

# SAN MATEO COUNTY HISTORICAL ASSOCIATION



## 2022 Annual Campaign

Help Us Regain Our Momentum

### Our Historic Sites

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



Sánchez Adobe, constructed 1846.

### 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 (subject to local health restrictions)
- 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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Souvenir postcard featuring Judy the waterskiing elephant at Marine World. SMCHA Collection

## What is the Annual Campaign?

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

## Help Us Move Forward:

The COVID crisis without a doubt harmed the in-person programming and earned revenue abilities of the San Mateo County Historical Association. However, Board, staff and supporters kept our Association afloat with new online educational offerings while raising enough money to sustain the key elements of our organizational structure. In 2022, we intend to regain our momentum by reestablishing our live activities, including our vibrant school group program. At this time we are looking toward our 2022 Annual Campaign to allow us to do so. Thus, your contribution at this time will be crucial to our success

## The Annual Campaign Supports:

- Operating our San Mateo County History Museum in Redwood City. This 40,000 square foot building allows the public to experience the San Francisco Peninsula's story from the time of the Ohlone Indians until today's era of great innovators.
- Public access to the Sánchez Adobe Historic site in Pacifica. Visitors take in the first three periods of California History that are all represented at this place.
- At the Woodside Store in Woodside our patrons encounter a nineteenth-century country store set in the midst of what was once a vibrant logging industry.
- Conducting hands-on, highly interactive school programs at our three above locations plus Folger Stable in Woodside.



Volunteer models ready to film the Victorian Days fashion show for online viewing.

- Preserving the 450,000 historic items in our Historical Association's collections and making them available for public review either online or at our research library at the History Museum.
- Organizing public educational programs on a regular basis: This includes having the History Museum open without admission fees every first Friday of the month.
- Partnering with others on large community events. This includes a variety of free program days. For example, every fall the History Museum teams up with Casa Círculo Cultural to stage a *Día de los Muertos* celebration.
- Continuing a creative schedule of changing exhibits at the History Museum.
- Publishing our journal, *La Peninsula*.

## Looking Into the Future:

Your contribution to the Annual Campaign will also help us to achieve important new improvements at our locations. At the History Museum we are working to create a new Carriage House addition, a natural history gallery and a recreation of our Entrepreneurs Gallery. At the Sánchez Adobe we are using a freshly authored "furnishing plan" to bring back the interior of the adobe home to more accurately portray its appearance during the life and times of Francisco Sánchez.



*Día de los Muertos* altar dedicated to beloved pets lost over the previous year.