



**Friends of Auburn Heights Preserve  
Executive Director's Report  
2007 Annual Meeting**

**2006: A YEAR OF SIGNIFICANT GROWTH AND ACCOMPLISHMENT**

♦ **Our Programs**

○ **Events ON-SITE**

- Eight public event days; 3200 attendees – 2020 paid during Oct. & Nov. events
- Nine private groups totaled 375 visitors; group size varied from 5 to 150 people
- House Tours – 400 visitors in two days (Oct.); groups every 10-15 minutes
- Outstanding volunteer support – as many as 47 working at a single event
- “Firing-up Demonstrations” were a big hit with the public
- “Little Toot” very popular with little tykes (future engineers?)

○ **Events OFF-SITE**

- At least 31 off-site events where 30,000+ people exposed to our cars
- Drove all but two of the cars in the collection off-site in 2006
- (January) *Stanley Land Speed Record Centennial* – Ormond Beach, FL – Model K & Model 71 – Nine FAHP volunteers participated, many other FAHP members brought steam cars also
- (March) *Eastern Concours d'Elegance* – Amelia Island, FL – Model K & Model 71 – One of the nation's most prestigious collector car events – Stanleys were 2006 *Concours'* featured marquee – Attended by 14,000 people – Five FAHP volunteers participated; other FAHP members active in showing steam cars and/or organizing event
- (June) *Annual Eastern Invitational Steam Car Tour* – Berlin, OH – Five FAHP families and four steamers from Auburn Heights participated successfully in 5-day tour
- *Closer to home...* Dover Day (two steamers carried 500 guests for Delaware Division of Parks & Recreation), Hagley Car Show, HCCP Fall Show, Winterthur, Longwood Gardens, Woodside Farm, Hockessin Independence Day parade, etc.

○ **Volunteers**

- Volunteers logged 6288 hours during 150 work days
- Approximately 75 active volunteers – some come more than once a week year-round, others active dozens of times a year
- Multiple “hands on” training sessions for steam car drivers and AVRR engineers and conductors plus steam car lecture series
- New “working groups” plan kicked off at end of 2006 – off to a good start so far

○ **Collections**

- Tom Marshall donated four cars to FAHP in late December:
  - 1905 Stanley Model CX Runabout,
  - 1914 Stanley Model 607 Touring Car
  - 1918 Stanley Model 735 Touring Car
  - 1916 Rauch & Lang Brougham (electric car)



- Collections Committee developed FAHP Collections Management Policy; completed policy adopted by Board of Directors at its November meeting
- Board adopted “non-capitalization” policy for FAHP collections
- Model 735 restoration nearly complete – FAHP volunteers did much of the work
- “Little Toot” built by our volunteers; Div. of Parks & Rec. donated cars for train

## ♦ The Organization

### ○ Membership

- 152 memberships as of Dec. 31, 2006 – up 90% from previous year-end
- Membership campaigns with Wilmington Rotary and Friends of Hockessin Library in December brought in 12 new memberships (donor levels 50% higher than average)

### ○ Outreach

- Promotion efforts paying off; article in AAA mid-Atlantic regional magazine brought many visitors from as far as New York, Washington, Scranton; ads on Philadelphia public TV station WHYY particularly effective
- Local museums invited our cars for display – Hagley (annual car show); Winterthur (as part of events celebrating cars of Winterthur’s era as duPont family home); Longwood Gardens (featured for three weekends in September as part of GardenFest)
- AACA Museum, Hershey, displaying our Model EX as part of their “Top Brass” exhibit, November through May, 2007; they invited FAHP to participate in AACA Annual Meeting in February, 2007
- *Auburn Heights Herald* – four issues published; many compliments on its quality

### ○ Financial Position

- Net assets \$ 167,506 at 12/31/06 (up 98% from previous year-end)
- Total income \$ 153,863; net income \$ 82,940. Sources of income:
  - 65 % Annual Fund and Other Giving
  - 24 % Programs (Events On- and Off-site, Gift Shop)
  - 9 % Memberships
  - 2 % Interest and Dividends
- Very strong donor support: Annual Fund and other gifts of approximately \$ 100,000 *plus* more than \$ 13,000 in memberships; 78 donors plus three corporate matching gifts
- Finance Committee has adopted very conservative policy: “earn one year, spend the next”

### ○ New Executive Director

- FAHP’s first paid staff (“part time”)
- Established FAHP office, revised accounting method, put in place computer systems, etc.
- Focus on Development (Annual Fund and Membership) and Outreach
- Developed new brochures, press releases and other marketing materials
- Assisted in editing and publishing *Auburn Heights Herald*
- Initiated Strategic Planning process



## A BUSY YEAR AHEAD FOR FAHP IN 2007

### ◆ **Events On-Site & Off-Site**

- Seven public event days:
  - May 6 & July 1 & September 2 – “Steamin’ Sundays”
  - October 27-28 – “Steamin’ Weekend with House Tours”
  - November 23-24 – “Steamin’ Thanksgiving”
- Two private charters scheduled for April/May
- Preschools Day (May)
- Old Dover Day (May)
- Off-site events in our region with cars from collection
- Importance of increasing our pool of trained volunteers to support events

### ◆ **Eastern Invitational Steam Car Tour**

- Significant opportunity for FAHP to establish its place in steam car community – long-term development benefits (membership, financial and other support)
- Sunday, June 17 – Friday, June 22
- Hosted by FAHP; visiting Auburn Heights on Monday, June 18
- Tours to other Brandywine Valley, Pennsylvania Dutch, Chesapeake attractions
- Over 60 families have indicated an interest in attending
- Forming committees of FAHP volunteers to work on various aspects of tour

### ◆ **Possible “Capital Projects”**

- Currently in evaluation and cost-estimation phase
- Museum interior improvements
- Stabilization of bank under AVRR between turntable and museum
- Rebuilding AVRR turntable
- Safety improvements at Steam Hill Tunnel
- Probably will require “capital campaign” to raise funds separate from Annual Fund

### ◆ **Significant Restoration & Maintenance on Cars FAHP Owns**

- Over \$ 31,000 budgeted for steam car collection restoration and parts reserve
- 1901 Mobile – budgeted includes return to operation; maybe some restoration
- 1914 Stanley Model 607 – budget includes painting and striping
- 1916 Rauch & Lang electric car – budgeted includes some mechanical work and upholstery
- Budget includes acquisition of significant number of items for steam car parts reserve

### ◆ **Strategic Planning Effort**

- Overseen by Planning Steering Group
- Plan is vital for our financial decision-making, project planning, fundraising and grant-seeking
- Currently in “Vision Phase” – seeking input from members, volunteers, local community and steam car community about what FAHP should be five years from now
- Will coordinate with Division of Parks & Recreation – expect our vision and plans to enrich their thinking about Auburn Heights’ future and to shape our working partnership
- Completed plan expected by the end of 2007

### ◆ **Development of Educational Program**

- Two new Board members with interest and experience in this area
- Some funds budgeted to help start development of programming
- At this point, education program is a “blank slate” – all possibilities are open
- Vital part of FAHP’s mission and justification for non-profit tax status