



THE ROSENBACH

Annual Report

Fiscal Year July 1, 2015 – June 30, 2016

rosenbach.org

Table of Contents



AN OVERCAST BUT WELL-ATTENDED BLOOMSDAY ON DELANCEY PLACE.

Leadership Letter 1

Fiscal Year 2016 in Review 2

Financial Statement 4

Statistics and Highlights 6

Board of Directors and Staff 7



DOWN THE RABBITHOLE OPENING RECEPTION.



IRELAND: THEN & NOW PANEL FEATURING EAVAN BOLAND, SADHBH WALSH, AND COLM TÓIBÍN.

Leadership Letter



We are delighted to share our annual report for the fiscal year ended June 30, 2016. As we reflect on our accomplishments, it is a pleasurable duty to acknowledge the essential role that stakeholders of all kinds played. Through their engagement and support, our members, donors, visitors, Reading Group participants, salon attendees, Bloomsday readers, Rosenbacchanal attendees, guest speakers, researchers, board, staff, volunteers, neighbors, and more have helped the Rosenbach meet its goals and make it the unique place it is. We also owe a special debt of gratitude to our partners at the Free Library of Philadelphia, for while it is important to emphasize that the Rosenbach still must raise every dollar it spends, logistical and other kinds of support from the Library have enabled us to set ever higher goals.

Many notable visitors came to Philadelphia in FY16. Pope Francis garnered the most headlines, and we mounted an exhibition of early printing from Central and South America in his honor. Alice Liddell Hargreaves (the “real” Alice behind *Alice’s Adventures in Wonderland*) visited us in the form of Lewis Carroll’s original manuscript for the famous story. Hargreaves had achieved fame and fortune when she sold museum co-founder Dr. A.S.W. Rosenbach the *Alice* manuscript in 1928, and he promptly organized an exhibition of it at the then-new Parkway Central Library. Rosenbach later donated the manuscript to the British Library, and it returned to Philadelphia for the first time in nearly a century as part of a celebration of the 150th anniversary of *Alice*, one that included a large exhibition at the Rosenbach and events with community partners throughout the region.

Novelist Colm Tóibín garnered the most applause in FY16, as he headlined a panel about the centenary of the Easter Rising before nearly 400 eager participants. It was his second appearance in as many years, a telling example of the dramatic increase in adult programs at the Rosenbach. We invite thought leaders from all over the world to give engaging talks or lead reading groups—typically much more intimate in size—inspired by our collections. Thanks to all of these programs, and the donors who make them possible, the Rosenbach is becoming a place of unlimited intellectual engagement. Our audience is growing in size and diversity, filling us with enthusiasm for the coming year. We look forward to greeting you here soon.



Sincerely,

Derick Dreher
John C. Haas Director

Arthur Spector
Chair, Board of Directors



Fiscal Year in Review

July – September 2015

The Rosenbach acquired a rare first edition of Mary Shelley's *Frankenstein; or, The Modern Prometheus* (1818), thanks to major support from the B.H. Breslauer Foundation and gifts from Mark Samuels Lasner and Clarence Wolf. The Rosenbach also commissioned a photographic installation about Marianne Moore by Philadelphia artist Eileen Neff.

In August, the Rosenbach was named *Best Bibliophile Retreat* in *Philadelphia Magazine's* coveted "Best of Philly" list.

On September 1, the Rosenbach opened an exhibition entitled *Catholics in the New World: A Selection of 16th–18th Century Texts*. Designed to welcome and inspire guests to Philadelphia for the World Meeting of Families, including Pope Francis, the exhibition included prayer books, catechisms printed in multiple Native American languages, and the oldest surviving book printed in the Western Hemisphere.

October – December 2015

October saw the opening of *Down the Rabbit Hole: 150 Years of Alice in Wonderland*, an exhibition that explored the cultural impact of *Alice's Adventures in Wonderland*, Philadelphia-area connections to the book and its muse, and puzzles and games devised by Lewis Carroll. During the first week of the exhibition, the Rosenbach displayed the original illustrated manuscript by Carroll, once owned by Dr. Rosenbach and on loan from the British Library, attracting a record number of visitors to the museum. Derick Dreher discussed this incredible artifact in a keynote speech for the British Council in December.

A number of programs complemented the exhibition. Families and schoolchildren engaged with ideas and images from *Alice* through activities such as flamingo croquet in Dilworth Park on October 21 and an enormous chess game with living pieces on November 17, presented in partnership with the Free Library, the Masterman School, and the Philadelphia School. On October 21, the Rosenbach hosted a sold-out evening with *Brain Pickings's* Maria Popova, artist Maira Kalman, and cognitive scientist Alexandra Horowitz; their conversation explored *Alice* as an allegory for existence through science, storytelling, and art. Curator Leonard Marcus spoke about Carroll's legacy the next day.

On November 30, the Delancey Society gathered at Sotheby's in New York to remember our late trustee Bob Pirie.

January – March 2016

Poet Diarmuid Johnson spoke on February 25, and on March 1 the Pennsylvania Ballet and Piffaro collaborated on an event celebrating *Don*

Quixote. On March 15, 250 people attended "Medical Oddities of Alice: Potions, Poisons, and Pathology," a program hosted by the Mütter Museum. The program featured Mütter Museum curator Anna Dhody and neuroophthalmologist Grant T. Liu in a discussion of "Alice in Wonderland Syndrome," a disorienting neurological condition that affects human perception.

Also in March, Free Library President and Director Siobhan Reardon and Derick Dreher led discussions about the importance of libraries, followed by the performance of the play *Spines* by Inis Nua Theatre Company. Dreher also participated in a television interview on the same topic with Vai Sikahema for NBC News.

Continuing the celebration of the 150th anniversary of *Alice*, the Rosenbach opened an exhibition to explore a little-known element of the story: the hobby that brought Charles Dodgson and Alice Liddell together. *Through the Camera Lens: The Photography of Charles Dodgson* opened March 25. Photographer Ron Tarver spoke about the topic on April 7.

April – June 2016

The 24th annual Bloomsday Festival debuted the Rosenbach's new partnership with the Irish Department of Foreign Affairs. The year 2016 also marked the centenary of the Easter Rising—the grassroots movement that ultimately secured Ireland's independence. On June 2, contemporary Irish writers Colm Tóibín, Eavan Boland, and Sadhbh Walshe conducted a panel discussion about the ways independence and nationhood have shaped contemporary society; they spoke before a sold-out audience at the Parkway Central Library's Montgomery Auditorium. On June 16, the annual Bloomsday readings attracted just over 1,000 people.

Additional programs included Deborah Lutz speaking about the Brontës on May 11 and independent curator Leonard Marcus interviewing *The Phantom Tollbooth* author Norton Juster on May 12.



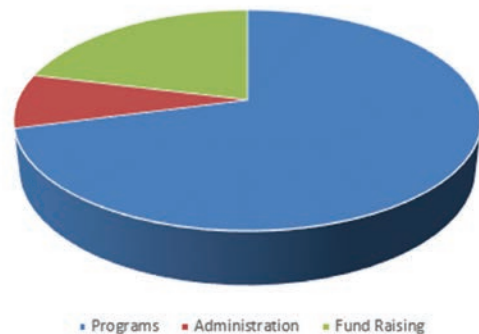
Anna Dhody and Grant T. Liu speak on *The Medical Oddities of Alice* at the Mütter Museum, March 2016

Financial Statement

Statement of Activities For the Year Ending June 30, 2016

	Unrestricted	Temporarily Restricted	Permanently Restricted
Operating support and revenue:			
Grants and contributions	\$298,132	\$798,767	-
Federal and state grants and city capital	-	63,106	-
Sale of books and publications	21,179	-	-
Program revenue	25,646	-	-
Admissions	39,799	-	-
Other income (expense)	38,814	(43)	-
Dividend and interest income	11	-	-
Long-term investment return designated for operations	-	537,096	-
Net assets released from restriction	1,683,432	(1,683,432)	-
Total Operating Support and Revenue	\$2,107,013	(\$284,506)	-
Operating Expenses:			
Public programs	1,322,022	-	-
Administration	148,151	-	-
Fund raising	394,483	-	-
Total Operating Expenses	\$1,864,656	-	-
Change in net assets from operations	\$242,357	(\$284,506)	-
Non-operating support and gains (loss):			
Grants and contributions to endowment	-	-	1,000
Long-term investment return (loss) in excess of return designated for operations	(3,367)	(525,580)	-
Collection items purchased	(13,595)	(3,014)	-
Total Non-operating Support and Gains (Loss)	(16,962)	(528,594)	1,000
CHANGE IN NET ASSETS	225,395	(813,100)	1000
NET ASSETS—BEGINNING OF YEAR	4,516,737	1,653,963	7,638,011
NET ASSETS—END OF YEAR	4,742,132	840,863	7,639,011

Operating Expenses

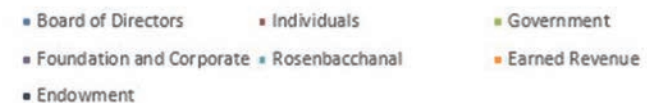
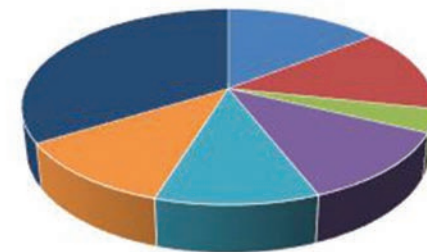


Statement of Financial Position June 30, 2016

Assets	
Cash and cash equivalents	643,041
Grants and contributions receivable, net	1,357,488
Fines and other receivables	1,119
Inventory	104,971
Prepaid expenses	45,815
Property and equipment, net	3,768,970
Investments	8,193,937
Total Assets	14,115,341
Liabilities	
Accounts payable and accrued expenses	73,584
Accrued payroll and related liabilities	53,153
Due to related party	766,598
Total Liabilities	893,335
Net Assets	
Unrestricted	4,742,132
Temporarily restricted	840,863
Permanently restricted	7,639,011
Total Net Assets	13,222,006
Total Liabilities and Net Assets	14,115,341

Support and Revenue

Directors	\$133,400
Individuals	\$128,000
Government	\$35,514
Foundation and Corporate	\$110,000
Rosenbacchanal	\$99,700



Background

The Rosenbach is a non-profit organization that relies on contributions from individuals, foundations, and corporations as well as endowment income and earned income. In 2013, the Rosenbach became affiliated with the Free Library of Philadelphia Foundation—the Free Library's non-government, nonprofit arm. The Rosenbach maintains an independent board and tax-exempt status.

Statistics and Highlights

Fiscal Year 2016 Visitation

Total number of visitors: **8,141**
 Group tour attendance: **403**
 Hands-On Tour attendance: **338**
 Program attendance: **835**
 Reading Group attendance: **175**
 Website views: **247,161**
 Email subscribers: **4,517**

The best-attended exhibition in this fiscal year was *Down the Rabbit Hole* with **5,914** visitors. **1,066** visitors came to see this exhibition during the week of **October 12 to 18**, when Lewis Carroll's original *Alice* manuscript was on view.

92 individual researchers visited our reading room, arriving from all over the United States and abroad, from the United Kingdom to Taiwan. In addition to these visits, **192** research queries were made by email or phone; Marianne Moore, the Rosenbach Company, fine or decorative Arts, Maurice Sendak, and Bram Stoker were the top five research topics.

Objects from our collection were displayed at the Williams College Museum of Art, the Andy Warhol Museum, the Musée du Luxembourg, the Princeton University Art Museum, and Archaeology Alexandria.



DERICK DREHER WITH POET LAUREATE AND ROSENBACHANAL GUEST SPEAKER YOLANDA WISHER.

Grants Received

Bayer HealthCare
 The David Berg Foundation
 Connelly Foundation
 Consulate General of Ireland
 Independence Foundation
 Christian R. & Mary F. Lindback Foundation
 Lomax Family Foundation
 Leo Model Foundation, Inc.
 National Endowment for the Humanities

Nikolaus Family Foundation
 William Penn Foundation
 Pennsylvania Council on the Arts
 Pennsylvania Historical and Museum Commission
 The Pew Center for Arts & Heritage
 Philadelphia Cultural Fund
 Studio in a School Association
 Wyncote Foundation

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 Carol Banford, CPA, **Treasurer**
 Robert I. Friedman, Esq., **Secretary**

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 Derick Dreher
 John C. Haas Director
 Kelsey Scouten Bates
 Associate Director and
 Director of Development
 Judith M. Guston
 Curator and Director of Collections
 Emilie Parker
 Hirsig Family Director of Education

* Denotes prior Chairman
 † Deceased



JEFFREY REINHOLD, KATHLEEN LISTER, JACQUELINE M. KRAEUTLER, ERIC KRAEUTLER AT THE ROSENBACHANAL.