Community Programming and Outreach
Invention Convention
Invention Convention - Pilot Program at Kaleidoscope Academy with 116, 6th grade students in 2 classes
10 weeks of lessons, lesson plans, activities plus all the building materials supplied by Hearthstone.
Invention Convention – The curriculum is part of our work with the Henry Ford Museum
In-Person Invention Convention – Thanks to our judges from Hearthstone and Bemis Corporation
Awards for every student which is part of our mission with our Invent Wisconsin™ Program
Invention Convention - Pilot Program at Kaleidoscope Academy with 116 students
Invention Convention - Pilot Program at Kaleidoscope Academy with 116 students
Invention Convention – One of our Edison-Rogers Prize winners attended Nationals at the Henry Ford Museum in Dearborn, Michigan.
Invention Convention – almost 600 students from all around the world. Truly exciting event.
Update for 2020 – Invention Convention
This year grew 50% to over 150 students from 5 classes. But because of COVID-19, no in-person Invention Convention.
WELCOME TO INVENT WISCONSIN

For SY20-21 everything is already available on-line through our Invent Wisconsin website.
Second Grade Tours
Second Grade Tours – Featuring our Interactive Exhibits
Part of AASD second grade curriculum for 30 years
Second Grade Tours

Complete rewrite of tour to interactive Q&A format

Great response from students and teachers

430 second graders visited us in 2019
Update for 2020
Second Grade Tours

Moving entirely on-line
Lights, camera, action!
Google Classroom or Zoom so Interactive with Q&A

Free! (sponsored)
Update for 2020
Fourth Grade Tours

Adult on-site tours being researched and written

Also dovetail with WHS 4G history text book

Record dress rehearsal

Available to schools

Researching now including outreach to the Max Kade Institute for German-American Studies in Madison
On-demand format used because it is an in-costume performance.
Flag Day Parade
Flag Day Parade - Celebrating Suffrage
Combined young ladies in their suffrage costumes with...
Young ladies and their parents in modern attire....
To create a poignant Flag Day Parade - Celebrating Suffrage and 100 Years of Progress
Internships
Circe Novick – Istituto Lorenzo d’ Medici
Art Conservation, Research, and Cataloguing
Peyton Reicharts – Lawrence University
Cataloguing and Research
Wisconsin Historical Society
Fundraiser in Bonita Springs, Florida with Christian Overland and the WHS curation staff who brought marvelous artifacts including Lincoln’s shawl.
History Day at the Capital – Met with Rep. Stuck and Sen. Roth’s staff
The Essential Nature of History: Understanding where we come from is basic to the human condition.
Rogers and Van Nortwick
Paper Hall of Fame
Nominations
Rogers and Van Nortwick Paper Hall of Fame Nominations

Submitted 2019

Inducted into the HOF class of 2020

Special thanks to Ann Kloehn for her tireless job of researching to support the nominations.
Every Soldier’s Square
Unveiled on Memorial Day, 2019. Still a long way to go for the project and for the city. Donations for bricks continue to come in to support Soldiers Square, Hearthstone, and the Bradley VA Hospital.
We created a separate website to tell the story of the site and our goals plus handle all inquiries and donations.
Update for 2020

Hearthstone Walking Tours

• Cell phone based, free to public

• *Victorian and Edwardian Homes of Prospect Avenue 1849-1919*
  
  https://www.youraudiotour.com/tours/583/

• Published in July in association with the OTWNA
Update for 2020 – Walking Tours

- OLD THIRD WARD 1875-1930 (FALL, 2020).
- PIERCE PARK AND FRONT STREET NEIGHBORHOOD HOMES 1850-1900 (SPRING, 2021).
- DOWNTOWN APPLETON: A VICTORIAN CITY (SUMMER, 2021)
Walking Tours

Foster community-wide awareness of the beautiful and historic architectural legacy that surrounds us in Appleton while at the same time elevating the importance and value of historic preservation.
Media Coverage
Media Coverage

Blogs 4 times from...
- European based travel writer (20 Best...) to
- The house writing about itself as a cranky 137 yo

Electronic 2 times covering...
- 19 Best Places for Summer Vacation
- Board of Curators Award for Kitty’s Wedding

Print 7 times in...
- Post Crescent (3 times)
- Fox Cities Magazine
- 920 Magazine
- Model Railroader
- Appleton Monthly
Media Coverage

Radio
19 times including...
- WPR’s “Central Time” Show
- WHBY’s “Good Neighbor Show” (13 times)
- WHBY news
- WOSH/WNAM with the Rolfs new book
- WTAQ Beth Knapinski from CVB (twice)
- WTMJ’s “Wisconsin’s Hidden Gems”

Television
5 times including...
- WFRV (twice) scene from Haunted and Christmas
- WBAY on *Every Soldier’s Square*
- Fox (twice) ESS and my interview of IC winners
Fundraising
## Fundraising - 2019

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Campaign</td>
<td>$251,682</td>
</tr>
<tr>
<td>Annual Appeal</td>
<td>$25,419*</td>
</tr>
<tr>
<td>Curation Salary**</td>
<td>$40,000</td>
</tr>
<tr>
<td>Annual Support</td>
<td>$14,236</td>
</tr>
<tr>
<td>**Total</td>
<td>$331,337</td>
</tr>
</tbody>
</table>

* Record amount and $7000 over goal
** Bright Idea Fund and Sensenbrenner Gift
Major Gifts over $1000 - 2019

- Anonymous
- Anonymous
- Anonymous
- Charles Barum
- Community Foundation – Fox Valley Region
- Community Foundation – Fox Valley Region, Bright Idea Fund
- Faith Technologies
- Fox Communities Credit Union
- David L. and Rita R. Nelson Family Fund (two donations)
- Dr. Chester I. and Louise Perschbacher Memorial Fund
- Purdy Legacy Fund
- Kristene and Ann Sager
- Nancy Spalding
- Paula Staedt
- Thomas J. and Karen W. Thomsen Charitable Fund
Development Director Tom Weiland unequaled work to raise the funds we need. Portfolio is much broader... marketing, art direction, photography, brick laying! If it needs to be done, Tom does it.
Financial Summary
## Financial Summary

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$95,243</td>
<td>$92,922</td>
<td>$165,882</td>
<td>$437,742</td>
<td>$139,229</td>
<td>$428,973</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$74,607</td>
<td>$75,594</td>
<td>$143,731</td>
<td>$145,505</td>
<td>$152,466</td>
<td>$237,300</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>$20,636</td>
<td>$17,328</td>
<td>$22,151</td>
<td>$292,237</td>
<td>-$13,236</td>
<td>$125,060</td>
</tr>
<tr>
<td><strong>Reserves</strong></td>
<td>$82,000</td>
<td>$99,246</td>
<td>$126,466</td>
<td>$420,230</td>
<td>$452,193</td>
<td>$480,877</td>
</tr>
</tbody>
</table>

Sound financial position going into 2020 and the disruption caused by COVID-19. Position to weather the storm.
Let’s Recap
<table>
<thead>
<tr>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed Phase One ahead of schedule and under budget</td>
</tr>
<tr>
<td>New chimneys installed</td>
</tr>
<tr>
<td>New roof installed</td>
</tr>
<tr>
<td>New foundation wall installed</td>
</tr>
<tr>
<td>New landscaping and walkways</td>
</tr>
<tr>
<td>New historical marker installed</td>
</tr>
<tr>
<td>Raised over $250,000 with Capital Campaign</td>
</tr>
<tr>
<td>Raised over $25,000 with the Annual Appeal</td>
</tr>
<tr>
<td>Broke record for total event attendance and revenue</td>
</tr>
<tr>
<td>Broke record for total tour attendance and revenue</td>
</tr>
<tr>
<td>Attendance up 42.1%</td>
</tr>
<tr>
<td>Exhibit space renovation</td>
</tr>
<tr>
<td>Hired Curator</td>
</tr>
<tr>
<td>3 university internships</td>
</tr>
<tr>
<td>Award winning <em>Kitty’s Wedding</em> exhibit</td>
</tr>
<tr>
<td>Baseball exhibit</td>
</tr>
<tr>
<td>Suffrage exhibit</td>
</tr>
<tr>
<td>Curation Cataloguing Project</td>
</tr>
<tr>
<td>Bathroom Interpretation</td>
</tr>
<tr>
<td>6 Mysteries at the Mansion</td>
</tr>
<tr>
<td>4 Summers on Veranda</td>
</tr>
<tr>
<td>3 Musical Events</td>
</tr>
<tr>
<td>PHoF Nominations and Induction</td>
</tr>
<tr>
<td>Record Setting Haunted</td>
</tr>
<tr>
<td>Record Setting Victorian Xmas</td>
</tr>
<tr>
<td><em>Every Soldier’s Square</em> unveiled</td>
</tr>
<tr>
<td>Expanded Invention Convention 50%</td>
</tr>
<tr>
<td>Curation space renovation</td>
</tr>
<tr>
<td>Flag Day Parade on Suffrage</td>
</tr>
<tr>
<td>New second grade tour</td>
</tr>
<tr>
<td>New fourth grade tours</td>
</tr>
<tr>
<td>Media 19x</td>
</tr>
</tbody>
</table>

Hearthstone Historic House Museum
Annual Dinner Aug 20, 2020
This is what YOU have accomplished in just 2019!
AMAZING!
Let the World Know!
Would be Glad to Answer Any Questions...