

# Annual Report 2020

## Winnetka Historical Society

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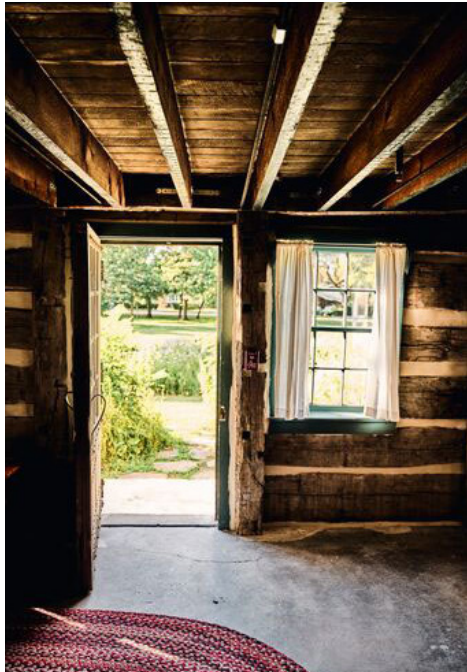
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### WHS Staff

Mary Trieschmann  
Executive Director

Meagan McChesney  
Curator

Jennifer Miller  
Administrative Assistant



What a year this has been, for you and for us at the Winnetka Historical Society. Our mission is to educate people on the stories of our past in an effort to enrich our present and inspire our future, and the world around us in 2020 made this vision more important and challenging to achieve.

Despite the pandemic, this was the year that the Winnetka Historical Society reached more people than ever before. Our Annual Gala, "Big News from Winnetka" featuring Mike Leonard, Winnetka's own award-winning journalist, became virtual. The attendance exceeded our expectations as did the funds raised, which netted over \$60,000.

As the landmark buildings owned by the Historical Society (its home at 411 Linden and the Schmidt-Burnham Log House on Willow) were not available for guests during this COVID year, the redirected effort to bring you stories digitally grew exponentially. The remastered "Winnetka Story" documentary was made available on-line, stories posted on Facebook were viewed at record numbers, and the Winnetka Treasures: 15 Decades, 15 Objects exhibit at our museum was made available through the WHS website. In addition, two special events in the Fall brought us together virtually. The first was Holly Marihugh's fascinating observations on "Smart and Gutsy Winnetka Women," and the second was Jan Pavlovic's presentation "Winnetkan Marion

Mahony Griffin, A Gifted Architect in a Man's World." Lastly, our Gazette newspaper continued to provide wonderful stories to our entire community and beyond.

Mary Trieschmann and her staff provided steadfast leadership during the year, but we also could not have done it without the Board, volunteers, and all of our wonderful and generous community partners and donors. It was a memorable year for all.

Peter Butler

President

*Photo by Scott Edwards: Interior Door of Schmidt-Burnham Log House.*

## Our Reach

**32,997**  
Website Users

**29,597**  
Facebook Interactions

**9,240**  
Gazette Distribution

**4,057**  
Hours of Video Viewed

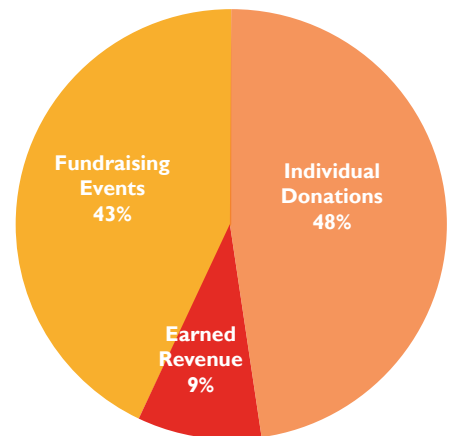
**306**  
Virtual Event Participants

**162**  
Research Requests

## Revenue

\*Individual Donations \$82,419  
Earned Revenue \$15,566  
Fundraising Events \$74,059

\*Total Revenue \$172,044  
Portion deferred to 2021

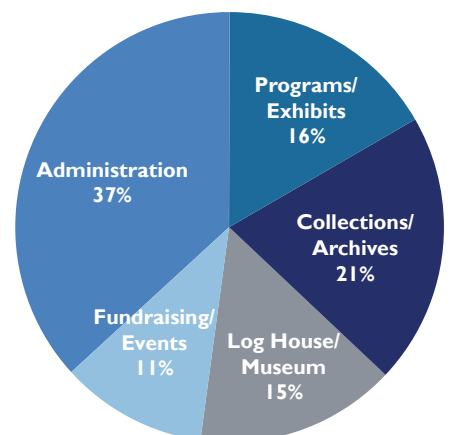


## Expenses

Programs/Exhibits \$24,090  
Collections / Archives \$30,121  
Log House / Museum \$21,815  
Fundraising / Events \$16,162  
Administration \$53,433

Total Expenses \$145,621

Net Income \$26,423  
(Excludes depreciation)



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