

Historical Society  
of Pennsylvania

PHILADELPHIA'S LIBRARY  
OF AMERICAN HISTORY

# Annual Report 2020

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# Year in Review

## Introduction

A typical annual report might start out describing a typical day at HSP—researchers in the reading room, conservators repairing a volume or eradicating mold from a collection. But the end of 2019-2020 was anything but “typical.” HSP closed its doors to both users and staff in mid-March as much of the nation went into a period of quarantine—no collections being researched, no documents being repaired. For an institution already in a period of transition, the shutdown provided a valuable opportunity for reflection and evaluation. HSP’s accomplishments remained impressive despite the truncated year. Read on to learn about the important ways HSP continues to connect its collections with the community and the generous supporters that make it possible.



1,044  
Donors



## HSP Elects a New Chairman

HSP elected Eric W. Noll as Chair of its Board of Councilors at the 195th Annual General Meeting. Noll is currently the CEO of Context Capital Partners. A recognized industry leader in market structure and innovation, he has also served as the president and chief executive officer of ConvergEx Group, executive vice president of transaction services at NASDAQ, and managing director at Susquehanna International Group.



Noll works as a regular speaker, board member, advisor, and expert in regulatory matters. He has testified before the United States Senate and House of Representatives to guide policy on market structure, equity trading, and ETF trading. He also is a frequent on air contributor for CNBC, Bloomberg TV, and Fox Business; and has been profiled in numerous publications including *The Wall Street Journal*, *Reuters*, *Money Magazine*, and the *Financial Times*.

He provides a unique combination of strategic vision and executive acumen that will help lead HSP forward toward its 200th anniversary in 2024.

# Leadership Transitions

## Interim President Announces Retirement



HSP Interim President & CEO Charles T. Cullen announced his retirement. Dr. Cullen served in this role from August 2016 when he was hired to implement a new strategic plan for the institution. He admirably led HSP through a turbulent period of transition and exploration. With a keen eye toward collaboration, he laid the groundwork for multiple significant partnerships that will augment HSP’s infrastructure, programming, and visibility in the coming years. Dr. Cullen remained in the role while the board undertook an extensive executive search process. The institution is grateful for Cullen’s steady leadership over four (plus) years.



# Highlights

## Serving History through a Pandemic

The history and heritage sector was hit hard along with every other aspect of daily life in our country, HSP included. A shutdown was mandated and a majority of staff furloughed. Operating with a skeleton staff and no longer able to serve researchers on site, we concentrated on other ways for serving audiences. As an actively collecting archive, one role that became clear was to lead an effort to document the pandemic in real time. In early May we solicited contributions from our users. They came in the form of journal entries, photographs, original artwork, and more. We look forward to curating this collection for future generations of researchers.

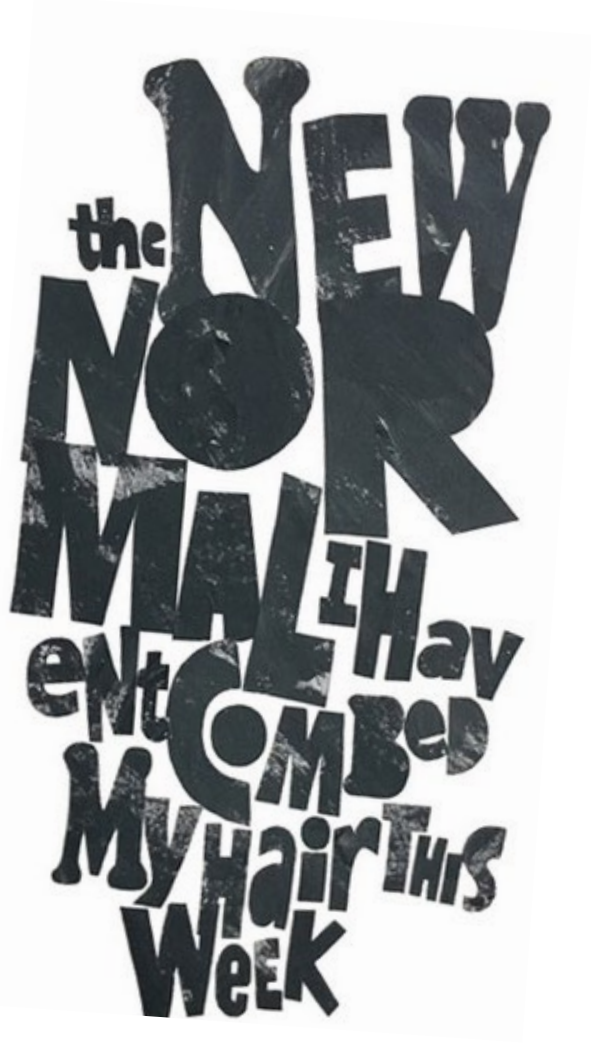
With our reading room closed to researchers, HSP concentrated on social media as a primary avenue to deliver content to interested users. We continued our two weekly social media campaigns throughout the shutdown for our more than 20,000 social media followers. #Food-ieFriday features the contemporary preparation of a recipe from HSP's large collection of cookbooks, both published and manuscript. Every Monday, #OnlyAtHSP features a document or collection that is unique to HSP. We hope you'll continue to follow us on Facebook, Twitter, or Instagram to learn more about the unmatched breadth and depth of our collections.

Images donated by Dolores Poacelli

16,196 Facebook Followers

6,509 Twitter Followers

3,801 Instagram Followers



## Audience Driven Programming

For the people, by the people—that was the spirit with which HSP and its partner, Taller Puertorriqueño, undertook the Audience Embedded project with grant support from the Pew Center for Arts & Heritage (PCAH). Over two years, a group of educators, historians, artists, and community activists immersed themselves in Philadelphia's Puerto Rican cultural history. Drawing from the archival collections of HSP and Taller Puertorriqueño, and through guided community tours, the participants discussed the common themes and questions that arose from their experiences. The project's goal was two-fold: 1) to allow community members to design a program for audiences like themselves and 2) through the process, to explore the history of the Puerto Rican neighborhoods of Philadelphia and their similarities to other migrant experiences. The resulting website, [hsp.org/neighbors](http://hsp.org/neighbors), includes an interactive timeline with archival images and photos, oral histories, artwork, and more. It also dedicates an entire section to the mechanics of the project, its challenges, and its successes. We shared the project through panels at various professional conferences, such as the American Association for State and Local History (AASLH) annual meeting. The response and reaction to the Audience Embedded project was overwhelmingly positive with multiple participants excited to share the model for cross-cultural collaboration within their own communities.



3,896  
HSP Event  
Attendees



## Documenting the Struggle for Women’s Suffrage—Online

HSP is a principal partner in the In Her Own Right project, a digitization initiative led by the Philadelphia Area Consortium of Special Collections Library (PACSCL). The Greater Philadelphia region has a strong tradition of women’s initiatives to expand their rights and opportunities with regard to political participation, education, work, property-holding, and cultural activities. This project has identified collections at numerous regional repositories (and beyond) that document the struggle for women’s rights in the century leading up to the passage of the 19th Amendment.

Today, the online portal provides access to more than 130,000 archival images along with contextual essays and standardized descriptive metadata for search capability. The final phase of this project will expand beyond members of PACSCL to identify and digitize collections that represent the “hidden voices” of women who are frequently underrepresented in the traditional historical record.



Images courtesy of InHOR

94 New Collections Acquired

89.05 Linear Feet Processed

## By the Numbers



# Donors

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# Financial Review

## Statements of Financial Position

June 30, 2020 and 2019

Assets	2020	2019
Cash	\$ 175,257	\$ 68,934
Contributions receivable	188,850	90,202
Prepaid expenses	88,439	73,325
Investments	11,564,542	11,825,511
Property & equipment (net)	6,624,298	7,173,557
Beneficial interest in perpetual trusts	8,317,000	8,738,932
<b>Total Assets</b>	<b>\$ 26,958,386</b>	<b>\$ 27,970,461</b>
<b>Liabilities</b>		
Accounts payable and accrued expenses	\$ 150,880	\$ 204,673
Note payable	-	200,000
Note payable - Paycheck Protection Program	334,200	-
Line of credit	425,000	1,675,000
<b>Total Liabilities</b>	<b>\$ 910,080</b>	<b>\$ 2,079,673</b>
<b>Net Assets</b>		
Without donor restrictions	\$ 3,146,855	\$ 2,255,096
With donor restrictions		
Purpose and time restrictions	719,909	771,249
To be maintained indefinitely	22,181,542	22,864,443
	22,901,451	23,635,692
<b>Total Net Assets</b>	<b>\$ 26,048,306</b>	<b>\$ 25,890,788</b>
<b>Total Liabilities and Net Assets</b>	<b><u>\$ 26,958,386</u></b>	<b><u>\$ 27,970,461</u></b>

## Statements of Activities

June 30, 2020 and 2019

Revenues, Gains, and Other Support	2020	2019
Contributions and grants	\$ 980,793	\$ 1,162,493
Interest and dividends	257,989	274,430
Distributions from perpetual trusts	430,000	380,000
Net realized and unrealized gains on investments	178,785	403,594
Change in value of perpetual trusts	(421,932)	(55,068)
Auxiliary activities	129,067	182,465
Other income (net)	1,619,345	68,646
<b>Total Revenue, Gains, Support</b>	<b>\$ 3,174,047</b>	<b>\$ 2,416,560</b>
<b>Expenses</b>		
Program services		
Library and collections	\$ 1,400,817	\$ 1,495,810
Programs, publications, and special projects	450,614	767,137
Supporting Services		
Fundraising	223,291	681,871
Administration	392,552	556,862
<b>Total Expenses</b>	<b>\$ 2,467,274</b>	<b>\$ 3,501,680</b>
<b>Change in Net Assets</b>	<b><u>\$ 706,773</u></b>	<b><u>\$ (1,085,120)</u></b>