The theme used in our fund raising efforts is “Who owns Marblehead History.” Festival both conducted at the Jeremiah Lee Mansion.

We adopted a new approach to our promotion of Marblehead History. MARBLEHEAD 101, a new multi-year initiative, was launched under the supervision of Director Pam Peterson. This theme is used for all exhibits, lectures and activities. As part of this program, weekly articles titled MARBLEHEAD 101 are featured in the Marblehead Reporter.

The first exhibit in MARBLEHEAD 101 was a timeline of early Marblehead’s role in local and national history focusing on four main themes: Native Americans, Early Settlement, Colonial Marblehead and Marblehead in the Revolution. The next exhibit was entitled “Marblehead Ship Captains and the Ships in which they sailed” and featured portraits of captains and their ships from the Museum’s collection, celebrating Marblehead’s maritime traditions in the merchant trade. Two additional exhibits represented a continuation of our efforts at collaboration within the Marblehead community. Fishing and Shoemaking in Old Marblehead was presented at the Abbot Public Library. In collaboration with the Marblehead Pond Yacht Association, Marblehead Pond Yachts were displayed at the Jeremiah Lee Mansion.

The Lecture Series expanded under the theme MARBLEHEAD 101 and sponsored by Marble Harbor Investment Counsel. It included: “What Happened in Marblehead in the 1600s,” “Mediterranean Ship’s Passes” speaker Stanley Goodwin, “Native Americans in Marblehead,” “Marblehead in the Civil War,” “Marblehead Ship Captains” speaker Don Doliber, “Small Pox in Marblehead” speaker Lauren Fogle, “Preserving the Union” speaker Darren Brown, “Photo Detective” speaker Maureen Taylor, “Elbridge Gerry” speaker Rob Goodwin, “Avery’s Fall” speaker Rhod Sharp and “Marblehead Samplers” by our own Karen MacInnis. All were well attended, filling the JOY Frost Gallery to capacity.

Our collaboration efforts continued under the chairmanship of Rick Settlemeyer with the successful co-sponsoring with the Rotary Club of Marblehead Harbor of the Star-Spangled Pops at Abbot Hall. Again this year we worked with the Marblehead Family Fund on the Ice Cream Social and the Gingerbread Festival both conducted at the Jeremiah Lee Mansion.

Other successful events included our On-Line Auction chaired by Sharon Thibodeau, Pam Cassidy and Kim Downing, and our Marblehead Neck Garden Tour and Blooming Bash Party continued.
The Museum continues to receive donations of documents, paintings, and artifacts every week. Transfer of the nearly 60,000 catalogued items in the collections to Pastperfect software has been completed by Curator Karen Mac Innis. Access to rare Museum documents have been added to the Marblehead Museum website by collections volunteer Standley Goodwin.

This year under the able stewardship of Lynne Ambrose, first vice president of the MMHS Board of Directors, the Genealogy Committee volunteers continued in their efforts to identify Marblehead’s Revolutionary War Soldiers. Although progress has been difficult because of the inconsistencies of public records, they are close to achieving their goal after a lot of hard work.

In December after we entered into a formal arrangement with the Marblehead Historic Commission, agreeing to work together when appropriate for a mutual benefit. The agreement was approved by the Board of Selectmen and was executed by representatives of all three organizations. This agreement is a major step forward in our collaboration efforts in the community. It is particularly unique in that it is a cooperative effort between a publicly appointed organization, the Commission and a private nonprofit MMHS. The Selectmen were praiseworthy of our efforts, recognizing the benefits to our community.

After a full and productive year, we celebrated with our annual Christmas Appreciation Party for over 100 active volunteers, staff and board members at our home.

We are encouraged by the success of Marblehead 101, and the fact that it has achieved its own identity in the community. Although we continue to struggle financially, we also believe the programs and systems we have put in place will allow us to reach out more effectively to receive support from the community, thus ensuring the continuation of our important mission to preserve, protect and promote Marblehead’s unique history.

Dick Carlson, President

TREASURER’S REPORT
From a financial and administrative perspective, 2011 featured many positive achievements. A primary focus of the year was on membership with efforts to attract new members as well as to woo back lapsed members. These initiatives were productive and we ended the year with over 630 members, the highest level in many years.

Our internal business processes were another key area of focus in 2011. The benefits derived from our staff reorganization announced in 2010 continued with the result that our business management, financial reporting and development database management have never been in better shape. The Board of Directors has also increased its involvement with events and fund raising initiatives, resulting in measurable increases in revenue generated.

The Investment Committee, chaired by T.J. Fitzgerald, continued its excellent stewardship of our endowment accounts. While keeping a close eye on global financial markets, the committee seeks to achieve competitive returns via a diversified portfolio, structured to achieve both capital appreciation and a solid yield. Growing our endowment through gifts and planned giving will be an important activity as we go forward.

The 2011 Annual Appeal, our primary source of funding, benefited from the positive involvement of the Board of Directors. Both the amount raised and the number of donors increased over 2010 levels; however, the average contribution was down. While we recognize the nationwide economic challenges placed on all of us, maintaining the financial integrity of the MMHS remains an area of concern. We need to significantly increase operating revenues from both memberships as well the Annual Appeal so as to preserve our endowment principal.

The Marblehead Museum & Historical Society is a dynamic, well run organization which is highly respected and relevant to our community. The organization has achieved this position by offering a wide variety of outstanding exhibits, lectures, and related programs focused on preserving and promoting Marblehead’s rich history.

In order to remain a dynamic “preserver of Marblehead’s history” we will need to expand our development efforts. The Board appreciates the challenge and will work diligently in 2012 to enhance our fundraising activities. We hope that you will join us in these efforts by maintaining your membership, contributing to the Annual Appeal, and attending our many events. As always, your support is truly appreciated.

Fred Settelmeyer, Treasurer

STAFF
Pam Peterson, Museum Director
Lynne Fitchet, Director of Business and Development
Karen Mac Innis, Museum Curator
Cinny Rockett, Housekeeping & Events

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Fred Settelmeyer, Treasurer
STATEMENT OF ACTIVITIES
Year Ended December 31, 2011

REVENUE AND SUPPORT
Donations and Dues
Annual Appeal $77,329
Membership Dues 33,264
Grants 16,284
Other Donations 9,509

Museum Activities
Admissions 5,084
Events 25,023
Exhibits & Programs 13,496

Total Revenue and Support 203,613

EXPENSES
Personnel 133,535
Museum Activities 24,019
Development 12,416
Facilities 48,627
Insurance & Professional Fees 39,935
General & Administrative 13,627
Depreciation 1,519

Total Expenses 287,142

Change in Net Assets
Net Assets, Beginning of Year $555,968
Net Assets, End of Year $1,572,439

STATEMENT OF FINANCIAL POSITION
December 31, 2011

ASSETS
Current Assets
Cash $26,150
Investments 1,159,971
Total Current Assets $1,186,121

Property and Equipment, Net 386,401
Total Assets $1,572,522

LIABILITIES
$83

NET ASSETS
Unrestricted $1,572,439
Total Net Assets $1,572,439

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Richard & Jean Carlson
Peter & Minu Hart

PRESIDENT’S CIRCLE ($1,000 +)
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TJ & Sheila Fitzgerald
Donald & Mimi Gardner
Ronald & Sheila Geraty
Stanley Goodwin
Gary & Kaye Stone
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Jay & Becky Pingree
Anne Pool
Benjamin & Wendy Rowland
Webb-Russell & Sharon Pingree-Russell
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