 540-389-6760.

Naming opportunities in the expanded museum are available! Please call 389-6760 for more information!