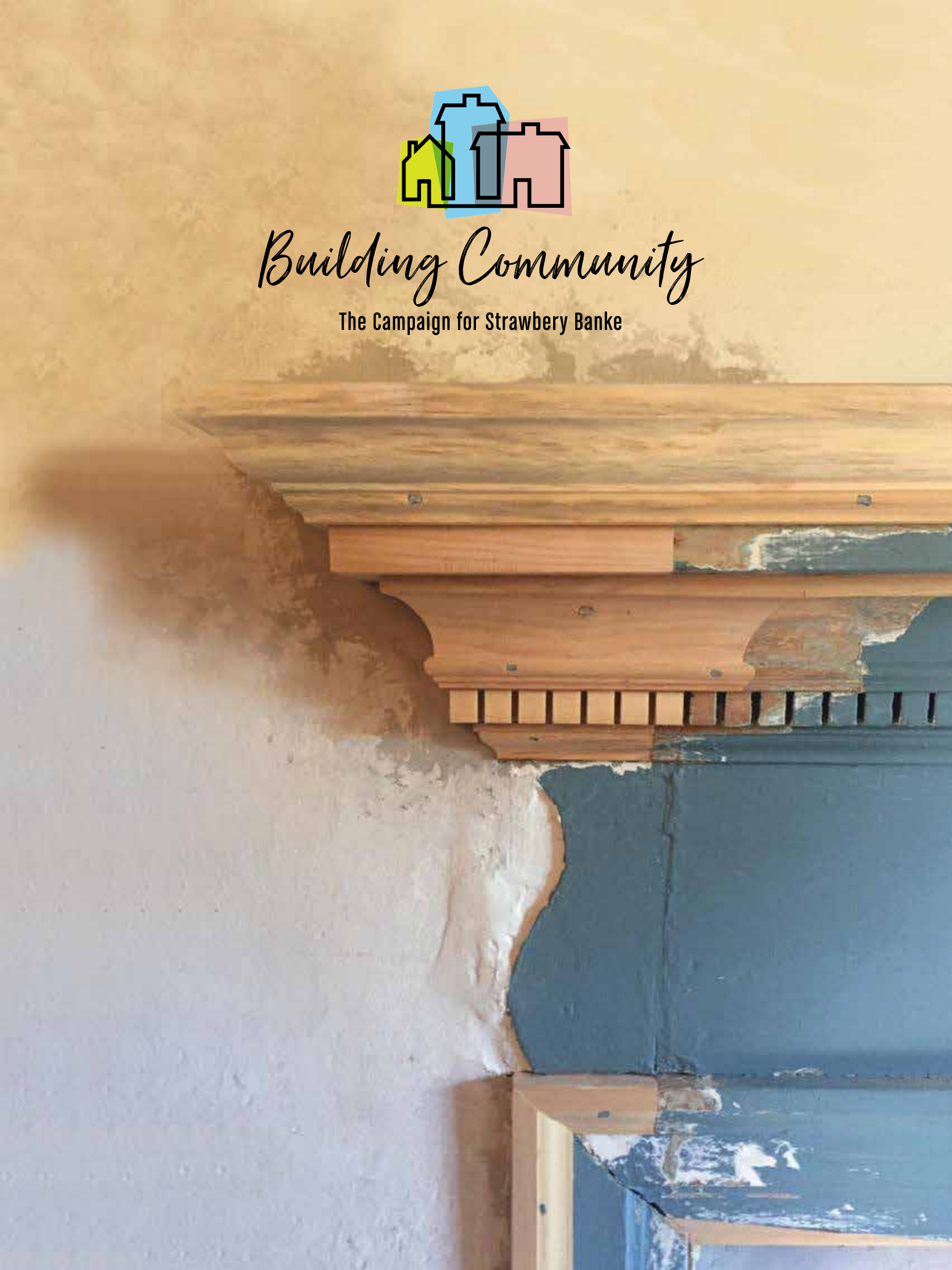


Building Community

The Campaign for Strawberry Banke





When the English settled here in 1623, they called their outpost Strawberry Banke for the wild berries they found growing along the Piscataqua River. A quarter of a century later, their seaport city was renamed Portsmouth.

IT TAKES A VILLAGE. IT TAKES A MOVEMENT.

IT TAKES NEIGHBORS
TALKING OVER FENCES TO
BUILD COMMUNITY.

In the early 1950s, Federal officials slated Portsmouth's Puddle Dock neighborhood for urban renewal. The "blighted" area was scheduled for demolition until local activists stepped in to salvage history.

These grassroots preservationists—the founders of Strawberry Banke Museum—purchased the ten-acre parcel from the City and saved thirty historic buildings from the bulldozers of progress.

Today, our living history museum highlights a changing neighborhood over time—from 1695 to the present—through architecture and archaeology, scholarship and story-telling, and an unwavering commitment to authenticity.

In the same spirit of community that saved this neighborhood some sixty years ago, we now invite a new generation of supporters to invest in Strawberry Banke.



Puddle Dock, circa 1955. Photo credit: Strawberry Banke Museum/Douglas Armsden Collection



HISTORY IS IN OUR HANDS.

Campaign Steering Committee

- Zachary Slater, Chair
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- Cynthia Fenneman
- Kathy Williams Kane
- Matthew McFarland
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And so is the future of Strawberry Banke.

We are proud to be the leaders of this extraordinary museum, which in so many ways exemplifies the strength, spirit, and pride of our community.

In saving and showcasing one American neighborhood, we celebrate a nation of diverse neighborhoods. In stewarding this singular place—and the stories within—we preserve the past for the good of the future.

We invite you to invest in Strawberry Banke by making a leadership gift to this historic campaign. Together, we can ensure that this treasured museum and vital community asset thrives for future generations.

Lawrence Yerdon
President & CEO

Zachary Slater
Chair, Board of Trustees

FUNDING PRIORITIES AT A GLANCE

Heritage House Program

Restoring and Revitalizing Historic Buildings

\$2.5 million

for capital projects and programming

Sea Level Rise Initiative

Saving At-Risk Historic Structures

\$500,000

for capital projects and programming

Preservation Center

Creating a Leading-Edge Facility

\$2 million

for capital projects and programming

Interpretation & Education Programs

Curating and Teaching Stories of Community

\$1.5 million

for program endowment

Visitor & Community Engagement

Letting History Inform and Inspire

\$2 million

for capital projects, programming, and endowment

Strawberry Banke Endowment

Making an Historic Investment

\$4.5 million

for general endowment

TOTAL

\$13 million



Building Community

The Campaign for Strawberry Banke

Heritage House Program

\$2.5 million

for capital projects and programming

THE HERITAGE HOUSE PROGRAM IS KEEPING THE SPIRIT OF PUDDLE DOCK ALIVE.

In 2009, Strawberry Banke launched the **Heritage House Program**—a highly entrepreneurial venture to restore and lease unpreserved and underutilized properties in its care. To date, ten buildings have been renovated with historical accuracy and transformed into contributing assets for the long-term viability of the Museum.

Through the Heritage House Program, the Museum preserves buildings with exhibit space on the first floor and apartments or offices, leased at fair market value, on the second floor. We use the rental income to

maintain the houses, in their finest original period condition, and to support educational programs and other initiatives at the Museum.

Our tenants—families and small-business owners, retirees and history buffs—have the opportunity to live and work in an authentically preserved American neighborhood. They are Puddle Dock’s newest neighbors, linking arms with the past.

Today, the Heritage House Program generates \$500,000 a year in rental income from thirty-four office spaces, twelve apartments, and two residences. As we set our sights on renovating the final three buildings that are part of this model program, philanthropic support will be vital.



This mechanical toy bank from 1872 is part of the Thomas Bailey Aldrich collection at Strawberry Banke. (1980.766)



PENHALLOW

Penhallow is the only saltbox house at Strawberry Banke and one of very few left in the area. It was built circa 1750 by Samuel Penhallow, a local magistrate. John Paul Jones was reportedly a frequent visitor when he resided in Portsmouth to supervise construction of warships for the Revolutionary War.

The house originally stood at the corner of Court and Pleasant Streets, and was moved to its present site in 1862. Through restoration, we will create three rental apartments. A new interpretation program will extend the narrative of Penhallow, a significant site on the Black History Trail of New Hampshire.



YEATON-WALSH HOUSE

This four-room dwelling on Mast Lane, circa 1803, was likely built as a rental property. Although altered much over the years, the house retains many original architectural features that indicate the importance of style in even the most humble of structures.

Once exterior work is completed, we will turn our attention to the interior. In restoring the first floor to the time period of 1850-1900, we will tell the story of the Irish who settled in Puddle Dock. We will also create two rental office spaces on the second floor.



PATCH HOUSE

Patch House at 372 Court Street is a Federal-style home built in 1820. It is iconic of the period, featuring a shingle-clad gable roof, overhanging eaves, and a wood-paneled entrance door with pilasters and rectangular transom.

We will stabilize this historic structure, upgrade its systems, and add modern amenities. When restoration is complete, we will include the building in Strawberry Banke’s rental program. Patch House currently serves as the residence of the President of the Museum.

THE **SEA LEVEL RISE INITIATIVE** IS FIGHTING TO KEEP HISTORY ABOVE WATER.

Before Portsmouth was settled, Puddle Dock was a tidal estuary. By 1900, the inlet had been filled in to create additional land for the city's growing population. Now the sea is returning.

Four of our historic structures—the Shapley-Drisco, Sherburne, Lowd, and Jones Houses—are extremely vulnerable to sea level rise and are experiencing deterioration due to salt water infiltration during storm surge and astronomically high tides.

Sea Level Rise Initiative

\$500,000

for capital projects and programming

As a member of an advisory committee for the *Climate Change Vulnerability Assessment on Historic Portsmouth*, Strawberry Banke has joined with the City to seek a solution to this increasing threat. The Museum is also the focus of a University of New Hampshire study examining the vulnerability of coastal resources.

Philanthropic support will play a key role in saving these buildings and in launching a related public awareness initiative to showcase how science and history work together in the service of preservation.



This Bellamy-type eagle and shield, circa 1900, originally hung in a nearby York Harbor home. (1998.4)

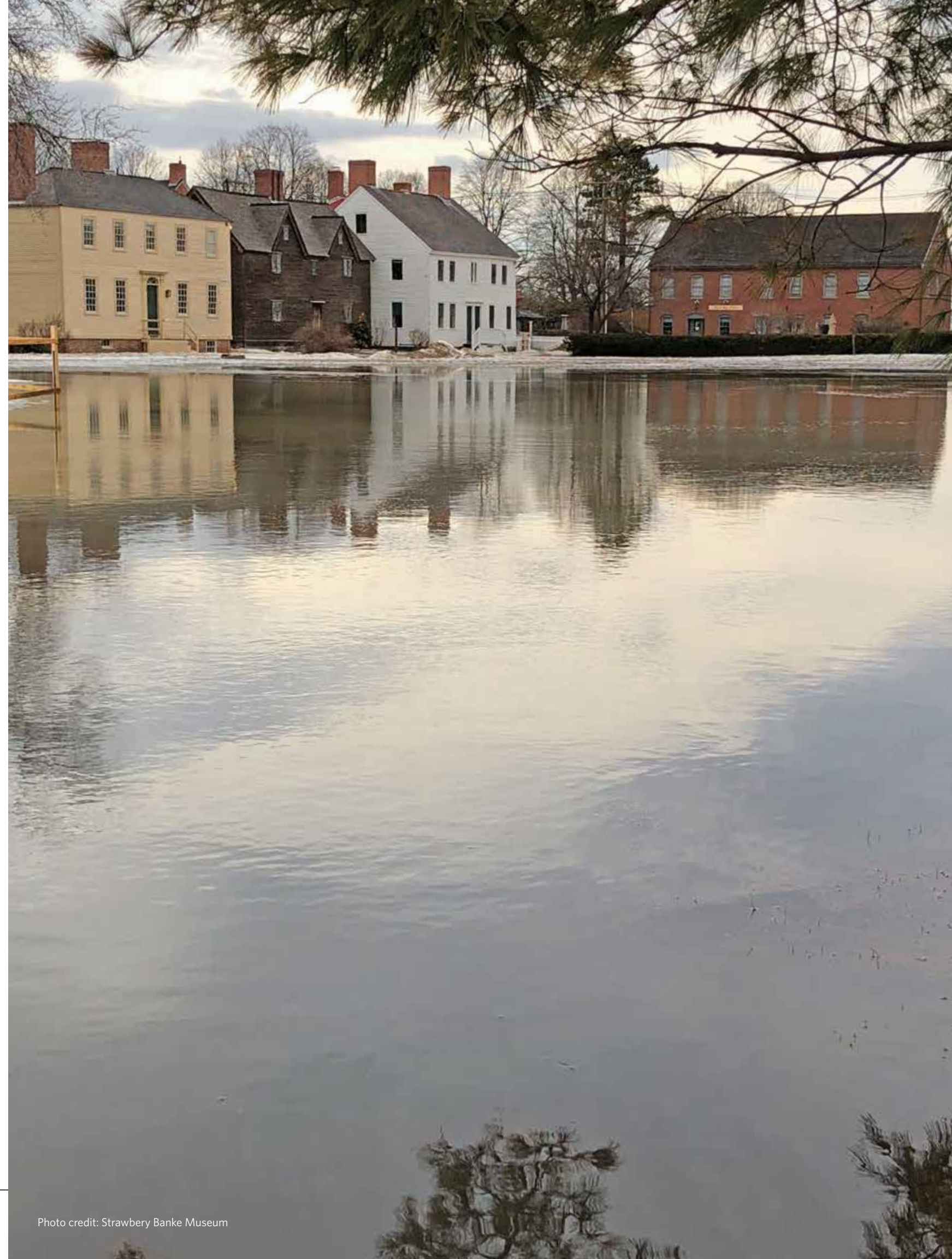


Photo credit: Strawberry Banke Museum

AT THE NEW **PRESERVATION CENTER**, HISTORY WILL CONTINUE TO BE REVEALED.

The work of preservation never stops.

New scholarship, emerging evidence, and exciting discoveries inform our efforts every day.

With an unwavering reliance on historical accuracy, scientific analysis, and research, our preservation team protects and restores the treasured assets of Strawberry Banke. We are dedicated to the highest standards in historic preservation.

Our historic buildings and landscapes are essential to our mission. By preserving the physical attributes of a community, we preserve its stories—offering tangible, thought-provoking evidence on how lives and history unfold.

The time has come to create a leading-edge facility for our preservation experts, who have long labored in small and antiquated spaces onsite. Preservation work requires elbow room and the resources to care responsibly for history.



Watercolor portrait of Lydia Jane Kimball, b. 1813, by an unknown artist. (1973.12)

Preservation Center

\$2 million

for capital projects and programming

- The new facility will feature specialized workshops for small detail work and large-scale projects, high-quality venting and dust control systems, and ample storage space.
- We will host preservation classes for the public. Participants will hone their restoration skills in milling, masonry, clapboard repair, window restoration, and architectural carving.
- The Museum will expand technical assistance, resource-sharing and consultative services to assist Portsmouth-based organizations dedicated to historic preservation.
- The Preservation Center will house grounds and maintenance staff, and their equipment. Currently these crews operate out of many different outbuildings, which is not efficient for operations.



SPOTLIGHT



John Schnitzler
Restoration Carpenter, Strawberry Banke

John grew up in Kittery, but came to Portsmouth every Saturday to wash the windows of his aunt's TV shop. It was a block from Strawberry Banke, then just a bunch of abandoned houses that a young kid like John could hardly resist.

Spending a childhood exploring Strawberry Banke got John interested in old houses, and sure enough, he was hired by the Museum in 1977 to work on a restoration crew. He's been here ever since.

John will be closely involved with restoring the final three Heritage House sites—but he is quick to qualify this milestone. "There is a fallacy to the notion of ever finishing up," he laughs.

John and his team work out of a cramped stable that dates back to 1880. They are thrilled about the new Preservation Center. "I'm a Yankee so I know a thing or two about making do," John says. "But this museum deserves the best."

Interpretation & Education Programs

\$1.5 million

for program endowment

OUR INTERPRETATION PROGRAMS FOCUS ON THE NARRATIVE OF AMERICA.

Using our buildings, landscapes, and collections to set the stage, the Museum’s interpretation programs draw visitors into an extraordinarily compelling plot: How does a neighborhood evolve over time in response to economic, social, political, cultural, and climatic changes?

Through the themes of resiliency, adaptability, ingenuity, and community, we invite visitors to consider the commonplace in a new light—by exploring the lives of everyday Americans across cultural, social, and generational boundaries.

By sharing centuries of stories about Puddle Dock residents from all walks of life, we hope to impart one of history’s most important lessons: that empathy builds community. In nurturing respect for the multiple perspectives of all, neighborhoods and nations thrive.

- At Penhallow, we will tell the story of an African-American family who resided there in the mid-twentieth century. The Richardsons had strong ties to Portsmouth’s Naval Shipyard during World War II and were active in the Civil Rights Movement.
- At the Yeaton-Walsh House, we will interpret the story of the Welch family over multiple generations. After fleeing Ireland’s potato famine in 1850, the Welches settled in Portsmouth where they became firmly established in the community.
- In the Captain Walsh House, visitors will step into history as they discover journals in drawers, try on period clothes, and study navigation maps to learn about maritime life in the early 19th century.
- In interpreting nearly four centuries of historic gardens, we use our living collections to teach about change over time in the landscape. We will expand efforts to preserve heirloom plants and gardens, and offer new horticulture programs for the public.



The birth certificates of siblings John and Katy Welch, who lived in the Yeaton-Walsh House (1803).



SPOTLIGHT



Katie Wu
Roleplayer, Strawberry Banke

As a young girl, Katie was enthralled with American Girl dolls and their back stories. Her favorite doll was Felicity Merriman, who represented the Revolutionary War period.

It was the power of story-telling that first drew Katie to Strawberry Banke.

At age 12, she enrolled in our Junior Roleplayer camp. Participants learn theatrical techniques, conduct research, and dress in period clothes to portray real people who lived in Puddle Dock.

Katie portrayed Elizabeth Walsh, the daughter of a sea captain in 1802, and Sophie Shapiro, a Russian Jewish immigrant in 1919. **“I respect the Museum so much for its thoughtful approach to roleplay,”** she says.

At Harvard, Katie studied American history and literature. Today, she works for the National Academy of Advanced Teacher Education, writing case studies which serve to train high-talent teachers. **“It’s story-telling,”** she says with a smile.

Interpretation & Education Programs

\$1.5 million

for program endowment

OUR EDUCATION PROGRAMS HELP PEOPLE FIND THEIR PLACE IN HISTORY.

Famed historian David McCullough said it best: “Is life not infinitely more interesting when you can stand on historic ground, and know in whose footsteps you walk?”

Such is the mission of Strawberry Banke’s education programs as we inspire audiences—whether onsite or online—to take an “aha” moment from the past and fast-forward it to today.

We want young people, in particular, to know that days-gone-by can speak compellingly to the here-and-now. The Museum educates ten thousand schoolchildren annually through field trips, teacher curriculum guides, and summer camps.

Through classes, workshops, lectures, and demonstrations, Strawberry Banke draws learners of all ages into history—inspiring them to connect with the course of human events that prevailed in a place called Puddle Dock.

- A recent report by the National Assessment of Educational Progress shows that only eighteen percent of American high school students are proficient in U.S. history. Strawberry Banke is a crucial resource for the study of history.
- We will expand archaeology field programs for middle and high school students so they can conduct scientific research, analyze data, catalog artifacts, and get introduced to specialized technologies that boost STEM learning.
- A Distinguished Speakers Series will feature notable historians, scholars, scientists, authors, and national leaders participating in lectures and panel discussions on topics that align with the mission of Strawberry Banke.



This 18th-century West Indian vessel was recovered and reconstructed by our archaeologists during the excavation of the Marshall Pottery site at Puddle Dock. (SB1.0426)



SPOTLIGHT



Nicole Woulfe
Summer Camp Leader, Strawberry Banke

How does New Hampshire’s 2018 History Teacher of the Year keep busy in the summer? She works as a camp leader at Strawberry Banke.

Now in her thirteenth year of teaching middle school social studies, and her seventh year at camp, Nicole knows a thing or two about how to get adolescents excited about history.

Case in point: Her *Survivor*-themed week at camp focuses on epidemics, shipwrecks, fire, natural disasters, and other adversities faced by early Portsmouth residents. (The unit includes a trip to a nearby cemetery.)

Nicole uses primary sources like diaries and eyewitness accounts to show students how singular voices shape history. “They also learn how to distinguish fact from fiction, which is an important life skill these days,” she says.

What does Nicole value most about Strawberry Banke? Her response is a teaching moment, for sure: **“The Museum is educating the future.”**

Visitor & Community Engagement

\$2 million

for capital projects, programming, and endowment

THE TYCO VISITORS CENTER OPENS DOORS TO THE STRAWBERRY BANKE EXPERIENCE.

Built in 2005, the TYCO Visitors Center is styled after the many warehouse structures that once populated the Portsmouth waterfront. It is here where our ninety thousand annual visitors get oriented before journeying into Strawberry Banke.

The Center includes a welcome area, small theater, café and outdoor terrace, and the Muriel Gordon Seabury Howells Lecture Hall. It also features a greeters room, where staff members provide way-finding information for visitors taking self-guided tours.

While the Center has served us well, we need to rethink how it could better serve the public and our mission. The facility doesn't need to reboot entirely to engage 21st-century audiences, but it does need to keep pace with evolving museum technology and visitor expectations.

- A new orientation film will introduce visitors to Strawberry Banke through compelling narrative and higher production values. By expanding the theater, we will be able to enlarge the screen to create a more dynamic viewing experience.
- New interpretive panels will introduce themes and storylines, while a large interactive digital table map will illustrate changes to the site from pre-Western settlement to the present.
- A new series of phone apps will allow people to curate their visits based on their own particular interests. Topics could include the decorative arts, music over the centuries, immigrant folklore, and first-person accounts. The possibilities are endless.



This fire bucket was owned by Leonard Cotton, who had many Puddle Dock properties in the 19th century. (2008.1a)



STRAWBERY BANKE IS AT THE **CENTER OF COMMUNITY** IN PORTSMOUTH.

In our role as an anchor institution in our seaport city, we make history every day as a collaborator, convener, and civic partner. We are honored to play our part in nurturing Portsmouth, Seacoast residents, and the local economy.

Strawbery Banke is more than a museum nestled within a neighborhood. We are a central gathering place where people from different backgrounds and life experiences come together—ordinary people living the extraordinary American story.

Today, the Museum serves as a touchstone for what’s most important about a community: nurturing human relationships and interactions that are in scale and in synch with a sense of place.



The compass, which dates to around 1800, was made by Steven Bowels of Portsmouth. (2014.45)

Visitor & Community Engagement

\$2 million

for capital projects, programming, and endowment

- Strawberry Banke will expand its role as a modern public square where civic discourse thrives. Through events, forums, and pop-up programs, we will encourage people to apply history-mindedness to issues of the present day.
- By endowing the Labrie Family Skate at Puddle Dock Pond for future generations, we will ensure that this local treasure in the heart of Portsmouth continues to bring people together and foster new family traditions for a lifetime.
- A new event facility, in the architectural style of a New England barn, will allow the Museum to host more programs and classes. The space will be made available to community groups and will come in handy during the ice-skating season.



Photo credit: Philip Case Cohen

SPOTLIGHT



Photo credit: Rich Beauchesne

Dan Santos Northeast Passage

Dan was born with femoral hypoplasia, characterized by the underdevelopment of the thigh bone. He uses a wheelchair or crutches, but not on the ice. On the ice he moves like the superb athlete that he is.

By age 13, Dan was training with the USA Sled Hockey Player Development Camp. Today, he has his sights set on earning a spot on the U.S. National Paralympic Team.

Dan plays sled hockey for the University of New Hampshire—recruited through Northeast Passage, a nonprofit that offers adaptive sports programming. It is one of many local groups the Museum welcomes to Labrie Family Skate at Puddle Dock Pond—a community resource enjoyed by all.

As a program assistant for Northeast Passage, **Dan uses the ice rink to showcase the power of sports in the lives of people with disabilities.** “When we leave our wheelchairs, crutches, and prosthetic limbs behind, we are able to access and enjoy the rink like everyone else,” says Dan.

Strawbery Banke Endowment

\$4.5 million

for general endowment

THROUGH OUR **ENDOWMENT**, WE KEEP AN EYE ON THE FUTURE AS WE STEWARD THE PAST.

Currently, Strawberry Banke’s invested monies stand at \$9 million—which is not in line with its caliber, size or scope of programming. The majority of our peer museums have endowments that are significantly larger.

We must increase our endowment to elevate Strawberry Banke at all levels—positioning the Museum for extraordinary success well into the future. The principal of any endowed funds will remain invested in perpetuity, while generated income will be directed toward designated purposes.

- Using the New England Museum Association’s Salary Survey as a gauge, salaries at Strawberry Banke fall well below the average. We must offer more competitive salaries to attract and retain the most talented staff.
- Twenty percent of the ten thousand schoolchildren we serve each year come from under-resourced districts. By growing our *History Within Reach* scholarship program, we will double the number of economically disadvantaged children we impact.
- While the Heritage House Program, admission fees, and facility rental income contribute significantly to our bottom line, additional support from a more robust endowment is essential to operating a world-class museum.



INVESTMENT **OPPORTUNITIES** & WAYS TO GIVE

To achieve the aspirations outlined in this case, Strawberry Banke seeks to raise \$13 million for capital, program, and endowment needs over the next five years. There are many ways you can help the Museum achieve its goals:

Restricted & Unrestricted Gifts

Gifts of any size may be designated for a specific campaign goal or made without restrictions. Unrestricted gifts have the advantage of enabling Strawberry Banke to allocate the funds where they are most needed.

Gifts of Cash & Securities

Most gifts to the campaign will be cash contributions. Pledges to the campaign may be paid over a period of up to five years. We also invite gifts of appreciated securities.

Named Gifts

To inspire transformational gifts, Strawberry Banke is offering naming opportunities that allow donors to link their support to specific initiatives and hallmark programs. These naming opportunities are offered both in perpetuity and for terms of years.

Planned Gifts

Strawbery Banke welcomes planned gifts, including trusts, bequests, gifts of fully paid whole life insurance policies, and qualified retirement plan assets. Donors may enjoy full tax benefits for such gifts, while making a lasting contribution to the Museum.

The Annual Fund

Throughout the campaign, Strawberry Banke will continue to solicit gifts for The Annual Fund, the Museum’s most dependable, flexible, and impactful source of unrestricted support.

We invite your partnership and support.

WHAT HISTORIES UNFOLD FOR FUTURE GENERATIONS!

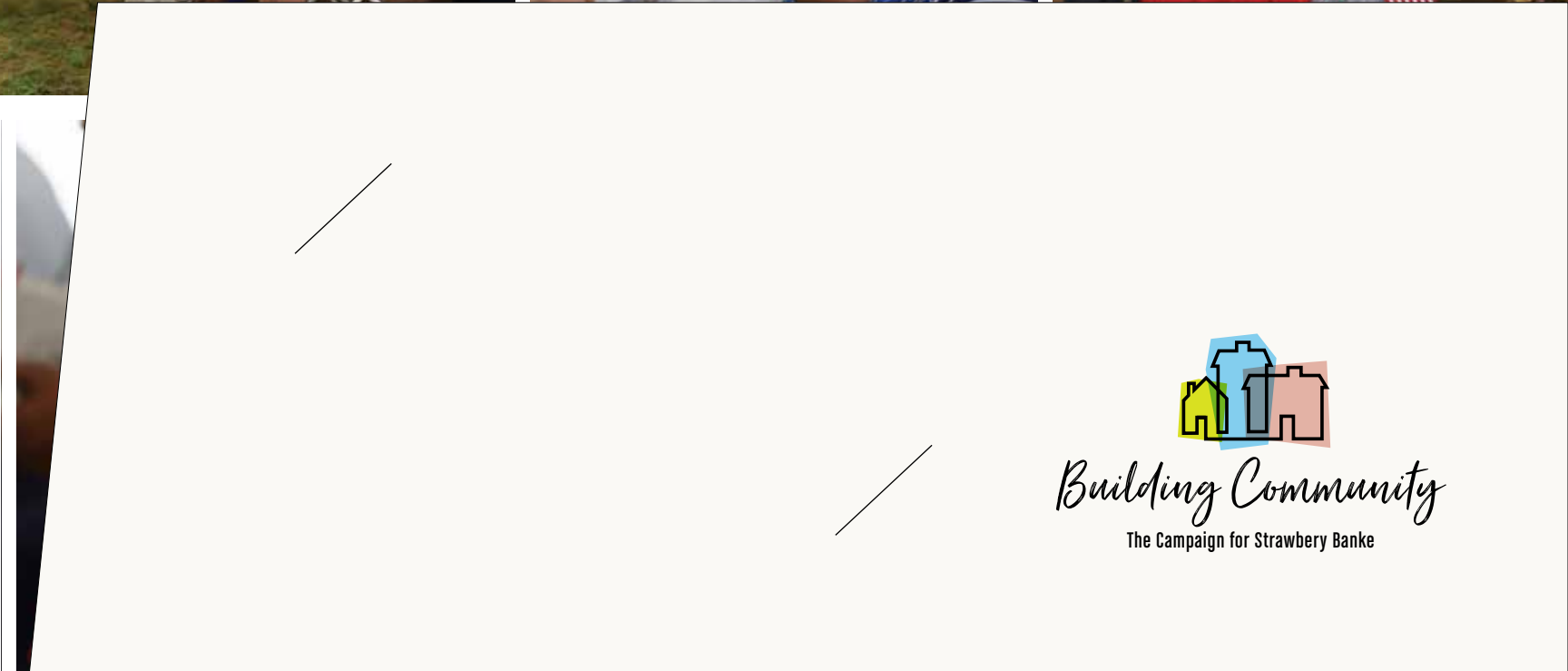
This past 4th of July, the Museum once again hosted a naturalization ceremony for new U.S. citizens. We welcomed one hundred and three men, women, and children from forty-nine countries into our continuing story.

Over the festive cheers, you could almost hear the applause from across centuries and generations—as Puddle Dock neighbors from days gone by celebrated alongside us.

This is the spirit of community-building at Strawberry Banke.



Gordon "Goggie" Lewis Westgaten on Charles Street.
Photo courtesy of Portsmouth Public Library



Building Community
The Campaign for Strawberry Banke



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