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## **Virginia Living Museum receives 4-star rating from Charity Navigator**

For the fourth year in a row, the Virginia Living Museum in Newport News has received the highest rating of four stars from Charity Navigator, America's largest independent evaluator of charities.

The rating was given for the museum's ability to "efficiently manage and grow its finances."

"Only 10 per cent of the charities we've rated have received at least three consecutive 4-star evaluations, indicating that Virginia Living Museum outperforms most charities in America in its efforts to operate in the most fiscally responsible way possible," said the letter from Charity Navigator Interim President Michael Smith.

"This consistency in your rating is an exceptional feat, especially given the economic challenges many charities have had to face in the last year," said Charity Navigator Program Analyst Emily Navarro.

"The Museum's performance must meet the high standards of savvy donors who want to ensure that their gift makes a difference," said museum Executive Director Page Hayhurst. "This is especially important in challenging financial times when donors have many choices while the Museum depends on community support to accomplish its mission."

A non-profit 501(c)(3) corporation, the Virginia Living Museum has been in operation since 1966. The museum displays more than 200 plant and animal species native to Virginia in an effort to encourage understanding and conservation of our natural world and its delicately balanced components. It serves 217,000 visitors and students each year, has an annual operating budget of \$4 million and an annual economic impact of \$9 million.

For more information about the museum call 757-595-1900 or visit [www.thevlm.org](http://www.thevlm.org). Information about Charity Navigator and the museum's rating can be found at [www.charitynavigator.org](http://www.charitynavigator.org).