



State of the



MAH

2018-2019 Fiscal Year

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Greetings! It has been three months since I assumed the role of Interim Executive Director at the MAH. I am proud to be working with our amazing board, staff, and partners who are truly committed to ensuring that the MAH is a thriving central gathering place for our community. It is my pleasure to share with you some of the many ways in which we activated our mission and strengthened our organization this past year.

“The MAH is what a vibrant community-in-process looks like.”

Caitlin Brune
Member

During the 2018-2019 fiscal year, we brought people of all backgrounds together around art, history, creativity, and culture. Together, in partnership with guests, members, artists, donors, collaborators, local nonprofits and government agencies, we built a stronger, more connected community. We welcomed 130,000 guests to the MAH and Abbott Square. We co-created bold and engaging exhibitions that were celebrated locally and recognized nationally.

We hosted 683 events ranging from artist lectures to poetry slams to craft workshops. We launched a new fully-bilingual website. We secured a grant to make Evergreen Cemetery more accessible. And, as one of just 15 organizations invited to participate in the New California Arts Fund, we invested in tools to strengthen our capacity for years to come.

It is an exciting time at the MAH. We look forward to building on these successes as we continue to use art and history to ignite shared experiences and unexpected connections.

Whether you're a longtime supporter or are new to the MAH community, I invite you to join us. Come check out our exhibitions. Attend an event. Become a volunteer. Create alongside us. And if we haven't had a chance to connect yet, pop in and say hello. I look forward to seeing you at the MAH.

“The MAH is a place for art in its many forms, learning about the rich history of Santa Cruz, community gathering, and so much more. I am grateful to be part this dynamic organization and our beautiful community.”

Carola M. Barton
Board President



Antonia Franco

Antonia Franco
Interim Executive Director

Our Community

At the MAH we strive to **create a stronger more connected community.**

We built community with:



130,000 guests who enjoyed shared experiences and unexpected connections.



2,800 students who became Community Builders through interactive school tours.



2,100 members who invested in a more connected and creative Santa Cruz County.



230 volunteers who went behind-the-scenes and fueled community-driven events.



843 community members, including artists, musicians, magicians, librarians, historians, and gardeners, who co-created experiences with us.

Together we created: 683 events, 12 exhibitions, 2 publications, 3 offsite installations, and a podcast.

Our Mission

At the MAH, our mission is to ignite shared experiences and unexpected connections.

To accomplish this mission we use art and history to create a stronger, more connected Santa Cruz County. We understand that when people feel welcomed and included, they are eager to learn more and are empowered to share their own creative and civic voices.



93% of our guests felt comfortable at the MAH.



69% left the MAH with an impulse to be more creative in their lives.

When people make unexpected connections here—both with strangers and with new forms of art and history—we **build bridges** across differences.



40% of guests had a conversation with someone they didn't know before.

We strive for our audience to match the demographics of Santa Cruz County. **Guests who identified as Hispanic/Latinx increased from 8% in 2014 to 19% this year.**



Every year we partner with artists, historians, and community members to create exhibitions that share stories relevant to Santa Cruz County.



**Coyote Now:
RYAN! Feddersen**

Indigenous artist RYAN! Feddersen brought the story of Coyote to life in a floor-to-ceiling participatory art installation. [Read about it in the news here.](#)



**See, Be Seen:
Community Portraits**

Every other year we invite hundreds of local artists in Santa Cruz County to share their creativity in an exhibition. *See, Be Seen* showcased over 250 portraits of people in our community.



**Infinite Other:
MCXT**

Bay Area artists and contemporary queer icons, Monica Canilao and Xara Thurstra, created a large-scale installation to explore the intersections of personal histories by reinterpreting the MAH's historical artifacts.



**We're Still Here:
Stories of Seniors and Social Isolation**

Every other year we highlight an important local issue and work with individuals, advocates, and local artists to create an exhibition that raises awareness and action. We made *We're Still Here* with 186 seniors and local artists to shed light on senior social isolation and inspire us all to form stronger connections. [Read about it in the news here.](#)

Guided by Ghosts: Tessa Hulls

Painter Tessa Hulls invited guests to connect with their ancestors as she unpacked her Chinese ancestry and the stories behind Santa Cruz County's vanished Chinatowns. [Read about it in the news here.](#)



Financials

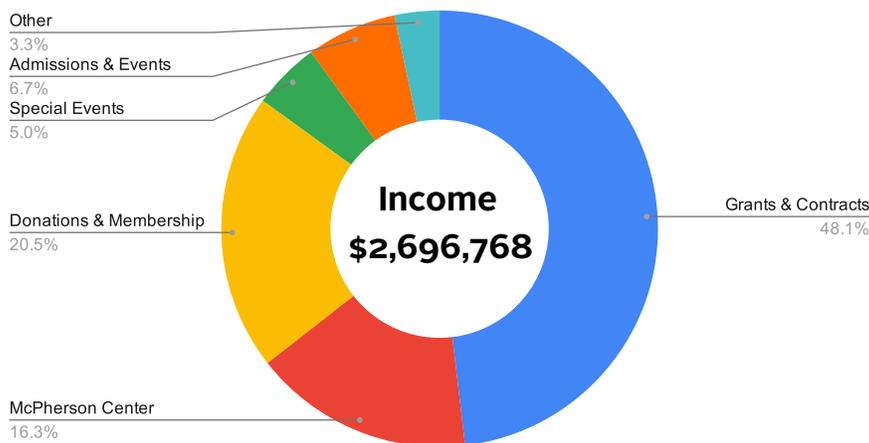
At the MAH, we strive to serve our community while building the long-term sustainability of our organization.

Thanks to the generous support of our members, donors, sponsors and grant funders, we have experienced significant growth in recent years. The MAH is in a strong financial position.

Since 2011, our assets have grown by 86%, from \$5.3M to \$9.8M. We continue to maintain a healthy position and have built operating and facility reserve funds to support long-term stability. We earned our fifth consecutive 4-star rating from Charity Navigator, indicating strong financial health and a commitment to accountability and transparency.

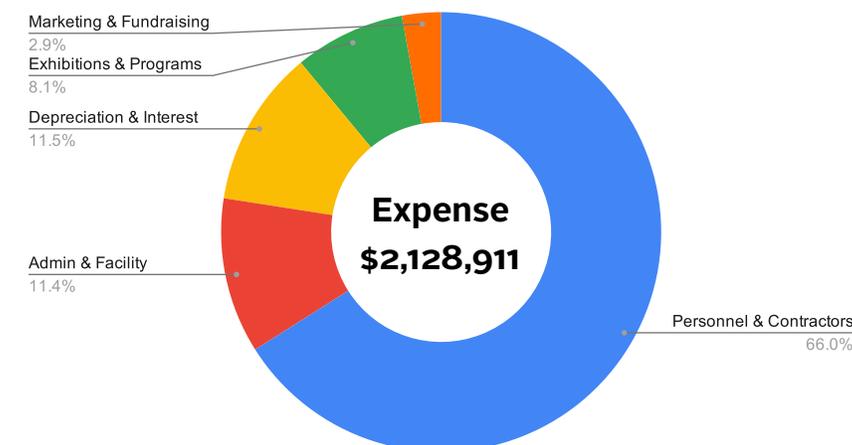
These charts share a snapshot of the MAH's financial position from our most recent audited financial statements. We will post our 2018-19 audited financial statements and IRS Form 990 on our website as soon as they are available. You can see previous years audited financial statements and IRS Form 990s [on our website here](#).

2017-18 Audited Financials



INCOME

Grants & Contracts	\$1,298,094
McPherson Center Rental Income	\$439,559
Donations & Membership	\$553,979
Special Events	\$134,975
Admissions & Events	\$180,477
Other	\$89,684
TOTAL INCOME	\$2,696,768



EXPENSE

Personnel & Contractors	\$1,405,539
Admin & Facility	\$243,478
Depreciation & Interest	\$245,489
Exhibitions & Programs	\$173,305
Marketing & Fundraising	\$61,100
TOTAL EXPENSE	\$2,128,911

CHANGE IN NET ASSETS \$567,857

BALANCE SHEET AT JUNE 30, 2018

Cash & Current Assets	\$3,217,627
Fixed Assets	\$6,152,196
Other Assets	\$450,383
TOTAL ASSETS	\$9,820,206

Current Liabilities	\$475,887
Non-Current Liabilities	\$512,334
Unrestricted Net Assets	\$6,666,448
Temp. Restricted Assets	\$1,932,466
Permanently Restricted Assets	\$233,071

TOTAL LIABILITIES & NET ASSETS \$9,820,206