



2014 ANNUAL REPORT

154 THAMES STREET, GROTON, CT 06340

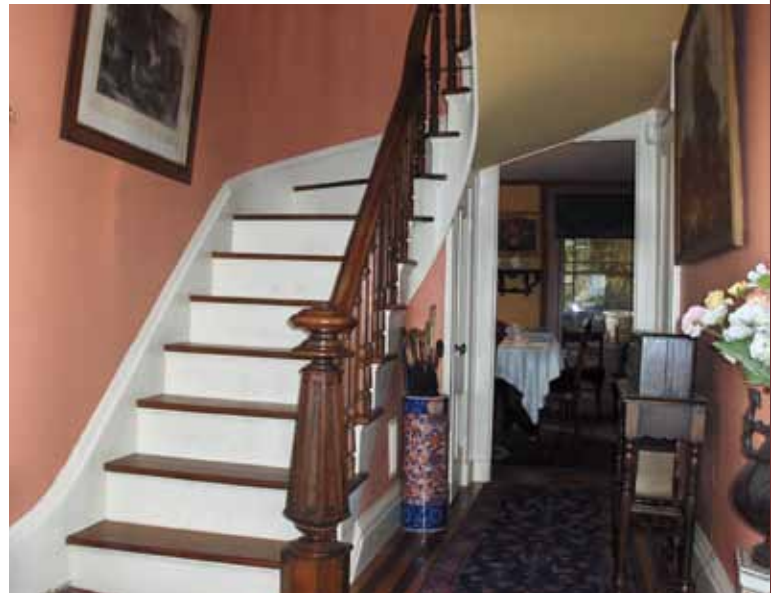
● www.AveryCoppHouse.org ●





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PRESIDENT'S MESSAGE

It has been my privilege and pleasure to serve as the President of the Avery-Copp House Board of Directors in 2014. At the end of my first year I look back on what has been a busy and productive time. Closely following our strategic plan, we now have a professionally redesigned website, a dynamic Facebook page, and an exceptional new brand and logo. Additionally, we have received several important grants that have enabled us to expand our Immigrant Experience program, participate in the Groton at Work Event, and will aid us in the painting and repair of the exterior of our beautiful house.

The diversity of our programs is astonishing: Downton Abbey teas; lectures on historic Thames Street, quilts, and vintage buttons; demonstrations of artisans and crafts people; Revolutionary War encampments -- the list goes on. Through our initiative the Thames River Heritage Park proposal is closer to becoming a reality. If the success of the water taxi demonstration project last summer is any indication, we will be looking forward to realizing our goal of being a catalyst in the creation of the park and a significant player in our region. The importance of our contribution to this effort has not gone unnoticed.

The dedication of our board, volunteers, and contractors has all contributed to this success. None of it would have been possible without the physical, financial, and emotional support of the Copp family and our community. I am deeply grateful.

Very Sincerely,



Hali Keeler, President

WHO ARE WE?



OUR MISSION

The Avery-Copp House celebrates, preserves, and documents the historic home, its collection, and the grounds belonging to the Avery and Copp families in Groton, CT. Our purpose is to engage the public in learning about the history of Groton through the study of domestic life as it was experienced in this house and the surrounding community.

OUR VISION

The vision of the Avery-Copp House is to be an integral part of the historic fabric of the region through the preservation, documentation and curation of the Avery-Copp family collection, the development and operation of a living history museum, and by serving as a community resource for education, events and research. The Avery-Copp House endeavors to be recognized as a prominent historic destination through its work and through a successful collaboration with regional historical and cultural organizations.

WHAT DID WE ACCOMPLISH IN 2014?

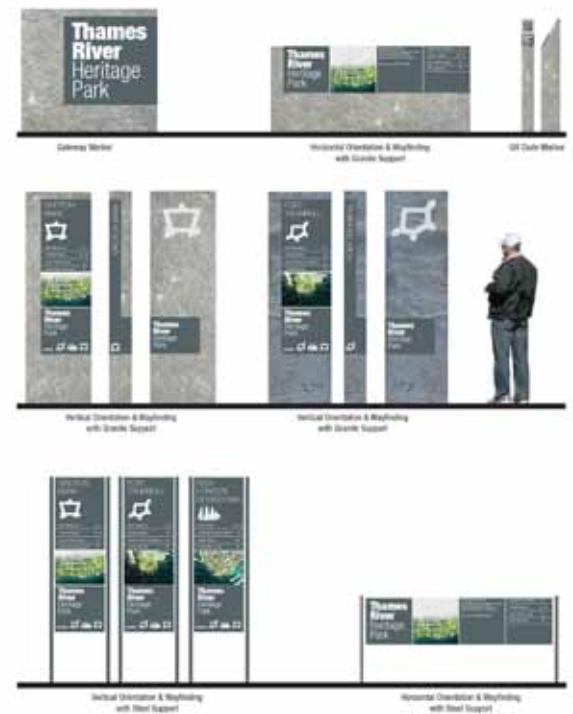
The Board and staff identified six goals when they created the 2013 Strategic Plan. The following four goals from that plan were the focus of activities in 2014.

1. Develop connections & partnerships in the region, primarily in the Thames River Valley.

The Thames River Heritage Park, an unrealized state park designated in 1990, continued to take shape under the leadership of the Heritage Park Steering Committee, an ad hoc committee of the Board, and the professional guidance of the Yale Urban Design Workshop. In 2014, Yale completed Phase II of its contract, developing an updated concept for the park, including graphics and management plan, and began the final phase – Phase III – to draft the final report, park budget, and phased implementation.

During the first two weekends in September, the committee organized a demonstration project to test the viability of running a ferry service across the Thames River. Cross Sound Ferry ran the service, which linked Fort Griswold and Thames Street to Fort Trumbull and downtown New London's Historic Waterfront District. Mystic Seaport generously loaned us the boat, making it truly a regional effort. Over 1,000 people rode the ferry, and 221 of them responded to an on-line survey praising the effort.

The state legislature passed legislation to streamline the park implementation process and the number of stakeholders jumped to 79, with 26 of them submitting letters of support.



Signage for the Thames River Heritage Park



September 2014 Water Taxi

2. Develop a marketing program to increase visibility and attendance.

The Marketing Committee started the year by creating the first annual events calendar outlining our programs for the year and sending it to friends and associates.

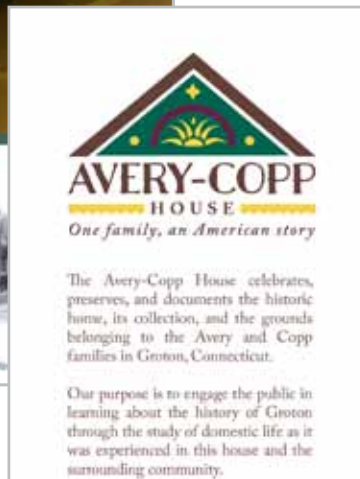
In March, the Board created the Logo Design Committee, which selected Patti Murphy to design the logo and collateral materials. After a committee review process, the brand was presented to the Board and accepted at the April meeting.

In May, we were fortunate to have professional web designer and on-line marketing specialist Leslie Olding volunteer to redesign the website using the new brand. Leslie also created an Avery-Copp House Facebook page and news briefs that began appearing in email boxes in July.

Thanks to a grant from Chelsea Groton Bank we were able to keep regular hours of being open to the public. We are pleased to report that as a consequence of all these efforts, total attendance in 2014 doubled to 2,064, with 284 children and 1,196 adults visiting the house and 190 children and 392 adults attending off site programs.



Website by Leslie Olding



- The Avery-Copp House was built c. 1800 on the banks of the Thames River in Groton, Connecticut.
- The house contains original furnishings, passed from generation to generation of the same family, becoming a time capsule of domestic life as it was experienced in this Groton neighborhood over the past 200 years.
- Tour three floors of this waterfront home. In addition to the more formal rooms used by the family, visitors will see the "behind the scenes" rooms used by the staff, including the kitchen and servants' quarters.
- Located on three acres of terraced grounds overlooking the Thames River, the site includes Victorian gardens and a carriage house that now serves as an archive center.



HOURS Memorial Day to Mid-October
Fri-Sun 11am-5pm or by appointment
CONTACT US FOR A PRIVATE OR GROUP TOUR!

Rack Cards designed by Patti Murphy

Postcard Templates

3. Develop and refine programs and activities. Identify goals and evaluate success.

Partnership was the watchword for many of our programs in 2014. In collaboration with the Connecticut Office of Tourism's tenth annual Open House Day, we hosted a free open house on June 14. We participated in the City of Groton's successful Summer in the City campaign, which included our commemoration of the War of 1812 and the 200th anniversary of the British attack on Southeastern Connecticut with an event featuring a Groton soldier and his encampment. In the fall, we partnered with the City and neighboring nonprofits to create Groton Ghost Tours. The winning combination of Summer in the City and the water taxi resulted in 400 people, many for the first time, visiting the museum to attend our How Groton Worked event, funded by CT Humanities and the Katherine Forest Crafts Foundation.

Thanks to support from the Community Foundation of Eastern Connecticut and the Groton Education Foundation, the elementary school program, Living History, the Immigrant Story, had a successful launch, reaching fifth grades in the Pleasant Valley School, both in the class room and on site. We shared our expertise with Connecticut College Museum Studies students who visited the museum and met with staff, while docents from other museums in the area came to share and swap ideas for improving effectiveness.

In addition to collaborative programs, we expanded our lecture series and tea parties. We hosted three lectures to packed audiences in the Carriage House. Textile historian Susan Jerome gave an illustrated lecture on quilts, municipal historian Jim Streeter presented a history of the Groton Ferry, and George and Gretchen Gauthier presented Buttons: a Fashionable History, with illustrations drawn from their collection of over 30,000 buttons. Our popular Downton Abbey Tea was offered twice in order to meet demand. Private teas were also fully subscribed. In December, we hosted over 200 guests at the Christmas Open House and had to arrange for three nights to meet the demand for tickets to Jennifer Emerson's dramatic reading, A Dickens Parlor Christmas.

4. Increase financial stability through funding diversification and align annual budget with initiatives

The museum was able to secure eight grants, many of them for the first time, from foundations and agencies that indicated strong interest in our programs. In addition, income from visitation nearly doubled and program income increased by a third. The Board continued to host its spring and fall fundraisers, and the Second Annual Appeal added to our revenues. In short, the fund diversification that began in 2012 continued and grew in 2014.

The Finance Committee and committee chairs, through a thoughtful process, were able to create a budget that covered the expenses of planned activities and identified sources of revenue to pay for them.



Commemoration of the War of 1812



Downton Abbey Tea



Buttons: A Fashionable History

HOW DID WE DO IT?

These are the work horses for our organization – the Board, Staff and Committees with specific mandates to guide or execute the different initiatives in our strategic plan.

BOARD OF DIRECTORS, 2014

Hali Keeler, *President*
Janet Downs, *Vice President*
Brent Eugenides, *Treasurer*
Charlotte Barnum, *Secretary*
Bruce Avery
Ellen Brown
Andrew Halsey
Susan Jerome
Senator Andrew Maynard
Anne Roberts-Pierson
Dennis Popp
James Streeter
Christopher Vernott
Priscilla Wells



STAFF

Leslie Evans, *Museum Director*
Kathy Leuze, *Archivist*
Penny Parsekian, *Development, Communications, Special Projects*
Natalie Livingston, *Museum Assistant*

BOARD COMMITTEES

ELECTED COMMITTEES

Finance

Brent Eugenides, *Chair*
Bruce Avery
Dennis Popp

Governance

Janet Downs, *Chair*
Charlotte Barnum
Andy Halsey

BOARD COMMITTEES CONT'D

APPOINTED STANDING COMMITTEES

Development

Priscilla Wells, *Chair*
Brent Eugenides, *Annual Plan*
Andy Halsey
Susan Jerome
Jim Streeter, *Auction Program*
Penny Parsekian

Personnel

Hali Keeler

Collections & Acquisitions

Susan Jerome
Charlotte Barnum
Jim Streeter
Leslie Evans, *ex officio*

Community Outreach & Education

Dennis Popp
Andy Maynard
Jim Streeter

Property

Bruce Avery
Dennis Popp
Chris Vernott, *consulting member*

AD HOC COMMITTEES

Logo Design Committee

Charlotte Barnum
Leslie Evans
Hali Keeler
Penny Parsekian
Arleen Anderson

Marketing

Ellen Brown
Penny Parsekian

Heritage Park Steering Committee

Penny Parsekian, *Chair*
Pam Adams
Bruce Avery
Deborah Donovan
Janet Downs
Brent Eugenides
Marian Galbraith, *Mayor, City of Groton*
Bruce Hyde
Andrew Maynard, *State Senator*
Ted Moukawsher, *State Representative*
Martin Olsen, *New London City Councilor*
Michael Passero, *New London City Councilor*
Rita Schmidt, *Mayor, Groton*
Priscilla Wells
Elissa Wright, *State Representative*
Leslie Evans, *ex officio*
Hali Keeler, *ex officio*

WHO HELPED US?

A Heartfelt Thank You to Our Supporters!

FOUNDATIONS & GRANTING AGENCIES

Panoram Foundation • Chester Kitchings Family Foundation • CT Dept. of Economic & Community Development
CT Trust for Historic Preservation • Community Foundation of SE CT • CT Humanities Council • Katherine Forest
Crafts Foundation • City of Groton • Chelsea Groton Bank Foundation • Groton Education Foundation

BENEFACTORS (\$2,000 +)

Eugenie Copp • Betsey Copp Halsey • Luther King Capital Management

PATRONS (\$400 - \$1,999)

Betsey Copp • Thomas Halsey • Gerry & Hali Keeler • Margaret Kitchings • Andrew Maynard
Amanda Oakes • Jim Streeter • Archie Swindell

DONORS (\$200 - \$399)

Jane Akins
Bruce Avery
Charlotte Barnum
Alexander Neil Brown, Jr
Karen & Stephen Colgan
Patricia Copp
Candace Copp Jacobs
Janet Downs
Marian Galbraith
Damian Garden
George & Gretchen Gauthier
Daniel Hansen
Sharon Hertzler
Robyn Hoffman
Susan Jerome
David Rau
Waller, Smith & Palmer

CONTRIBUTORS (\$100 - \$199)

Alexander Neil Brown Trust
Mary Anderson
Ellen Brown
Coreplus Credit Union
Joanne Gibson
Andy Halsey
Grace & Ralph Halsey
William Hart
William & Amy Havens
Eric Jensen
Groton Lions Club
Edward Meanzy
Karen & Robert Neild
Harold Gray Osborn
Cynthia Palmer

Penny Parsekian
Paul's Pasta
Michael Prior
James Sherrard
Rev. Bruce Shipman
Mark & Heather Somers
Nancy Steenburg
Think Beyond
Abby Van Slyck
Luc Verdet & Marie Greiner
Chris Vernott
Kate Wick

FRIENDS (UNDER \$100)

ABC PhotoLab
Virginia Ager
Arleen Anderson
Arcadia Publishing
Bailey Insurance
Mara Beckwith
Bill Memorial Library
Katie Bradford
Bufords Family Restaurant
Donald Byles
Mildred Carlson
Joanna Case
Betty Ann Chapman
Peggy Criscitiello
David Cruthers
Avery & Spencer Dickinson
Roger Donahue
Paul & Elizabeth Duarte
Brian Dumas
Michelle Ellis
Polly Flanagan
Don Gibson

Mark & Patrice Granatosky
Groton Oil Co
Eleanor Harper
Bill Hart
Laura Hartman
Jessica Henry
Guy Herman
Rhona Heyl
Hoops & Jenson, LLC
Margaret Howard
Geoff Kaufman
Ken's Tackle Shop
Kenneth Knott
Victor & Themis Kudrin
Donna LaBranche
Gerard Laffargue
Andrea Leiser
Kathy Leuze
Carol Martin
Fred & Phyllis Meyer
Constance Miller
Deborah Montiero
Helen Moore
Kenneth & Jane Moriarty
Barbara Nagy
Horace Newbury
Ellen Newbury
Norm's Diner
Northeast Forensics
Charlie & Marie Noyes
Leslie Olding
Ivan & Naomi Otterness
Joseph Prior
Emily Ray
RB Kent & Son
Margaret Remmert
Anne Roberts-Pierson
Margaret Robinson

Shirleyann & David Rose
Sally Ryan
Sasamani Foundation
Michael & Dawn Scanlon
Lila Schellens
Brenda Seymour
Denise & Matthew Shafner
Susan Taylor
Arden Towill
Nancy Trostler
Katie Van Dyke
Lee D. Vincent
Priscilla Wells
George & Tiffany White

IN-KIND DONATIONS

Briar Patch Enterprises
Groton Utilities
George & Gretchen Gauthier
Leslie Olding,
Streamlined Development
Rugh Family

WHERE DID THE RESOURCES COME FROM AND WHERE WERE THEY INVESTED?

INCOME	BUDGET	ACTUAL
Donations	\$100,000	\$219,793
Endowment Income	25,000	20,831
Fundraising Events Income	20,000	18,418
Grants	3,500	12,637
Annual Appeal	12,000	9,475
Program Income, Facility Rental, Royalties	3,000	3,375
Visitation Income, Tours, Speaking Fees	2,000	1,095
Interest Income	35	2
TOTAL INCOME	\$165,535.00	\$285,626.00

MUSEUM EXPENSES	BUDGET	ACTUAL
Annual Appeal Expenses	2,000	834
Archival Supplies	250	264
Building Maintenance/Repairs	4,000	4,312
Cleaning Supplies	180	114
Educational Programs	200	0
Fundraising Expenses	5,000	6,779
Insurance-Buildings & Collections	5,900	5,981
Intern Stipends	1,500	125
Landscaping & Grounds Maintenance	8,500	10,793
Marketing & Promotion	3,000	2,492
Museum Security	850	335
Museum Staffing	2,280	2,790
Oil	7,000	6,576
Payroll	53,934	56,230
Payroll Taxes	4,000	5,654
Payroll Processing Fees	840	961
Postage & Shipping	1,000	700
Professional Development, Conferences, Training	100	65
Professional Services - CPA	800	800
Program Supplies	2,000	4,537
Restoration - Building	5,000	4,749
Seasonal Decorations	100	170
Special Event Expenses	500	103
SUBTOTAL	\$108,934.00	\$115,364.00

CARRIAGE HOUSE EXPENSES	BUDGET	ACTUAL
Bank Service Charges	120	271
Yale Urban Design Workshop accrued liability	19,000	18,225
Books & Information Services	100	274
Special Projects Consultant	25,000	26,036
Gas - (Propane)	1,800	3,031
Legal Fees & Security Services	405	671
Membership Dues & Subscription	250	323
Office Supplies	3,000	4,909
Telephone & Internet Services	1,650	1,922
Other Expenses, Contingency	1,000	798
Transfer to Endowment	0	100,000
SUBTOTAL	\$52,325.00	\$156,460.00

TOTAL EXPENSES	\$161,259.00	\$271,826.00
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