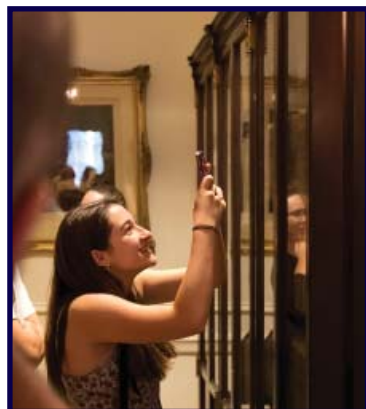


THE **ROSENBACH** 

Annual Report

Fiscal Year July 1, 2016 – June 30, 2017

rosenbach.org



TOP ROW: A VISITOR TAKES PICTURES OF THE SHELVES; LITERARY CHARACTERS ON HALLOWEEN. PHOTOS: RYAN BRANDENBERG
 BOTTOM ROW: BROWSING *THE ART OF OWNERSHIP*; PHOTO: RYAN BRANDENBERG. BEER AND BLOOMSDAY; PHOTO: JULES VUOTTO.
 COVER PHOTO: RYAN BRANDENBERG.

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We are delighted to share our annual report for the fiscal year ending June 30, 2017. 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 help 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 the Rosenbach still must raise every dollar it spends, receiving logistical and other kinds of support from the Library has enabled us to set ever higher goals.

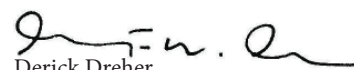
We turned our goals into an ambitious new strategic plan during FY17 that will do nothing less than transform the Rosenbach. Put simply, we will activate our spaces and collections to engage ever more (and more diverse) participants in interactive programs of all kinds, and thereby gain robust support for the Rosenbach. We thank Vice Chair Lenore H. Steiner for leading the strategic planning process, together with consultant Nancy Burd and members of our board of directors, staff, and the general public. The Strategic Initiatives Department at the Free Library will now help us monitor our progress on the plan. We look forward to sharing updates with you soon.

The programmatic expansion so integral to the strategic plan began even before we'd finished the plan. Ed Pettit joined the staff as Sunstein Family Manager of Public Programs in 2017 and rapidly began planning new classes, almost weekly lectures (our series "In Conversation With"), and a monthly literary-themed cocktail party (aptly titled "Bibliococktails"). Thought leaders from the region—and around the world—lead all of these programs in ways that actively engage participants. Thanks to the programs, and the donors who make them possible, the Rosenbach is becoming a place of unlimited intellectual engagement. We thank Cindy Affleck, Chair of the Programs Committee, and our new Free Library colleague Andrew Nurkin for their efforts. The pages that follow will show you exactly what we have done this past year.

Finally, we want to welcome four new directors whose terms began in FY17, and whose contributions have already helped us enormously: Benito Cachinero-Sánchez, Lexa Edsall, Alec Kerr, and Yolanda Wisher.

On behalf of the entire board and staff, we are filled with enthusiasm for the coming year and look forward to greeting you here soon.

Sincerely,


 Derick Dreher
 John C. Haas Director


 Arthur Spector
 Chair, Board of Directors



Fiscal Year 2017 in Review

July – September 2016

Beginning on July 1, the Rosenbach presented a new exhibition on the ground floor titled *Freedom Train 1947–1949: Exhibiting America's Past to Shape America's Future*. The historic Freedom Train was one of the most ambitious traveling exhibitions mounted in the United States, transporting 126 of the nation's most iconic documents to 3.5 million people across America. The Rosenbach's exhibition displayed many of these important historical documents while exploring the questions about freedom and democracy raised by the Freedom Train's travels during the Civil Rights era and Cold War. The exhibition also featured a Langston Hughes manuscript poem, "Freedom Train," on loan from Fisk University. *Freedom Train 1947–1949* received coverage in the *Philadelphia Tribune* and *Atlas Obscura*, among other publications.

On September 18, the Rosenbach celebrated the return of our 1482 Bologna Pentateuch from the Conservation Center for Art & Historic Artifacts. An exclusive reception permitted Rosenbach friends and supporters to see the newly conserved volume up close. *The Jewish Exponent* published an article authored by Liz Spikol about the history and importance of the Pentateuch; the article won its author an award from the Keystone Society of Professional Journalists.

The Art of Ownership: Bookplates and Book Collectors from 1480 to the Present opened on the second floor on September 21. Called "a gem of a show" by the *Broad Street Review*, the exhibition presented beautiful and curious bookplates from five centuries of book ownership. Selected from the Rosenbach's collection and borrowed from the Free Library's Rare Book Department, the bookplates ranged from a 15th-century coat of arms to engravings inspired by Romantic artists. *The Art of Ownership* delved into the stories of these bookplates, the rare editions behind them, and the lives of the men and women who owned them.

The Rosenbach opened its doors free to the public for our annual Open House on



A SCHOOL GROUP BROWSES *FREEDOM TRAIN 1945–1949*. PHOTO: CAROLYN MACUGA.

September 24. Featuring an enormous sidewalk sale of used books as well as the usual free admission to explore the historic house and browse the special exhibitions, the Open House attracted 326 visitors, roughly 70% of whom were visiting the Rosenbach for the first time.

October – December 2016



HALLOWEEN DECORATIONS AND EXCELLENT HATS IN DENWORTH. PHOTO: RYAN BRANDENBERG

In October, the Rosenbach enjoyed several literary visitors who had important connections to our collection and exhibitions. A troupe of actors from the famed Abbey Theatre of Ireland were in Philadelphia to perform *The Plough and the Stars* and visited the Rosenbach for a private tour with curator Kathy Haas. Highlights of the tour included manuscripts by Irish authors Wilde, Joyce, Shaw, and Yeats. Later in the month, 5th and 6th graders from Rosenbach school partner Julia R. Masterman gathered at Parkway Central to attend a talk by Evelyn Coleman, the author of *Freedom Train*, in conjunction with visiting the exhibition of the same title at the Rosenbach.

Featuring activities inspired by the collection's most arcane and mystical rare books, the Rosenbach's second annual Halloween party was a magical success. Attendance doubled from the previous Halloween, bringing many new visitors to the museum.

January – March 2017

After illustrator Maurice Sendak bequeathed to the Rosenbach more than 600 rare books, the Rosenbach displayed a selection of the editions that enhance the Rosenbach collection in important ways. Opened January 31, *Recent Acquisitions from the Bequest of Maurice Sendak* explored not only the literary and historical significance of these books but also why they were meaningful to their collector.

Fiscal Year 2017 in Review (continued)

The opening of the exhibition coincided with a series of beautifully illustrated articles published by Peter Dobrin for the *Philadelphia Inquirer* between January 28 and 30. The centerpiece of this series explored the Rosenbach's relationship with Maurice Sendak, which led to the bequest; additional articles posted online offered video footage of remarkable objects from the bequest, such as Lothar Meggendorfer's 19th-century pop-up books, and explored Sendak's favorite authors, including Henry Melville and William Blake.

On February 9, the Rosenbach welcomed 2016–2017 Philadelphia Poet Laureate Yolanda Wisher as the creator of a dynamic free program designed to appeal to a broad audience, titled “Blues for Black Opals.” *Black Opals* was a Philadelphia literary magazine published by black writers and artists in 1928, analogous to Harlem Renaissance magazines such as *FIRE!!* Wisher invited several poets with local connections to recite poems from *Black Opals* alongside their own work. Interspersed throughout the readings were musical performances by Wisher and her band, The Afro-Eaters. This collaborative program, which merged literature and music as well as contemporary and historic poetry, was covered by *Philly Voice* and *WHYY Newsworks*.

February and March brought some exciting news to the Rosenbach. In February, the Rosenbach staff was joined by Edward G. Pettit, who was already well known to many Rosenbach supporters as a Rosenbach Reading Group instructor and program moderator. On March 1, the Rosenbach launched a new website with features intended to promote visitor engagement: a responsive design that adapts to mobile devices as well as web browsers, modules on the front page and sidebars throughout the site to promote upcoming events and exhibitions, integrated web forms that allow site visitors to submit inquiries or make donations without going to a third-party website, and an integrated blog.

April – June 2017

On April 8, the Rosenbach opened *Clever Criminals and Daring Detectives*, an exhibition that explored the evolution of crime fiction from its earliest days, when broadsheets circulated true (if embellished) crime tales, to the popular 19th-century detective stories written by Edgar Allan Poe, Charles Dickens, and Arthur Conan Doyle. The exhibition was offered as part of We The Detectives, a collaboration with the Rare Book Department of the Free Library of Philadelphia and the performance artists of New Paradise Laboratories, supported by the William Penn Foundation.

The exhibition theme and the related highlights of our collection (including Doyle's manuscript of “The Adventure of the



AUTHOR MICHAEL SIMS IN CONVERSATION WITH EDWARD G. PETTIT OF THE ROSENBACH.

Empty House” and notes from Bram Stoker's *Dracula*) inspired a series of well-attended programs; for example, authors Michael Dirda and Michael Sims each came to talk about their books on the creator of Sherlock Holmes. Other popular speakers included actor Tina Packer and poet Paul Muldoon, who each addressed a crowd of more than 70 in the Denworth Room; author Rebecca Romney, who spoke about her new book of unusual stories from the history of print; and Kermit Roosevelt, who discussed the constitutional challenges of the internment of Japanese citizens in America during WWII. In May, the Rosenbach hosted the first of its monthly Bibliococktails events, partnering with Quaker City Mercantile to pair quality cocktail creations with literary activities. The Rosenbach also offered its first ever writing workshop, featuring poet Anna Maria Hong, who guided the group through the process of writing poetry inspired by the Rosenbach's collection.



MICHAEL TONER AND MAL WHYTE DEBUT A NEW ADAPTATION OF ULYSSES' "ITHACA" AT BLOOMSDAY. PHOTO: JULES VUOTTO

On June 16, the Rosenbach welcomed around 1200 visitors for its annual Bloomsday celebration. The event revisited many of the traditions that bring *Ulysses* fans back year after year: The day-long event was hosted on Delancey Place, punctuated by music and culminating in Drucie McDaniel's famous performance of the Penelope monologue. In addition, Bloomsday 2017 introduced new attractions such as a beer garden operated by Grey Lodge Pub, local food carts, and a new theatrical adaptation of the penultimate Ithaca chapter performed by Philadelphia actors Michael Toner and Mal Whyte. This year's Bloomsday also saw the launch of the Rosenbach's inaugural Bloomsday Essay Contest, which invites college and university students in the tri-state area to submit essays on James Joyce's writing. Bloomsday 2017 received positive coverage on WRTI, Hidden City Philadelphia, Billy Penn, *Philly Voice*, and *Irish Edition* among other outlets.

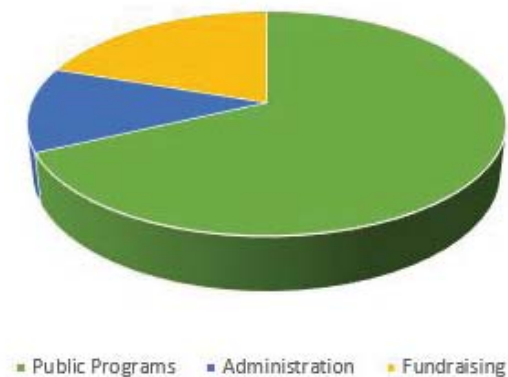
On June 12, the Rosenbach board approved a new strategic plan, which consisted of a new mission and vision statement and a set of goals related to expanding the Rosenbach's cultural vitality and unlocking the intellectual passions of all our

Financial Statement

Statement of Activities For the Year Ending June 30, 2017

	Unrestricted	Temporarily Restricted	Permanently Restricted
Operating Support and Revenue:			
Grants and contributions	449,786	658,104	-
Federal and state grants and city capital	-	36,782	-
Sale of books and publications	16,304	-	-
Program revenue	194,228	-	-
Admissions	23,926	-	-
Other income (expense)	42,504	(198)	-
Dividend and interest income	7	-	-
Long-term investment return designated for operations	-	552,343	-
Net assets released from restriction	1,761,494	(1,761,494)	-
Total Operating Support and Revenue	2,488,249	(514,463)	-
Operating Expenses:			
Public programs	1,547,054	-	-
Administration	278,605	-	-
Fundraising	450,287	-	-
Total Operating Expenses	2,275,946	-	-
Change in net assets from operations	212,303	(514,463)	-
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	54,046	417,758	-
Collection items purchased	(33,095)	(8,009)	-
Total Non-operating Support and Gains (Loss)	20,951	409,749	1,000
CHANGE IN NET ASSETS	233,254	(104,714)	1,000
NET ASSETS—BEGINNING OF YEAR	4,742,132	840,863	7,638,011
NET ASSETS—END OF YEAR	4,975,386	736,149	7,639,011

Operating Expenses

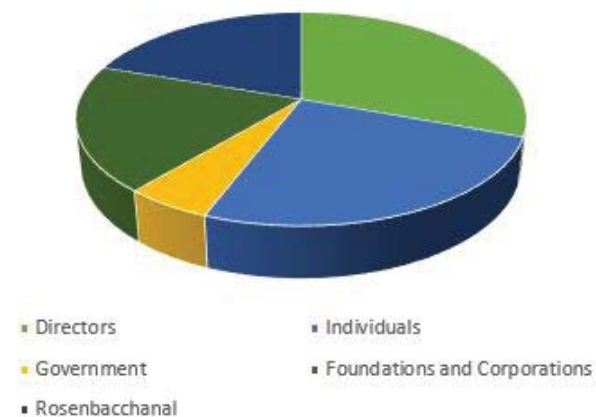


Statement of Financial Position June 30, 2017

Assets	
Cash and cash equivalents	\$1,187,381
Grants and contributions receivable, net	\$647,591
Fines and other receivables	\$19,273
Inventory	\$100,783
Prepaid expenses	\$11,826
Property and equipment, net	\$3,719,397
Investments	\$8,422,914
Total Assets	\$14,109,165
Liabilities	
Accounts payable and accrued expenses	\$92,911
Accrued payroll and related liabilities	\$64,863
Due to related party	\$599,845
Total Liabilities	\$757,619
Net Assets	
Unrestricted	\$4,975,386
Temporarily restricted	\$736,149
Permanently restricted	\$7,604,011
Total Net Assets	\$13,351,546
Total Liabilities and Net Assets	\$14,109,165

Support and Revenue

Directors	\$194,650
Individuals	\$160,945
Government	\$33,667
Foundation and Corporate	\$121,470
Rosenbacchanal	\$125,798



Background

The Rosenbach is a nonprofit 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

FY17 Visitation

Total number of visitors	7,244
Group-tour attendance	439
Hands-On Tour attendance	387
Program attendance	2,205
Reading Group (Course) attendance	427
Researchers	98
Website views	197,886
Email subscribers	5,242

Grants Received

William Penn Foundation
The Pew Center for Arts & Heritage
Independence Foundation
Walter J. Miller Trust
Pine Tree Foundation of New York
PECO
Christian R. & Mary F. Lindback Foundation
Dolfinger-McMahon Foundation

Collection Connections

In addition to welcoming on-site researchers, the Rosenbach fielded **140 research queries** from off-site researchers. Top research topics include Marianne Moore, the Rosenbach Company, James Joyce, fine arts, and codex manuscripts.

Over the course of FY17, loans from the Rosenbach collection travelled to cities across the world, including London (“The Adventure of the Empty House” by Sir Arthur Conan Doyle), Paris (three Fragonard drawings), New York (Rebecca Gratz portrait; selected Mercedes de Acosta papers), and Boston (Matisse bronze).

The Rosenbach started an Instagram account in **July 2016**. By the end of the fiscal year, it had **458 followers**. The most liked photo in FY17 depicted the first Bible published in North America, the Eliot Indian Bible.

During FY17, the most-viewed page aside from the **rosenbach.org** homepage was the ***Ulysses Plot Summary***.

Directors and Executive Staff FY17

Arthur Spector, **Chair**
Lenore H. Steiner, **Vice Chair**
Carol Banford, CPA, **Treasurer**
Robert I. Friedman, Esq., **Secretary**
Cindy Affleck
James H. Averill
Carol Banford
Alyse Bodine
Benito Cachinero-Sánchez
Amy Coes
Alexandra Victor Edsall
Amy L. Finkel
Robert I. Friedman
Gage Johnston
Eileen Kennedy
Alexander Kerr, Esq.
Jacqueline M. Kraeutler, Esq.
Susan B. Muller*
Michael A. Naidoff, MD
Peter D. Nalle
Bernard Newman*
Liza Seltzer
Arthur Spector
Lenore H. Steiner
Robert K. Urquhart
Yolanda Wisher
Clare Yellin

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Alan R. Hirsig
Janet S. Klein
Margy Ellin Meyerson*
Susan D. Ravenscroft*
Robin Rubenstein
John C. Tuten, Jr., Esq.*
David H. Wice, Esq.

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Siobhan A. Reardon
 President and Director,
 Free Library of Philadelphia
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 Chair



THE ROSENBACH BOARD OF DIRECTORS OFFICERS POSE FOR A PICTURE AT THE 2017 ROSENBACHANAL. FROM LEFT TO RIGHT, TREASURER CAROL BANFORD, CPA; SECRETARY ROBERT FRIEDMAN, ESQ.; VICE CHAIR LENORE H. STEINER; AND CHAIRMAN ARTHUR SPECTOR. PHOTO: RYAN BRANDENBURG

Delancey Society Members FY17

Cindy and John Affleck
 Jan and Pete Albert
 Gisela J. Alter
 Janet and Jim Averill
 Eileen Baird
 Carol and Winston Banford
 Bonnie Barnes
 Diane and Robert Bass
 Jennifer and Ernest Bates
 Kelsey Scouten Bates and Glenn Bates
 Natalie and David Bauman
 Carol Blank and Horace Barsh
 Alyse and James Bodine
 Amy Branch and D. Jeffry Benoliel
 Frederick H. Brenner*
 Stewart R. Cades
 Willo Carey and Peter A. Benoliel
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 Dana Gibson Close
 Amy and Putnam Coes
 Cozen O'Connor Foundation
 Elizabeth Crawford
 Gudrun Dauner and Derick Dreher
 Tobey and Mark Dichter
 Frederick W. Dreher, Esq.
 Janet H. Dreher
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 Alexandra Victor Edsall and Robert Victor
 Aeryn and Bruce Fenton
 Amy Finkel and Richard Braemer
 Judy and Allen Freedman
 Pamela P. and Peter J. Freyd
 Charlotte and Robert I. Friedman
 Catherine and James Gately
 Roberta Gausa and Allen J. Model
 Elizabeth H. Gemmill
 Donna L. and David A. Gerson
 Dr. Mary C. Glick Estate
 Sally and Dan Gordon
 Deborah G. Gorman and Benito
 Cachinero-Sánchez

Carole Haas Gravagno
 Peggy and Richard Greenawalt
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 Independence Foundation
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 and Network, Inc.
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 Eileen Kennedy and Robert C. Heim
 Marnie and Alexander Kerr
 Janet S. and H. Lewis Klein
 Sarah and Kevin Kleinschmidt
 Jacqueline and Eric Kraeutler
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 Jane Lavelle and Andrew Costarino
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 Kathy Lister and Jeffrey Reinhold
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 The Marjorie M. and Irwin Nat Pincus Fund
 Nancy Brockway Marvin and
 Peter F. Marvin
 Susan McDonald
 Elizabeth R. McLean
 Elizabeth P. McLean
 Sandra L. McLean
 Kelly and Warden D. McLean
 Frances D. Menin
 Saralee and Ronald Messinger
 Margy Ellin Meyerson
 Moore Brothers Wine Company
 Susan and Gregory Moore



JOHN AFFLECK, SUSAN B. MULLER, AND CINDY AFFLECK PHOTO: RYAN BRANDENBERG

Susan B. Muller
 Genie and James L. Murphy
 Stephanie and Michael Naidoff
 Eleanor and Peter D. Nalle
 Judy and Bud Newman
 Neubauer Family Foundation
 Elizabeth A. Murphy and Timothy O'Neill
 Zoë S. Pappas
 PECO
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 Pennsylvania Historical and Museum
 Commission
 Pew Center for Arts and Heritage
 Pew Charitable Trusts
 Philadelphia Cultural Fund
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 Louise Thompson
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 Robert K. Urquhart
 Peggy B. and Ellis G.* Wachs
 Emily Mitchell Wallace and
 Gregory M. Harvey
 Walter J. Miller Trust at the
 recommendation of John C. Tuten, Jr.
 Lisa Washington
 Betsy and David Wice
 Peter Willing
 William Penn Foundation
 Wendy Wilson and Bruce McKittrick
 Pamela and Clarence Wolf
 The Wyncote Foundation at the
 recommendation of Frederick R. Haas
 Martin J. Zeldin
 Karen Zur and Robert Biron

* Deceased

