

NEW HAMPSHIRE
HISTORICAL
SOCIETY FOUNDED 1823

2010 ANNUAL REPORT

Financial report for the fiscal year October 1, 2009, through September 30, 2010. Audited financial statements are available at nhhistory.org or by contacting Director of Finance Dorothy Duclos at 603-856-0602.

Library

30 Park Street
Concord, New Hampshire 03301

Museum

6 Eagle Square
Concord, New Hampshire 03301

603-228-6688

nhhistory.org

Front Cover: *The Glorious Little Flag*, ink and linen on paper, 1864, gift of Jared M. Davis. The most infamous Civil War prison was operated by the Confederate States of America at Andersonville, Georgia. Opened in February 1864, Andersonville became synonymous with the atrocities that Northern and Southern soldiers experienced as prisoners of war. Surrounded by death and suffering, soldiers of the 5th New Hampshire Volunteers imprisoned at Andersonville showed their strength in the face of adversity by drawing a United States flag on a scrap of cotton cloth with red and blue ink and singing patriotic songs on July 4, 1864. Jared M. Davis (b.1839), of Manchester, who served as a sergeant in the 5th New Hampshire Volunteers, preserved the flag and donated it to the New Hampshire Historical Society.

MESSAGE FROM THE EXECUTIVE DIRECTOR



Against the backdrop of cuts and retrenchments throughout the public and nonprofit sectors both in New Hampshire and nationally, the current status of the Society is quite positive by comparison. For this we must thank you, our members and donors, for your steadfast financial support; our outstanding staff, which continually amazes me in their use of limited resources to produce extraordinary results; and our trustees, who collectively provide invaluable wisdom and counsel.

I am pleased to report we ended the 2010 fiscal year with a slight operating surplus on total operating revenues of just over \$2 million. Due to favorable returns in our endowment accounts, overall net assets increased by \$545,112, bringing our total net assets to \$15,788,534. During its 188 years of existence the Society has been prudently managed, a record your current management and board is acutely aware of and focused on continuing.

Apart from the financial results there were other impressive numbers. Visitors to our museum and library totaled 16,662 persons and school children attending our educational programs numbered 13,155. Our traveling exhibition of 20th-century photographs by Ralph C. Larrabee, on display at the AMC Highland Center in Crawford Notch, was viewed by 28,792 persons. There were 97,230 unique visitors to our Web site. And volunteers donated a total of nearly 7,000 hours to the Society.

Another major milestone last year was the completion of an agreement with EBSCO, a national provider of print and electronic databases for libraries, to digitize the entire run of our journal, *Historical New Hampshire*, dating back to 1944. This rich content will be available online both through EBSCO and through the Society's Web site.

November 2011 marks the 100th anniversary of our extraordinary library building, and over the past year we have devoted quite a lot of time to plans for the celebration. The highlight of this centennial year will be the completion of a documentary film describing the building's dramatic origins. We are pleased that New Hampshire Public Television and the New Hampshire Humanities Council are our partners in this production, with major support provided by Merrimack County Savings Bank. The film will premiere at the Society on November 19, followed by a special members-only preview, public showings of the film, and television broadcasts. Other commemorative activities include a special issue of *Historical New Hampshire* (both print and audio versions) and exhibitions of iconic items from the Society's collections. Please watch for publicity about these anniversary events and plan to join us in celebrating this beloved structure.

In recent issues of this newsletter we have reported on our progress in developing plans—now in final form—for a major digitization initiative, which involves creating an integrated electronic catalog of our collections, including high-quality digital images, and making these available online. Since the Society’s founding, the ways by which we learn about history have evolved. The pace of change has quickened—and expectations risen—with the advent of the Internet. We expect to find information and resources online whenever we want, from wherever we are. This offers information-rich institutions such as the Society an unparalleled opportunity to reach new, larger audiences, and to deepen connections within our existing membership.

The foundation of the plan begins with our foremost strategic asset—our collections. With the plan’s implementation we will deliver on our mission in new ways, by increasing our engagement with local communities and expanding our capacity to serve students and advance history education.

Key technology plan elements include:

- A new electronic database that will serve as the Society’s collections catalog and will allow for the full integration of our library, archival, and museum holdings;
- A comprehensive reconstruction of our Web site to serve an expanding and increasingly sophisticated online audience;
- The creation of digital images of our museum artifacts and the most important parts of our special collections, including maps, broadsides, manuscripts, and finding aids, and making these accessible online;
- A major new online exhibition of New Hampshire history that can be coordinated with our physical exhibitions;
- A new online community that will foster increased local and school engagement by building an online network of New Hampshire historical collections and resources.

This digital transformation will mark a watershed for the Society, I believe. Through it we will leverage the power of digital technology, marry it to our existing assets and expertise, and create an institution for the 21st century.

This is what is keeping us busy. I hope you approve. Thank you.

Bill Dunlap
Executive Director

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Sugar Hill Inn
Three Chimneys Inn
The Wayside Inn

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Filtrine Manufacturing Co.
Portsmouth Harbor Cruises
Santa's Village
Story Land
Wildcat Mountain
Yankee Publishing



In addition to providing a stable and secure environment for thousands of artifacts and archives, the Society actively conserves its collections. Endowment funds provide a modest annual budget for conservation, and the Society solicits grants to provide additional resources to care for specific items. Last year, with support from the Bay and Paul Foundations of New York City, five Civil War broadsides were conserved by experts at the Northeast Document Conservation Center. The broadsides will be featured in an exhibition commemorating the 150th anniversary of the Civil War, opening in 2012.



LEADERS CIRCLE
HERITAGE FUND

Unrestricted annual gifts to the Heritage Fund, made in addition to membership dues, are vital to the Society's work to save, preserve, and share New Hampshire's heritage. The Society is grateful to all of its Heritage Fund donors and is very fortunate to have a number of loyal supporters who serve as leaders in unrestricted annual giving beginning at \$1,000. Listed below are Leaders Circle members as of June 1, 2011.

25+ YEARS

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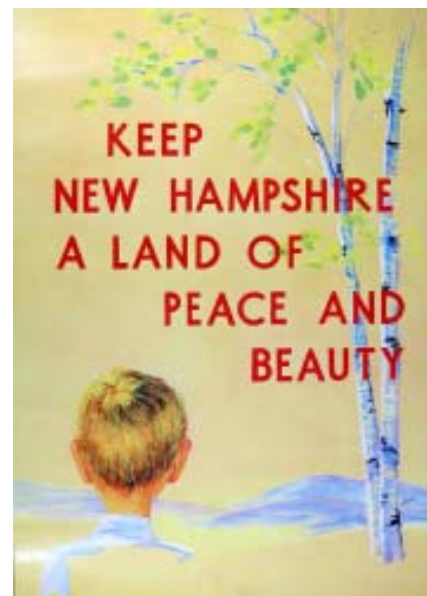
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To become a member of the Leaders Circle, contact Director of Development Anne Hamilton at 603-856-0608 or join online at nhhistory.org.

FOUNDATION SUPPORT

(As of June 1, 2011)

The American Folk Art Society
The Bay and Paul Foundations
Mary Louise Billings Trust
The Brown Foundation, Inc., of Houston
The Jack and Dorothy Byrne Foundation
Cogswell Benevolent Trust
Benjamin Couch Trust
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National Endowment for the Arts
New Hampshire Charitable Foundation
New Hampshire Humanities Council
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Saul O. Sidore Memorial Foundation
Neil and Louise Tillotson Fund of the New Hampshire Charitable Foundation



This promotional poster, dated around 1954, is part of a collection of works by Alice Cosgrove (1909–71) donated to the Society by Mary Louise Hancock. As New Hampshire's official state artist, Cosgrove used her talent to mold the state's image in the years after World War II. She drew the state tourist maps, illustrated fishing, camping, and skiing guides, and gave life to "Chippa Granite," who promoted New Hampshire products and scenery. The Marine Memorial at Hampton Beach was her design, as was the three-cent Old Man of the Mountain postage stamp.

LIFE MEMBERS *(As of June 1, 2011)*

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In 2010 the Society received grants from the National Endowment for the Arts, the McIninch Foundation, the Robert and Dorothy Goldberg Foundation, and the American Folk Art Society to research, catalog, and create digital images of over 3,800 items in the fine arts collection, including this watercolor, *Train Passing Owl's Head*, Benton, N.H., on the Boston, Concord, and Montreal Railroad, by John Badger Bachelder (1825–94), August 27, 1873. The one-year project will conclude in the fall of 2011.

NAMED ENDOWMENT FUNDS

FUNDS FOR RESTRICTED OR DESIGNATED PURPOSES

UNA MASON COLLINS FUND IN MEMORY OF THE SAMUEL BURLEY MASON FAMILY
to acquire New Hampshire-related artifacts, memorabilia, and similar items

CONCORD TOWER CLOCK FUND
to support maintenance of the Society's tower clock on North Main Street, Concord, N.H.

JERE R. DANIELL PUBLICATIONS FUND
to support New Hampshire Historical Society publications

LEONARD K. DODGE FUND
for the acquisition of genealogical material

EDITH SHEPARD FREEMAN/MARGARET H. JEWELL FUND
to support the library and the acquisition of books, papers of interest, or manuscripts

JOHN L. FRISBEE EDUCATION FUND
to support programs and services that fulfill the Society's educational mission

PHILIP B. & NELLE L. HOLMES FUND
to support the library and/or any program related to Portsmouth, N.H.

EDWARD C. & ELIZABETH F. LATHAM FUND
to support the acquisition of books, manuscripts, and associated resources

LIFE MEMBERSHIP FUND
to provide annual funding of the Society's life memberships and to grow the permanent endowment

DUNCAN S. MCGOWAN MEMORIAL FUND
to support the beautification and public enjoyment of Eagle Square, Concord, N.H.

CHARLES S. PARSONS FUND
to support an internship program for the study of New Hampshire decorative arts

KATHARINE PRENTIS MURPHY FUND
to support the acquisition and conservation of museum collections

PERRY-DUDLEY FAMILY ARCHIVE & SHEPARD COLLECTION FUND
to support the Dudley-Shepard Reading Room and/or the Perry-Dudley Family Archive and Shepard Collection

GEORGE F. SAWYER MEMORIAL FUND
to support the manuscripts collection

ANNALEE THORNDIKE FUND
to support museum operations

ASA CURRIER TILTON FUND
to support the acquisition and publication of material related to the history of the Colony, Province, and State of New Hampshire

WILLIAM C. TODD FUND
to support the acquisition of town histories, genealogy, and other works on American history

MARY W. VAUGHAN FUND
to purchase genealogical books

RAYMON S. VAUGHAN BASEBALL FUND
to acquire baseball memorabilia

ROBERT O. WILSON, D.D.S., HISTORICAL RESEARCH FUND
to support historical research

NAMED FUNDS PROVIDING UNRESTRICTED SUPPORT

EVELYN P. & NOAH J. ARELL FUND	RUTH E. PEARSON FUND
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(As of June 1, 2011)

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Pamela Weeks
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Stephen W. & Lucy H. Winship

The Edward & Julia Tuck Society honors those who have included the New Hampshire Historical Society in their estate plans. A bequest to the Society's endowment preserves your legacy and provides support in perpetuity. For information on making a gift to the endowment or to discuss including the Society in your estate plans, contact Director of Development Anne Hamilton at 603-856-0608 or ahamilton@nhhistory.org.

STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS YEAR ENDED SEPTEMBER 30, 2010

OPERATING ACTIVITIES:	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
REVENUES				
Contributed Support				
Contributions and memberships	\$ 299,163	\$ -	\$ 15,685	\$ 314,848
Grants, gifts, and fundraising	144,300	58,600	-	202,900
Contributed goods and services	4,109	-	-	4,109
<i>Total contributed support</i>	447,572	58,600	15,685	521,857
Earned Revenues				
Earned income and special events	234,592	-	-	234,592
Rental income	682,493	-	-	682,493
<i>Total earned revenues</i>	917,085	-	-	917,085
Investment Income				
Kimball Trust and Watson Trust income	72,664	-	-	72,664
Other investment income	740	-	-	740
Investment return designated for current operations	241,919	259,105	-	501,024
Release of endowment draw in accordance with investment policy	197,363	(197,363)	-	-
<i>Total investment income</i>	512,686	61,742	-	574,428
TOTAL REVENUES	1,877,343	120,342	15,685	2,013,370
Net assets released from restrictions:				
For satisfaction of program restrictions	116,390	(116,390)	-	-
EXPENSES				
Program service expense				
Museum	191,648	-	-	191,648
Exhibitions	124,177	-	-	124,177
Library	275,333	-	-	275,333
Education	139,629	-	-	139,629
Publications	87,775	-	-	87,775
Museum store and visitor services	125,335	-	-	125,335
Buildings, grounds, and security	14,060	-	-	14,060
<i>Total program services expenses</i>	957,957	-	-	957,957
Collection items acquired by purchase				
Museum	18,670	-	-	18,670
Library	39,200	-	-	39,200
<i>Total collection items acquired by purchase</i>	57,870	-	-	57,870
Supporting services and general expenses				
Membership, development, and public relations	294,782	-	-	294,782
Administration	213,899	-	-	213,899
Depreciation expense, from operations	155,334	-	-	155,334
<i>Total supporting services and general expenses</i>	664,015	-	-	664,015
Rental expenses, including depreciation of \$41,471	324,940	-	-	324,940
TOTAL EXPENSES	2,004,782	-	-	2,004,782
<i>Increase (decrease) in net assets from operating activities</i>	<i>(11,049)</i>	<i>3,952</i>	<i>15,685</i>	<i>8,588</i>
NON-OPERATING ACTIVITIES:				
Investment return				
Realized and unrealized investment gains	350,593	347,238	-	697,831
Investment expenses	(12,574)	(12,998)	-	(25,572)
Investment income, actual dividends, and interest	152,974	165,800	-	318,774
Change in value of beneficial interest in a trust	-	-	46,515	46,515
<i>Total investment return</i>	490,993	500,040	46,515	1,037,548
Less amount designated for current operations	241,919	259,105	-	501,024
<i>Increase in net assets from non-operating activities</i>	<i>249,074</i>	<i>240,935</i>	<i>46,515</i>	<i>536,524</i>
<i>Increase in net assets</i>	<i>238,025</i>	<i>244,887</i>	<i>62,200</i>	<i>545,112</i>
Net assets, beginning of year, as originally stated	10,392,253	290,356	3,062,396	13,745,005
Prior period adjustment	(1,705,570)	1,921,244	1,282,743	1,498,417
Net assets, beginning of year, restated	8,686,683	2,211,600	4,345,139	15,243,422
Net assets, end of year	\$ 8,924,708	\$ 2,456,487	\$ 4,407,339	\$ 15,788,534