The House of the Seven Gables

To preserve, share and continue the American story
A Message from our Leadership

Dear Friends,

It’s not an overstatement to say that we would not be here without the incredible support you and many others displayed in 2020. We are so grateful to our members who maintained their status, friends who increased their charitable gift levels, and grantors who funded worthy projects during the most challenging year in our memory. Every day we feel fortunate and grateful to see the light at the end of the pandemic tunnel.

While 2020 presented its share of challenges in all aspects of life, we are able to note successes at our historic site. The Gables received CARES Act funding from the National Endowment for the Humanities and started transformative work on our archival collection. Frontline staff created a safe and welcoming environment for over 21,000 visitors. Our interpretive staff created meaningful experiences with a virtual field trip program and all of our staff embraced technology as a way to stay engaged and fulfill our mission.

We present our 2020 Annual Report to you with appreciation. Highlights include preservation projects, our pivot to online and virtual programming, and development of a plan to be “in” classrooms across the region.

We sadly acknowledge that as of publication of this report, 602,000 Americans have died from complications of COVID-19, including some of our friends and supporters from over the years. We extend our sympathies to their circles.

We wish you the best of health and thank you for your continued support and friendship.

With appreciation,

Kara McLaughlin
Executive Director

Patricia Fae Ho
President of the Board of Trustees

VISION
To preserve, share and continue the American story.

MISSION
To be a welcoming, thriving, historic site and community resource that engages people of all backgrounds in our inclusive American story.

VALUES
We value Caroline Emmerton’s founding mission of preserving the legacy of our site to sustain our Settlement programs for local immigrants.

We value our designation as a National Historic Landmark and the preservation of our buildings, collections and gardens.

We value the literary legacy of Nathaniel Hawthorne.

We value being a center of and for the community.

We value education as a central tenet of our programming.

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The Visitor Experience in 2020

Over 21,000 visitors from all 50 states and five countries visited The House of the Seven Gables in 2020. In February 2020, brand new interpretive signage was installed and tied in well with the outdoor-only Gardens and Grounds Experience that was available July-December 2020. Visitors enjoyed a 30-minute, interactive audio tour of the historic gardens, access to the Visitor Center and Museum Store, and a special pre-recorded video tour of The House of the Seven Gables to enjoy at home.

In November, Gables’ staff piloted a Semi-Private Guided Tour Experience. This guided tour was available for groups of four people and included a tour of the Turner-Ingersoll Mansion and Nathaniel Hawthorne Birthplace.

A Virtual Tour Package was available to visitors who didn’t feel comfortable visiting The Gables in person. This package included access to a pre-recorded video tour of The Gables and a self-guided 3D tour of the mansion.

Top: The Gables happily welcomed back its first visitors; Left: Visitors happily explored the gardens; Right: Signage prepared visitors for their visit.

Who We Are

Kara McLaughlin
Executive Director

Eliud Alcala
ESL/Citizenship Program Associate

Julie Arrison-Bishop
Director of Community Engagement

Susan Baker
Collections Manager

Yamily Byas
ESL Instructor

Bruce Campbell
Grounds Keeper

Geneva Cann
Development Associate

Stephanie Chery
ESL Instructor

Deb Costa
Special Events Manager

Marisol Cruz Ulloa
Special Event Assistant

William Demick
Visitor Services Specialist

Francis Dybczak
Maintenance Staff

Marguerite Fijux
ESL Instructor

Laura Gadbery
Prospect Research Specialist

Pilar Garro
Director of Development

Nestor Grullon
Citizenship Instructor

Stacey Harvey
Administrative Assistant

Benjamin Lithgow
Visitor Services Operations Manager

Brian Payne
Maintenance Mechanic

Everett Philbrook
Museum Store Manager

Kaylee Redard
Visitor Services Specialist

Jacqueline Valatka
Business Manager

Sarah Walker
Special Event Assistant

Senior Historical Interpreter Staff

Connie Barlow
Jeffrey Horton
David Moffat
Lehan Morley
Julie O’Meara
James St. Vincent

Historical Interpreter Staff

Gerard Crowley
Educational Program Overview

The 19th Amendment to the Constitution guarantees and protects a woman’s right to vote. To honor the 100th anniversary of this historic milestone in 2020, The House of the Seven Gables presented the Enterprising Women slate of programming. Each program shared the enterprising spirit of women and their continuing impact. Highlights included lectures, a film-and-discuss event, and a live Zoom musical, *We Did It For YOU!*

When the stay-at-home orders started in March 2020, our staff quickly found ways to educate and engage online. Using the virtual tour of the mansion, interpretive staff started offering a Virtual Field Trip package that included Q&A and conversations with people from all over the country.

Our education and interpretive staff spent the latter part of 2020 developing a plan to move our hands-on education programs, including the popular grades 2–5 program, *Naumkeag Settlers to Salem Shippers*, to an online format.

Settlement Updates

Our biggest challenge as an organization in 2020 was keeping a connection with the students from our settlement programming. Due to reduced staffing levels and limited space, we stopped offering our ESL and citizenship classes in April 2020 and were unable to resume them for the remainder of the year.

Other programs and partnerships:

- We offered our Visitor Center meeting space for free to community organizations. Volunteers from My Brother’s Table in Lynn used this space to make and pack meals for those in need.

- We 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.

- 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 to be planned and implemented in 2021 and early 2022.

Archived annual reports show the breadth and changes to settlement house work for the past century.
Collections and Preservation

The House of the Seven Gables completed a major archives processing project, funded by the National Endowment for Humanities CARES grant. This funding allowed our organization to save jobs and improve the long-term care of our unique archives.

Highlights of this project:

- Inventory of archival (paper and books) materials
- Proper storage of archival materials (including purchase of proper storage materials)
- Creation of an archival policy
- Inventory and organization of institutional records
- Creation of an institutional records policy
- Digitization of key materials for greater accessibility to staff, researchers, historians, students and the community at large
- Transfer to digital format both VHS and cassette media related to the site’s history
- Posting of digitized materials and data on our website, 7gables.org

The Collections team also made updates to the furnishing plan in the Turner-Ingersoll Mansion, continued to make improvements with integrated pest management, completed a works-on-paper assessment, and participated on a city-funded preservation group focused on climate change and sea-level rise.

The Preservation team at The Gables completed important projects and necessary repairs to the National Historic Landmark District. Projects ranged from simple maintenance to planning and assessment for major projects in the future.

- Repaired and painted the Turner Street fence
- Replaced Visitor Center doors
- Repainted the floor in the Turner-Ingersoll Mansion
- Completed a professional HVAC Assessment for the Turner-Ingersoll Mansion
- Completed a structural analysis of the Hooper-Hathaway House
- Began a comprehensive professional assessment of our fire and security systems

Thanks to support from the Massachusetts Cultural Council and Mass Humanities, the preservation staff was able to repair clapboards and trim on the historic buildings and oversee façade painting on the Phippen House and Nathaniel Hawthorne Birthplace. Thanks to support from the Massachusetts Historic Commission, dendrochronology reports were completed for the Becket and Hooper-Hathaway houses.

In March 2020, the historic horse chestnut tree was replaced. The original tree is thought to have been on site during Ingersoll’s ownership and Hawthorne’s visits. The tree posed a danger to visitors and neighbors. Limbs continued to break free in every storm. The original tree was replaced with a stunning, mature one which was a gift from Bruce McLaughlin, given in loving memory of his wife Jeanette McLaughlin.
2020 Financial Overview
January 1 – December 31, 2020

<table>
<thead>
<tr>
<th>OPERATING REVENUE</th>
<th>2020</th>
<th>2019</th>
<th>% INCREASE (DECREASE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions</td>
<td>$174,000</td>
<td>$1,431,669</td>
<td>-88%</td>
</tr>
<tr>
<td>Museum Store Sales (Net of COGS)</td>
<td>46,000</td>
<td>259,927</td>
<td>-82%</td>
</tr>
<tr>
<td>Development</td>
<td>315,500</td>
<td>294,028</td>
<td>7%</td>
</tr>
<tr>
<td>Facility Rentals and Other Income</td>
<td>18,400</td>
<td>88,567</td>
<td>-79%</td>
</tr>
<tr>
<td>Education</td>
<td>1,500</td>
<td>10,793</td>
<td>-86%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$555,400</strong></td>
<td><strong>$2,084,984</strong></td>
<td><strong>-73%</strong></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>OPERATING EXPENSES</th>
<th>2020</th>
<th>2019</th>
<th>% INCREASE (DECREASE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$918,000</td>
<td>$1,573,978</td>
<td>-42%</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>332,000</td>
<td>432,788</td>
<td>-23%</td>
</tr>
<tr>
<td>Development</td>
<td>191,000</td>
<td>257,019</td>
<td>-26%</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,441,000</strong></td>
<td><strong>$2,263,785</strong></td>
<td><strong>-36%</strong></td>
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</tbody>
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Change in net assets from operations: $(885,600) $(178,801)

Non-Operating Revenue:
Investment Income, net: $311,000 $354,733
Change in net assets: $(574,600) $175,932

INVESTMENT ACCOUNT BALANCES

<table>
<thead>
<tr>
<th>2020</th>
<th>2019</th>
<th>% INCREASE (DECREASE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Investment Account Balances</td>
<td>$2,357,009</td>
<td>$2,125,666</td>
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</tbody>
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DISTRIBUTION OF REVENUE SOURCES – 2020

- Admissions: 3%
- Museum Store Sales, net of COGS: 31%
- Development: 57%
- Facility Rentals and Other Income: 8%
- Education: 3%

DISTRIBUTION OF EXPENSES – 2020

- Program Services: 13%
- General & Administrative: 64%
- Development: 23%

1 - FY 2020 figures are preliminary and unaudited
2 - The FY 2019 figures have been abstracted from the Organization’s financial statements for the fiscal year ended December 31, 2019, which were audited by Shaheen, Pallone & Associates, P.C. Because the information does not include all the disclosures required by generally accepted accounting principles, it is not intended to present the financial position of the Organization.
2020 ANNUAL REPORT

What's Inside?
The 2020 Experience
Enterprising Women
Programs and Partnerships
Thank You
...and more!

THANK YOU FOR YOUR MEMBERSHIP