



HERITAGE
MUSEUMS & GARDENS

ANNUAL REPORT
2020



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Letter from Chair



Dear Members of the Heritage Community,



Welcoming, safe, outdoors and reinvented – those were our watchwords for 2020. As the largest cultural attraction on Cape Cod, Heritage Museums & Gardens was deeply committed to supporting our visitors' needs, especially during the most challenging months of the pandemic. When state safety guidelines were issued, we quickly pivoted to adapt, opening at the end of May 2020 so that visitors could

experience some respite, enjoy the serenity of our 100 acres, and regain a sense of normalcy that was so easily taken for granted just a few months earlier.

We proudly opened the *Let's Play! New England Toy Stories* exhibit in the Special Exhibitions Gallery, *From Carriage to Classic: How Automobiles Transformed America* in the JK Lilly III Automobile Gallery, and "Our" *Story: 400 Years of Wampanoag History*, in the American Art and Carousel Gallery, all in July, as state guidelines allowed. We pivoted to offer online, contactless ticket sales, reinvent programs for virtual audiences, create a virtual gala that broke fundraising records, and reimagine the use of our outdoor surroundings in novel ways. Always, safety guided our way. All together Heritage welcomed over 65,000 visitors during the 2020 season, a testament to how well we adapted the visitor experience for pandemic times. With a strong balance of outdoor and indoor options, we leaned into our important role as community anchor and beloved summer destination, and thrived.

Our sold-out all-outdoor Gardens Aglow was another welcome bright spot in a season dotted with cancellations of favorite traditions. We were grateful to be able to support our community's need for festivity, lightheartedness and wonder in the spirit the season.

At The Hundred Acre School, we welcomed our first year of kindergarteners in the fall of 2020, who, along with pre-kindergarten students, follow a unique STEM curriculum that engages them in exploration and inquiry using the resources of Heritage's museums, gardens and staff. The Hundred Acre School continues to be a national model for its innovative early childhood curriculum. In 2020, we began planning for the expansion of The Hundred Acre School to include first and second grades.

We thank all who shared our vision for Heritage as a safe and welcoming place where families and friends could spend adventuresome time together and make enduring memories, especially during the challenges of 2020. We also thank our more than 100 dedicated volunteers, our talented trustees and committee members, our loyal donors, and our hard-working professional staff. Finally, we have deep appreciation for our members and visitors who bring to life every day the dream of our founders. JK Lilly III and Josephine Lilly envisioned a place where people of all ages could celebrate the landscapes and culture of our region, and explore, discover and learn together in the natural surroundings of Cape Cod.

With warm regards,
Christopher E. Richards



THE HUNDRED ACRE SCHOOL

2020 began with 44 students attending The Hundred Acre School in two pre-K classes and one kindergarten class. 2019-2020 was the inaugural year of kindergarten at THAS.

March 13, 2020 marked the official end of the sixth school year at THAS, as the Commonwealth of MA made the difficult decision to close all schools and early education programs due to the unprecedented circumstances of the COVID-19 pandemic.

We were grateful to be able to reopen for the school's seventh year in September, with pre-K and kindergarten programs fully enrolled to the MA Department of Early Education and Care's mandated levels, with wait lists. We attribute this success to the school's appeal to families who were – now more than ever – seeking a small school, with small class sizes, where students spend significant time outdoors. Students at THAS spend an average of three hours outside daily, regardless of season.

We applaud our exceptional staff for their dedication, and for their hard work in diligently implementing rigorous protocols. The health and safety of our students, families, and staff is our highest priority.

GARDENS

We completed the North American Hydrangea Test Garden expansion, planting 145 new hydrangeas representing 25 cultivars.

We published the first data collected in the Test Garden to our website.

In the Cape Cod Hydrangea Display Garden, we added:

- A new East entrance
- A new fountain
- Two new trees
- More than 30 new hydrangeas

EXHIBITS

We showcased three new and two refreshed exhibits this year:

New:

- Let's Play! New England Toy Stories*
- Bugs, Birds & Bricks*
- Our Story: 400 Years of Wampanoag History*

Refreshed:

- From Carriage to Classic:
How Automobiles Transformed America*
- The Heritage Collection*



VISITATION

We welcomed 65,163 people to Heritage in 2020:

- 46,727 people visited during the regular season
- Our highest attendance day was the Celebration of American Automobiles on Sept. 12, with 1,235 visitors and participants
- 18,436 people participated in Gardens Aglow

PROGRAMMING

4,953 people participated in 61 public programs.

We pivoted during the COVID-19 pandemic to provide 16 new virtual programs that served 490 people.

We experimented with new program formats that met COVID-19 safety guidelines and were fun for family and adult audiences. 4,463 people participated in 45 programs at Heritage.



MEMBERSHIP & DEVELOPMENT

We raised the most funds ever in membership between June and September of this year, compared to the same time period any previous year.

We distributed 944 memberships to essential workers as part of our Buy One, Give One Member Match program in May 2020.

We held our first online fundraiser, raising over \$231,000 to support the programs, exhibits, and gardens at Heritage, well over our initial goal of \$150,000. This event was Heritage's second highest grossing fundraiser, second only to our 50th anniversary celebration in 2019!

We introduced Member Mornings, a well-attended early morning opportunity for members to enjoy Heritage prior to public open hours.

MARKETING

The marketing department saw huge growth in digital spheres as people accessed online platforms. This includes substantial increases in Facebook, Instagram and YouTube as people who were looking for online content accessed more information that Heritage created to provide greater opportunities for digital engagement.. The Heritage website, which was being reviewed for a website upgrade slated for 2021, also saw increased numbers in website views, website session and website unique visitor numbers.

Also, of note in 2020 was the interest in gardens and spaces to enjoy outdoors. The media was captivated by the offerings available at Heritage Museums & Gardens. Heritage gained a new customer base following a lengthy piece in WCVB's Chronicle which aired following Rhododendron Festival as well as national recognition for its COVID friendly auto show by YUR View's 'Driven' program who produced an onsite piece which ran on all Cox Communications channels. Heritage was also featured multiple times in nationwide publications as well as receiving a lot of attention from local and online outlets for the gardens, exhibits and programs.

GARDENS AGLOW

FIRST EVER

TIMED TICKETING PROGRAM

DONORSHIP

MOST DONORS

IN OUR HISTORY

VIRTUAL ENGAGEMENT

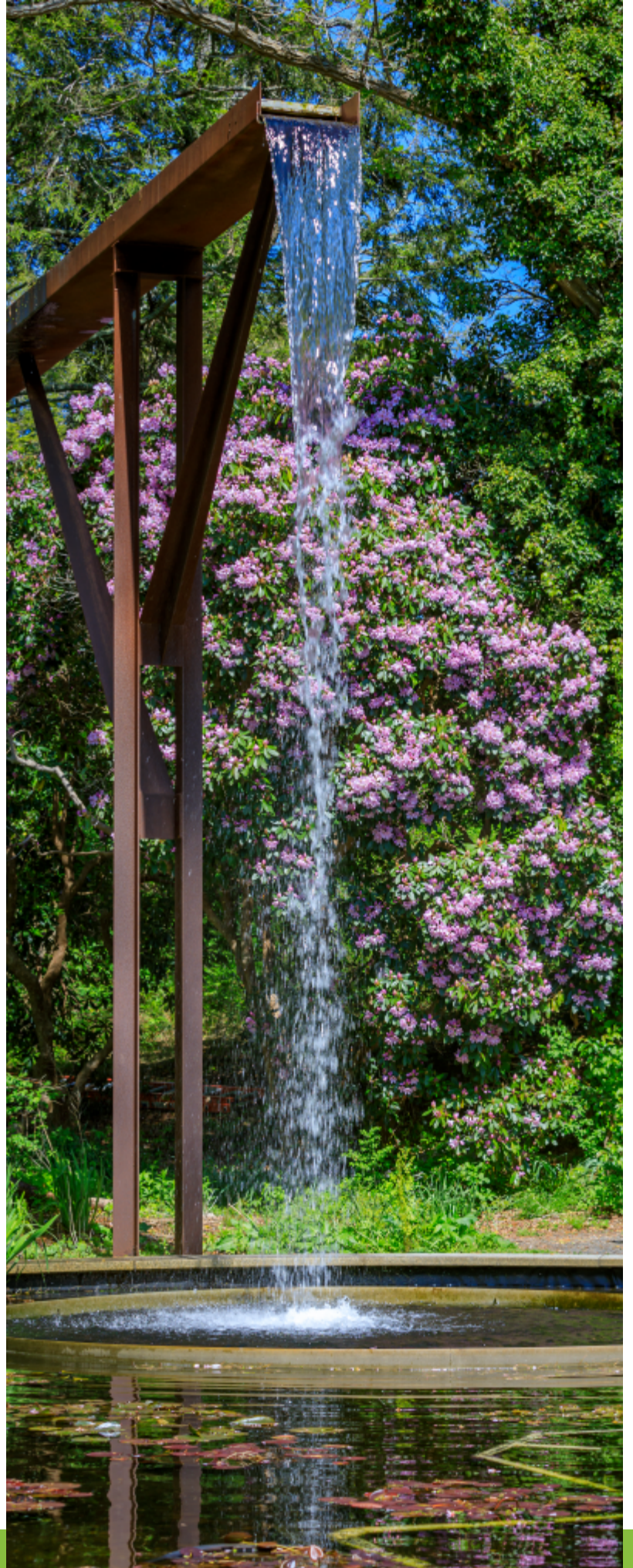
RECORD NUMBER

OF VIRTUAL VISTORS

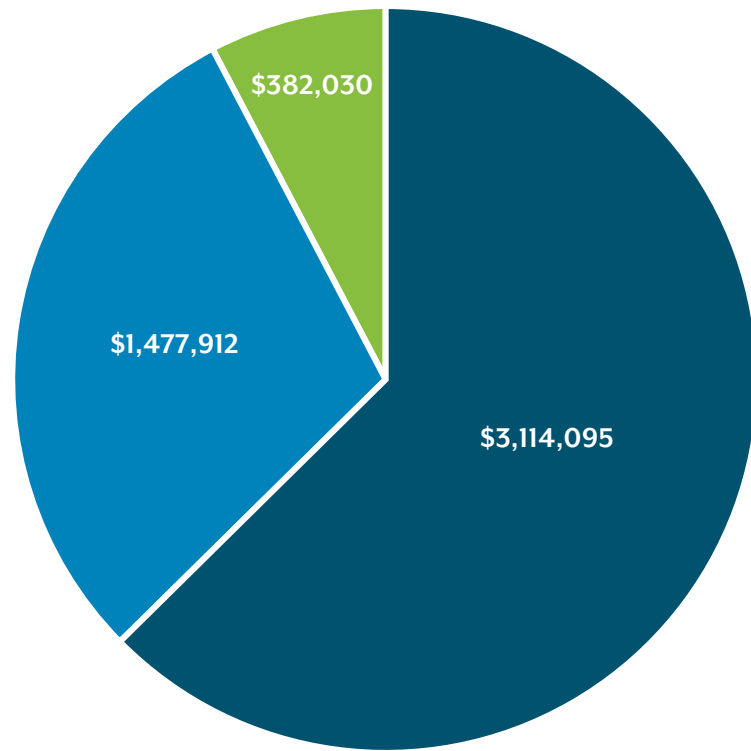
MEMBERSHIP

BEST MEMBERSHIP

SALES MONTH EVER

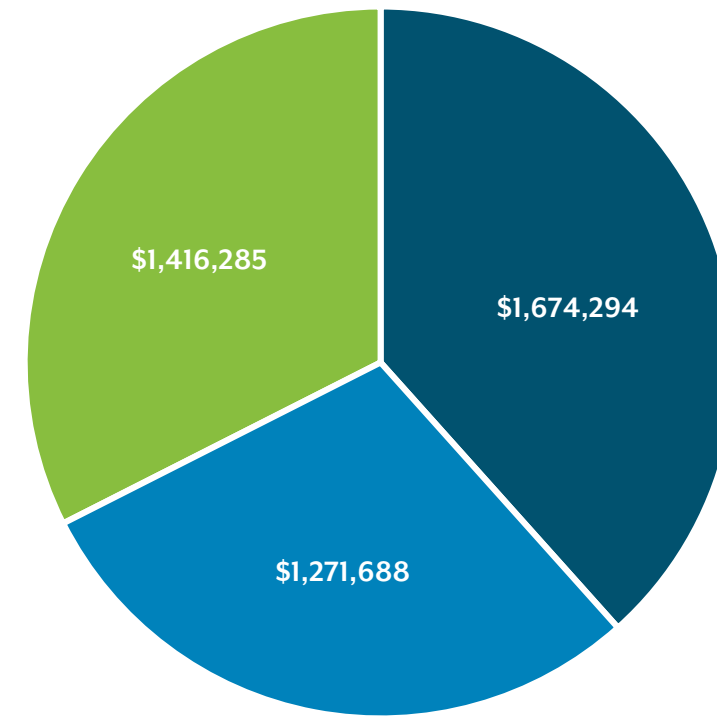


EXPENSES 2020



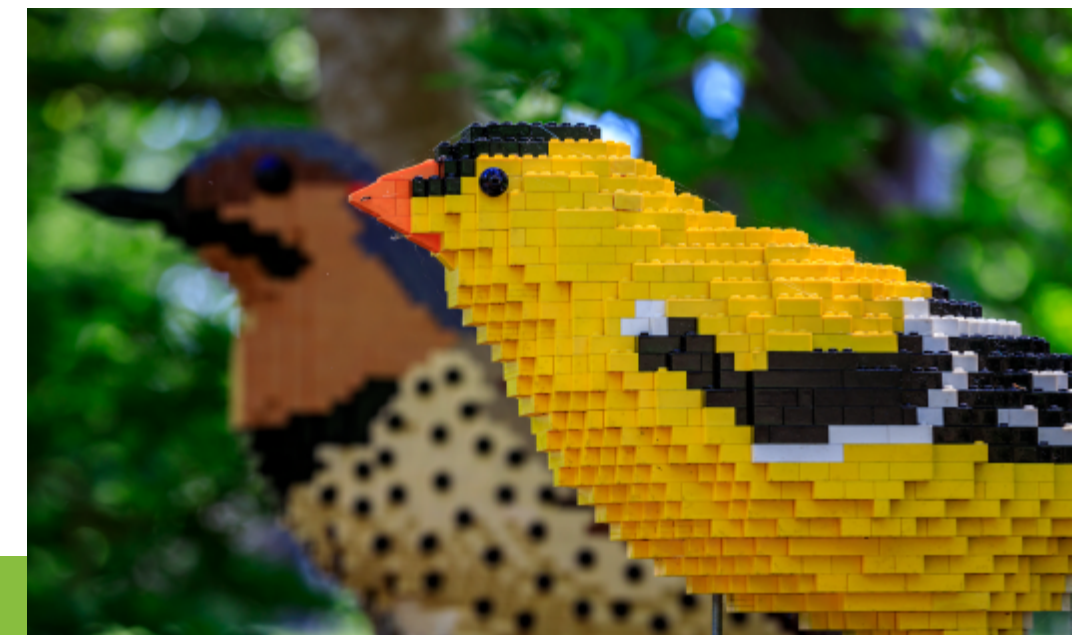
● Program Expenses	\$3,114,095
● Management & General	\$1,477,912
● Fundraising	\$382,030
Total	\$4,974,037

SUPPORT & REVENUE 2020



● Total Operating Revenue	\$1,674,294
● Net Assets Released from Restrictions	\$1,271,688
● Total Operating Support	\$1,416,285
Total	\$4,362,267

Total Assets	\$30,802,272
Total Liabilities	\$691,640
Net Assets	\$30,110,632
Total Liabilities & Net Assets	\$30,802,272



Donors 2020

Heritage Museums & Gardens gratefully acknowledges the following individuals, corporations, foundations, and government agencies for their gifts, which are crucial to the support of the Museum's annual operations, educational and public programs, gardens, collections, exhibits, events, and special projects. This listing reflects gifts and pledges of \$500 and above received during the fiscal year, January 1 through December 31, 2020.

Annual Fund

Annual Fund gifts provide crucial support to assure that Heritage's excellence in visitor engagement, collections preservation, and horticultural stewardship is maintained.

Honor Society

Donors \$25,000 and above

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Continued...

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Special Project Support:

Each year, Heritage undertakes a range of special projects that are only possible with dedicated, directed gifts from generous donors. Those listed here have chosen to provide extraordinary support for projects that advance Heritage's mission.

\$10,000+

Mrs. Hope Lincoln Baker
 Cape Cod Hydrangea Society

\$5,000 - \$9,999

Anonymous Donor
 Bill Collatos
 Donna and Michael Egan
 Bailey Nurseries
 Stanley Smith Horticultural Trust

\$1,000 - \$4,999

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 Ernest Michael Helides and Evelyn Ponticos Helides Education Fund of The Cape Cod Foundation
 Janet and Elliot Friend
 Mr. David Greenman
 Ted S. Jones

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Discovery Trail Virtual Fundraiser Circle of Appreciation Donors

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 Cathleen Creedon
 Cherry and Nigel Curlet
 Shirley A. Fennell
 Mrs. Betsy Heald
 Mr. and Mrs. Gary Holloway
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 Mrs. Tangley C. Lloyd
 Deanne Maraj

Kathleen and Michael Marchese
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 Elizabeth and Tad Shultz
 Margaret and Olaf Thorp
 Diane and Victor Ugolyn
 Mr. Scott Wayne
 M. Patricia and Raymond Wysocki
 Jane Yunginger

Corporate and Foundation Support

\$25,000 and above

Arbella Insurance Foundation

\$10,000 - \$24,999

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 Cape Cod Hydrangea Society
 Highland Street Foundation
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\$5,000 - \$9,999

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Ponticos Helides Education Fund of
The Cape Cod Foundation
Newfield House, Inc.

\$1,000 - \$2,499

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CARE for the Cape & Islands
Eastern Bank Charitable Foundation
Hagerty Insurance
Lilly US Matching Gifts Program
Mascola Group
Mass Cultural Council
MET Foundation, Inc.
Nauset Disposal
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\$500 - \$999

Cafe Chew
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Massachusetts
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EMD Serono)
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A note to our donors:

Heritage Museums & Gardens has made every effort as to the accuracy of this donor listing. We sincerely apologize for misspelling or inadvertently omitting the name of any donor whose gifts totaled \$500 and above during the fiscal year January 1 – December 31, 2020.

Please advise us of any error so we can make the correction by writing or calling:

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(508) 888-3300 ext. 111