

Annual Report

FY 2014-15

Friends of Peralta Hacienda Historical Park

Tel (510) 532-9142
Fax (510) 535-4842

2465 34th Avenue
Oakland, CA 94601

www.peraltahacienda.org
info@peraltahacienda.org

Contents

A Letter from the Executive Director _____	1
Financial Summary _____	2
Capital Campaign Summary _____	3
Income and Expenses _____	4
Programming and Exhibits _____	6
Board Members and Capital Campaign Committee _____	10
Contact Information _____	11



“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

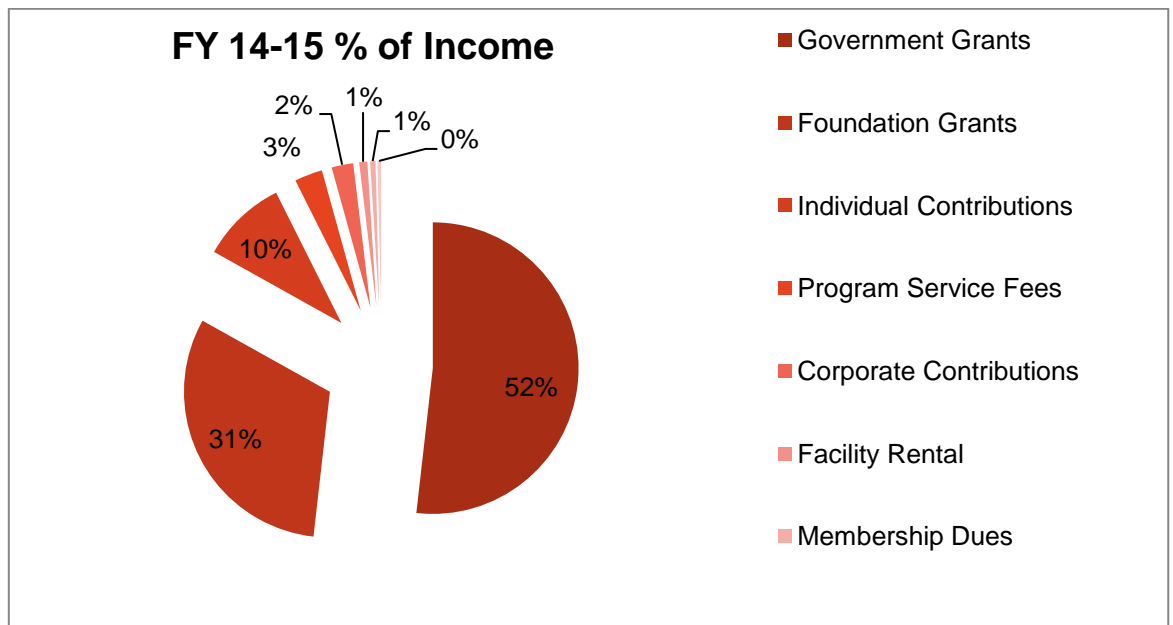
Large Funders in FY 2014-15 for Capital Campaign:

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

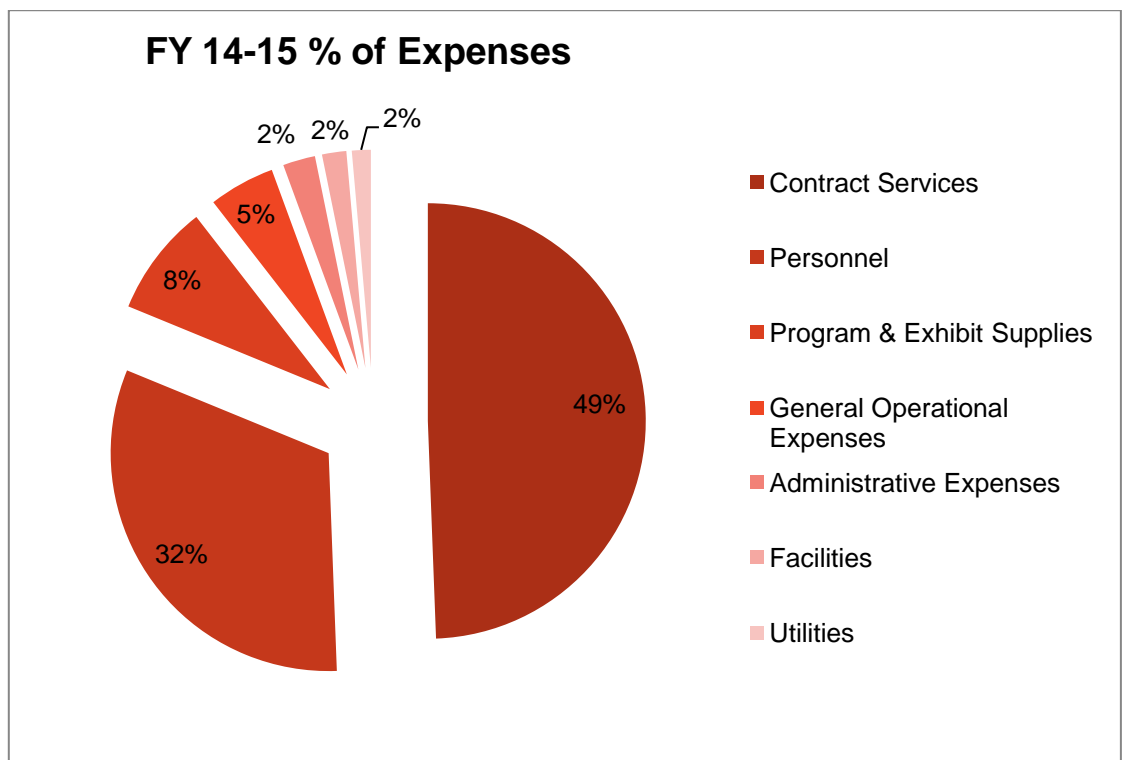
INCOME - Summary of Revenue

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



EXPENSES - Summary of Expenses

Source of Expenditure	Amount	% of Expenses
Contract Services	\$198,799	49.4%
Personnel	\$127,786	31.8%
Program & Exhibit Supplies	\$33,444	8.3%
General Operational Expenses	\$19,941	4.9%
Administrative Expenses	\$9,546	2.4%
Facilities	\$7,409	1.8%
Utilities	\$5,534	1.4%
Total	\$402,460	



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 through 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.





What I Hear I Keep: Stories from Oakland's Griots, July 2014-May 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 produce 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	President and Board Chair
Michael Falk	Vice President
James Puskar	Treasurer
Juliane Monroe	Secretary

Board Members

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

Capital Campaign Committee

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

Staff Contact Information

Holly Alonso

Executive Director
Tel (510) 532-9142 ext. 2
Fax (510) 535-4842
hollyalonso@earthlink.net

Itzel Diaz

Marketing Director and
Programs Manager
Tel (510) 532-9142 ext. 5
Fax (510) 535-4842
itzel@peraltahacienda.org

Rebecca Drudge

Grants and Membership
Assistant
Tel (510) 532-9142 ext. 3
Fax (510) 535-4842
rebecca@peraltahacienda.org

Egypt Ina King

CHC Manager
Tel (510) 532-2879
Fax (510) 535-4842
egypt@peraltahacienda.org

Shade Cortez

Programs Administrative
Assistant
Tel (510) 532-9142 ext. 6
Fax (510) 535-4842
shade@peraltahacienda.org

General Contact Email

info@peraltahacienda.org

Friends of Peralta Hacienda Historical Park

2465 34th Avenue
Oakland, CA 94601
Tel (510) 532-9142
Fax (535) 535-4842
www.peraltahacienda.org

Mailing Address

Post Office Box 7172
Oakland, CA 94601

P E R A L T A
HACIENDA HISTORICAL PARK

