2014 ANNUAL REPORT

Find Your Home With PhilaLandmarks

Historic House Museums
Programming & Education
Road Scholar
Special Event Rentals
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Message from the Chair

Each of our PhilaLandmarks houses represents the histories of individuals who faced great challenges—social, political, and economic. These challenges, and the outcomes of the decisions made in the heat of the moment, are the very thing that formed the character of our nation. I think of Dr. Physick's decision to remain in Philadelphia and risk death so he could address the needs of the suffering during the Yellow Fever epidemic in 1793. I think of Frances Ann Wister, our matriarch, who raised the funds to save the Powel House in the midst of a derelict neighborhood at the height of the Great Depression. Every struggle is an opportunity. This is the inspiration we draw from. It is that legacy—and the dedication of our staff and countless long-time volunteers—that gets us through our greatest challenges. This year, we had a significant financial turnaround from F/Y 2013. Still, our goal is not to endure, but to thrive.

With that in mind the board of PhilaLandmarks engaged Praxis Consulting Group—who partnered with Epstein Consulting Group (ECG)—to examine our organizational capacity for growth with a focus on governance, finance and resource development. This work was the by-product of a larger Capacity Building Project (funded by The Philadelphia Foundation in 2013). This year, PhilaLandmarks leadership determined that resource development was the priority of the organization and where we wanted to focus our efforts for Phase II of this project. ECG was retained to complete a plan for PhilaLandmarks to increase its funding. This important work resulted in board approval for a new database system, an updated interactive website, and the hiring of a part-time development and communications director (effective Oct 2014). I would like to thank my fellow board and project committee members who continue to focus on this important ongoing project. I am especially proud of the significant increase in our 2014 board donations.

History may be in the past, but its impact—both good and bad—should be continually evaluated. Each day, we all make decisions. Significant or simple, they all have an effect on how we live our future. New research and fresh perspectives allow us to look at our past decisions with a new lens. The leadership of PhilaLandmarks is dedicated to this process of re-examination, with an eye towards being open to new business models, innovation, and collaboration.

Charles P. Keates, Esq.
Chairman
Message from the Executive Director

Six years ago—when I was looking for a new job and a place to live—I could not have imagined where I sit today, as the Executive Director of PhilaLandmarks. I started my career here as the site manager of the Powel House. Moving into the house the night before Philadelphia was hit with a record twenty-three inches of snow in December 2009, my first “job” involved a snow shovel. It was also my first opportunity for community outreach. Don’t ever underestimate the power of shoveling your neighbor’s sidewalk! In 2014 I moved out of the Powel House and transitioned from being a site manager to the executive director, becoming the full-time director in July 2014. Since my first days as a PhilaLandmarks employee, my dedication to community outreach continues to grow. As an organization we are dedicated to discovering new and expanded audiences whenever the opportunity arises. Our staff and volunteers are involved in many types of endeavors and often bring those connections back to PhilaLandmarks: theater, botanical drawing, historical interpretation & research, organic farming, historic preservation, gardening, music, the list goes on. Why does this matter? The future success for organizations such as ours—especially our historic house museums—depends on expanding and deepening our community connections. While we will always provide tours to interested parties, our cultural tourism model has by necessity been moving towards a more sustained community engagement model. Our houses and programs are places you’ll find connection, purpose, and conversation.

At Powel House I discovered a love of connecting folks to their own histories. It is also the place I met my wife and said my wedding vows, and thus a place that will always be in my heart. Throughout this report you will find the stories of several volunteers and staff members, all of whom have “found a home” at one of our historic sites. We hope you too will be inspired to Find Your Home With PhilaLandmarks.

Jonathan Burton
Executive Director
Our Mission:

For almost 85 years, the Philadelphia Society for the Preservation of Landmarks (PhilaLandmarks) has played a significant role in both the historic preservation movement and heritage tourism in Philadelphia by restoring, furnishing, and presenting to the public its distinguished house museums—Powel House, Grumblethorpe, Physick House, and Historic Waynesborough. The mission of Landmarks is to inspire people to engage with history by protecting these four unique sites and by providing related historical, educational, and cultural programming. Each property presents a distinctive perspective and plays a significant role in their respective communities.

As an organization PhilaLandmarks believes that it is only through understanding and engaging in our histories (architectural, social, political etc.) that we can make decisions about what is important to us today and what we choose to support in the future.

Our Core Values:

- We believe that historic preservation illustrates the value of what endures in our society, and that this inspires people to learn about history and engage with their community.

- We are committed to maintaining our properties and their collections for the long-term, so that they will remain public resources in the future.

- We want our properties to be open and well-used by many different audiences in many different ways.

- We respect the uniqueness of each of our properties, and believe that their different programs, priorities, and places in their communities create great value for PhilaLandmarks and its visitors.

- We are thoughtful and foresighted stewards of the organization's resources and always encourage others to join us.
Each of our historic properties is staffed with onsite site managers. These dedicated folks are on-call twenty-four/seven and are often the first friendly face to greet our visitors. Site managers also run open museum hours with the help of a dedicated cadre of volunteer tour guides. Each of our houses is unique when it comes to museum hours and types of visitors. While our downtown properties Powel and Physick enjoy tourist walk-by foot traffic, Grumblethorpe is an active participant in Historic Germantown Second Saturdays open house tours. All of our houses have ongoing relationships with school and tour groups through seasonal or yearly visits. Visitors often experience highly personalized tours, geared towards their particular interests. We work with school groups and tour companies to develop narratives that tell a story across multiple Philadelphia locations. An example is our Yellow Fever tour at the Physick House. The Mount Vernon Connoisseur Club visited Powel House for a special tour and lunch. Tour companies, such as Specialty USA, have access to our properties outside of our open museum hours. We also partner with Ghost Tours of Philadelphia who bring hundreds of visitors to both Powel and Physick through themed tours throughout the year. We enjoy opening our doors to educators as well. Our architecture often finds its way on the “must see” list of professors who bring their classes each semester from Temple, Drexel, Penn, and others.

This past year we started working with the Independence Visitors Center, offering ticket sales through their online site for Powel and Physick. Moving forward we will expand the focus of our digital footprint across all our online platforms. This attention should yield increased visitation and engagement. We also see that visitors who come to our houses through this manner often want a different, less-personalized tour. They are limited with their time and want to walk through the site without a tour guide. To that end we have added a goal of developing a digital tour that would be available through a phone app. We look forward to the upcoming opening of our newest downtown neighbor, the Museum of the American Revolution, which we know will bring an upturn in foot-traffic and provide us with an exciting new programming partner.

And don’t miss our gardens, another great draw to all of our properties. From Grumblethorpe’s vegetable gardens crowned by its 250-year old majestic ginkgo tree to our refined downtown green spaces, each property is cared for by a combination of staff and dedicated garden committee volunteers.

Site manager Del Connor is in awe of the dedication of his volunteer tour guides who often take multiple forms of public transportation to get to the Physick House. Guide John Dean takes a bus, a subway, and then walks to the house. He has volunteered EVERY Friday for fifteen years. Several of the Physick House guides are active members in the Association of Philadelphia Tour Guides and also volunteer at other local sites. As a retired surgeon, Dr. Hansell’s tours lend a special insight to the endeavors of Dr. Physick.

Our house guides are life-long learners who bond over delving deeper into the topics about which they are so passionate. In April 2014 several guides and other Historic Waynesborough volunteers visited the Hancock House in Salem County, NJ, where Anthony Wayne was sent by George Washington to forage for food and livestock. They also visited the local Quaker meetinghouse and had a guided tour of Salem County Historical Society.

**Del Connor**

Del’s commitment to PhilaLandmarks is in his blood. Literally. Del is a direct descendant of Samuel Powell (grandfather of our Powel House Samuel) and Dr. Philip Syng Physick (owner of Physick House). With such roots, Del had an early and profound appreciation for Philadelphia history—especially given that these two “family” homes had not just survived through time, but were open to the public as house museums. From an early age Del has been a community volunteer, non-profit board member, and advocate for improving Philadelphia. This commitment ultimately led him to join the house committee of Physick House about twenty years ago. In 2004 he became the site manager of the Powel House, eventually transferring over to the Physick House, where he remains today. And while a site manager’s job is never done, Del maintains an incredible passion for the work he does. What keeps Del inspired is the opportunity to travel through time, bringing together the stories with the artifacts in the actual place they were used.
Collections:

Collections and Property issues are managed through committees comprised of staff, board members, house committee members, and other interested parties.

A portrait of Samuel Powel by Albert Rosenthal (after Angelica Kauffman) is now on loan to Philadelphia City Hall. Mr. Powel has now joined his fellow-mayors whose portraits adorn the Mayor’s Reception Room. An additional oval portrait of Samuel Powel (also after Angelica Kauffman), formerly on loan, has been removed for conservancy, but will be gifted to PhilaLandmarks by the Philadelphia Society for Promoting Agriculture, an organization of which Mr. Powel served as president. The Powel House has a new portrait of Anne Willing Bingham (Ralph Earl) now on view, a loan from an anonymous donor. Mrs. Bingham was Elizabeth Powel’s niece and lived next door. PhilaLandmarks also received several donations from Samuel Feld of New York City: on view at the Physick House are a cellarette attributed to Joseph Barry, along with two 19th-century chairs and a silver tea set. Historic Waynesborough participated in the Hidden Collections initiative of the Historical Society of Pennsylvania. This will allow their small archive of documents to be "visible" through a shared database utilized by scholars and researchers.

Martha Levine

For Martha Levine it’s all about community. As a long-time member of the Society Hill Civic Association she was an integral part of getting PhilaLandmarks involved with the SHCA annual Open House fundraiser more than a decade ago. Our downtown properties—Powel and Physick—alternate each May as a featured property on the tour. For years Martha has supported the various fundraisers at both houses. In 2011 she was asked to join the house committee at Physick. By 2013 she became the house committee chair. Martha continues to be an advocate for PhilaLandmarks, working diligently to increase awareness of the two houses she considers the treasures of the neighborhood. She is also a tireless fundraiser, currently focused on the Restore the Roof Fund initiative.

Linda Hawley

Linda did not know what the future held the day she attended a lecture on antique silver at Historic Waynesborough more than eighteen years ago. After touring the house she was intrigued when someone mentioned a need for volunteer guides. Linda not only became a guide, but she now also serves as the chair of the HW house committee and house social media guru. She stopped counting her volunteer hours long ago. She is inspired by the large group of volunteers—many of whom she considers close friends—who continuously give their time, energy, and money towards keeping HW open and operating. The beauty of the house, its important history, and this strong sense of community are what keeps Linda energized.
Property:

As in past years, property issues were both major and minor. The majestic trees at Grumblethorpe suffered winter-related issues, a large ash was ultimately removed, while other smaller trees were pruned by staff horticulturist Andy Jickling. Staff was happy to report that all of Grumblethorpe’s chickens weathered the storms and continued to produce the best eggs anywhere! The Physick House roof was given much attention with the ultimate conclusion that it has come to the end of its fifty-year life span and should be replaced. Experts were brought in to help evaluate overall reconstruction and fundraising needs. The Physick House security system was also expanded and upgraded and the front entryway is now even grander with new LED lighting. At Historic Waynesborough the focus was on the restoration of the Carriage House. With financial help from JAM Catering, extensive renovations and repairs were made to both update and preserve the building. In addition, a number of landscape issues were addressed: removing unsightly and dead bushes, adding steps near the tent, and clearing out overgrown areas surrounding the event area.

Kathy Burns Alderfer

Kathy was introduced to PhilaLandmarks by her beloved Aunt Mary Burns. Mary, as an employee of Rohm and Haas, was encouraged to volunteer for an historical organization as the city geared up for the arrival of the millions of tourists expected to celebrate the American bicentennial. Kathy remembers folding newsletters and stuffing envelopes in the administrative offices of PhilaLandmarks. Eventually she became a tour guide at the Powel House. And then life intervened, including children and job opportunities in other cities. But years later, when she returned to the area, her love for PhilaLandmarks remained. She was still inspired by the amazing stories of past lives well-lived and of a city that influenced the foundation of our country. Fifteen years ago she found herself once again at the place that held her heart, the Powel House, volunteering as a guide any weekend she was able. In 2012 she was honored by the organization as Volunteer of the Year, of which she is quite proud.

Jennifer Davidson

Jennifer followed a friend to PhilaLandmarks, a fellow-guide at Elfreth’s Alley who also volunteered at both the Powel and Physick houses. Like her friend she also ended up becoming a volunteer guide in both locations. But then everything changed. Barely three months in Jennifer discovered a new opportunity. PhilaLandmarks was looking for a Powel House site manager. She went after her dream job and landed it. Having lived and worked in multiple cities across the country, Jennifer brings a unique perspective to the organization, with an acute understanding of just how lucky we Philadelphians are with our rich cultural heritage. She views the Powel House as more than a tourist attraction. She reminds us that it served as a stabilizing force within its surrounding neighborhood and the historic community at large, during a critical time in our city’s development in the mid-twentieth century. And just as the founders of PhilaLandmarks saved the Powel House from demolition, Jennifer views her site manager role as a service to her country.
Programming:

PhilaLandmarks continues to introduce new programs and events geared towards deepening our connections and attracting new audiences to all four properties. For the first time ever we invited a theatre company—The Mechanical Theatre—to be “in residence” at PhilaLandmarks. They produced shows at both the Powel and Physick houses ranging from a 1930’s radio show to the Masque of Poe. Our downtown houses also served as performance venues for Tempesta di Mare: Philadelphia Baroque Orchestra. We continue to partner with a number of organizations on developing joint programming that encompass all kinds of interesting (and sometimes unexpected) topics. Historic Waynesborough partnered with the Conestoga Questers, bringing in Mary M. Theobald, author of Death By Petticoat, a book debunking eighteenth century myths. Grumblethorpe welcomed a group of historical preservation students from the University of Pennsylvania led by Professor Frank Matero for his class Building Lives: Architectural Archaeology, which involved on-site field work and studies of both physical and documentary evidence. Powel House welcomed author John Nagy for a discussion of his book Spies in the Colonial Capitol. Physick House enjoyed presentations about Women in Islam and Intuitive Photography. We will continue our programming partnerships with The Historical Society of Pennsylvania, The Library Company, and Ghost Tours of Philadelphia. We have new projects currently in the works with Hidden City Philadelphia, Drexel University, LaSalle University, the Museum of the American Revolution, the National Constitution Center, American Historical Theatre, and a few others. Beyond presentations and discussions, we are looking to expand our adult education programming; The Powel House hosted a series of Botanical Art Classes led by Sarah Maxwell, a certified botanical artist, drawing inspiration from the Powel garden. These eight-week courses will continue, along with a new fine arts drawing & painting course currently in development. We hope to expand this model to our other properties as well.

Special Event Programs:

With the ever-expanding growth of Philadelphia’s “Welcome America” each June/July, PhilaLandmarks saw an opportunity to develop related events at our downtown locations. This was our second year for the Powel House Fourth of July picnic, which featured catered barbeque and live music, along with house tours and a special map exhibit (provided by Board Chair Charles Keates and the Philadelphia Print Shop.) This event joined the eighth annual Philly Phyzz Phest at the Physick House, an event geared towards families. The highlight of the Phyzz Phest is always the audience-participation reading of the Declaration of Independence in honor of John Nixon—former resident of the now named Physick House and first person known to have read the Declaration out loud to those gathered behind what is now Independence Hall. We believe both of these events have room for expansion and many opportunities for growth, especially with corporate sponsorship support.

Another important PhilaLandmarks event is Grumblethorpe’s Oktoberfest. Held on the same day as the reenactment of the Battle of Germantown, attendees are an incredible cross-section of individuals from around Philadelphia and beyond, including full-dress reenactors who always add great character to the event. The garden was on full display with samplings of honey from Grumblethorpe’s own bees, chicken and bunny feeding, and children painting pumpkins. There were tours of the historic house, live music on the lawn, delicious German fare, and local craft beer. This event is an “all-hands-on-deck” endeavor and a key open house day for Grumblethorpe to share its history and Youth Volunteers (GYV) program. With more than 800 visitors in one day, this event is both fundraiser and friend-raiser.

Throughout the year the individual house committees organize and run key fundraising events. While most of the proceeds from these events go towards PhilaLandmarks general operating budget, the committees also raise additional funds for restricted projects particular to each house including general maintenance, garden, collections, or endowment fund. This year the committees contributed $34,000 in revenue to the general budget and raised an additional $22,000 for special projects.

The long running and ever-popular Powel House Holiday Party held in early December was well attended despite a record snowfall on the day of the event. Each spring the Powel committee focuses on their annual Garden Party which celebrates all the hard work and dedication of the Powel garden committee and volunteers. The house committee also started a campaign to raise...
funds to replace the fire alarm system. In addition to the Oktoberfest celebration, the Grumblethorpe house committee introduced a new Summer Solstice Jam in June. This was a low-key BYOB picnic in the garden with live music provided by local bands including the School of Rock. Led by staff horticulturist Andy Jickling and committee member Paul Jablonski, the Germantown Flea was held on the first Saturday of each month from April through September to raise money for both the education and garden funds at Grumblethorpe. This endeavor raised an additional $1200. The house committee at Physics started the year with their Twelfth Night celebration in January. They continued to build local Society Hill support for their Annual Plant Sale and Pre-Sale Kickoff Party in the Physick garden. The committee also began focusing efforts on their Restore the Roof Fund campaign and so introduced a new Wine & Beer Tasting party which was held in October 2013, with all proceeds benefiting the roof fund. This event drew 120 individuals—many from the immediate neighborhood—who not only enjoyed great food, wine, and live music, but learned more about the house and this fundraising initiative. The committee at Historic Wayneborough started off their year with their annual Greens Sale in December, the success of which was bolstered through increased traffic from calculated publicity. The Friends of Historic Wayneborough fundraiser was not held this year, but will reboot in April 2015. Instead the committee hosted a picnic on the grounds of HW to bring together all the interested site stakeholders. PhilaLandmarks folks came together with representatives from Historic Wayneborough, Easttown Township, Jeffrey Miller Catering and other interested parties and neighbors to discuss common interests, responsibilities, and ongoing property needs.

**Education:**

At PhilaLandmarks, when we speak of “inspiring people to engage with history” we are most excited when we can invite children and young adults into our houses to enjoy a first-hand experience. In an effort to help offset the reduction of arts education funding and staffing in our local schools, we have focused on an elementary level Young Art Sleuths program at Powel and Physick houses. With this program, first established in 2011, PhilaLandmarks has reached out to schools serving economically disadvantaged families who are in relative proximity to these downtown locations (thereby alleviating travel expenses.) We have also provided bus fares for some classes.

Using the art and architecture of Powel and Physick as inspiration, the Young Art Sleuths program focuses on activities such as sketching, portrait painting, creating silhouettes, fabric art, embroidery and weaving, while also providing lessons in art appreciation. Concepts covered are perspective, shape, composition, contrast, and symbolism in art. There are six four-hour workshops available. Multi-workshop programs also include walking tours through Society Hill and the nearby historic district to observe architecture, sculpture, mosaics and murals. The children also visit the portrait gallery at the Philadelphia History Museum, Historic Pennsylvania Hospital, and Philadelphia Magic Gardens. In 2014 seven classes from four schools attended nineteen workshops, with 324 individual students receiving the Young Art Sleuths experience.

This past summer, the Young Art Sleuths program was offered in a day camp format for three weeks in August. In addition to the school-year activities, there were added field trips, including a visit to Grumblethorpe. The campers—with the help of a professional historical interpreter—were encouraged to embody an historical character of their choice. This program served twelve children ranging in age from six to thirteen years old.

Fourteen additional classes (373 students total) from schools in New York, New Jersey, Vermont, and locally Coatesville, Bryn Mawr, Rosemont, Jenkintown, and Philadelphia, also visited the Powel and Physick houses. Specialized to the needs of each class, these programs are a mix of cultural history, dance, math, science, medicine, art, and early American crafts. Special partnership programs available are: “Hospital & House Calls” with Pennsylvania Hospital, “Money & Masonry” with Carpenters’ Hall, “Into Footsteps of Fever!” with Mother Bethel AME Church.

The Grumblethorpe Elementary Education Program (GEEP) has been in existence since 1993, serving underprivileged students in the largely African-American Germantown section of Philadelphia. In 2014 we added Prince Hall Elementary to our list of partner schools, which includes John B. Kelly Elementary, John Wister Elementary, DePaul Catholic, Widener Memorial School and HMS School for Children with Cerebral Palsy. GEEP is a basic curriculum that follows and extends the standards of the public and parochial school systems. In general, each class will participate in Grumblethorpe classes at least three times per year, pending funding. Classes vary by season and have a strong interaction with the Grumblethorpe garden: from “Think like a Tree” in Kindergarten, planting root vegetables and studying caterpillars for first and second grades, German art forms in the fourth grade, to geography of vegetables, architecture, and history in the fifth grade. An additional program offered to the sixth grade class at the Wister school is Growing Greener. This is a weekly program that was developed by Penn State Extension. It teaches
horticulture, nutrition and entrepreneurship and culminates with the students holding their own one-day farm stand. We have also been offering classes in chemistry, astronomy, poetry, exercise and art.

The Grumblethorpe Youth Volunteers (GYVs) are a group of roughly twenty students in grades sixth through twelfth who perform voluntary community service at Grumblethorpe and other historic sites throughout Historic Germantown. Started in 2006, the GYV program sought to find a place for middle and high school youth who had graduated from the GEEP program. The program starts with attendance at a free two-week long summer camp held at the end of July. Youth are taught baking skills, crafts and the history of Grumblethorpe so they can learn to give house tours. During the school year, GYVs meet monthly. They have an elected board consisting of a president, vice-president, secretary and treasurer and have developed a group charter. They help with Grumblethorpe and Historic Germantown events such as Oktoberfest, Revolutionary Germantown Festival, Holiday Open House and Party, Annual Jazz Evening and Memorial Day at Concord School House. They sell homemade pies for Thanksgiving and can fruit for sale at the GYV-run farm stand. The GYV’s remain our most dedicated volunteers working tirelessly in the garden during the week and at the weekly farm stand held on Saturdays during the growing season.

After several years of diligent work raising money through the sale of ice cream and hot dogs, self-made canned goods, and Thanksgiving pies, nine GYV’s were treated to a trip to Gettysburg led by Grumblethorpe education director Diana Thompson and her husband, Leonard. They toured the battlefield (finding the name Wister on the PA memorial) and National Cemetery, where they had a guided tour. They took in the sites of the town and spent some time with local farmer and potter David Young, The Lion Potter. Staying in cabins at a local campground was a first for all of them.

**Diana Thompson**

Diana’s involvement at PhilaLandmarks has been nothing less than life changing. What started out as a few volunteer hours as a tour guide and serving on the Grumblethorpe house committee led her to be inextricably tied to the property. “Hey! You’re that Grumblethorpe lady!” is what she often hears as she travels through her community. She started working in the education program about nine years ago and now serves as the education director of the GEEP & GYV programs. These youth volunteers are especially near and dear to Diana’s heart. While many come from difficult family situations, they arrive at Grumblethorpe engaged and open to the experience. They take ownership of the property, leading tours of the house museum, working in the garden, and managing the farm stand. While discovering herself, Diana has created not just a home, but a safe place for these kids to discover who they are and the courage to own it.

**Jordan Vann**

Jordan was introduced to Grumblethorpe by family members: he tagged along with an older sister, a cousin, and an aunt, who were all involved in various activities at the site. It was fun. So he kept coming back. What he discovered was a place full of big-hearted adults who volunteered their time to keep Grumblethorpe running. He was inspired by their example. Until he realized that he too was one of those individuals, giving heart and soul to the place he calls his second home. Jordan is a star manager of the GYV-run farm stand. He is most proud that the Grumblethorpe farm stand brings affordable, fresh organic produce to his Germantown neighborhood. Jordan graduates from Mastery Charter School-Pickett Campus in the spring of 2015. He says his Grumblethorpe experience has inspired him to attend college and perhaps run his own business someday.
PhilaLandmarks Road Scholar brought 900 visitors to our region in 2014, contributing $750,000 to the local tourist economy, while also adding $42,000 to PhilaLandmarks (net) earned income revenue.

In conjunction with Road Scholar (Elderhostel) the not-for-profit world leader in lifelong learning, PhilaLandmarks has been creating and hosting educational adventures throughout Philadelphia and the countryside since 1992. The 2014 schedule included sixty programs over a ten-month span. In addition to supporting many of the area’s cultural institutions, PhilaLandmarks Road Scholar utilizes four- and five-star hotels, and upscale restaurants, making it a key contributor to the region’s tourist economy. From signature city tours featuring our national historic treasures (including our PhilaLandmarks houses!), to art and garden focused tours, Road Scholar adventures most often include exclusive access and insight from experts in their fields. Popular sites visited include among others, the Philadelphia Flower Show, Longwood Gardens, Winterthur Museum, the Barnes Foundation, the Philadelphia History Museum, Philadelphia Museum of Art, Pennsylvania Academy of Fine Arts, Independence National Historic Park, the Philadelphia Orchestra, and even visits to Italian Market.

PhilaLandmarks Road Scholar partnership with the Barnes Foundation, which started in 1997, enabled us to develop a new one-of-a-kind program. “An Art-Lover’s Dream: Become a Student at the Barnes Foundation” allows our Road Scholars to attend art-appreciation classes taught by Barnes professionals for three full days. This exclusive PhilaLandmarks program drew attendees from as far away as Singapore. Two new “On the Road” programs were added this year offering participants extended eight day, seven night Philadelphia/New York or Philadelphia/Cape May tours. A visit to the Emlen Physick Estate in Cape May is a nice addition to a visit at our PhilaLandmarks Physick House.

Reviews from RS attendees:

Barbara from Lafayette, CO attended a PhilaLandmarks Road Scholar program in March 2014 and had the following to say: “What a fantastic trip. I would go do it again! From art museums, to opera, to symphonies, and a Broadway show it’s all here. The Barnes is a very special treat that permanently changed the way I see art. The lectures were so interesting and let me know what I’d be seeing and what to look for. The hotels were comfortable, clean and well located. The other travelers were interesting and are now new friends. You can’t go wrong on this adventure.”

J. David from Lawrence, KS had this to say about the “Art Lover’s” Barnes program he attended in August 2014: “For serious art lovers, this is a rare opportunity to see and experience a singular institution from the inside.”

Yolanda from Albuquerque, NM commented on her September 2014 visit: “The Philly/New York tour is a great tour combination because you can easily get a good overview of what each city has to offer” “...Philly sites were more impressive than we had imagined. The Barnes collection in Philly was incredible. The train ride from Philly to New York was pleasant.”

The New Barnes: photo courtesy Bradley Maule

Margaret “Pixie” Biddle

Pixie is the longest-tenured employee at PhilaLandmarks, having joined the staff as the Road Scholar (then called Elderhostel) director in 1996. Pixie is a true force of nature who has introduced countless visitors to our properties, our city, and region. She has developed a number of innovative educational experiences that utilize many of Philadelphia’s historical and cultural institutions. She finds inspiration each time a visitor expresses awe over what our city has to offer, its history, its beauty, its friendly people, and yes, the food! What she loves most about the PhilaLandmarks houses is that they each provide an authentic experience, once you open the front door, you are transported and are communicating with the past. Working for PhilaLandmarks has enabled Pixie to participate in a life-long learning quest. Each day holds something new.
Beautiful historic homes and gardens provide a perfect backdrop for special events and weddings. Our properties appeal to brides both for their classic sophistication and rustic elegance. In our two downtown locations, we carefully balance scheduled rental events with open museum hours, group tours, and regular programming. The Powel and Physick houses are perfect for intimate weddings and special dinners. Out of town, Historic Waynesborough, in partnership with JAM Catering, offers dedicated events spaces—a permanent tent and carriage house—which enable larger events on a consistent basis. Our Grumblethorpe property does not offer event rentals at this time. These rentals have become an important source of revenue for PhilaLandmarks, bringing in just over $140,000 in 2014.

In an effort to reach out to like-minded organizations, we open the doors of our houses in support of our fellow cultural non-profits. Our properties were utilized by the Young Friends of Independence Park, the Pennsylvania Ballet, and the Young Friends of the Philadelphia Museum of Art. We hosted a special meeting and tour for the board of directors of the Museum of the American Revolution. We also welcomed the crew from Comedy Central's Drunk History (season 2, episode 8, originally aired August 2014) and the folks from Art in Age of Mechanical Reproduction. In addition we offered the friends and family discount to allow History Making Productions use of our properties in the making of their excellent Philadelphia: The Great Experiment documentary series.
## STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
### YEAR ENDED SEPTEMBER 30, 2014

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<td></td>
<td>129,499</td>
</tr>
<tr>
<td>Events Income (net of direct costs)</td>
<td>34,008</td>
<td></td>
<td></td>
<td>34,008</td>
</tr>
<tr>
<td>Memberships</td>
<td>7,456</td>
<td></td>
<td></td>
<td>7,456</td>
</tr>
<tr>
<td>Road Scholar</td>
<td>783,616</td>
<td></td>
<td></td>
<td>783,616</td>
</tr>
<tr>
<td>Rental Income + Commissions</td>
<td>140,654</td>
<td></td>
<td></td>
<td>140,654</td>
</tr>
<tr>
<td>Admissions + Gift Shop</td>
<td>17,324</td>
<td></td>
<td></td>
<td>17,324</td>
</tr>
<tr>
<td>Program Activities</td>
<td>9,040</td>
<td></td>
<td></td>
<td>9,040</td>
</tr>
<tr>
<td>Interest and Dividend</td>
<td>9,783</td>
<td></td>
<td></td>
<td>9,783</td>
</tr>
<tr>
<td>Unrealized Gain (loss) on Investments</td>
<td>36,431</td>
<td></td>
<td></td>
<td>36,431</td>
</tr>
<tr>
<td><strong>Net Assets Released from Restrictions</strong></td>
<td>83,731</td>
<td>(83,731)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Revenue and Support</strong></td>
<td>1,212,131</td>
<td>27,598</td>
<td></td>
<td>1,239,729</td>
</tr>
</tbody>
</table>

|                               |              |                        |                        |        |
| **Expenses**                  |              |                        |                        |        |
| **Program Services**          |              |                        |                        |        |
| Road Scholar                  | 729,224      |                        |                        | 729,224|
| Other programs                | 224,660      |                        |                        | 224,660|
| **Total Program Services**    | 953,884      |                        |                        | 953,884|

|                               |              |                        |                        |        |
| **Support Services**          |              |                        |                        |        |
| Administrative and General    | 226,754      |                        |                        | 226,754|
| **Total Expenses**            | 1,180,638    |                        |                        | 1,180,638|

|                               | 31,493       | 27,598                 |                        | 59,091 |
| **Changes in Net Assets**     |              |                        |                        |        |

| **Net Assets, beginning of year** | 1,992,353 | 62,635 | 379,197 | 2,434,185 |
| **Net Assets, end of year**     | $2,023,846 | $90,233 | $379,197 | $2,493,276 |

### 2014 Net Revenue Sources

- Admissions & Gift Shop: 11%
- Road Scholar: 11%
- Sales: 4%
- Institutional Support (Govt., Foundations, Corporate): 16%
- Fundraising Events: 9%
- Individual Support (board, membership, donors): 23%
- Rentals: 31%
- Investment income: 6%
- Contributed sources (blue), earned (black)

Our diversity of revenue sources has kept PhilaLandmarks moving forward in difficult financial climes. The fact that our income is balanced between contributed and earned sources has served us well. However, we see room for growth in particular areas, especially in individual contributions. F/Y 2014 saw a significant increase in board contributions and board involvement in gift solicitation. Moving forward we will focus on solidifying and growing our membership base and cultivating new individual donors. To that end we have invested in a new database management system as well as hired a part-time communications and development director to spearhead this initiative in F/Y 2015 and beyond. We also saw an increase in revenue from event rentals.
In-Kind
Daniel Vitale
Diverse Catering
Day By Day Catering

Special thanks to our catering and event partners:
Chef's Table Catering
Day By Day Catering
DiBruno Brothers Catering
Diverse Catering
Dr. Physick Soda Co.
Jose Garces Catering
Jeffrey Miller Catering
Ocean Tents
Philadelphia Print Shop
Franklin Fountain
G-town Radio
The Knox Street Band

Government
Pennsylvania Historical & Museums Commission
Philadelphia Cultural Fund

Foundations
The Philadelphia Foundation
Elsie Lee Gardner Memorial Foundation
Green Street Monthly Meeting
The Haley Foundation
Foundation of the Rotary Club of Chestnut Hill
Weavers Way Community Programs
Widener Memorial Foundation
Henrietta Tower Wurts Memorial
Kitchen Gardeners International
The Hamilton Family Foundation
Howard J. Sedran Family Foundation
Sam and Kate Sidewater Foundation
The Thomas Rosato Foundation

Corporations/Organizations
Johnson & Johnson Matching Gifts Program
Vector Security
Bartlett Tree Experts
Dr. Physick Soda Company
East River Bank
Friends of Historic Waynesborough
Society Hill Civic Association
The Historical Society of Pennsylvania
Tompkins Insurance Agencies
Jeffrey Miller Catering
Parallel Design Inc.

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Mr. Charles P. Keates, Esq.
Mrs. Malcolm L. Wister

$5000+
Tim and Pam Alles

$1000+
Mr. Thomas McCabe
Ms. Lori Cohen
Ms. Kathleen Burns-Alderfer
Mr. and Mrs. Bernard G. Heinzen
Mr. Robert Ciaruffoli, CPA
Mr. Stephen S. Lee
Mr. and Mrs. Bruce A. Self
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Mr. and Mrs. Michael J. Mahoney
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Michelle and H. Paxson Keates
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Mr. and Mrs. James B. Straw
Mr. Gary Crowell
Eleanor and Stockton Iloway

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Mr. and Mrs. Wayne M. Thomas
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Mr. and Mrs. Allen Weinberg
Mr. and Mrs. Peter A. Dunn
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Robert Bryan, ALA & Julie Jensen Bryan
Mr. and Mrs. Philip Price, Jr.
Mr. and Mrs. William C. Buck

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Mr. Robert Boris & Ms. Linda Seyda
Mrs. James DeMarco
Mr. and Mrs. F. Jonathan Turner
Ms. Audrey Walters
Mr. and Mrs. Peter Angelides
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Mr. and Mrs. James T. Ward
Mr. George L. Kelley
Mr. and Mrs. Christopher P. McGill
Susan and Bill Untereker
Mr. David T. Orthwein
Hans and Cherry Bombeck
Ms. Lawrence A. Petuskey &
Mr. James D. Miller
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Ms. Marion Janet Hanks-Bell
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Mr. Leroy E. Kean
Jacqueline and Lawrence Weitzner
Mr. Daniel Kelley & Ms. Mary Keefe
Mrs. Robert S. Lee
J.D. and Michael Faucher
Mr. and Mrs. Palmer Hardl
Mr. and Mrs. David W. Maxey
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Mr. David R. DeVoe & Ms. Laura A. Lane
Ms. Lisa M. Witomski
Ms. Cynthia Adams
M.K. Carmichael
Ms. Margaret H. Lonzetta
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Mr. and Mrs. George Jablokov
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Ns. Claire L. Batten
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Ms. Ginger Sacha & Mr. Steven Schatz
Mr. and Mrs. David A. Stevens
Ms. Kathleen M. Beaver

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Mr. Edward Kaplan
Ms. Sonia Kurtz
Mrs. Joan Lapayowker
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Mr. Christophe Van den Bulte
Mr. and Mrs. John E. Wilson, Jr.
Mr. and Mrs. Thomas P. Witt

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Mr. and Mrs. Philip N. Russo
Ms. Ellen H. Smith
Ms. Susan S. Whereat
Ms. Candace Stiklorius
Mr. Chancey Henneman
Mr. and Mrs. Charles Hummel
Mr. David Iams
With Gratitude For Their Ongoing Dedication:

Powel House Committee
House Chair – Bill Higgins
Co-Vice Chairs – Robert P. Breading, Kathie Dunn

Grumblethorpe House Committee
House Chair – Jonathan Cresswell
Linda Berger, Veronica Bowlan, Gary Crowell, Tom Grabe, Tom Hemmerick, EJ Herczyk, Paul Jablonski, Andy Jickling, Jennifer Schultz, Leslie Stones, Theo Stones, Diana Thompson, Jordan Vann, Pam Walz, Christopher J. Waxman

Physick House Committee
House Chair- Martha Levine

Historic Waynesborough House Committee
House Chair – Linda D. Hawley

House Tour Guides:
Powel House: Mait Albert, Elaine Morris, Carol Purifield, Ginger Sacha, Joella Klinghoffer, Madison Shelton, Al Harris, Jane Eiman, Carol Mablekos, Physick House: John Dean, Elaine Morris, Barbara Wilson, Dr. Dan Hansell, Historic Waynesborough: Sandee Adams, Barbara Birr, Ann Dennen, Mary Furtaw, Elie Giberson, Linda Hawley, Lois Hazard, Bennett Hill, Shirley Hill, May Holgren, Dorothy Jessup, Lynne Manus, Mary Mason, Cynthia McGroarty, Patricia McOsier, Sandy Ormerod, Janet Pennell, Suzanne Skillen, Sally Spargo, Karen Steenhoff, Eric Williams, Ellie Wilson

Special thanks to:
Easttown Township, Friends of Historic Waynesborough, Historic Germantown, Philadelphia Historic Neighborhood Consortium, Association of Philadelphia Tour Guides

Many thanks to our photography partners who donated photos to this publication:
A life well lived. Husband, father, grandfather, artist, teacher, WWII veteran, community activist, fundraiser, exhibit builder, gardener, music lover... the list goes on. John was many things in his lifetime. PhilaLandmarks was fortunate to call John a staff member in his “retirement” years, when he was hired as the education director. John worked tirelessly developing programs and writing grant proposals to fund them. A big kid himself, one imagines he developed many a program to satisfy his own inner-child: Art Sleuth, Secret Garden, Hammers & Pens, Chemistry Kids, to name a few. So much about PhilaLandmarks inspired John, but what made him most proud was the internship program he developed with then executive director Brandi Levine. John also very much enjoyed the social aspect of the organization, taking part in all the programs and parties at each house. It truly wasn’t a PhilaLandmarks event without John in attendance. And while John was knowledgeable about all of our properties, his heart resided at Grumblethorpe where he knew the surrounding area well. Not only did he have a thorough knowledge of Grumblethorpe, but he could take you for a walk and also name the residents of each historic house in the neighborhood. He was well-acquainted with many of the trees too! John was an inspiration. He seemed to do it all. But he would be the first to tell you not to worry about the “what” or “how” of it all... but simply to “do whatever you do.”
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Andy Jickling, Grumblethorpe Horticulturalist
Jennifer and Alvin Davidson, Powel House Site Managers
Diane Dunning and Kathryn Panneacker, Grumblethorpe Site Managers
J. Del Conner, Physick House Site Managers
Lynn and Paul Gluck, Historic Waynesborough Site Managers
Interns: Sarah Fife, Lyle Funk, Sara Hawken, Allison Ostertag, Dessa Wideman

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Physick House, 321 South Fourth Street, Philadelphia 19106
Grumblethorpe, 5267 Germantown Avenue, Germantown 19144
Historic Waynesborough, 2049 Waynesborough Road, Paoli 19301

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