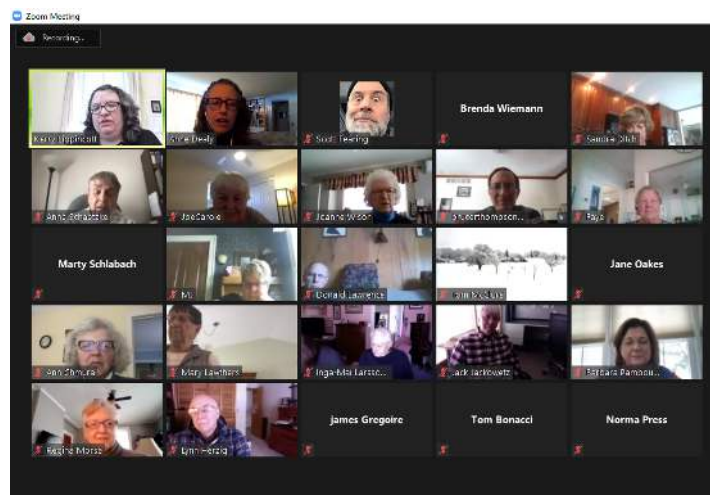


2020 Annual Report



The Geneva Historical Society tells the stories of Geneva, New York. We share these stories online and through the Geneva History Museum, Rose Hill Mansion, and Johnston House.

2020 By Number

2 **collecting initiatives** were held (*We Stayed At Home: A Record of Geneva During the 2020 Pandemic* and *My Geneva Is...*) where community members shared their own stories.

8 “**Looking Back**” articles were written for the *Finger Lakes Times*.

9 **exhibits** were hosted at the Geneva History Museum.

14 **videos** were created for our series *Geneva's Stories*.

27 **partners** (funders and collaborators) helped us to share Geneva’s stories.

52 **blog articles** were written by staff.

252 **research requests** came over the phone, via email, through social media, and in person.

559 followers on **Twitter**.

1,055 followers on **Instagram**.

1,437 people attended one of our 27 **programs (in-person or virtually) or visited the Geneva History Museum**.

4,245 followers on **Facebook**.

65,986 visitors to our **website**.

And **pivots** too numerous to count, but each one enabled us to continue telling Geneva’s stories.

Volunteers

Over 2,000 hours were spent by volunteers attending committee meetings, running the Carriage House Gift Shop at Rose Hill, working with the collections, and assisting with fundraising activities. In 2020, 48 people generously donated their talent and time to the Historical Society.

Fundraising

Despite site closures, reduced capacity, and other restrictions due to the pandemic we managed to hold our own and we couldn’t (and can’t continue) to do so without the financial support from a variety of sources.

Donations, membership renewals, participation in **our fall online auction**, contributing to our **Support Campaign**, and donating items to or shopping at our **Holiday Market** were just some of the ways the community showed their continued support.

Support for our operating costs and programming initiatives came through a combination of **publicly and privately funded grants**. We received grants from the following organizations City and Town of Geneva, Delavan Foundation, ESL Charitable Foundation, Geneva Rotary Club, Farash Foundation, Humanities New York, NYSCA, and Wyckoff Family Foundation.

Through Generations Bank we participated in the first round of the **Payroll Protection Program**, which covered payroll and health insurance for two and half months, and received full loan forgiveness.

Thank you to our members, grant funders, donors, and others who generously supported the Historical Society in 2020.

Consolidated Statement of Operations

Income

| | |
|--|-------------------|
| Contributions | \$ 163,062 |
| Earned Income | \$ 4,912 |
| Net Endowment and Other Investments | \$ 625,992 |
| Total Income | \$ 793,966 |

Expenses

| | |
|-------------------------------------|-------------------|
| Programs Services | \$ 311,394 |
| Management | \$ 159,267 |
| Fundraising | \$ 33,940 |
| Total Expenses | \$ 504,601 |
| Net Operating Gain /Loss | \$ 289,365 |

Consolidated Balance Sheet

Assets

| | |
|--------------------------------|---------------------|
| Cash and Cash Equivalents | \$ 704,604 |
| Property and Equipment | \$ 713,469 |
| Investments at Market Value | \$ 20,141,133 |
| Total Assets | \$21,559,206 |

Liabilities and Net Assets

| | |
|---|---------------------|
| Accounts Payable/ Accrued Expenses | \$ 142 |
| Deferred Income | \$ 0 |
| Net Assets | \$21,559,064 |
| Total Liabilities and Net Assets | \$21,559,206 |

Consolidated Endowment Portfolio Activity

| | |
|---------------------------------------|---------------|
| Market Value on December. 31, 2019 | \$ 19,448,379 |
| Investment Income | \$ 566,247 |
| Change in Market Value | \$ 32,325 |
| Distribution to/from Operations | \$ (396,586) |
| Investment Management Fees | \$ (93,334) |
| Market Value on December 31, 2020 | \$ 19,557,031 |

Highlights from 2020

The **exhibits** *Come Out and Play: Sports in Geneva, All Things Geneva: Items from the Clothing Collection, Those Who Served: Items From the Clothing Collection, An Educated Citizenry: Education in Geneva* and the *Community Curators* series were held at the Geneva History Museum.

One House, Many People: Workers at Rose Hill was installed in the East Tenant Cottage at Rose Hill.

Transition to a **new cloud-based donor database (DonorPerfect)**.

The Board of Trustees created **new policies and procedures** (Communications Plan, Credit Card Policy, Designated Funds Policy, Telework Policy, and Re-opening Plan) and **revised current policies** (Trustee Job Description, Bylaws, and Gift Acceptance Policies and Procedures).

Through DHPSNY an **Archival Needs Assessment** was conducted to help us guide projects in the Archives.

Transition from **annual membership renewal to semi-annual support campaigns**.

When our sites closed to the public and staff had to work from home in the spring, we had to **pivot from offering in person programs to primarily offering digital content** on our website and social media channels.

With 25% capacity and other restrictions we had to **re-think our program offerings**. Weekly outdoor tours of Rose Hill were given, and a self-guided tour of St. Patrick's Cemetery was held. Our fall lecture series, *History Sandwiched In* programs, and programs with the Antiques Clubs of the Finger Lakes were held virtually over Zoom.

It took a **little creativity to take the Historical Society "on the road."** Trivia questions were posted on the Seneca Street Kiosk with the Smith Center for the Arts, an introductory video about Geneva for freshmen at HWS was created, and the story of First Lieutenant Robert Linzy appeared on a beer can from War House Brewing Co.

Board of Trustees

Staff

Officers

| | |
|----------------|-----------------|
| President | Eric Duchess |
| Vice President | Josephine Perry |
| Secretary | Mary Shelley |
| Treasurer | Heather Teets |
| Past President | Susan Treadwell |

2018-2021

Tim Buckley
Jim DeVaney
Susie Flick
Colleen Purbeck

2019-2022

Christa Biesnbach
Eileen Broyles
Judy Campbell
Spike Herzig

2017-2020

Norma Press
Joyce Toher
Max Whelan
Vacancy

Geneva Mayor's Designee to Board

John Pruett

Supervisor, Town of Geneva Designee

Dick Buck

Executive Director

Kerry Lippincott

Director of Education and Public Information

Anne Dealy

Curator of Collections and Exhibitions

John Marks

Archivist

Becky Chapin

Visitor Services and Public Programs Manager at Rose Hill and Johnston House

Amy Pepe
(through August 2020)

Office Manager

Jeanine Housman

Facilities Manager

David Knitter

Director Emeritus

Charles Bauder



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