



# SAN MATEO COUNTY HISTORICAL ASSOCIATION 2020 Annual Campaign

Let's Keep the Momentum Going

## Donor Recognition

Any amount of financial support is deeply appreciated. As a special thank you for your contribution, you will be acknowledged in the following ways:

### Supporter, \$1- \$99

- Recognition on our website

### Friend, \$100- \$249

- Recognition on our website
- One day pass for a family of four to the History Museum

### Benefactor, \$250- \$499

- All of the Friend acknowledgments
- Membership to the History Museum for one year
- Recognition in the *Historical Happenings* newsletter

### Historian, \$500- \$999

- All of the Benefactor acknowledgments
- Discounts on renting the History Museum for private events

### Golden Circle of Friends, \$1,000- \$4,999

- All of the Historian acknowledgments
- Recognition on a donor board at entrance of the History Museum
- Recognition in the Annual Report
- Exclusive invitation to the Golden Circle of Friends Recognition Dinner
- Commemorative gift

### President's Roundtable, \$5,000- \$9,999

- All of the Golden Circle of Friends acknowledgments
- Sponsorship recognition on Exhibits/Children's Programs/Adult Activities (to be arranged with staff)

### Chairman's Roundtable, \$10,000 & Up

- All of the President's Roundtable acknowledgments
- Private behind-the-scenes tour of the History Museum (to be arranged with staff)



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## Our Historic Sites

The San Mateo County Historical Association operates three museums: the San Mateo County History Museum, the Woodside Store and the Sanchez Adobe.

Between the three sites, and outreach programs, the Historical Association serves 60,000 adults, children and families each year.



San Mateo County History Museum, constructed 1910.



Woodside Store, constructed 1854.



Sanchez Adobe, constructed 1846.





A child shows off a paper marigold at *Día de los Muertos* (Day of the Dead).

## What is the Annual Campaign?

The Annual Campaign is a volunteer-led fund drive that provides 33% of the revenue necessary to maintain the Historical Association's programming.

## The Annual Campaign Supports:

- Operating our three museums: San Mateo County History Museum, Sanchez Adobe and Woodside Store.
- Conducting our school programs at the three museums plus Folger Stable.
- Providing public access to our archives through our research library.
- Caring for the 420,000 two-dimensional and three-dimensional historic items in our collections.
- Organizing special educational programs for adults and children on a monthly basis.
- Continuing a creative schedule of changing exhibits at the San Mateo County History Museum.
- Publishing our journal, *La Peninsula*.
- Acting as a clearinghouse for matters of historic preservation throughout the County.

Cover photo: the Rotunda of the History Museum. Credit: Jerry Pierce.

## Auspicious Achievements—Just Completed and In Progress:

During 2019, our San Mateo County Historical Association moved forward on several fronts. At our San Mateo County History Museum we recreated our *Immigrant Experience* Gallery. Just beyond our walls, the County moved the historic Lathrop House to our block. Our plan is to begin programs there (complete with a new Redwood City History Gallery) as a fourth museum starting this year. Adjacent to the Lathrop House, we will be building a 15,000-square-foot carriage house, which will, in part, display a good portion of our 30-piece horse-drawn vehicle collection which has been in storage for many years. The 2020 Annual Campaign will help keep up our momentum and allow for us to sustain our commitment to education and outreach programs.

## Commitment to the Schools:

In 2020, we expect to at least equal the numbers of school children and their chaperones given instructive, hands-on experiences. In 2019, 20,000 came on field trips to our History Museum, two historic sites and Folger Stable at Wunderlich Park.

## Commitment to Families:

The Historical Association will continue to feature a variety of free family days at its locations which feature craft activities for youngsters, enriching programs for their parents and fun for the whole family. At the History Museum, these include an Asian Lunar New Year festival, a fall *Día de los Muertos* (Day of the Dead) celebration and the December Hometown Holidays in conjunction with the local business community. At the Sanchez Adobe, we will stage our annual Rancho Day and our Woodside Storekeepers will again organize Woodside Store Day.

## Commitment to Preserving the Past:

The Historical Association continues to preserve reminders of our past. Recent acquisitions have included furnishings from the Linden Towers (the famous Flood Mansion), archaeological materials derived from the Spanish agricultural outpost in the San Pedro Valley and an expansive photograph collection of the old Marine World Africa USA, now a business park in Redwood Shores.



Spider Phaeton, c. 1893. From the Roth Family Collection.