

# National Trust for Historic Preservation

## PARTICIPANT PROFILE



**Julia Rocchi**

Senior Director of Digital Marketing  
Washington, District of Columbia

**Website:** [www.savingplaces.org](http://www.savingplaces.org)

**Email:** [jrocchi@savingplaces.org](mailto:jrocchi@savingplaces.org)

**Funder:** American Express

Julia Rocchi is the senior director of digital marketing at the National Trust for Historic Preservation, where she leads a team that wrangles words, pixels, and data to save historic places in the United States. A graduate of Syracuse University in Television/Radio/Film and Marketing, she also has her MA in Writing from Johns Hopkins University and a certificate in facilitation from Georgetown University. Her first book, AMEN': QUESTIONS FOR A GOD I HOPE EXISTS, is coming out this fall from Lake Drive Books.

## ORGANIZATION INFORMATION

**Mission Statement:** The National Trust for Historic Preservation, a privately funded nonprofit organization, works to save America's historic places.

**Mission Priorities:**

1. Arts & Culture

**Total number of employees:** 335

**Total number of volunteers (estimate):** 498

Revenue	Prior Year	2021
Contributions and grants	\$54,853,483	\$45,761,893
Program service revenue	\$3,350,264	\$2,369,864
Investment income	\$7,894,484	\$18,203,143
Other revenue	\$1,811,003	\$8,869,266
Total revenue	\$67,909,234	\$75,204,166

Statement of Revenue (from page 9 – Form 990)	
1a. Federated campaigns	\$39,947
b. Membership dues	\$0
c. Fundraising events	\$53,526
d. Related organizations	\$0
e. Government grants	\$4,344,513
f. All other contributions	\$41,323,907
g. Noncash gifts in line F	\$842,213
h. Total	\$45,761,893
2. a-g Other revenue (if applicable)	

**Fun Fact:** My first book, AMEN': QUESTIONS FOR A GOD I HOPE EXISTS, is coming out this fall from Lake Drive Books.