Dear Museum Family,

Thank you so much for your unwavering, and in many cases new and elevated, support of your American Independence Museum during the pandemic year. We are humbled by what we witnessed. Your participation in mostly virtual programming and your financial support kept things humming, and believe it or not, your Museum is emerging from the year in terrific financial and operating condition, in many ways stronger than before.

For example, how thrilling it was to watch Museum staff wholeheartedly and playfully embrace the opportunity created by physical distancing and your sponsorship to build the organization's digital (think video and live interactive) capabilities, largely from scratch. As these new skills are being honed through intentional practice (over 50 new videos published in 2020), the Museum is finding new ways to touch larger and more diverse audiences with its remarkable collection and growing story-based content.

Looking forward… As Covid-19 hit in early 2020, your Museum was putting the finishing touches on its new Strategic Framework (see pp. 4-5) to guide our growth in the runup to 2026, when we will celebrate the 250th anniversary of the signing of the Declaration of Independence. There is much work to be done!

With the pandemic ‘break’, if you or anyone you know is looking for a fresh, hearty project to lead or join, we have plenty of possibilities to suit your interests, and so please do not hesitate to contact us. The sweep of time in front of us means you can settle in, get your bearings, dig into interesting and challenging work and make a big impact.

As the Museum opens up in 2021, we very much look forward to seeing you in person, virtually and however it makes sense to connect. We look forward to those conversations, and we are going to have a really good time.

As always, thank you so much for your fresh ideas, your encouraging words, your bold actions, your generous financial gifts, your curious visits and your most interesting questions. **Your Board of Governors, Ambassadors, Staff and Volunteers are deeply appreciative of your engagement with the Museum. You make our work a joy!**

Ozzie Ayscue
President, Board of Governors
The museum adopted a new strategic framework in early 2020. We are pleased to share that framework with you.

**MISSION**

To engage, educate and excite people of all ages to understand and celebrate the American struggle for freedom and self-governance, and to preserve and share our buildings, grounds and collection so they will be an inspiration for generations to come.

**VALUES**

- Inclusiveness
- Discovery
- Innovation
- Accountability
- Integrity

**VISION**

All people inspired to civic engagement.

**GOALS AND STRATEGIES**

TO STIR AND STRENGTHEN...

**Our Collective Imagination**

Stimulate imagination by sharing diverse, vivid, unique stories of the local people, places, events and artifacts of the Revolutionary era in honest, relevant, compassionate and unexpected ways.

**Our Conversations**

Inspire all people to come to our forum to learn about and wrestle with the big questions of the American Revolution that are still alive and informative today, such as who we are as Americans and how we want to be governed.

**Individual Civic Engagement**

Motivate and help people to participate directly and constructively by providing a home base for learning and an interface with civic leaders and active participants, both political and non-political.

**Our Place in Exeter • The Seacoast**

Create the ambulatory center of Exeter, an open, inviting and spirited whole campus that is provocative, enriching and enjoyable for all.

**Our Broader Impact**

Transcend our borders by working with mission-aligned partners and using the full range of available physical and digital media.

**Our Core Capabilities**

Cultivate a sustainable and resilient institution that can stay light on its feet, try new things and compete tenaciously for the peoples’ attention beyond our own lifetimes.
2020
YEAR IN REVIEW

Traveling Trunk
“We all loved our experience with the Traveling Trunk. Now we understand life during the Revolutionary War with a better perspective. I think everyone’s favorite part of the experience was the dressing up part. Also because how fun this was our new knowledge will stick with us forever.” – 5th grader in Burnside, KY

Folsom Tavern Tour Experience
To comply with social distancing guidelines, we developed a new Folsom Tavern tour experience focused on the 18th century history of our grounds and the six buildings that once stood there.

Concerts on the Lawn
Thanks to the NH State Council on the Arts, we offered our first Concerts on the Lawn series this fall. All concerts were filmed and will be shared to our YouTube channel.

Creating Digital Content
Our team pivoted to offer digital content during COVID and created 52 videos.

American Independence Festival
Our American Independence Festival was re-imagined due to COVID and culminated in 8 virtual and in-person events held over two weeks in July.
THE PEOPLE
WHO MAKE IT POSSIBLE

American Independence Center Trustees
Dr. Hollis Merrick III, Chairman
James Benenson III
David Burnham
Stephen B. Jeffries
Paul Marcus

Board of Governors
Ozzie Ayscue, President
Paul Staller, Vice President
Robert A. Casassa, Secretary
Brian Lortie, Treasurer
Rebecca B. Dunham
William C. Fredericks
Julie D. Gilman
William Jordan
Kathleen Mahoney
Paul Marcus
Diane Devine Mizusawa
Hugh L. Robinson II
Catherine V. Salterio

Museum Ambassadors
Linda Biagini
Matthew Breen
Ronald C. Brown Jr.
Susan Y. Desjardins
Rebecca Dillman
M. Jacqueline Eastwood
Charles Goss
Jessica Hammond
Sean Heuvel
Dave Hobson
Julie LaNigra
Peter Lennon
Eric MacDonald
Sean Mahoney
Karen McDonnell
Amy McLaughlin
Bruce Montville
Agostinho N. Nunes
Fran Parker
Renée Plummer
Russell Prescott, Sr.
Florence Ruffner
Sally Brown Russ
Joseph Taggart
Charlie Tarbell
Mike Wilson

2020 Museum Staff
Emma Stratton
Executive Director

Jen Carr
Collections Manager and Curator

Sara Castallez
Bookkeeper

Rob Levey
Marketing and Advancement Consultant

Sarah Jaworski
Education Manager

Interns
Lindsay Gross
Sarah Jauris
Peter Murray
Caroline Strolic
Julie Sulva

THE VOLUNTEERS
WHO MAKE IT HAPPEN

Our volunteers are at the heart of our work. They give tours, serve on our committees, and help in all aspects of our work. Thank you to those who worked alongside us in 2020.

Douglas Aykroyd
Elizabeth Aykroyd
Brian Beck
Greg Bisson
Matthew Breen
Bill Bringhurst
Mary Ann Cappiello
Don Clark
Bob Davidson
Hon. William Delker
Melissa Foy
Bob Glowacky
Greg Gilman
Nick Grey
Lindsay Gross
Christy Slavik Hamilton
Randy Hammond
Eli Huebner
Dave Hobson
Dana Holleran
Ella Horvath
Sarah Jauris
Bill Jennison
Adam Krauss
Everett Law
Lisa Lortie
Robin Millward
Norm Miner
Bob Mitchell
Mercedes Monaco
Justin Morelli
Fran Parker
Ron Raiselis
Melissa Roy
Heather Saluto
Pam Schwotzer
Janet Tucker
Bobbi Vandenbulcke
Ann Winter
Bill Winter
Mike Welch

A volunteer gives an outdoor guided tour

American Independence Museum
2020 Annual Report
Thank you to the following individuals who supported the preservation and growth of the American Independence Museum in 2020.

SPECIAL PROJECTS
Gifts for special initiatives – from our Master Landscape Plan to our Collections Fund, and more.

$1,500 Governors Lane Steps
Randall Hammond and Andy Thomas

$1,000 and above
In memory of Philip J. and Janice A. Burne – Mr. Todd A. Burne

$150 Sponsor a Day
Ozzie Ayscue and Kathleen Mahoney
Michele Bresso
Bjarni Brown
Kathleen Brown
Stephen Green
Randall Hammond and Andrew Thomas
Dawn Jelley and Eric Downer
Carroll Levey
Hugh and Elizabeth Robinson
Oliver and Ana Schwab
Patrick and Kristin Smith
Sam Smoot and Karen McDonnell
Jonathan Treat II
Jonathan and Alice Woods

In memory of Dr. Edward Woods
Susan and Patrick Ahearn
Henry and Alice Beckwith
Sarah and Anthony Booth
Thomas Boyd
Jack and Susan Brewer
Penny Brewer, Nate Bekemeier, Mia Bekemeier and Colin Zeigler
Gorham Brigham
Douglas and Evelyn Chamberlain
Christopher and Arlene Child
Colby Class of 2017
Joel Daves IV
David Eaton
Lisa Foster
Lisey Good

Mrs. Daniel Heyward Hamilton, Jr.
and Mr. and Mrs. Thomas Heyward Motte Hamilton
Eli and Anne Manchester
Ken and Anne Norwood
The Old Goats
The Spofford Group
Betsy Sprenkle
Christina and Dave Sullivan
Ashley Tessmer
Thomas Townsend and Mary Fran
Frank Turner
Lynn Wilson

Newly installed garden beds at the Ladd-Gilman House

**SUPPORT**

**GENERAL OPERATIONS**

Support of general operations through membership and gifts to our 1776 Annual Fund.

**$10,001 and above**
- James and Fiona Benenson *
- Randall Hammond and Andy Thomas *

**$5,001-$10,000**
- Dan and Linda Jones
- Paul Staller and Deidre O’Byrne

**$1,001-$5,000**
- Ozzie Ayscue and Kathleen Mahoney
- Elizabeth Bauman and Luke Gullick

**$501-$1,000**
- Mark Buckleys *
- David Burnham *

**$101-$250**
- Mike and Pam Ryan
- M. Sherrill *
- William Spalding *
- Joseph and Wendy Taggart *

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* Indicates donor is a member of the Society of the Cincinnati in the State of New Hampshire.

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**$101-$250**
- Kimberly Alexander and Diane Morrison
- Matthew Bak *
- Richard Batchelder *
- Kevin Baun
- and Alyson Eberhardt
- J. D. Bernardy
- Linda Biagini
- Brian and Emily Blake
- Peter Boardman *
- Michael Bonislawski
- Karen Boodey
- Robert Bovard *
- Chip Bragg
- Matthew Breen *
- Michele Bresso
- Gorham Brigham
- Don and Mary Jo Briselden
- Karl Brommer
- and Constance Kuzmier
- Bjarni Brown
- Sally Brown Russ
- William C Buell *
- Ed & Cindy Bush *
- Bob and Sara Casassa
- Thomas Chadwick *
- Douglas Chalmers *
- Wayne Chatfield-Taylor II *
- Jonathan and Lori Cilley *
- Andrew Cline
- Gilman Conant *
- Stephen Connelly *
- John Converse *
- Walter Daniel *
- Russell Dean
- Kendrik DeKoning, Jr. *
- N. William Delker
- and Annmarie Timmins
- Donald Denning, Jr. *
- Diane Devine Mizusawa
- Karen Dupre
- David Eaton *
- Jason Faria
- Allison Field
- Porter Fleming *
- Folsom Family Association of America
- David Ford *
- John Frye III *
- Alexander Gagnét *
- Gordon Gale *
- Peter and Roberta Garrison
- Michael Gatto
- Thatcher Gearhart *
- Quentin Gilman
- Louis Girard *
- Philip Goss *
- Tom and Tamara Grant *
- Stephen Green
- John Greco
- Edward Guild *
- Hallowell *
- Charlie and Flo Hawes
- George Herrick, Jr. *
- Sean Hewel *
- Jeffrey Hill *
- Potter Hodgson *
- Howard Hodgson, Jr. *
- Sally Hollaman
- Lawrence and Edith Howard
- Brian and Heather Inyart
- Stephen Isaacson *
- Dawn Jelley
- and Eric Downer
- Stephen and Julie Johnson
- Jeffrey and Olivia Kepner
- Mark Kington *
- Bradford Levangie
- Edward Lloyd
- Brian and Lisa Lortie
- Philip Lovejoy
- and James Moses *
- Jonathan Treat *
- John Trevor IV *
- David Vaught and Anita Kydd
- Thomas Wait *
- James and Alexandra Walker *
- Norman and Marie-Eve Walker *
- James and Elizabeth Ward *
- Curt Warren *

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**Support of general operations**

**State of New Hampshire.**

**Indicates donor is a member of the Society of the Cincinnati in the State of New Hampshire.**

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**SUPPORT**

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- Norman and Marie-Eve Walker *
- James and Elizabeth Ward *
- Curt Warren *

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BUSINESS PARTNERS

Supporting our special programs and initiatives ranging from our American Independence Festival to our Traveling Trunk

$5,000
Service Credit Union
Newburyport Savings Bank

$2,500
RiverWoods at Exeter
Foy Insurance Group

BUSINESS SUPPORT

Additional support is provided through matching gifts and direct donations

$1,000 - $2,500
The Spofford Group

$500 - $1,000
Liberty Mutual

$100 - $500
Buxton Water
Exton Vance
Emanuel Engineering, Inc.
Exeter Jewelers
Proulx Oil and Propane Service

Up to $100
Apple, Inc.
Guidehouse

FUNDATION AND NON-PROFIT SUPPORT

$30,000 and over
Society of the Cincinnati in the State of New Hampshire
Vesper Foundation

$10,000 - $25,000
Massachusetts Society of the Cincinnati
New Hampshire Charitable Foundation
William W. Treat Foundation

$1,000 - $9,999
Bauman Family Foundation
Casey Family Foundation
Eventide Foundation
Exeter Rotary Club
MacDonald Family Foundation
New Hampshire State Council on the Arts
Rogers Family Foundation
Samuel P. Hunt Foundation

Under $1,000
New Hampshire Humanities Council

Institutional Members
Chester Public Library
Exeter Chapter DAR
Exeter Public Library
Hampton Falls Free Library
Kelley Library
Wiggin Memorial Library

2020 presented numerous challenges due to COVID-19. Faced with $40,000 in lost program revenue due to state mandated closures, we are grateful for the support from the NH Humanities Council, the State of New Hampshire and People’s United Bank in helping to secure additional CARES Act funding and a Payroll Protection Program loan for the museum.
## 2020 by the Numbers

### PROGRAMS

- **19,450** number of miles (round trip) traveled by both Traveling Trunks
- **1,020** students reached with our Traveling Trunk
- **1,086** views of our Revolutionary Story Time episode on “A Fine Dessert”
- **6** events hosted during the re-imagined American Independence Festival
- **89** tour attendees during our abbreviated season

### VISIBILITY

- **5,657** views on our YouTube channel
- **32** participants in our community-wide reading of the Declaration of Independence in July
- **52** videos added to our YouTube channel
- **2** podcast features

### COLLECTIONS & BUILDING

- 1 new copper chimney cap installed on Ladd-Gilman House
- 2 digital exhibits launched
- 4 new garden beds installed at Ladd-Gilman House

### OPERATIONS

- 1 install new learning management software, LearnDash
- 1 new collections management system
- 2 new ambassadors
- 2 new staff members

### SOCIAL MEDIA

- **facebook**: 3,678 | up 7%
- **instagram**: 1,098 | up 21%
- **twitter**: 846 | up 0%
- **youtube**: 5,657 | up 1000%

### FINANCIAL

- **14** donors who sponsored a day at the museum during our closure
- **127** new donors
- **$5,625** raised in 24 hours

### CONNECT WITH US!

One Governors Lane, Exeter NH 03833
www.independencemuseum.org • 603-772-2622