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“Every human being makes history”
A Letter from the Executive Director

Mission

To promote understanding, historic healing and community amid change and diversity.

We present and interpret the untold history of the Peralta ranch and the stories of Oakland today, giving voice to the many cultures that have created – and are still transforming – California.

Programming Highlights

Through many generous grants we have offered a full schedule of school field trips, summer camp, afterschool arts, tours, workshops, events, exhibits, story collecting, community gardening, performances, environmental stewardship, and community celebrations. Over 1,000 volunteers have helped the park this year contributing over 75,000 hours of their time. We simply couldn’t do what we do without the commitment and involvement of the community.

Financial Highlights

We have raised over $900,000 towards our Capital Campaign, which will create new structures in the historic core of the park to better serve and expand our programming. We are pursuing more donations through state and federal funding, private foundations, individual donors, and local businesses. Our goal in the coming year is to increase our operations funding to expand our staffing.

Looking Ahead

The Peralta Hacienda will be creating new environmental tours and programming at the park through a generous donation from the CA State Parks grant in spring 2016, as well as collaborating with Laney College on an exhibit highlighting the Anza Historic Trail, on which the Peralta Hacienda is a stop. We will continue to collaborate with the local community for events and celebrations throughout the coming year, including Cambodian New Year.

Holly Alonso
Executive Director
November 13, 2015
Financial Summary

The past fiscal year has had both successes and challenges. Major funding was secured for the Capital Campaign to build the historic core, but potential revenue was lost through a decline in individual memberships and annual campaign donations. Operational funds are desperately needed to sustain the current level of programming and to rebuild staff capacity.

Statement of Financial Position

In the coming year we will continue to focus on supporting the Capital Campaign, but will focus on maximizing earned revenue through school field trips and CHC rentals, while also acquiring more corporate contributions. In addition, we hope to expand our membership and annual giving contributions to cover operating expenses.

- **Income** $573,938
- **Expenses** $402,460
- **Profits** $171,478- including Capital Campaign funds
- **Capital Campaign Funds Raised** $160,960
Capital Campaign Summary

The Peralta Hacienda Capital Campaign is in full swing. This year the Capital Campaign Committee had a goal of raising $300,000 for the second of a five year National Endowment for the Humanities Challenge Grant, with a 3:1 matching funds. We were able to raise $160,960 towards that goal.

Major fundraising efforts this year included reaching out to the Oakland Metropolitan Chamber of Commerce Board Members, soliciting Antonio Peralta descendants, receiving a large grant from the Walter and Else Haas Foundation, and being offered a $15,000 grant and $75,000 loan from the Northern California Loan Fund’s Catalyst Fund.

With the funds raised to date at $554,146 of the overall campaign goal of $5,000,000 there is still a long way to go.

- Funds Raised to Date (including NEH Grant)       $554,146
- NEH Challenge Grant Award to Date               $138,536
- Campaign Goal                                   $5,000,000

Large Funders in FY 2014-15 for Capital Campaign:

- California Arts Council, Creative California Communities Grant       $50,000
- Northern California Loan Fund, Catalyst Fund                        $15,000
- Bayer Foundation                                                    $13,500
- California Community Foundation                                    $10,000
- East Bay Community Foundation                                     $8,000
- Surtman Foundation                                                 $5,000
## Income and Expenses

### INCOME - Summary of Revenue

<table>
<thead>
<tr>
<th>Source of Revenue</th>
<th>Amount</th>
<th>% of Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Grants</td>
<td>$297,199</td>
<td>51.8%</td>
</tr>
<tr>
<td>Foundation Grants</td>
<td>$180,000</td>
<td>31.3%</td>
</tr>
<tr>
<td>Individual Contributions</td>
<td>$54,695</td>
<td>9.5%</td>
</tr>
<tr>
<td>Program Service Fees</td>
<td>$17,766</td>
<td>3.1%</td>
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<tr>
<td>Corporate Contributions</td>
<td>$13,760</td>
<td>2.4%</td>
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<tr>
<td>Facility Rental</td>
<td>$5,130</td>
<td>0.9%</td>
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<tr>
<td>Membership Dues</td>
<td>$3,380</td>
<td>0.6%</td>
</tr>
<tr>
<td>Utilities, Merchandise, Fundraising Events, Interest Incomes</td>
<td>$2,007</td>
<td>0.4%</td>
</tr>
<tr>
<td><strong>Total (including $160,960 for the Capital Campaign)</strong></td>
<td><strong>$573,938</strong></td>
<td></td>
</tr>
</tbody>
</table>

**FY 14-15 % of Income**

- Government Grants: 52%
- Foundation Grants: 10%
- Individual Contributions: 31%
- Program Service Fees: 2%
- Corporate Contributions: 3%
- Facility Rental: 1%
- Membership Dues: 1%
### EXPENSES - Summary of Expenses

<table>
<thead>
<tr>
<th>Source of Expenditure</th>
<th>Amount</th>
<th>% of Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract Services</td>
<td>$198,799</td>
<td>49.4%</td>
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<tr>
<td>Personnel</td>
<td>$127,786</td>
<td>31.8%</td>
</tr>
<tr>
<td>Program &amp; Exhibit Supplies</td>
<td>$33,444</td>
<td>8.3%</td>
</tr>
<tr>
<td>General Operational Expenses</td>
<td>$19,941</td>
<td>4.9%</td>
</tr>
<tr>
<td>Administrative Expenses</td>
<td>$9,546</td>
<td>2.4%</td>
</tr>
<tr>
<td>Facilities</td>
<td>$7,409</td>
<td>1.8%</td>
</tr>
<tr>
<td>Utilities</td>
<td>$5,534</td>
<td>1.4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$402,460</strong></td>
<td></td>
</tr>
</tbody>
</table>

**FY 14-15 % of Expenses**

- Contract Services: 49%
- Personnel: 32%
- Program & Exhibit Supplies: 5%
- General Operational Expenses: 8%
- Administrative Expenses: 5%
- Facilities: 2%
- Utilities: 2%
Programming and Exhibits

Tours and Trainings: Illuminating History

**Docent Tours**, 250 days a year
Community storytellers give tours for the public Wednesday through Sunday for 3 hours a day

**Spanish Community Tour Leader Training**, 12 weekend sessions for 3 hour sessions
Training for museum docents

**English Community Tour Leader Training**, 12 weekend sessions for 3 hour sessions
Training for museum docents

**School Field Trips**
Total field trips: 89
Total children served: 2,000+
Field trips for students from around the Bay Area feature interactive activities focusing on California history

Exhibits: Researching and Exhibiting Site History and Community Stories

**Museum Without Walls**, Spring 2015
Completed the mockup of the exhibit design for a new structure in the Historic Core of the park. The design of the structure is by Walter Hood Design and the exhibit design was completed by collaboration between local artists, community members, and UC Berkeley students.

**Home and Away: Oakland, California and the Geography of the Heart**, May-June 2015
An exhibit enhanced though community art workshops. StoryCorps recordings of community members were recorded in the Peralta House for an audio component to be completed in FY2016. This exhibit was in development all year with several community workshops and a soft opening in summer 2015.
An exhibit designed by Walter Hood featuring a StoryHorse installation forming a centerpiece of participatory tours and community events and programs.

Community Exhibit Development, ongoing
Includes collaborations between artists and community members to develop recent exhibits such as the collaboration including the Street Level Health Project to collect stories of day laborers that we are now beginning - What I Hear I Keep – exhibit shown all year, several events were held

American Cultures Engaged Scholarship Program, Spring 2015
Collaboration with the American Cultures Engaged Scholarship Program at UC Berkeley to interview community members about food systems and create exhibit displays with their recipes

Community Programs: Engaging Community

Athena Project, Winter-Spring 2015
California College of the Arts students mentored 25 ARISE high school students to produced a neighborhood zine, and create and hang dangling art objects along the street from the Fruitvale BART station to the Peralta Hacienda for a Community Art Walk on May 3rd, 2015

ACE Summer Camp (Arts, Culture, and Environment), July – August 2014
Summer camp serving 25 high school interns with classes in filmmaking through by the Media Enterprise Alliance, and 150 children 5-15 through daily arts and crafts activities

Community Gardens, ongoing
Work continues on the community gardens around the park, where traditional arts of cultivation and cooking are practiced by 15 families in the Fruitvale Laotian Mien community

Mexica Dance Community Classes, weekly
Traditional indigenous Mexican Dance and culture classes held weekly throughout the year

Tonga Meetings, weekly
Tongan dance and culture classes held weekly through spring 2015

Mindfulness Meditation at the Museum, weekly
1 hour meditation open to the community
Work parties, monthly
These work parties are organized and run by board members to maintain and revitalize the facilities of the park including the 1871 historic house as well as the grounds

Volunteer days, annually
Martin Luther King Jr. day and Earth Day are annual clean up and maintenance events for the park, with volunteers coming to help from all over the Fruitvale community

Creek to Bay Cleanup, annually
An annual event in collaboration with the City of Oakland where volunteers clean up Peralta Creek in the park

National Night Out, annually
An annual community building night event against neighborhood violence

Events: Gatherings on the Commons
Shakespeare in the Park, August 2014
Two showings of A Midsummer’s Night Dream

Dia de la Herencia Hispana, September 13, 2014
An interactive day where participants engage in rancho life activities and a film screening of the “Latinos in America” documentary series

Harvest at the Hacienda, October 16, 2014
A special reception for school principals, teachers and school administrators to learn more about the educational opportunities at the Peralta Hacienda

Oakland Metropolitan Chamber of Commerce After-Five Mixer, October 23, 2014
Networking event aimed at building business relationships at the birthplace of Oakland with a Zorro photo booth and refreshments.

Halloween at the Hacienda, October 30, 2014
Halloween celebration with costumes for people and pets, a Hacienda History scavenger hunt, and a celebration in the Peace and Wellness garden

Veteran’s Month at Peralta Hacienda, November 2014
Special stories told by veterans during museum hours
**Holiday Open House**, December 13, 2014
A community event sharing family traditions and special memories with refreshments, craft activities, live music, and Oakland history activities.

**Mayan New Year**, February 2, 2015
A community celebration of the Mayan New Year in the Native Plant Garden

**Cambodian New Year**, April 4, 2015
Music, food and traditional games by and for Oakland’s Khmer community at the Peralta Hacienda

**Native American Hand On History Event Series**, March through April, 2014
Six events featuring storytellers, crafts and demonstrations:
Ohlone Daily Life
Eat, Work and Play
Ohlone on the Rancho
Ten Thousand Years…
The Land is Our Gold
The Last Governor of Mexican CA was a Black Native
Walk the Anza Trail with Chief Palma

**Juneteenth**, June 20, 2015
Family fun, soul food, vendors, door prizes, black history trivia, music, social services, and entertainment at the park

**Partnerships**
California College of the Arts
City of Oakland
Laney College
Noel Gallo, District 5 City Council Office
StoryCorps
UC Berkeley
The Unity Council
Board Members and Capital Campaign Committee

Executive Committee

Dale Hagen
Michael Falk
James Puskar
Juliane Monroe

President and Board Chair
Vice President
Treasurer
Secretary

Board Members

Claudia Albano
Bonnie Burt
Phil Cotty
Benjamin Glickstein
Chris Hambrick
Virginia Jardim
Robert Kidd
Sambo Ly
Carlos Salomon

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Robert Apodaca
Dale Hagen
Robert Kidd
Gary Moncher
Juliane Monroe
Arturo Perez-Reyes
James Puskar
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