

## **Annual Report 2017**

### **Hawaiian Mission Children's Society / Hawaiian Mission Houses Historic Site and Archives**

2017 was a year of transition at Hawaiian Mission Houses Historic Site and Archives and its parent 501(c)3, the Hawaiian Mission Children's Society. The direction of the institution was set and confirmed with an updated strategic plan and a view toward the bicentennial. Tom Woods, Executive Director, had announced his retirement. Much of the year, therefore, focused on preparation for major bicentennial projects and a national search for a new director.

With the support of a grant from the Hawaii Community Foundation, a thorough review of the strategic plan, vision, and mission statement was conducted by Business Consulting Resources who met with key stakeholders and the community. At its retreat in December 2016, the Board of Trustees made the commitment to move the organization forward toward a bicentennial commemoration of the mission's beginning, committing financial resources and staff time toward the goals established a year earlier.

In January 2017, the Development and Governance committees together identified key individuals to interview about HMH goals and plans to seek guidance and counsel with an endowment drive in mind. A few such meetings were held with some success in finding further support for the direction of the organization.

The first search for a replacement for Tom Woods failed to find a candidate with the inspired leadership qualities needed for the next decade. As Dr. Woods returned to Wisconsin and was named Director Emeritus at the 165<sup>th</sup> Annual Meeting in April, he accepted contracts to oversee the three books envisioned for the Bicentennial:

- (1) an online body of work to include Richards' *No Ke Kalaiaina* in both English and Hawaiian and a review of the work and its importance by Woods;
- (2) *Partners in Change*, a complete revision of the *Missionary Album* which would include the Tahitian Christians and Hawaiians who were an integral part of the success of the mission; and
- (3) a work dubbed "the five themes book" while in progress which will illuminate the site theme and serve as a case statement for the critically important endowment drive to come with the commemoration activities.

The Ali'i Letters project concluded in 2017 with a symposium at Kamehameha Schools Kapālama Campus. An audience of just under 200 people learned of the historic setting of the letters, heard a summary of the contents, and listened to the reactions of three of the four students who worked on the project. The project had significant outcomes, but a student comment at that symposium sums up what we are the proudest of: Kalikoaloha Martin described the project as a "paradigm shift;" he did not realize that the Hawaiian leaders and the missionaries worked so closely together. The video of that symposium is well-worth watching and is available at <https://tinyurl.com/AliiLetterSymposium>

The project, funded by the Atherton Family Foundation, received the prestigious Award of Merit from the American Association of State and Local Histories. The history of Hawaii's missions has long been dominated by the voices of Western missionaries. These letters shed new light on this crucial period from the point of view of Native Hawaiians. The project also underscored the Main Theme of our site and its five components:

Collaboration between Native Hawaiians and the American Protestant missionaries resulted in, among other things, the introduction of Christianity, the development of a written Hawaiian language and establishment of schools that resulted in widespread literacy, the promulgation of the concept of constitutional government, the combination of Hawaiian with Western medicine, and the evolution of a new and distinctive musical tradition with harmony and choral singing.

In May, Richard Kennedy, Ph.D., was hired as an interim executive director. Richard brought a wealth of experience after retiring from the Smithsonian and then serving on the Board of the Friends of `Iolani Palace. His tenure allowed the organization to stay focused on the bicentennial while extending the search for the new permanent director. Major fundraising to support the research, writing, editing, and eventual publishing of the books was a focal point for his interim directorship. By years' end, all three books were fully funded and ready for edit, design, and printing in 2018.

Annual Appeal solicitations along with Memberships and Major Gifts have grown substantially over the past five years as shown in the table below. New members of the Board of Trustees made major impacts on fundraising in September and October. Richard Emery bought a private showing of a Cemetery Pupu Theatre evening and marketed it to clients with each of the eight companies paying \$1,000 for a corporate membership to HMM. Juliette Cooke with the counsel of Dr. Kennedy, a master event planner, succeeded in moving *Huaka`i: A Musical Journey to the Royal Hawaiian Hotel* and raising \$137,000 dollars for operations. Scholarships for schools to visit HMM were solicited during the live auction, and twenty school trips were funded in the course of the evening. Honoring John Papa Ii and his descendants, the Brown family, led to a masterful history theatre performance by Will Hao portraying Ii and songs written by and for the Browns sung by their friends Kaniela and Alan Akaka with award-winning Keauhou.

<b>Annual Appeal, Memberships, Major Gifts</b>	<b>Year's End Total</b>	<b>Change from year before</b>	<b>Change since 2012</b>
<b>2012</b>	<b>\$ 120,514</b>		
<b>2013</b>	<b>\$ 114,296</b>	-5.2%	-5.2%
<b>2014</b>	<b>\$ 127,583</b>	11.6%	5.9%
<b>2015</b>	<b>\$ 144,512</b>	13.3%	19.9%
<b>2016</b>	<b>\$ 167,332</b>	15.8%	38.8%
<b>2017</b>	<b>\$ 147,680</b>	-11.7%	22.5%

Excludes donations for projects and special gifts

In 2017, some major gifts were restricted for book projects.

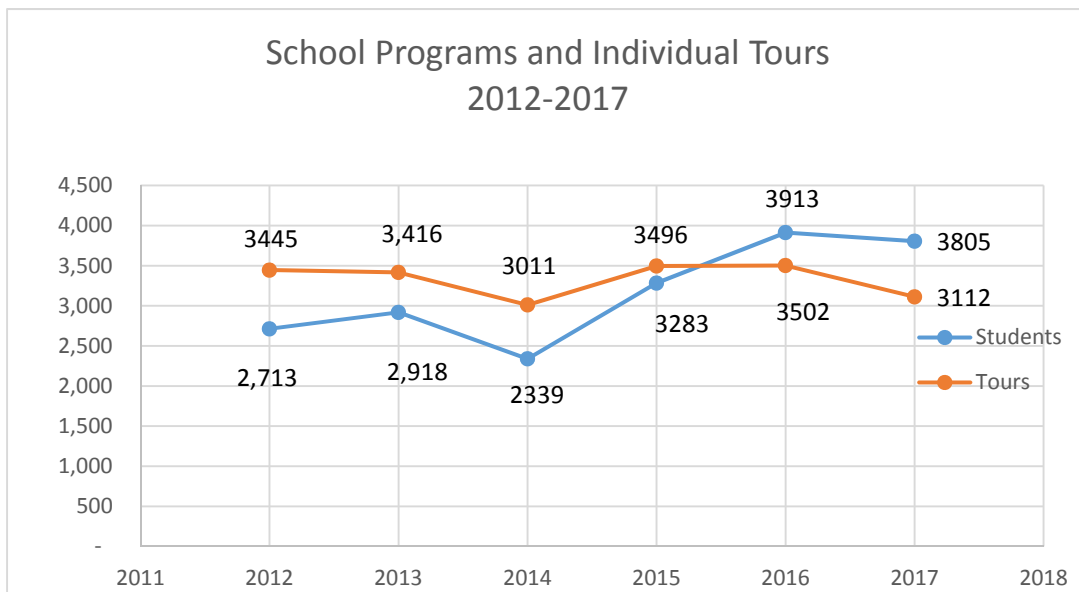
Once again, the highlights of the year were outstanding public events. The mele series for 2017, *Nani Ke Ao Nei* took the verses of the song and focused on the heavens, the land, the mountains, and the sea. Audiences were taught the sitting hula learned by many in grade school, with a new verse added at each event. Cemetery Pupu Theatre, *Yesterday's News*, was sold out for the second year in a row and portrayed those who were involved with newspapers and publishing in early Hawaii. The August Shakespeare for the year was *Twelfth Night O Whateva!* A highlight for all involved was the visit from Nanakuli High School students to enjoy the show.

Three new staff positions in 2017 increased the capacity of the organization. A City and County of Honolulu Grant in Aid brought new energy to the school program offerings for the 2017-18 school year and paid for an additional staff person to serve the needs of the classes. With the Board's commitment to the bicentennial and the need for expanded staffing, an assistant development director and an operations manager were hired mid-year. All have made significant impacts on the work at HMM.

The committee structure of the Board of Trustees made a few improvements to policy and facilities possible. The Facilities and Collections Committee approved revisions to the Collections Manual as well as a Reservation Policy and a Patron Behavior Policy for the Reading Room. Louis Weinstein purchased the

unaccessioned duplicates from the archives vault making room for the new collections received from the estate of Maizie Sanford. The committee also monitored the slow movement of the Hale Permit through the HCDA with Chairman Kahu Francine Palama, Ph.D. appearing before that board along with Tom Woods, architect Glen Mason, and cultural consultant Earl Kawa`a. Late in the year HCDA approval was granted and the final steps of permitting were completed in January, 2018.

Overall visitation across the historic site has remained fairly consistent, though individual program statistics saw change. While the numbers of students served by our school programs increased substantially over the past five years, tours for individuals and special groups such as Oahu Nature Tours declined. We have learned that many of our individual travelers are in Hawaii for their second or third visit, and those numbers, according to the tourism authority, are down across the state. The number of schools using our programs increased from 43 schools in 2012 to 66 in 2017, a fifty-three percent growth.



The HMM website [www.missionhouses.org](http://www.missionhouses.org) continues to be a source of information, a place to make reservations for events, and a home base for new research reports. Use of the Archives and our online digital collections has more than doubled from 6,466 visits in 2012 to 14,812 in 2017. Addition of the Missionary Letters Collection (74,370 digital images) and creation of 9,000 digital images of the photographic collections was completed in 2017 with funding from the Institute of Museum and Library Services, the Fred Baldwin Memorial Foundation and the Cooke Foundation.

Richard Kennedy led the second search for a new director in the fall of 2017. Potential candidates were interviewed in November, and in December, the Board succeeded in hiring Neal V. Hitch, Ph.D., to start in February of 2018. Dr. Hitch is relocating from Southern California where he was the executive director of the Imperial Valley Desert Museum and an Adjunct Professor at San Diego State University. His full resume and the press release are on our website at <https://goo.gl/bMQA49>.