

FALL RIVER HISTORICAL SOCIETY



ANNUAL REPORT
FY2011-2012

FROM THE PRESIDENT

Dear Friends,

As you will see from the Annual Report, it has been a very busy and successful year thanks to our staff, officers, directors, volunteers and, most important, our membership – which makes it all possible.

This was another year of which we all can be proud. Christmas at the Rock Street mansion, teas for the children and Mrs. Claus and the Easter Bunny, the Cotton Bicentennial lecture series and ball, the Preservation Society Holiday Home Tour, the book signings, the publication of *Parallel Lives*, the McWhirr's Candy Store, and our fundraising clam boils: all exemplify what we are about, and why the Historical Society remains a special institution in our community. This year also saw great progress with renovation of the research room, new library furnishings and equipment, and substantial additions to our research material.

I am certain you will agree that the Historical Society continues to carry out our mission to preserve and promote the City's unique history.

The Annual Report also points out that we continue to struggle financially. Our operating expenses are limited, and we do not have an adequate endowment. These are issues we will continue to address with your help.

If you have any questions, comments or suggestions, please feel free to share them with Michael, Dennis, Joe Borges, Betty Welch, or myself.

Thank you for your continued support, and best wishes for every success as we proceed through the twenty-first century.

Cordially,



Jay J. Lambert

President

Autumn, 2012

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ABOUT THE FALL RIVER HISTORICAL SOCIETY

The Fall River Historical Society is the oldest cultural institution in the city dedicated to procuring, exhibiting, and preserving documents, records, data, and other evidences relating to the history of Fall River and its vicinity and the multi-ethnic people thereof, and to promote public understanding through education.

The organization, a 501c3 classified non-profit, founded in 1921, has long been recognized as the central repository for artifacts and archival materials relative to the rich and varied history of that city. Indeed, its holdings constitute the most significant collection of such materials extant, are recognized on a national level and have been featured in all manner of media including television, documentary films, radio, books, and internet websites.

The museum and archive are housed in an 1843/1871 French Second Empire structure, once a station on the Underground Railroad, which features the most magnificent period interior extant in the city, including the largest concentration of nineteenth-century polychrome stenciling in Southeastern Massachusetts. The structure is listed on the National Register of Historic Places. The grounds surrounding the museum and annex building contain terraced gardens and parterres in the Victorian manner, and are the perfect complement to the two structures on the property.



OUR STAFF

CURATOR

MICHAEL MARTINS

ASSISTANT CURATOR

DENNIS A. BINETTE

PART-TIME/SEASONAL STAFF

NANCY L. ARRUDA

KATHRYN S. CROAN

CYNTHIA HARRINGTON

BOARD OF DIRECTORS

OFFICERS

JAY J. LAMBERT

President

MARK GENDREAU

Second Vice President

KATHLEEN ROCKETT

Secretary

BETTY M. WELCH

Treasurer

GERALDINE SILVA

Asst. Treasurer

DIRECTORS

JOSEPH BORGES

C. BENNETT BROWN

URSULA S. BROWN

MARGOT COTTRELL

JAYNE DARCY

DR. JASON J. DIOGO

DONNA DUNN

THOMAS DURKIN

ANGELINA GASTALL

ROBERT KITCHEN

BRIGID MITCHELL-CHRIST

JOANNE O'NEIL

ALBERTINA PACHECO

MARILYN PELTO

DENISE SHERMAN

PAST PRESIDENTS

J. THOMAS COTTRELL, JR.

ELIZABETH WELLS DENNING

This report was prepared and designed by the Curators and the Finance and Marketing Committees of the FRHS. Additional design provided by Mary Senra of Senco Printing, Inc.

COMMITTEES

Building and Grounds

DR. JASON J. DIOGO, *Chair*

Collections

ALBERTINA PACHECO, *Chair*

DR. JASON J. DIOGO

Education and Programming

ROBERT KITCHEN, *Chair*

MARGOT COTTRELL

Finance

JOSEPH BORGES, *Chair*

MARK GENDREAU, JAY J. LAMBERT, BETTY M. WELCH, C. BENNETT BROWN

Financial Advisory Committee

DANIEL E. BOGAN, NICHOLAS M. CHRIST, WILLIAM R. ECCLES, JR., GEORGE OLIVEIRA,
BERNARD A.G. TARADASH

Fundraising Events

KATHLEEN ROCKETT, *Chair*

TIMOTHY BELT, CHERYL FURZE, MARYANN GOULART, JUDY PERREAULT, POLLY PHENIX,
ANN ROCKETT-SPERLING, PATRICIA TAYLOR

Marketing

JAYNE DARCY, *Chair*

PRESTON ALEXANDER, URSULA S. BROWN, JAMES LUCEY

Membership

MARILYN PELTO, *Chair*

MARILYN L. MARTINS, CONSTANCE L. MENDES

Nominating

ANGELINA GASTALL, *Chair*

Special Cotton Bicentennial Ball Planning Committee

REV. DR. ROBERT P. LAWRENCE, *Chairman*

HON. WILLIAM A. FLANAGAN, *Honorary Chairman*

ZELMA A. BRAGA, *Co-Chairman*

BETTY M. WELCH, *Treasurer*

DENNIS A. BINETTE, JEAN C. BOGAN, MARGOT COTTRELL, DONNA S. DUNN,

DALE A. FERRIS, SUSAN LAVOIE, MICHAEL MARTINS, MARCIA MCCORMICK,

KATHLEEN ROCKETT, ELIZABETH A. WARING

VOLUNTEERS

Any individuals unintentionally omitted from this list have our abject apologies and sincerest thanks for their continued interest and support.

BELT, TIM - *Clam Boil/Events*
BREAULT, JOANNE - *Docent*
BROWN, BILL - *Docent*
BROWN, CAROL - *Docent*
CASEY, REGINA - *Tea Room*

CHAMBERLAIN, BONNIE - *Docent*
COSTELLO, CHRIS - *Docent*
CRUZ, BOB - *Docent*
CURHAN, MONICA - *Clam Boil*
CURHAN, MURRAY - *Clam Boil*

DEMELO, RAY - *Clam Boil*
DION, MATT - *Docent*
FATTIBENE, DONEL - *Tea Room*
FAYAN, ANNE - *Archive*
FELL, NANCY - *Tea Room*

FERNANDES, IRENE - *Museum Shop*
GAGNON, CATHY - *Clam Boil/Events*
GARRAUGHTY, BARBARA - *Tea Room*
GASTALL, ANGIE - *Tea Room*
GENDREAU, MARK - *Clam Boil*

GOULART, MARYANN - *Docent/Events*
GUY, CLAIRE - *Museum Shop*
HARRINGTON, CINDY - *Clam Boil/Events*
HART, ANN - *Tea Room*
HOWARTH, MARTHA - *Museum Shop*

JOHNSON, BETTE - *Museum Shop*
KENNEDY, RYAN - *Docent*
KITCHEN, BOB - *Docent*
KITCHEN, CATHY - *Museum Shop*
KNARR, SONIA - *Docent*

LAMBERT, JAY - *Docent*
LYNCH, BILL - *Docent*
LYNCH-CORNELL, MARILYN A. - *Archive*
MCMAHON, PAM - *Museum Shop*
MARTINS, MARILYN L. - *Museum Shop/Tea Room*

MENDES, CONNIE - *Archive*
MESSIER, CATHY - *Tea Room*
McCORMICK, MARCIA - *Events*
MOTA, DIANE - *Tearoom*
NEVILLE, JANICE - *Museum Shop*

OLIVEIRA, DAVID - *Archive/Clam Boil*
PACHECO, ALBERTINA - *Docent*
PELTO, JOHN - *Docent*
PELTO, MARILYN - *Docent*
PERREAULT, JUDY - *Museum Shop/Tea Room*

PHENIX, DAVID - *Clam Boil*
PHENIX, POLLY - *Clam Boil/Tea Room*
PHILLIPS, PENNY - *Tea Room*
PIERONI, SUE - *Docent*
PRAY, RICK - *Clam Boil/Tea Room*

PRESCOTT, BETTY - *Clam Boil*
PRESCOTT, PAM -- *Clam Boil*
RACHLIN, FRAN - *Museum Shop*
RAPOSO, KEN - *Docent*
ROCKETT-SPERLING, ANN - *Clam Boil/Tea Room/Events*

ROCKETT, KATHY - *Events*
ROCKETT, MEGAN - *Clam Boil/Events*
ROGERS, JACKIE - *Museum Shop*
ROSARIO, JOAN - *Docent*
ROSEBERRY, DAVID - *Docent/Archive*

SHEA, ELLEN - *Docent*
SIROIS, SIMONE - *Tea Room*
SOUSA, MARILYN - *Tea Room*
TEASDALE, NANCY - *Clam Boil/Museum Shop*
TAYLOR, PAT - *Clam Boil/Tea Room*

WHITTY, PHYLLIS - *Docent*
WOOD, DONALD - *Docent*

FROM THE CURATOR: FY2011-2012 MILESTONES

I am delighted to report that the past year was an extremely successful one for the FRHS, undoubtedly one of the most successful in its history. The year's major milestones are highlighted below.



NOTEWORTHY ADDITIONS TO OUR COLLECTIONS

The diverse collections of the FRHS continued to grow in all categories, thanks to the generosity of various donors. Some of the items acquired in FY2012 include:

- The complete World War I uniform, scrapbook, and personal photographs of Fall Riverite Mary R. McIntyre (1879-1963), who served as a member of the Naval Nursing Corps, stationed at the Queenstown, Ireland, Base Hospital during 1917-1918.
- Two journals compiled by attorney Andrew Jackson Jennings (1849-1923) in preparation for his defense work at the time of the Lizzie Borden trial.
- A significant collection of photographic material pertaining to late 19th century Fall River, including street views, industrial scenes, and group photographs.
- An extensive collection of ledgers and account books detailing the day-to-day business activities of Monks and Morris, a short-lived Fall River grocery establishment in operation from 1878-1880.

VICTORIAN PORTRAIT ON VIEW IN NEW YORK

We are proud that the collections of the FRHS are recognized nationally, and institutions both large and small often request temporary loans of items for inclusion in their on-site, or traveling, exhibitions. Most recently, the New York State Historical Association requested the loan of a portrait of Fall Riverite John C. Collins (1814-1872) painted by William Matthew Prior in 1849; the painting is included in a current exhibit, *Artist And Visionary: William Matthew Prior Revealed*, on view at the Fenimore Art Museum in Cooperstown, New York, through December 31, 2012.

CHARLTON LIBRARY OF FALL RIVER HISTORY ESTABLISHED

Among the major accomplishments of the past year was the completion of the first phase of the *Charlton Library of Fall River History*, generously funded by *Ida S. Charlton Charity Fund*. Work on the project has been extensive; the main research room and reception area have been completely redecorated and refitted with custom-built library furnishings, including four research carrels, a ten-drawer atlas case, 180 linear feet of adjustable shelving, a state-of-the-art microfilm reader, and a 1200 roll microfilm cabinet.

The grant also provided for the conservation and rebinding of a large number of volumes, previously unavailable to patrons due to their instability, and the duplication of 466 rolls of microfilm, which represent 54,204 individual issues of fragile Fall River newspapers. To date, a total of 1031 volumes have been shelved, a figure that represents only a small fraction of the society's extensive holdings.

In addition, a comprehensive on-line library catalogue has been created via LibraryThing, an Internet service that will ultimately allow researchers to access a complete list of the material held by the FRHS. Indeed, upon completion of the project, the user-friendly facility will house the most comprehensive collection of research material pertaining to the history of the city. It is with the greatest sincerity that I thank E. P. (Chuck) Charlton, his daughter, Stacey, and the Trustees of the *Ida S. Charlton Charity Fund*, for their friendship, continued interest, and support.

THE COTTON BICENTENNIAL BALL: A RESOUNDING SUCCESS

By all accounts, October's Cotton Bicentennial Ball was an extraordinary success, surpassing all expectations. The venue, Commonwealth Landing, formerly the Mechanics Mill, was ideally suited, and the juxtaposition of a 19th century industrial space with elegant fixtures befitting a grand ballroom – gilt chairs, magnificent floral decorations, fine china, and cuisine extraordinaire – can be credited with creating a surreal scene, the grandeur of which is rarely witnessed in present day Fall River.

Tremendous credit goes to the fine committee that spearheaded the event, the great many dedicated volunteers who undertook all aspects of its production, and overwhelming community support in the form of both tangible goods and gifts-in-kind; without them the gala would have been impossible. Ticket sales were fantastic for the sold-out event; originally limited to 400 guests, the figure was quickly increased to 500, due to a clamor for tickets. And even then, there was a waiting list.

It was an evening to remember. Well done, indeed!

Parallel Lives: A Social History of Lizzie A. Borden and Her Fall River PUBLISHED TO WIDE ACCLAIM

After nearly a decade of research and writing on the part of Dennis and me, *Parallel Lives: A Social History of Lizzie A. Borden and Her Fall River* was published by the FRHS in late November, and has been well received by the public. Reviews have been highly favorable, and the book received an Honorable Mention from the 2012 New England Book Festival, in the non-fiction category, as well as a Kirkus Star Award, one of the most coveted designations in publishing.

To date, more than 1,000 copies have been sold; once all expenses are met, fully 100% of any profit will directly benefit the FRHS.

Dennis joins with me in thanking the Board of Directors, volunteers, and members of the FRHS for their encouragement and support throughout what was, from inception to publication, a very lengthy process. We also thank the publication's benefactors whose generous financial support assisted in offsetting a significant portion of the production costs. A well-deserved thanks also goes to the many individuals who unhesitatingly lent their assistance along the way; thank you, one and all.

ANOTHER SUCCESSFUL HOLIDAY SEASON

The holiday season continues to be the busiest time at the FRHS, with a large number of visitors to the museum, museum shop, and tea room. The house looks its best during the holidays, resplendent in its seasonal finery, and visiting during our Annual Holiday Open House has become a time-honored tradition with many people in the greater Fall River area. In fact, we are starting to see the third generation of guests, and people who enjoyed the Open House as children are bringing their grandchildren to visit.

As you can see, the past fiscal year was very successful, with a great many positives. But that being said, it must be stressed that the major pros that garnered that success, such as the influx of funds generated by the gala, are of a one-time nature, and cannot be counted upon in the coming year. None of these accomplishments should be allowed to disguise the fact that the FRHS is in a precarious state, and continues to struggle financially, due to an insufficient endowment, and a lack of funds for operating expenses.

It is imperative that these issues be confronted; working together we can ensure for the fulfillment of the mission of the FRHS, and the continuance of its legacy.

Respectfully submitted,

Michael Martins
Curator

PROGRAMS AND EVENTS

MAY

Bi-Annual Clam Boil

175 attendees

Annual Members' Business Meeting

57 attendees

JUNE

An Evening of Sea Chanteys Performed by the Colonial Navy of Massachusetts

35 attendees

Cotton Bicentennial Lecture Series

125+ attendees/standing room only at each lecture

- *The Story of Fall River's 1811 Mill*
Jay Lambert
- *Terrorism Rides the Rails Into Fall River*
Philip T. Silvia Jr. PhD
- *The Cotton Centennial: The Biggest Party That Fall River Ever Threw*
Robert Kitchen

OCTOBER

Cotton Bicentennial Ball

500 attendees

Bi-Annual Clam Boil

175 attendees

NOVEMBER

Reception for *Parallel Lives* Benefactors

37 attendees

***Parallel Lives* Book Signing**

180+ attendees

Artists' Reception for Palette Pictures III

84 attendees

Palette Pictures III, An Exhibition and Sale of Donated Works by Regional Artists

47 artist participants

Members' Holiday Reception

118 attendees



DECEMBER

Preservation Society Holiday House Tour

500+ attendees

Tea with Mrs. Claus

59 attendees

***The Last Fling* Book Signing**

John B. Cummings

30+ attendees

APRIL

***Fall River Revisited* Book Signing**

Stefani Koorey, PhD.

70+ attendees

Tea with the Easter Bunny

54 attendees

FRHS STATISTICAL INFORMATION



In FY2011-2012, we increased our membership by approximately 5% and our number of volunteers by almost 10%. We also launched a special website dedicated to promoting our book, Parallel Lives. This site, along with the Society's site, is part of our ongoing efforts to increase the Society's income.

	2011 - 2012	2010 - 2011	2009 - 2010
Weeks Open	51	51	51
Days Open	284	270	269
Membership	690	656	600
Full-Time Staff	2	2	2
Part-Time/Seasonal Staff	3	3	3
Volunteers	67	61	62
<i>Parallel Lives</i> Website Visitation	10,068	n/a	n/a
FRHS Website Visitation	79,121	n/a	n/a

REPRESENTATIVE INITIATIVES

Administration and Plant	Fundraising and Cost Containment	Marketing and Publicity
<p>Elected a new president and officers.</p> <p>Recruited and elected new board members.</p> <p>Formed additional committees in accordance with FRHS by-laws. The new committees are Building and Grounds, Education and Programming, Fundraising Events, Finance, and Marketing.</p> <p>Began considering establishment of a d/b/a in order to add the word "Museum" to the FRHS name and to leverage the fact that the Society maintains the world's largest collection of Lizzie Borden artifacts.</p> <p>Installed a new furnace, grant funded, in the museum building.</p> <p>Upgraded the electrical system in the annex building.</p>	<p>Held a major fundraiser, the Cotton Bicentennial Ball.</p> <p>Held various other fundraising events throughout the year including two clam boils, children's Christmas and Easter teas, and Palette Pictures III.</p> <p>Published <i>Parallel Lives: A Social History of Lizzie A. Borden and Her Fall River</i>. The deluxe limited edition of 100 copies sold out immediately and the trade edition also sold well. Once all expenses are met, all proceeds benefit the FRHS.</p> <p>Began implementing plans to distribute the FRHS announcements and news by e-mail in order to reduce expenditures for printing and postage.</p> <p>Developed plans for Lizzie Borden and Victorian Christmas group bus tours to the FRHS.</p>	<p>Increased awareness of FRHS events by promoting them on the Internet and in other media.</p> <p>Engaged the UMass Dartmouth Center for Marketing Research to conduct a pro bono of New England bus tour operators to determine interest in tours to the FRHS.</p> <p>Began updating and redesigning the FRHS web site and created a special web site dedicated to promoting <i>Parallel Lives</i>.</p> <p>Engaged graduate students from the Charlton College of Business at UMass Dartmouth to prepare a marketing plan to identify opportunities to enhance awareness of the FRHS.</p> <p>Created a Facebook page and a Twitter account.</p>

OPTIONS FOR GIVING

All donations to the FRHS, a 501c3 non-profit organization, are tax-deductible to the full extent allowed by law. Please contact the Curator, Assistant Curator, or any Officer or Director with questions or suggestions about your proposed donation.

ANNUAL FUND

These funds are specifically designated toward operating costs, and can be identified as either honorary or memorial contributions.

BUILDING AND GROUNDS FUND

This fund benefits our two historic National Register buildings and grounds. Funds are needed for various projects.

GIFTS OF ARTIFACTS AND ARCHIVAL MATERIALS

The FRHS is the central repository for historical materials pertaining to Fall River and its diverse multi-ethnic people.

GIFTS TO THE ENDOWMENT

These funds are specifically designated toward the endowment, and can be identified as either honorary or memorial contributions.

LIBRARY ACQUISITION FUND

Add to our library holdings by donating funds to purchase or rebind a book(s). This can be done in memory or in honor of a loved one, which will be indicated on a bookplate affixed within the volume.

LIFE MEMBERSHIP

For a donation of \$500 for individuals, or \$800 for couples, membership benefits are conferred for life.

MEMBERSHIP

The cornerstone of our organization, memberships start at \$30 for individuals. Various categories, including gift memberships, are available. Please visit our website for further details and a membership form.

MUSEUM ARTIFACT ACQUISITION FUND

Funds are used to purchase items of historic importance that will broaden the scope of FRHS collections.

NAMING OPPORTUNITIES

Naming opportunities are available for a variety of purposes via a specifically designated donation. Donors are encouraged to contact the museum to discuss potential projects.

PLANNED GIVING BEQUESTS

When planning your estate, consider the FRHS as a beneficiary for objects, a specific dollar amount or percentage of your estate, donor advised funds, or retirement savings account.

PHOTOGRAPH COLLECTION FUND

Contributions either purchase preservation and storage materials for all manner of photographic images, or are used to acquire additional images for the society's collection.

VOLUNTEERISM

A great way to support the FRHS! There are many ways that you can donate your time to help with the day-to

BALANCE SHEET - FYE APRIL 30, 2012

Assets

Cash	\$ 22,572
Inventory	189,270
Prepaid Expenses	878
Investments	509,117
Property and Equipment, Net	521,772
Beneficial Interest in Perpetual Trust	210,125
Total Assets	\$1,453,734

Liabilities

Accounts Payable	\$ 9,791
Accrued Payroll	1,500
Line of Credit	100,000
Tenant Security Deposit	750
Note Payable	126,303
Total Liabilities	\$ 238,344

Net Assets

Unrestricted	\$685,864
Temporarily Restricted	15,672
Permanently Restricted	513,854
Total Net Assets	\$1,215,390
Total Liabilities and Net Assets	\$1,453,734



OPERATING STATEMENT - FYE APRIL 30, 2012

Operating Income

Contributions (restricted, temporarily restricted, and unrestricted)	\$ 128,723
Dues	7,813
Admissions	4,927
Sales to Public	56,618
Rent	9,600
Investment Return	33,002
Investment Income	1,556
Tea Room & Garden Rentals	1,900
In-kind Support	6,761
Special Events	127,192
Total Support/Revenue	\$ 378,092

Operating Expenses

Gross Payroll	\$ 105,901
Payroll Taxes	8,313
Advertising	10,364
Insurance	31,563
Utilities	13,830
Supplies/Printing and Postage	21,948
Service/Maintenance	13,265
Interest Expense	12,033
Professional Fees	3,000
Other Expense	5,793
Special Events	47,445
Easton House Expenses	23,069
Depreciation	33,243
Donated Professional Services	6,761
Archives	666
Book Expense	2,394
Other Taxes	1,834
Total Expenses	\$ 341,422

Change in Net Assets before collection items not capitalized	\$36,670
Changes related to collection items not capitalized **	\$69,000
Change in Net Assets	\$ 105,670
Net Assets, Beginning of Year	\$ 1,109,720
Net Assets, End of Year	\$1,215,390

* Income of a one-time nature - Includes Cotton Bicentennial Gala

** Previously contributed item intended for sale



FALL RIVER HISTORICAL SOCIETY

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