

# THE NEW REVERE CALL TO ACTION

*A Campaign to Renew and Expand the Historic Paul Revere House Complex*



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*The Paul Revere Memorial Association*

BOSTON, MA

*[www.paulreverehouse.org](http://www.paulreverehouse.org)*



The Paul Revere Memorial Association  
BOSTON, MA

Dear Friend:

Growing up as direct descendants of Paul Revere has always made a good story. People are interested in learning about those ubiquitous copper-bottomed pots and pans, the number of “greats” that separate us from him, or the family lore about the Copley painting being stored in the attic to conceal its association with a Tory painter. Or they want to know where we’ve parked our horse! While our family’s connection to the legacy of Paul Revere is inescapable, the real work of preserving that legacy falls to the Paul Revere Memorial Association. Founded just over 100 years ago by Revere descendants and concerned citizens, the Association’s original mission to purchase, restore, and open the Revere House to public use has become much more. The Association now hosts over 250,000 visitors annually at the Paul Revere House in Boston’s North End. Through its educational programs, it serves tens of thousands of schoolchildren (many at no cost) each year.



Paul Revere’s legacy as a self-made man and an American hero is a story that should be told to new generations of Americans and to visitors from around the world who want to get to know the man behind one of the most inspirational events in American history. His significance to the founding of our country provides a cornerstone for historic interpretation in Boston that is unparalleled in any other major American city. Not only was Paul Revere a hard-working silversmith, entrepreneur, and family man, he was a community leader and revolutionary organizer who did not hesitate when called upon to help in our country’s hour of need. Our commitment to telling his story transcends any family self-interest. In a new millennium, each of us needs to be inspired to greatness as we strive to face new challenges and answer new calls to action.

Along with other dedicated descendants of this historically significant and foresighted man, we are honored to be involved in the historic capital campaign to provide the Association with the means and facilities to meet the demands of a new century and to advance the organization’s educational mission. We invite you to join us and to answer a new call to action by making a contribution to the campaign to renew and expand one of the nation’s most popular historic sites.

Please join us as we continue to make history in Boston!

Help us make a good story even better.

Warm regards,

Paul Revere, Jr.  
President

Paul Revere III  
Board of Directors

Avery Revere  
Board of Directors



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I am thrilled to invite you to join us as we work to realize a dream. For over 20 years lack of space has defined and confined the Paul Revere Memorial Association. As our audience has grown, space limitations have affected every aspect of our operation and increased the wear and tear on our two National Landmark buildings—the Paul Revere House and the Hichborn House. With the acquisition of 5–6 Lathrop Place, an abutting property with historic merit, we have a once-in-a-lifetime opportunity to dramatically improve our site by creating a fabulous education center.

Now is the time for the Association to build on its strong tradition of institutional excellence, innovative collaborations, nationally recognized educational programs, and financial stability and strength. This well-planned expansion will transform our popular historic site into an even more significant historic resource and educational complex. It is often said that institutions should endeavor to move from good to great; with your support we are positioned to move from great to exceptional.

I am pleased and honored to be working with the Revere family on this project. Revere family members have served on the Board of the Memorial Association since 1907 and, like their illustrious ancestor, have demonstrated a strong commitment to civic responsibility and judicious and timely action. They are the unsung heroes of the successful stewardship of this significant property.

In addition, we are delighted to have the strong support of our neighbors and of the North End community. We have worked side-by-side with community leaders to mitigate the impact of almost 20 years of Big Dig construction and Greenway development. We are committed to the quality of life in our historic and very special neighborhood and to preserving significant aspects of North End history.

The Association has been fortunate that years of fiscally responsible management, bolstered by strong income from our popular programs and competitively awarded grants, have limited our need to raise funds until now. We have long felt it would be irresponsible to seek significant outside assistance until we had a project that warranted and required a major campaign.

With the unique opportunity before us to expand our operation, the need is striking, the next steps are clear, and your help is essential. Just as on the evening of April 18th when Revere made history with the assistance of friends, the Association now looks to friends old and new to get us to our goal.

How will you answer this new call to action?

A handwritten signature in black ink that reads "Nina Zannieri". The signature is fluid and cursive.

Nina Zannieri  
Executive Director

## THE REVERE TRADITION OF EXCELLENCE AND INNOVATION



PHOTOGRAPH © MUSEUM OF FINE ARTS, BOSTON, 2009

*To share the legacy of Paul Revere, his work, family, home, and neighborhood by preserving two of Boston's oldest homes and by providing local, national, and international audiences with memorable and remarkable educational experiences that foster an appreciation of the value of history.*

Since its inception, the Paul Revere Memorial Association has held to a mission of using the Paul Revere House to educate young and old about the legacy of Paul Revere and to foster through that education “patriotism, philanthropy, civic virtue, and pride.” Over the years, the museum has grown in its interpretive focus, depth of programming, use of creative collaborations, and level of professionalism. The Association is committed to perpetuating Paul Revere’s tradition of excellence by assuring ongoing preservation of his property and widespread interpretation of his unique role in American history. By honoring his entrepreneurial spirit through prudent financial management, we have sustained our current educational efforts and have positioned the Association to take advantage of the opportunity that currently presents itself.

The Paul Revere House has been an exemplary small history museum since its initial accreditation. It excels and provides leadership in the area of public programs.

*Accreditation review letter  
American Association of Museums*

### Celebrating a Century of Success

*I am a little boy ten years old. This morning a friend of mine and I noticed and read the article entitled “A Memorial to Paul Revere.” It interested me very much and made me wish to contribute my small mite to your Association in the hope that it may aid in preserving the home of Paul Revere.*

*—Robert La Follette, Jr., 1905, One-dollar donor*



The Boston Preservation Alliance commends the Paul Revere Memorial Association for its commitment to the profoundly significant historic buildings it owns and maintains, for consistently providing the highest quality visitor experience, and for making possible extremely important education opportunities for Boston residents and visitors from around the world.

*Sarah Kelly  
Executive Director, Boston Preservation Alliance*

One hundred years ago, the Paul Revere House opened to the public. The gala celebration on April 18, 1908, was a particularly happy one because only a few years earlier newspaper headlines had warned of the potential loss of what is now a national treasure. Led by Revere descendants Pauline Revere Thayer and John Phillips Reynolds, Jr., a restoration project got underway that took years of planning, public appeals, and a national fundraising effort. Boston residents, politicians, local and national patriotic groups, and schoolchildren all contributed toward the preservation of this irreplaceable historic home.

Their hard work and generosity created the foundation for our present work. Since 1908, millions of people from all over the country and throughout the world have visited Paul Revere’s home. It has long been the most popular historic home in Massachusetts.

## Cultural and Economic Impact

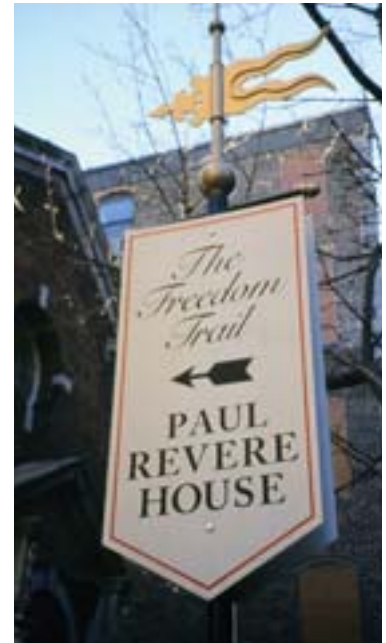
- An original site on Boston's Freedom Trail, the Paul Revere House regularly serves at least 230,000 people annually, with **255,402 visitors in 2007 and 264,841 visitors in 2008, a new record.** (Imagine! 2,000 visitors a day and 40,000 a month during our busiest times of the year.)
- Boasts the **highest attendance** per square foot of program space of any museum in the country.
- The **sixth** busiest museum in Boston and the **tenth** most visited house museum in the country.
- Over **8.5 million visitors** accommodated since the House opened as a museum in 1908.
- **Annual outreach attendance** includes **30,000** people served through school programs, exhibits, and lectures at other venues, and **300,000 unique visitors to our website:** [www.paulreverehouse.org](http://www.paulreverehouse.org).
- **Ninety-five percent visitor satisfaction.**
- **Creative programmatic collaborations** with the Institute of Contemporary Art, the Boston Landmarks Orchestra, the Longfellow House in Cambridge, the Rose Fitzgerald Kennedy Greenway, the Freedom Trail sites (Old North Church, Old South Meeting House, and the Old State House), the Downtown Boston House Museum Alliance, and the Boston History Coalition.
- **Active partner in sponsorship and promotional efforts** with General Mills/Colombo Yogurt, Christmas Dove, Child Light Educational Toys, Dover Publications, and the Lowell Spinners (Red Sox Class A Affiliate).

## Effective Stewardship and Institutional Leadership

- **Over \$1,000,000 invested** since 1982 in major improvements for the preservation and maintenance of downtown Boston's oldest homes, the Paul Revere House (ca. 1680) and the Hichborn House (ca. 1711).
- **Operating surpluses** generated for all but two (1980 and 1981) of our 100 years as a museum.
- Over 100 years of **astute leadership by members of the Revere family.**
- **Over \$90,000 raised to support the Freedom Trail People and Places program,** which provides free visits to Freedom Trail sites for Boston Public School students.
- Leveraged \$125,000 in cash reserves as seed money to create an endowment that now stands at **over \$2 million.**
- **High staff retention rates** as well as giving by former staff.
- Cited in 2008 as a **model organization** by the American Association for State and Local History Committee on Sustainable Historic House Museums.
- **American Association of Museums Accreditation:** 1985, 1998, and 2008. (Our Association is one of only **774 museums nationwide** that have continued to meet the highest standards for museums as determined by a rigorous review process every 10 years.)

The Paul Revere House is one of our region's top attractions, as it speaks directly to Boston's brand as a historical and cultural destination.

*Pat Moscaritolo  
President and CEO, Greater Boston  
Convention and Visitors Bureau*

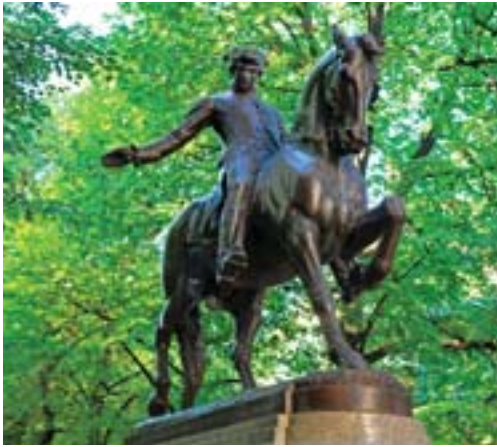


I made a recent visit to the Paul Revere House, my second visit after 30 years or so. I really enjoyed the visit and to step foot into the past. The house has been wonderfully restored after periods of damage and distress. It is a wonderful museum for all ages.

*Visitor from Plainville, CT*



## TEACHING THE STORY OF AN INSPIRING AMERICAN



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The program is one of my favorites. I never get tired of coming and hearing the story re-told! It's so age appropriate and connects beautifully with our curriculum.

*3rd grade teacher, Pierce School, Brookline*

This is a terrific program for students in inner-city schools because it takes them to places they've never been before.

*5th grade teacher, Boston*



Paul Revere, a life-long resident of the North End, served his town and country while using his ingenuity to become a successful businessman. He was a silversmith, engraver, foundry operator, hardware store proprietor, bell and cannon caster, copper mill entrepreneur, risk taker, political activist, philanthropist, and a family man. Yet Revere also knew loss, disappointment, and even failure. By advancing the legacy of Paul Revere through our educational programs, we promote the values of patriotism, innovation, entrepreneurship, and family.

Our programs, which complement required curriculum standards on colonial history, the American Revolution, and the history of Boston, illuminate topics ranging from the details of Paul Revere's ride to the lives of his children in 18<sup>th</sup>-century Boston to the immigrant history of the North End. As such, they acquaint students with Boston's long and colorful history by exploring themes of historical myth, domestic life, immigration, and change over time as reflected in the use of the Revere House.

Often done in collaboration with other cultural organizations, our carefully designed activities—from school programs, lectures, and walking tours to teacher workshops and summer camps—help us deliver personal, memorable, and remarkable experiences to all our visitors. Our education programs are nationally recognized for their excellence. We are a respected resource for research and curriculum materials on Revere and the American Revolution.

The Paul Revere Memorial Association also has a long tradition of providing programs to underserved audiences at low or no cost. Our offerings are always free for residents, schools, and community groups in our neighborhood. We keep our regular admissions fees affordable to encourage people from all walks of life to visit and enjoy our site.

[Our] group had about 14 kids and 9 adults from all walks of life, a totally diverse group. What made it even better was that all of the participants were completely engaged in the program. Everyone was listening! There were no kids goofing off, there were no parents window-shopping . . . it was simply amazing. I was completely transformed by the quality of the experience.

*Tammy Rosenblatt  
Family Resource Center, Salem*

## Educational Impact

- Over **18,000 children** participate annually in educational programs dealing with topics ranging from children's lives in the 18<sup>th</sup> century to the 19<sup>th</sup>-century immigrant history of the North End.
- Programs conducted in schools throughout the Commonwealth: **4,500 students each year; 30,000 since 1999.**
- Over **60,000 children** served for **free** since 1984, including Boston public school classes, community-center-based summer camps, and after-school programs.
- **Hundreds of free passes annually** to community, youth, and social service groups throughout the city.
- **Thousands of international and foreign-born ESL** students visit each year to improve their understanding of American history.
- **Free admission** for adults and children who live, work, and use community services in the North End.
- **Over 5,000 teachers served by teacher workshops since 1990**, thus significantly improving the quality of history teaching in Boston schools. (Recognized in 1993 by the U.S. Department of Education as **one of ten model teacher development programs in the nation.**)
- Fund and award the Paul Revere Memorial Association Fellowship annually to a university scholar studying Boston history.



The North End Children's Center has been attending educational events at the Paul Revere House for decades. The children will certainly benefit from the new center.

*Tim Clifford*  
Director, North End Children's Center

## Nationally Recognized for Programmatic Excellence

- **Nine publications on Paul Revere**, his life and times, and on the history of the North End, including: *The Midnight Ride of Paul Revere: From History to Folklore*; *Boston and the Sea*; *Paul Revere and Freemasonry*; *Paul Revere—Artisan, Businessman, and Patriot*; *What Was the Name of Paul Revere's Horse?*; *Paul Revere: Work and Family*; *Paul Revere and the American Revolution*; *Paul Revere in Primary Sources*; and *The Paul Revere House*.
- **Award of Merit Recipient**, American Association for State and Local History.
- **Fraunces Tavern Museum Book Award**, Sons of the American Revolution.
- **Institute of Museum Services Grant Recipient (1983–2008)**: awarded nationally for excellence in overall operations and programs.
- **One of twelve 2008 Boston Foundation Honorees** chosen to highlight the work and priorities of the Foundation and to reflect inspirational "Stories from the City."



## A NEW CALL TO ACTION: *EXPAND, EDUCATE, ENDOW!*



As we enter our second century, we have been presented with an extraordinary opportunity to develop 5–6 Lathrop Place into a 3,600-square-foot **Education and Visitor Orientation Center**. After years of searching for the best building for our needs, we found it right next door. In addition to its proximity, Lathrop Place is built on land originally owned by Paul Revere. A two-family home, it is part of a continuous row of houses constructed in 1835 by local housewrights John Perkins and Jonathan Robinson. Though it is in poor condition, this three-story structure with a two-story rear ell is one of only a handful of its type to survive in the North End. The building will allow us more fully to embrace the scope of our interpretive activities from 17<sup>th</sup>- and 18<sup>th</sup>- century Boston, as represented by the Revere and Hichborn Houses, to the late 19<sup>th</sup>-century North End with its many tenements and commercial buildings. Together these three buildings form a remarkable historic complex where three centuries of Boston history coincide and intersect.

We have completed a comprehensive Master Plan that examines the physical, programmatic, and interpretive challenges and opportunities inherent in our historic complex. The Plan provides estimates and options that will inform the critical next steps—the full design and renovation of Lathrop Place, the layout and use of our courtyard space, and the future needs of our key historic buildings. Though adding only 1,000 square feet to the footprint of our astonishingly compact historic holdings, Lathrop Place will increase our usable interior space by over 50%. The additional space will allow us to accommodate all our visitors more comfortably and efficiently as we redistribute activities among the three houses. Relieving visitor and staff wear and tear on the Paul Revere House and Hichborn House will assure the continued preservation of these National Historic Landmarks.



**The 5 and 6 Lathrop Place property has long been a neighborhood eyesore. The Association's proposed education and visitor orientation center will restore this valuable property to a public use that will benefit the community and the city.**

*Jane Meade  
Former President  
Mariners House*

## Ensuring a Sustainable Future

An Education Center at 5–6 Lathrop Place solves an institutional challenge and allows us to improve and expand all areas of our operation: visitor orientation and services; educational programming; collections access, care, and storage; and site administration. We will:

- **Enhance the visitor experience with modern facilities and amenities, expanded interpretation, and an enlarged museum shop.**

An **Education and Visitor Orientation Center** will help visitors understand and assimilate our themes: the Revolution; 18<sup>th</sup>-century Boston and its crafts, trades, and businesses; and the changing nature of the North End neighborhood. We will also offer public, handicapped-accessible bathrooms and a place to purchase books and high-end souvenirs.

- **Increase educational offerings for schoolchildren, teachers, and families.**

With multiple program spaces, education staff will be able to conduct two or three programs concurrently and accommodate more students. They will be free to create new learning experiences, including innovative family programs and craft workshops on colonial printing, herbal remedies, and colonial song and dance.

- **Expand our interpretation of the North End's rich and colorful history.**

Lathrop Place will be renovated to embody and reflect the history of the neighborhood.

- **Improve access to collections.**

Lathrop Place will allow us to reallocate space in the Hichborn House to store and care for collections—critical to scholarship on Revere, the North End, and historic preservation in Boston—more effectively and efficiently and to open them to more researchers. With new offices and meeting and library spaces available, we will be able to accept more interns and even modestly increase our staff.

- **Reprogram the space in the Hichborn House.**

With an expanded tour schedule that will be uninterrupted by other program needs, this National Landmark will achieve its full potential as an interpretive site.

- **Enhance our courtyard and garden areas.**

The courtyard and garden areas have always been a valued aspect of the visitor experience, providing a green respite from the urban hardscape along much of the Freedom Trail. We will be enhancing access, providing more seating and shaded areas, and making more effective use of interpretive opportunities with improved signs and historic text.



The new facilities will likewise strengthen the educational and social benefits that the Paul Revere House has long provided to the children, families, students and organizations of the North End.

*Robert O'Brien  
Executive Director  
Downtown North Association*



# GOVERNANCE, ACCOUNTABILITY, AND SUSTAINABILITY

## Financial Stewardship/Sustainability

Since 1907 the Association has demonstrated financial prudence, sound management, and an ever-broadening base of support. In 1987 we created a restricted endowment now valued at over \$2 million dollars. Our strong financial stewardship has allowed us to operate annually without drawing from our endowment. We can consider an expansion knowing that a good portion of the eventual operating expenses for the new building, increased staff, and enhanced programming are easily managed. Our vision is sustainable based on current attendance levels, a modest annual draw from the endowment, and conservatively calculated earned income from a larger museum shop and new programs. We are positioned for growth because we have spent over 20 years waiting for the right expansion opportunity. We have nurtured neighborhood relationships, stabilized and diversified our finances, built a fundraising track record, and have established a nationally recognized reputation for strong humanities programming. The project's measured expansion, with the endowment and income opportunities built in, will not divert the Association from but will in fact enhance its ability to deliver superior interpretation, public programs, training, research, and publications.



## Leadership

The Association's 19-member Board is led by President Paul Revere, Jr. He is assisted by directors from all walks of life: North End residents, historians, educators, museum professionals, Revere descendants, and business leaders who provide expertise in a range of critical areas from collections to legal issues and from web design and marketing to preservation. They offer valuable advice, strategic planning, budget review, fundraising, and policy development. The staff team has been led by Executive Director Nina Zannieri since 1986. Before coming to the Association, she was Curator at the Rhode Island Historical Society. Ms. Zannieri has served on the board of the American Association of Museums, as President of the New England Museum Association, and on the Governing Council of the American Association for State and Local History. Ms. Zannieri is also a frequent guest lecturer for the Museum Studies Programs at the Harvard Extension School and Tufts University. She is joined by a veteran staff of five professionals with advanced degrees and tenures ranging from 5 to 25 years. Much of the Association's success in humanities programming is based on their depth of knowledge, expertise, and creativity. With care and pride, they take an old but important story and make it new each and every day.

## The New Revere Call to Action Campaign ...

- Creates a historic complex with expanded interpretive and program spaces and improved visitor flow.
- Provides us with the means of expanding and revitalizing our core services to assure financial sustainability into a new century.
- Allows us to sustain the legacy of Paul Revere and his neighborhood by reclaiming a piece of Paul Revere's original property.
- Allows us to grow our current endowment to provide annual, predictable operating support.
- Provides a preservation safety net for our National Landmark properties.
- Is appropriately scaled, entirely reasonable and, with your assistance, eminently achievable.



## We Need Your Help to Accomplish Our Dream!

Your contribution will:

- **Transform Lathrop Place into a comfortable, well-equipped Education and Visitor Center.**
- **Fund capital improvements to the Paul Revere House (ca. 1680) and Hichborn House (ca. 1711) and improve collections care and storage.**
- **Improve the grading, landscaping, gardens, and drainage in the courtyard.**
- **Build our endowment to secure our future.**

We welcome contributions of all sizes—from the dollar donated by an interested child to major gifts and significant grants from individuals, corporations, and foundations.

Naming opportunities abound, beginning with \$1,000,000 to name the Lathrop Place Education Center; \$50,000 for a program room; \$50,000 for the staff library; \$25,000 for an office; \$25,000 for a new bell shelter; \$10,000 for common areas; and \$5,000 for inclusion on a permanent major donor plaque.

## In Answering Our Call to Action, You Can Make a Difference!

We hope you will give us the opportunity to tell you more about our plans. Your generosity will help us proclaim Paul Revere's inspiring legacy of patriotism, philanthropy, civic virtue, and pride to future generations.

### How will you answer this New Revere Call to Action?

To learn more, or to make a contribution, please contact Executive Director Nina Zannieri:

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A hurry of hoofs in a village street,  
A shape in the moonlight, a bulk in the dark,  
And beneath, from the pebbles, in passing, a spark  
Struck out by a steed flying fearless and fleet:  
That was all! And yet, through the gloom and the light,  
The fate of a nation was riding that night;  
And the spark struck out by that steed, in his flight,  
Kindled the land into flame with its heat.

*The Paul Revere Memorial Association*

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