INTRODUCTION

Due to the Covid-19 pandemic, 2020 did not go as planned at The House of the Seven Gables. In a normal year, over 80 percent of our revenue is earned through in-person visitation and store sales. For the first time, the historic campus was closed to the public for an extended period to protect the health of the community, visitors, and staff resulting in a loss of nearly $1,000,000.

During this challenging year, the hard-working team at The Gables remained resilient - fulfilling the organization’s mission by exploring innovative ways to connect with our members and the public and by making necessary improvements to this beloved site. Efforts have included: offering virtual programming, classes and events; implementing a brand-new integrated system resulting in more efficient processes; inventorying and rehousing our archival collection and making the highlights accessible online; and preserving our historic buildings to ensure that they are in good repair and looking their best.

The Gables survives thanks in large part to generous donors, members, and visitors. Looking forward, 2021 will be a year of recovery and renewal as we welcome the community back to our idyllic and storied site.

The mission of The Gables is to be a welcoming, thriving, historic site and community resource that engages people of all backgrounds in our inclusive American story.

The vision of The Gables is to preserve, share, and continue the American story.

Visitors Impact in 2020:
• Provided a safe opportunity for over 21,000 visitors to engage with American history with the open-air Gardens and Grounds Experience.
• Welcomed visitors from all 50 states and 5 countries.
• Offered 25 public programs in a virtual setting including the Enterprising Women lecture series, a Community Conversation, and Taste of The Gables.

INTERPRETIVE EMPHASIS:
The legacy of maritime wealth coupled with Nathaniel Hawthorne’s fame allows for The House of the Seven Gables to provide vital settlement services to Salem’s immigrant community.

STAFF AND VOLUNTEERS:
There was a large reduction in force in 2020. In 2021, The Gables plans to continually add to its staff and volunteer force.
• 15 full-time staff
• 15 part-time staff
• Over 75 volunteers who support a variety of committees and tasks
SETTLEMENT IMPACT:
The unbounded vision of our founder, Caroline Emmerton, carries a remarkable, generative force: it continually inspires us to dig deep into community, reach out to partners, and magnify good.

- Hosted a Community Conversation in partnership with Community Supported Film. This documentary and discussion event highlighted three local immigrant stories.
- Throughout 2020, The House of the Seven Gables continuously stocked its two Little Free Libraries with books and non-perishable food.
- In 2021, The Gables will restart its ESL and citizenship adult education program, thanks to support from the van Otterloo Family Foundation.
- The Gables was selected as one of ten museums in the country to partner with the Sites of Conscience on an IMLS-funded community resiliency project.

PRESERVATION IMPACT:
The House of the Seven Gables Museum Campus was designated as a National Historic Landmark District in 2007. The campus consists of 2 acres of land, seaside colonial revival gardens, and seven historic buildings. In addition to preserving and maintaining our campus, the organization cares for over 3,000 works of art, furnishings, and ephemera as well as an archive with thousands of documents, books, and mixed media.

EDUCATION PROGRAMS:
The House of the Seven Gables offers structured educational programs to students ranging from grades K-8. These programs provide students with engaging activities that focus on early New England history, home life, and maritime trade. Our programs meet the following curriculum standards: Massachusetts History and Social Studies; Common Core Standards for ELA; and Literacy in History and Social Studies. In 2020, Gables staff laid the foundation to bring educational programming online including the development of Naumekeag Settlers to Salem Shippers and a virtual field trip.

PUBLIC PROGRAMS:
Public programming at The House of the Seven Gables is planned by staff with the goal to engage our diverse audiences with our National Historic Landmark District in meaningful ways. In 2020, almost all program pivoted to an online format and most programs will continue that way into 2021.

Special programs for 2021 include:
- What’s the Story? programming series
- Colonial Classics food demonstration series
- Hawthorne Book Club
- Community Conversations
- Community Yoga Partnership with Wild Sea Wellness
- Monopoly tournament and lecture

GRANTORS/SUPPORTERS:
The House of Seven Gables Settlement is a 501(c)(3) non-profit organization. We are supported by membership, donations, visitation and store income. We do not receive federal funds to support our education and preservation efforts.

Please consider a donation or becoming a member to help us continue our work in the community.

At the end of 2020, The Gables was supported by over 250 members as well as individuals, foundations, and businesses.

Recent supporters include:
- 1911 Trust Company
- East Boston Savings Bank
- Eastern Savings Bank
- Essex County Community Foundation
- Footprint Power Salem Harbor Development LP
- Immersive Worlds, LLC
- Mass Cultural Council
- Mass Humanities
- National Endowment for Humanities
- Salem Five Bank
- van Otterloo Family Foundation
- and other generous supporters