It can be difficult to sum up a year, especially when the year saw so much change from start to end. In the fourth quarter of our fiscal year, the world shut down. The Museum responded quickly and, in accordance with Federal and State recommendations, closed to the public on March 13, and shifted to a work-from-home model shortly after that. It would be four months before any semblance of ‘normal operation’ resumed. How we respond in crisis is as important as how we respond in good times and having a strong foundation is what has sustained us this year, in good times and in bad.

The Museum’s endowment, built from the generous donations of those who value what we do, is the foundation of our financial resources, providing a necessary cushion in the fourth quarter. While we have not needed to draw from it, it has given us the security to continue our operations. The board recognized that even government relief loans were premature, and made the bold choice to leave those resources available to institutions in more dire circumstances. Our dedicated members and generous donors have been another part of our financial foundation. While the Annual Appeal fell about 5% below goal and the June fundraiser was necessarily canceled, we remain optimistic about the future. We are particularly thankful for the excitement we see brewing from our outreach to new audiences in New Bedford.

Every organization’s foundation is its mission and so most of the year was replete with preservation efforts and educational programming. A Collections Assessment Program yielded a report on the preservation needs for our collection of objects, costumes, and the building itself. Areas of the garden and the pergolas were restored. The Coach House apartment interior was refurbished. The Museum continued to provide popular programming such as concerts with musicians from the New Bedford Symphony Orchestra; our school field trip focusing on the importance of honey bees, Growing Ideas: Cultivating Connections; and special exhibitions To Have and to Hold: Family Weddings Remembered, and Shaking the Foundations: Movements Towards Equity for Women. Staff developed creative programming to attract new audiences to the RJD, like Afternoon Tea in the Parlors, and Mystery at the Mansion. Both popular events will return to the RJD’s calendar in the next year.

If programs and exhibitions are the RJD’s front of stage, then we must give credit to the backstage work behind the main production: board leadership. The board looked inward this year, developing a governance agenda to review its policies and bylaws in accordance with best practices. The revised documents establish strong foundations for good governance and a healthy board environment. And our work is not done. The board, in concert with staff, will continue to examine policies and operations as they relate to diversity, equity, inclusion and accessibility, in order to ensure that the Museum is relevant and welcoming to all.

Facing challenge makes us stronger. As we close the year during this extraordinarily challenging time, we face the next with confidence and determination. We are deeply appreciative that this Museum is at the center of a community that will keep the ship afloat and guide and support us along the way.

Dawn E. Salerno
Executive Director

G. Stewart Young, President of the Board of Trustees
Leadership

Officers
G. Stewart Young, President
Margaret Z. Gray, Vice President

Nathanael R. Brayton, Treasurer
Ruth Oliver Jolliffe, Clerk

Trustees
Howe Allen
William Rotch Bullard II
Brenda Dias
Jack Dresser
Kreg R. Espinola
Ruth Furman
Francis C. Gray, III

Timothy G. Haydock
Anne B. Heller
Diana Henry
Kenneth Lauderdale
Gloria McPherson
Natalie A. Mello
Laura L. Parrish

Staff
Jessica Brodeur, Membership & Events Coordinator
Esabel De Sousa, Functions & Sales Coordinator
Rick Finneran, Facilities Manager
Dawn Salerno, Executive Director
Blair Walker, Curator & Manager of Collections

Bookkeeper: Betsy Pinho
Event Assistants: Cheryl Gagne, Taylor Tierny
Summer 2019 Intern: Elizabeth Beasley

Thank you

to this year’s outgoing
Board Member!

Margaret Z. Gray (Gerry)

Committees

Advancement
William Rotch Bullard II
Jack Dresser
Francis C. Gray, III
Anne Heller
Laura Parrish

Collections
Ruth Furman, Chair
Mary Jean Blasdale
Brenda Dias
Frances Levin
Gloria McPherson

Buildings and Grounds
Kenneth Lauderdale, Chair
Ruth Furman
Francis C. Gray, III
Timothy G. Haydock
Diana Henry

Events
Diana Henry, Chair
Howe Allen
Margaret Z. Gray
Anne Heller
Natalie A. Mello
Laura Parrish
Michele Zingara-Crotty

2020 - 21 Board Slate

Officers to be elected to a one-year term:
G. Stewart Young, President
Natalie A. Mello, Vice President
Nathanael R. Brayton, Treasurer
Jack Dresser, Clerk

Trustees to be elected:
Steven Anderson*
Nathanael R. Brayton*
Janet W. Coquillette (Ex-Officio)*
Timothy Haydock**
Ruth Jolliffe*

*First term of 3-years
**Second term of 3-years

Corporator to be elected for life:
Margaret Z. Gray
New Trustee Profile

Steven Anderson

Steven Anderson has over ten years of management experience in operations, finance, staff development, community partnerships, and strategic planning. He currently serves as the Chief Financial Officer at Better Community Living, in Dartmouth, MA where he is responsible for the operations of the finance department. He has been with the company since 2007. He has a B.S. in Accounting from the University of Massachusetts, Dartmouth.

Janet Coquillette

Janet Coquillette has been involved with nonprofit organizations for over thirty years, serving on the boards of The Cleveland Museum of Art, the Womens Council of The Cleveland Museum of Art, the Eleanor B. Rainey Institute, The Cleveland Music Settlement and the North Union Farmers Market, among others. Currently, she is President of the Garden Club of Buzzards Bay. She has a master’s degree in Nonprofit Organizations and worked as an independent consultant in Cleveland for about twelve years, working with a variety of nonprofits ranging from a small crisis nursery to Case Western Reserve University. Her consulting work focused primarily on organizational health, including strategic planning, strategic combinations and collaborations, and governance. Janet also has experience in historic preservation and the welfare of older cities. Janet had a prior career as a corporate lawyer at Jones Day in Cleveland, specializing in mergers and acquisitions. She holds a BA in English from Kalamazoo College; a JD, with honors, from Case Western Reserve University; and an MNO from Case Western Reserve University.
Ann Marie Lopes is a writer and communications strategist with over 20 years of experience. She is also an award-winning documentary producer, with honors that include the New Bedford NAACP 100th Anniversary Special Recognition Award for her documentary "100 Years of Fighting for Civil Rights: the History of the New Bedford NAACP" and the Alliance for Community Media, Northeast Region 2017 Video Festival Award. She considers herself to be a storyteller, creating and distributing stories directly to targeted audiences. Her expertise as a writer and documentary producer enables her to turn complex material into a succinct and easily accessible message. Her other areas of expertise include strategic campaign planning and execution, web content creation, multimedia presentations and marketing, public speaking, video production, nonprofit communication, public relations, and strategic planning.

Exhibitions and Collections

The year’s changing exhibition schedule ensured that there would be something new to see at the RJD every few months. Objects on display ranged from historic photographs and etchings, to elaborate costuming. The museum continues to secure loans of objects to augment its own collection of about 2,500 objects.

1. **To Have and to Hold: Family Weddings Remembered**  
   May 25 - November 17, 2019

2. **Shaking the Foundations: Movements Towards Equity for Women**  
   Jan 18 - May 17, 2020
Gifts to the Museum

Following the recommendation of our Collections Assessment Program Report, the Museum instituted a 2020 moratorium on accessioning, until the time that museum leadership is able to inventory its holdings, and revise its collections policy. We were in receipt of two important gifts this year.

**Recent Acquisitions**

*Silk Embroidered Bedspread, 2020.1, Gift of Mary Eliot Jackson*

The bedspread has Chinese silk hand embroidery of peacocks and flowers. It belonged to Sarah Rotch Arnold (1786-1860), daughter of William Rotch, Jr.

A collection of Jones family letters dating 1820 to 1880, two miniature paintings, and some other ephemera were given to the RJD by Sarah Forbes. Over the past several years, Ms. Forbes has sent us well-loved books and objects often inscribed or labeled with the name and a date of its owner. This recent group of letters has offered new insight into the personal lives of her family. The collection is currently being catalogued by collections volunteers, Beth Luey and Jalien Hollister.
Audience Engagement

Programming at our historic site aims to appeal to broad audiences, connecting people through storytelling, providing aesthetic respite and deepening their understanding of humanity. The Museum continued to run family-friendly free days, such as Open House, in collaboration with the James Arnold Mansion, the second annual Pumpkin Parade, and Nuptials and Nosh: an event to introduce vendors and couples to the Museum as a site for their special day. The Museum contributed seven months of free AHA night programming, and when AHA went virtual, the Museum followed in kind. Participants could enjoy concerts, lectures, and children’s activities at no charge. RJD’s newest program met with success this past year: History Happy Hour will continue as a virtual series in 2020.

The Museum is a partner to area schools as well, offering field trips and teacher professional development. Teachers from Nativity Preparatory School in New Bedford spent a summer day learning museum teaching strategies with Executive Director, Dawn Salerno. Growing Ideas: Cultivating Connections enrolled over 400 fourth and fifth grade students in the Fall of 2019. This program fulfills an important part of the Life Science and Technology and Engineering requirements in the Massachusetts Science Curriculum Frameworks for 5th grade.

Ticketing Partnerships

Partnerships for discounted and free ticketing make the power of culture accessible to a wider range of audiences. The museum partnered with various programs to lower any financial barriers to visitation as well as promote visitation. The RJD is a “Blue Star Museum”, offering free admission to the nation’s active-duty military personnel and their families between Memorial and Labor days. The Museum expanded its free admission program through the Mass Cultural Council and offered free admissions to both EBT and ConnectorCare cardholders.

Official recognition of RJD’s contribution to the cultural district has come: the Mass Cultural Council approved an expanded Seaport Cultural District for another five years, to now include the Rotch-Jones-Duff House & Garden Museum and the entire Abolition Row Historic District (our east-bordering road). Massachusetts’ State Senate and House of Representatives separately cited “the Seaport Cultural District’s work in elevating New Bedford by creating and promoting rich cultural experiences that improve our quality of life, foster growth and economic development, and celebrate what makes us unique.”

RJD’s social media presence has been slowly growing, widening the touch points people have with the Museum. While the pandemic has negatively impacted in-person attendance, it has had the opposite effect on virtual interactions. The demand for on-line engagement, combined with the social media savvy of Membership and Events Coordinator, Jessica Brodeur, has driven major increases in our on-line audiences.

The Rotch-Jones-Duff House & Garden Museum

@rjdmuseum

4.5 out of 5 • Civilization Museum • New Bedford, Massachusetts

15%

increase in Facebook followers since previous year

281

Number of followers on Twitter (increased 19%)

345

Number of followers on Instagram (increased 128%)

31%

Average open rate of RJD E-news
Events

1. On October 18, 2019, a mystery unraveled across the parlors, dining room, and bedrooms of the 1834 mansion: it was the debut of our whodunit event, Mystery at the Mansion. Guests to the party assumed roles in the play, and clues were given by actors playing both real and fictional characters in attendance at the wedding of Elizabeth Rotch Arnold and Dr. Charles Tuttle.

2. The annual holiday decorations, on view from November through December, were enjoyed by guests to our new holiday tea series. The series concluded with a children’s tea, to which plushy friends and dolls were invited.

3. Amidst the chill of winter, on February 2, RJD members gathered for one of two annual Members’ Receptions. They enjoyed a tour by curator, Blair Walker, and mimosas in the parlors.

The RJD’s June 2020 garden party was on track with another wonderfully creative theme when the pandemic necessarily canceled the Museum’s largest event and biggest fundraiser.

Preservation

1. Southeast Quadrant Restoration: The Garden Club of Buzzards Bay has had a close relationship with the museum since the museum’s inception. In 1988, they planted the Civic Garden to beautify the property of this fledgling museum. Since the issuance of the Olmsted Centre’s Cultural Landscape report in 2012, the GCBB has supported the RJD in its efforts to restore the gardens to the Jones era of 1880. The Civic Garden provided color and interest for many years, but the cultural report specifically recommended its removal, and with the support of the GCBB executive committee, and funding from the club, the area was restored to grass by Jim Perry Landscaping this past October 2019.

2. Pergolas: The late 19th century pergola, a landscape focal point and backdrop to so many special events, was in need of minor repairs and a fresh coat of weather-proofing paint. Our very own Rick Finneran completed the work in August of 2019. Two other smaller pergolas were painted at the same time.

3. Coach House: With the departure of long-term tenant, Colin Williams, came the need to refurbish the apartment on the 2nd floor of the Jones era Coach House (later, Duff Garage). Minor electrical and carpentry work, as well as floor refinishing and painting was completed by mid April in time for the new tenant. July began a window restoration by John Aumann for the five second floor windows.
The support of many individuals, businesses, and organizations enables the museum to preserve our national historic landmark, interpret the stories of the past for contemporary audiences, and engage the community with history, architecture, and horticulture. We are forever grateful and appreciative to these individuals, businesses and organizations.

$5,000+

Anonymous
Ms. Joanna Bennett
Mr. Nathanael R. Brayton
City of New Bedford
Mr. and Mrs. Samuel Gray
Grimshaw-Gudewicz Foundation
Mr. and Mrs. William Hicks
Ms. Sarah Jackson
Mrs. Ruth Oliver Jolliffe
The J. Greer McBratney 2011 Trust
Ms. Amelia Tigner
Mr. and Mrs. Gurdon B. Wattles
Mr. G. Stewart Young

$1,000+

Mr. Howard Allen & Mr. Timothy Evans
Anonymous
Arbella Insurance Group
Gary & Jane Harris Ash
Mr. Todd G. Atkinson
Mr. & Mrs. Charles E. Bascom
Mr. & Mrs. R. William Blasdale
Mr. & Mrs. Peter Bullard, Sr.
Mr. & Mrs. William R. Bullard
Mrs. Carleton Burr
Carney Family Charitable Foundation
Mr. & Mrs. Ronald J. Dias
Mr. David DiBiasio & Ms. Natalie Mello

Financials

<table>
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<tr>
<th>Revenue From Operations</th>
<th>FY 2020</th>
<th>FY 2019</th>
<th>% Change vs. ’19</th>
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<tbody>
<tr>
<td>Membership</td>
<td>$21,946</td>
<td>$20,557</td>
<td>7%</td>
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<tr>
<td>Annual Appeal</td>
<td>$115,707</td>
<td>$119,667</td>
<td>-3%</td>
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<tr>
<td>Grants</td>
<td>$32,130</td>
<td>$23,000</td>
<td>40%</td>
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<td>Other Annual-Type Gifts</td>
<td>$31,929</td>
<td>$69,156</td>
<td>-54%</td>
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<td>Special Events</td>
<td>$8,454</td>
<td>$61,887</td>
<td>-86%</td>
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<tr>
<td>Programs</td>
<td>$2,927</td>
<td>$3,690</td>
<td>-21%</td>
</tr>
<tr>
<td>Investments - Annual Draw</td>
<td>$78,409</td>
<td>$76,296</td>
<td>3%</td>
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<tr>
<td>Other Income</td>
<td>$20,921</td>
<td>$31,134</td>
<td>-33%</td>
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<tr>
<td>Total Revenue</td>
<td>$312,423</td>
<td>$405,386</td>
<td>-23%</td>
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<table>
<thead>
<tr>
<th>Operating Expenses</th>
<th>FY 2020</th>
<th>FY 2019</th>
<th>% Change vs. ’19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs, Collections &amp; Education</td>
<td>-$2,590</td>
<td>-$3,006</td>
<td>-14%</td>
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<tr>
<td>Building &amp; Grounds</td>
<td>-$39,742</td>
<td>-$41,114</td>
<td>-3%</td>
</tr>
<tr>
<td>Special Events</td>
<td>-$2,196</td>
<td>-$29,760</td>
<td>-93%</td>
</tr>
<tr>
<td>Admin. &amp; Fundraising</td>
<td>-$59,058</td>
<td>-$63,466</td>
<td>-7%</td>
</tr>
<tr>
<td>Personnel</td>
<td>-$223,737</td>
<td>-$214,492</td>
<td>4%</td>
</tr>
<tr>
<td>Total Operating Expenses</td>
<td>-$327,323</td>
<td>-$351,838</td>
<td>-7%</td>
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<tr>
<td>Net from Operations</td>
<td>-$14,900</td>
<td>$53,548</td>
<td>-128%</td>
</tr>
</tbody>
</table>
$500+

Acushnet Local Cultural Council
Anonymous
Mr. & Mrs. Christopher Arnold
Mr. & Mrs. Marc E. Chardon
Dartmouth Local Cultural Council
Mrs. Helen S. DeGroot
Dr. & Mrs. Paul T. Elder
Mr. & Mrs. Ronald Estabrooks
Ms. Barbara B. Ferri
Mr. & Mrs. Stewart Forbes
Rev. & Mrs. G. Kenneth Garrett
Mr. David M. Gray
Ms. Elizabeth T. Gray, Jr.
Mr. Chip Loomis
Mr. & Mrs. Robert Gray
Mr. & Mrs. William Gray
Mr. Russell S. Hensel & Ms. Karen M. Quigley
Mr. & Mrs. David Jeffrey
Mr. Andrew G. Kotsatos & Ms. Heather A. Parsons
Mr. & Mrs. Robert Ackerman
Mr. & Mrs. Milton Adams
Ms. Anne T. Almy
Mr. Richard S. Anderson
Mr. John L. Aumann & Ms. Anna Surma
Mr. & Mrs. William H. Baker Jr.
Mr. & Mrs. Michael Baldwin
Mr. & Mrs. William N. Bancroft
Mr. & Mrs. David Barrett
Dr. & Mrs. Arthur Bennett
Dr. & Mrs. Leonard S. Berman
Mr. & Mrs. Robert Bernert
Dr. & Mrs. John R. Bockstoce
Mr. Peter S. Boyce & Ms. Deborah B. Macy
Mr. & Mrs. John W. Braintmayer
Mr. & Mrs. Stephen K. Brayton
Mr. & Mrs. John K. Bullard
Ms. Sarah C. Bullard
Mr. Bohdan Burban & Mrs. Margaret Simmons

Burr Brothers Boats, Inc.
Mr. & Mrs. David Cameron
Mr. & Mrs. Christopher Carey
Mr. & Mrs. Edward Carlson
Mr. David Caruso
Ms. Laura Casey
Mr. W. Gardner Chace
Dr. & Mrs. John Conway
Mr. & Mrs. William Coquillette
Mr. & Mrs.
Burton L. Corkum, III
Ms. Nancy C. Crosby
Ms. Victoria Cunningham
Mr. & Mrs. Christopher Cutler

Mr. & Mrs. Robert Ackerman
Mr. & Mrs. Milton Adams
Ms. Anne T. Almy
Mr. Richard S. Anderson
Mr. John L. Aumann & Ms. Anna Surma
Mr. & Mrs. William H. Baker Jr.
Mr. & Mrs. Michael Baldwin
Mr. & Mrs. William N. Bancroft
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Dr. & Mrs. John Conway
Mr. & Mrs. William Coquillette
Mr. & Mrs.
Burton L. Corkum, III
Ms. Nancy C. Crosby
Ms. Victoria Cunningham
Mr. & Mrs. Christopher Cutler

$100+

Ms. Janine da Silva
Mr. & Mrs. Emmanuel DasKalakis
Dr. Gail Davidson
Mr. & Mrs. Leslie Dole
Rev. & Mrs. John Douhan
Mr. & Mrs. Raymond H. Drouin Jr.
Mr. Michael J. Eatonough & Ms. Bridget A. Flynn
Mr. Paul Elias & Ms. Marie Lossky
Mr. & Mrs. Hugh G. Fanning
Mr. & Mrs. James Feeney
Ms. Amy Ferguson
Mr. & Mrs.
James M. Fitzgibbons
Ms. Julia Forbes
Mr. & Mrs. Donald R. Foster
Mr. & Mrs. Dennis Fusco
Mr. & Mrs. Robert H. Gardner
Mr. & Mrs. Seth Garfield
Mr. & Mrs. Peter Gates
Mr. & Mrs. George C. Gebelein
Ms. Vera Gibbons
Mr. & Mrs.
David L. Gilbertson & Ms. Carolee S. Matsumoto
Mr. & Mrs. Nicholas P. Greville
Ms. Nancy K. Griswold
Mr. & Mrs. Elton W. Hall
Mr. & Mrs.
Nathaniel L. Harris, Jr.
Ms. Leah Hartman
Mr. & Mrs. Kenneth Hartnett
Ms. Candace Haydock
Ms. Rebecca Hallowell Haydock

Mr. & Mrs. William S. Henry
Mr. Edgar W. Hirst
Mr. Frederic C. Hood
Howe Allen Realty
Mr. Weston Howland III
Mr. & Mrs. Jonathan Howland
Mr. & Mrs.
Arthur W. Huguley, III
Mr. Geoffrey Jenkins
Ms. Wendy Joblon
Ms. Sara H. Johnston
Mr. & Mrs. Keith Kauppila
Mr. & Mrs. William N. Keene
Mr. & Mrs.
Raymond L. Killian, Jr.
Mr. & Mrs. Samuel Knight
Mr. Gary L. Koller
Dr. & Mrs. Lance Lauderdale, III
Dr. & Mrs. Bradley Lauderdale
Mrs. Lydia Lauderdale
Mr. Gerald Leader & Ms. Lucy Aptekar
Ms. Mary Ellen Lees
Ms. Suzanne Lindblom
Dr. & Mrs. Edward G. Lund, Jr.
Mr. Timothy W. Mahoney & Ms. Pamela D. Donnelly
Mr. Henry Mastey
Mrs. Betsy L. McGratney
Mr. & Mrs. James McKean
Ms. Carlotta McKee
Ms. Laura E. McLeod
Ms. Gloria McPherson
Mr. & Mrs. David Medeiros
Mr. & Mrs. Bruce H. Minevitz
Ms. Jinny Nathans
Mrs. Pamela T. Norweb

Nye Lubricants
Dr. & Mrs. Lawrence J. Oliveira
Mr. & Mrs. George F. Parker
Ms. Laura Parrish
Mr. & Mrs. Michael W. Patrick
Mr. & Mrs. Barry W. Perry
Ms. Meredith A. Persson
Ms. Sarah Pinney
Mr. & Mrs. William Prescott
Mr. Kevin Rego
Ms. John S. Reidy
Mr. & Mrs. Donald Rice
Ms. Cynthia H. Ritter
Mr. & Mrs. Henry F. Roberts
Ms. June Brownell Roche

Rochester Local Cultural Council
Ms. Dawn E. Salerno
Mrs. Mary Schubert
Mr. & Mrs. Everett B. Sherman
Mr. & Mrs. Robert Sterns
Dr. Caroline S. Stone
Mr. & Mrs. Ray Surprenant
Mr. Joseph Tardif
Dr. Richard A. Tooney
Mr. & Mrs. Walter Trumbull
Mr. & Mrs. Wayne Walega
Mr. Alfred J. Walker
Mr. & Mrs. Michael Walker
Mrs. Sumner J. Waring, Jr.
Mr. Ronald Weingartner & Ms. Leslie Lawrence
Mrs. Hester H. Whitcher
Mr. William T. Whitney
Mr. & Mrs. James Whitt
Mr. & Mrs. Peter Wilde
Mr. Lindsey C. Williams
Since it’s founding in 1983, the role of the RJD has expanded from steward of an historic building to a proactive member of the cultural community, offering a variety of programs for a diverse audience. Today this National Historic Landmark offers house tours, a variety of cultural programs and changing exhibitions, and curriculum-based educational programming to more than 6,000 people annually.