



WISCONSIN
HISTORICAL
SOCIETY

2025 SCORECARD

Collecting, Preserving, and
Sharing Stories Since 1846

wisconsinhistory.org

IMPACT ON WISCONSIN

In 2025, the Wisconsin Historical Society made major contributions to Wisconsin's economic, educational, and cultural health through innovative initiatives and programs.

EDUCATION HIGHLIGHTS

- **57,000 students** used the Society's 4th-grade textbook
- **6,000 students** participated in NHD (42% increase) from 82 schools
- **32,981 K-12 students** engaged with history at our 12 historic sites & museums (23% increase)
- **8,146 student titles & textbooks** sold by the Wisconsin Historical Society Press
- **4,306 students** served in sessions at the History Makers Space at US Bank Plaza
- **61 students** qualified for National History Day Finals in Washington D.C.
- **37,918 books** sold by the Society Press, many printed on Wisconsin paper

STATEWIDE SERVICE & NATIONAL REACH

- **209,322 people** visited our 12 historic sites and museums
- **261,509 combined followers** on all Society's social media channels (13% increase)
- **4.1 million unique visits** (page views) among all Society websites (wisconsinhistory.org)
- **218,494 patrons** served by the Society's Library & Archives
- **10,685 active members** of the Wisconsin Historical Society (2,985 new members)
- **369 attendees** participated in the Society's local history conference
- **40,311 people** reached by traveling exhibitions; **10,113 attended** Society presentations
- **459 consultations** held by outreach staff to support affiliated local history organizations
- **14 new state historical markers** installed across Wisconsin

PRIVATE INVESTMENT, JOBS & RETURN ON INVESTMENT

- **\$11.4 million** of the Society's \$35.5 million in total revenue (32%) came from private gifts, endowments, earned and service revenue and \$2.3million in federal grant awards
- **1,113 projected jobs** created by construction projects related to historic tax credit programs
- **\$63.9 million** invested in rehabilitated historic properties across Wisconsin
- **\$8.8 million awarded** in federal historic preservation tax credits
- **237 buildings** rehabilitated using tax credit programs
- **\$30 million** in private funds raised for the Society by the Wisconsin Historical Foundation (WHF)
- **\$22.3 million** in private funds raised by WHF for the Wisconsin History Center (\$53.2 million total)
- **\$4.5 million** in earned revenue from WHS admissions, retail sales, event rentals, etc.
- **\$800,133** in earned revenue from retail sales at WHS online store and gift shops
- **\$551,025** in Society Press book sales, thanks in part to **9 new titles published**

For More Information: Contact Kate Easton at kate.easton@wisconsinhistory.org or 608-264-6442

Note: Percentage increases referenced are over FY24