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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.
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.
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 classroom 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.
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

APPOINTED STANDING COMMITTEES

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

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
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

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 Schellsen
Brenda Seymour
Denise & Matthew Shafner
Susan Taylor
Arden Towill
Nancy Trostler
Katie Van Dyke
Lee D. Vincent
Priscilla Wells
George & Tiffany White

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

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

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

FRIENDS (UNDER $100)

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

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
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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?

<table>
<thead>
<tr>
<th>INCOME</th>
<th>BUDGET</th>
<th>ACTUAL</th>
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<tbody>
<tr>
<td>Donations</td>
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<td>$219,793</td>
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<tr>
<td>Endowment Income</td>
<td>25,000</td>
<td>20,831</td>
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<tr>
<td>Fundraising Events Income</td>
<td>20,000</td>
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<tr>
<td>Grants</td>
<td>3,500</td>
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<td>Annual Appeal</td>
<td>12,000</td>
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<td>Program Income, Facility Rental, Royalties</td>
<td>3,000</td>
<td>3,375</td>
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<tr>
<td>Visitation Income, Tours, Speaking Fees</td>
<td>2,000</td>
<td>1,095</td>
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<tr>
<td>Interest Income</td>
<td>35</td>
<td>2</td>
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**TOTAL INCOME** $165,535.00 $285,626.00

<table>
<thead>
<tr>
<th>MUSEUM EXPENSES</th>
<th>BUDGET</th>
<th>ACTUAL</th>
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<tr>
<td>Annual Appeal Expenses</td>
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<tr>
<td>Archival Supplies</td>
<td>250</td>
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<td>Building Maintenance/Repairs</td>
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<td>4,312</td>
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<td>Cleaning Supplies</td>
<td>180</td>
<td>114</td>
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<td>Educational Programs</td>
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<td>Fundraising Expenses</td>
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<td>Insurance-Buildings &amp; Collections</td>
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<td>Intern Stipends</td>
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<td>Landscaping &amp; Grounds Maintenance</td>
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<td>10,793</td>
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<td>Marketing &amp; Promotion</td>
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<td>2,492</td>
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<td>Museum Security</td>
<td>850</td>
<td>335</td>
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<td>Museum Staffing</td>
<td>2,280</td>
<td>2,790</td>
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<td>Oil</td>
<td>7,000</td>
<td>6,576</td>
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<td>Payroll</td>
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<td>Payroll Taxes</td>
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<td>Payroll Processing Fees</td>
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<td>Postage &amp; Shipping</td>
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<td>Professional Development, Conferences, Training</td>
<td>100</td>
<td>65</td>
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<tr>
<td>Professional Services - CPA</td>
<td>800</td>
<td>800</td>
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<td>Program Supplies</td>
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<td>Restoration - Building</td>
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<td>Seasonal Decorations</td>
<td>100</td>
<td>170</td>
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<tr>
<td>Special Event Expenses</td>
<td>500</td>
<td>103</td>
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**SUBTOTAL** $108,934.00 $115,364.00

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

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