

Friends of Sulgrave Manor Associate Trustee Webinar



December 1, 2020

Agenda/Purpose of the meeting

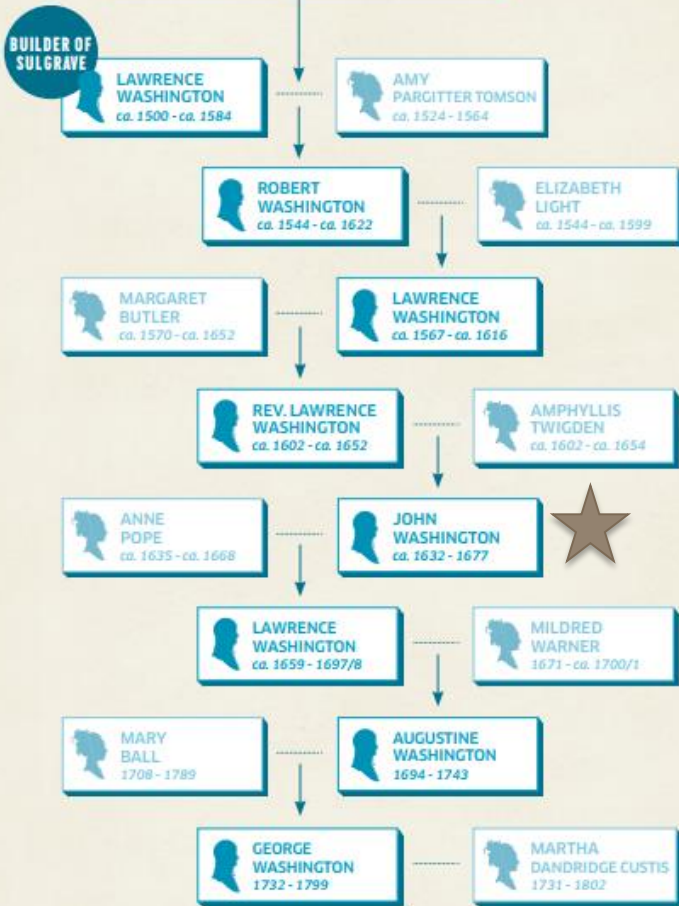
The purpose of our call today is to provide historical context, an update on FSM and Associate Trustee responsibilities.

Agenda:

- History of Sulgrave Manor
- Structure of Sulgrave Manor and Relationship with Sulgrave Manor Trust
- Role of Associate Trustees
- Review of Solicitation Process
- Communications
- Merchandise
- What's new at Sulgrave Manor
- Planning a Visit to Sulgrave Manor

What is Sulgrave Manor??

Tracing Back The family line from Sulgrave Manor to Mount Vernon



Pope's
Landing



1914 – 100 year anniversary of the Treaty of Ghent

*His Majesty
King George the Fifth*

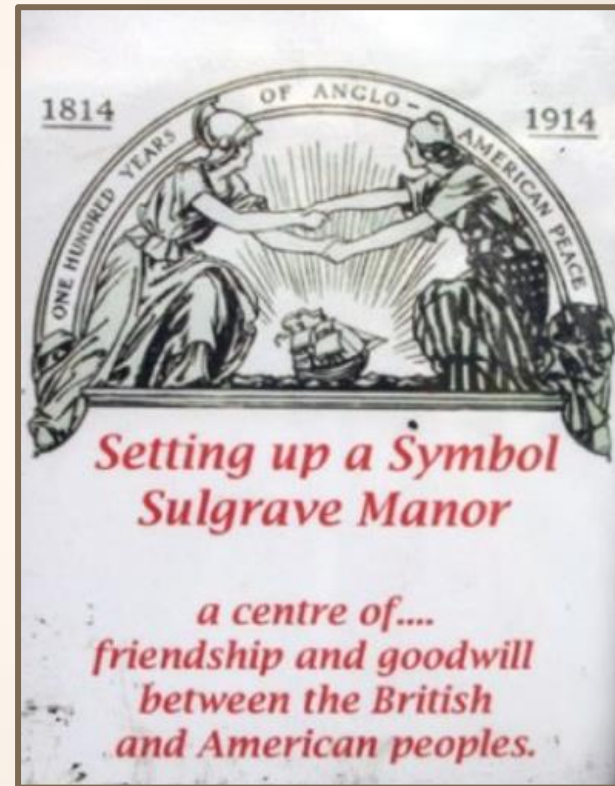
and

*His Royal Highness The Prince of Wales
having given their gracious approval and generous
contributions to the effort being made in England
and America under the auspices of*

*The Sulgrave Institutions
of the two countries to secure the money needed for
the restoration, preservation, and maintenance of the
ancestral home of*

*George Washington
at Sulgrave Manor, Northamptonshire, England,
and the lectures and scholarships connected therewith,
the American Branch of Sulgrave Institution
now renews the appeal which it held in abeyance during
the war and has the honor of sending to*

*Mr. John J. Stevenson
a duplicate of the invitation originally issued with the
hope of having the pleasure of a favorable reply*



1923 – Start of the Sulgrave Endowment

ANCESTRAL HOME OF GEORGE WASHINGTON
SULGRAVE MANOR, SULGRAVE, ENGLAND



The National Society of the Colonial Dames of America have pledged themselves to raise an endowment fund, by popular contributions, of \$100,000.00.

Will you contribute \$1.00—or more—for the “Perpetual Care and Maintenance” of this historic home?



1978 – Friends of Sulgrave Manor Created



2019 Friends of Sulgrave Manor Annual Meeting

Sulgrave Manor and the NSCDA



1961 NSCDA Trip

Structure of FSM and Relationship to SMT



Friends of Sulgrave Manor (FSM)

- The Friends of Sulgrave Manor are the fundraising arm of the NSCDA and support the maintenance of Sulgrave Manor, its gardens, its educational programs and the fundraising initiatives that underwrite the continued success and growth of this important mission
- The President and Vice-President are appointed by the National President
- Representative from each state are appointed by their Corporate Society President. New Associate Trustees are proposed by their Corporate Society and elected by the Trustees at the annual meeting in October of every year.

Sulgrave Manor Trust (SMT)

- Sulgrave Manor is owned and managed by a charity, "The Sulgrave Manor Trust"
- FSM President and Vice-President are on the board of the SMT as Senior and Junior Representatives of the NSCDA

Objectives of the Trust

Objectives of the Trust are:

- “To preserve Sulgrave Manor (the ancestral home of the family of George Washington, the first President of the United States of America) for the public benefit.”
- “To provide and support education in subject areas relevant to Sulgrave Manor and its historic role in the history of Anglo-American relations, and to the history, literature and institutions of the United States.”

In pursuit of these Objects, the first Power of the Trust is:

- “To promote friendship and goodwill between the British and American peoples and Sulgrave Manor’s historic and symbolic role as a centre for such sentiments.”

Note: From the 2018 Business Plan

Role of ATs

1. To raise funds annually from individual Dames, their Corporate Societies and from non-Dames and foundations interested in historic preservation and very importantly, to acknowledge these gifts.
2. To promote Sulgrave Manor Trips.
3. To market Sulgrave Manor products.
4. To report on news from Sulgrave Manor at each State and Town Committee meeting and to generally “sell” Sulgrave Manor at every opportunity.
5. To distribute Sulgrave information to the President of your Society and/or representative of Town Committees.
6. AT’s are expected to review all donation lists very carefully to make sure that those on the list are from their state and that names are spelled correctly. Also, they MUST review the lists carefully and quickly in July for inclusion in the newsletter.
7. To Attend the annual meeting of Friends of Sulgrave Manor.

Solicitation Process

What we provide you

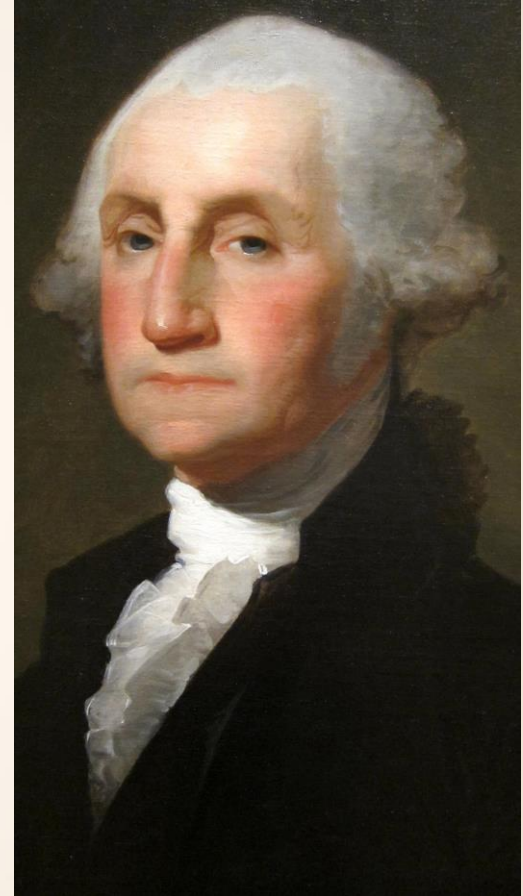
- A blank letterhead as well as a solicitation letter via e-mail
- Remittance envelope (number of envelopes based on the number of members in your Society not including Courtesy members who are solicited by their own State Society)
- Pre-printed gift recognition cards, to be sent early January 2021. If you need supplies earlier, please contact Jean.
- Follow-up text to go in an email in the spring

What you are responsible for

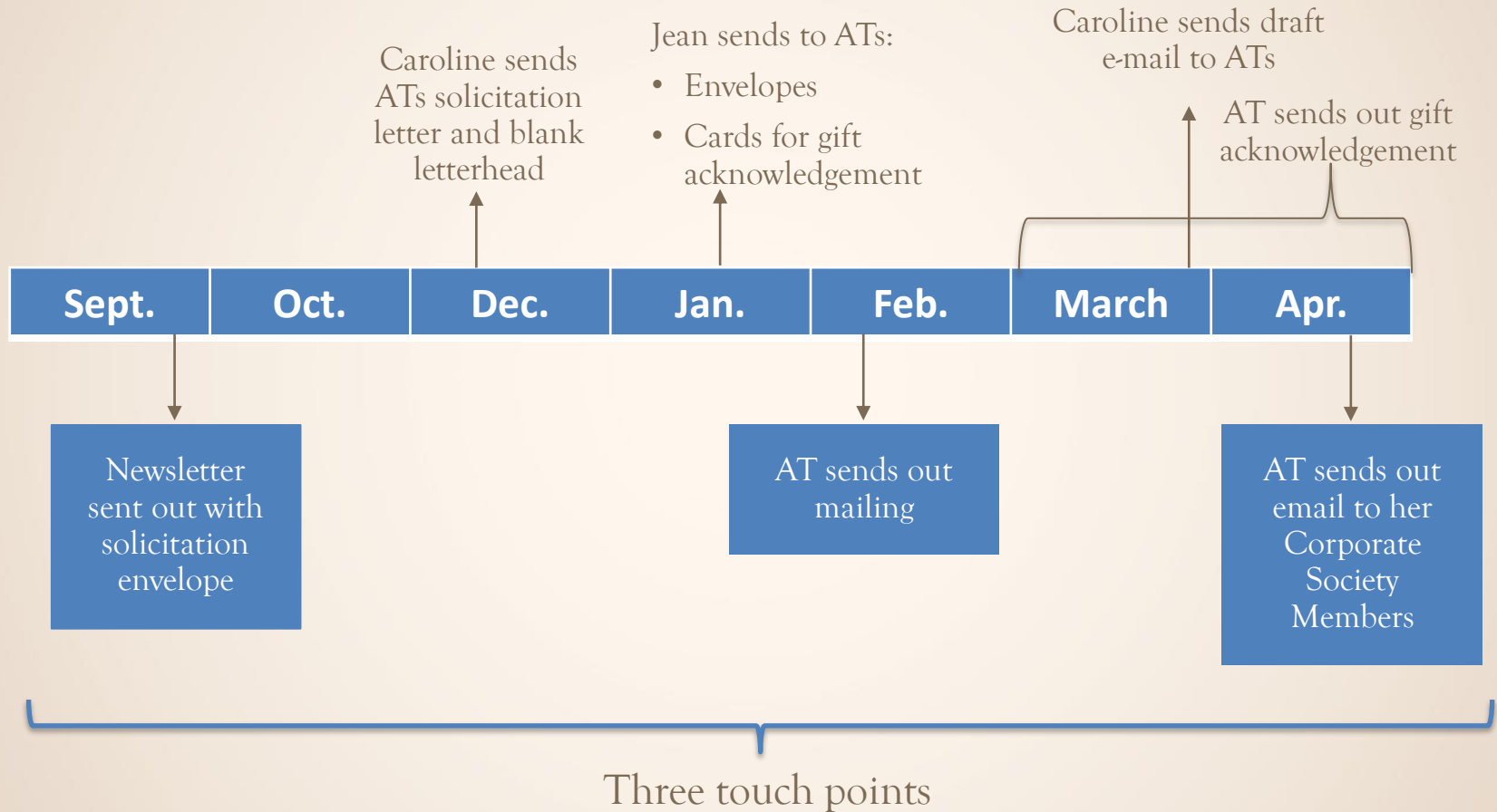
- Making copies of the solicitation letter for all members of your Society
- Writing your state in abbreviation on the back of the provided pre-printed return envelopes
- #10 mailing envelopes and mailing labels if you choose labels over handwritten addresses for the solicitation
- Sending out mailings in February around George's birthday (February 22)
- Writing thank-you cards to acknowledge the gifts
- Sending out the email we provide in the spring

New this year!

- Additional funds are needed for the George Washington Exhibit
- We will be including in our solicitation letter a request for support of the exhibit



Solicitation Process



Year over Year Comparison

FSM Donations for 16-17		
AL	\$ 15,300.00	226
AR	\$ 2,250.00	16
AZ	\$ 1,150.00	22
CA	\$ 3,805.00	37
CO	\$ 1,250.00	14
CT	\$ 2,160.00	25
DC	\$ 6,110.00	53
DE	\$ 6,065.00	43
FL	\$ 11,935.75	61
GA	\$ 13,515.00	267
HI	\$ 275.00	9
IA	\$ 300.00	1
IL	\$ 2,075.00	18
IN	\$ 1,195.00	25
KS	\$ 625.00	4
KY	\$ 13,520.00	60
LA	\$ 550.00	4
MA	\$ 2,400.00	24
MD	\$ 2,505.00	33
ME	\$ 2,065.00	17
MI	\$ 1,200.00	6
MN	\$ 750.00	2
MO	\$ 11,540.00	20
MS	\$ 2,171.00	14
NC	\$ 6,653.42	121
NE	\$ 895.00	18
NH	\$ 970.00	15
NJ	\$ 1,935.00	31
NV	\$ -	0
NY	\$ 8,630.30	29
OH	\$ 2,800.00	25
OK	\$ 1,155.00	9
OR	\$ 8,220.00	71
PA	\$ 4,575.00	34
private	\$ 15,150.00	
RI	\$ 1,105.00	23
SC	\$ 4,880.00	85
TN	\$ 4,060.00	50
TX	\$ 14,935.00	80
VA	\$ 5,080.00	81
VT	\$ -	0
WA	\$ 4,175.00	50
WI	\$ 2,665.00	11
WV	\$ 3,385.00	36
WY	\$ 200.00	1
Special Gifts	\$ 25,000.00	1
Total	\$ 221,180.47	1772

FSM Donations for 17-18		
AL	\$ 9,480.00	157
AR	\$ 2,175.00	14
AZ	\$ 475.00	11
CA	\$ 7,550.00	13
CO	\$ 965.00	30
CT	\$ 1,750.00	24
DC	\$ 5,440.00	60
DE	\$ 8,244.00	61
FL	\$ 10,809.66	47
GA	\$ 13,389.00	203
HI	\$ 485.00	10
IA	\$ 500.00	3
IL	\$ 2,300.00	25
IN	\$ 1,780.00	29
KS	\$ 500.00	1
KY	\$ 3,575.00	60
LA	\$ 3,615.51	49
MA	\$ 3,200.00	27
MD	\$ 1,125.00	15
ME	\$ 850.00	15
MI	\$ 2,515.00	35
MN	\$ 2,400.00	23
MO	\$ 1,870.00	19
MS	\$ 853.00	8
NC	\$ 4,509.10	56
NE	\$ 860.00	14
NH	\$ 1,170.00	14
NJ	\$ 3,265.00	25
NV	\$ -	0
NY	\$ 7,553.34	11
OH	\$ 1,750.00	22
OK	\$ 820.00	8
OR	\$ 4,485.00	47
PA	\$ 8,850.00	33
private	\$ 10,450.00	5
RI	\$ 610.00	13
SC	\$ 4,319.00	86
TN	\$ 3,095.00	28
TX	\$ 16,645.00	64
VA	\$ 10,160.00	61
VT	\$ -	0
WA	\$ 3,460.00	37
WI	\$ 3,246.00	9
WV	\$ 2,885.00	29
WY	\$ 350.00	2
Special Gifts	\$ 75,077.85	3
Total	\$ 249,406.46	1506

FSM Donations for 18-19		
AL	\$ 11,905.00	148
AR	\$ 2,125.00	16
AZ	\$ 815.00	16
CA	\$ 1,620.00	7
CO	\$ 1,553.00	16
CT	\$ 1,600.00	25
DC	\$ 6,565.00	64
DE	\$ 5,867.79	45
FL	\$ 6,145.00	49
GA	\$ 13,582.00	209
HI	\$ 1,460.00	8
IA	\$ -	0
IL	\$ 5,300.00	23
IN	\$ 1,525.00	25
KS	\$ 775.00	6
KY	\$ 4,585.00	64
LA	\$ 3,066.00	42
MA	\$ 3,130.00	28
MD	\$ 1,775.00	22
ME	\$ 1,995.00	16
MI	\$ 3,650.00	30
MN	\$ 2,385.00	20
MO	\$ 1,110.00	9
MS	\$ 375.00	6
NC	\$ 3,355.00	
NE	\$ 810.00	14
NH	\$ 2,420.00	20
NJ	\$ 1,850.00	25
NV	\$ -	0
NY	\$ 13,177.68	22
OH	\$ 1,825.00	24
OK	\$ 2,310.00	15
OR	\$ 3,430.00	40
PA	\$ 10,475.00	35
private	\$ 500.00	1
RI	\$ 1,050.00	18
SC	\$ 6,260.00	103
TN	\$ 2,745.00	38
TX	\$ 9,070.00	63
VA	\$ 10,300.00	74
VT	\$ 335.00	6
WA	\$ 5,825.00	52
WI	\$ 2,550.00	11
WV	\$ 4,220.00	39
WY	\$ 250.00	2
Special Gifts	\$ 27,187.50	2
Total	\$ 192,853.97	1498

FSM Donations for 19-20		
AL	\$ 13,400.54	162
AR	\$ 3,845.00	15
AZ	\$ 1,420.00	19
CA	\$ 6,240.00	44
CO	\$ 1,770.00	39
CT	\$ 4,275.00	65
DC	\$ 11,818.00	60
DE	\$ 7,067.00	66
FL	\$ 7,440.00	76
GA	\$ 14,066.00	300
HI	\$ 780.00	16
IA	\$ 1,445.00	13
IL	\$ 1,730.00	18
IN	\$ 2,215.00	27
KS	\$ 100.00	3
KY	\$ 8,472.00	76
LA	\$ 4,464.00	46
MA	\$ 3,485.00	27
MD	\$ 1,730.00	20
ME	\$ 575.00	10
MI	\$ 8,794.94	33
MN	\$ 3,505.00	41
MO	\$ 1,550.00	9
MS	\$ 2,010.00	13
NC	\$ 3,240.00	35
NE	\$ 1,740.00	13
NH	\$ 3,360.00	24
NJ	\$ 2,015.00	23
NV	\$ -	0
NY	\$ 5,170.00	25
OH	\$ 1,885.00	25
OK	\$ 2,530.00	13
OR	\$ 2,875.00	36
PA	\$ 22,495.00	40
private	\$ 2,750.00	4
RI	\$ 720.00	13
SC	\$ 4,995.00	95
TN	\$ 4,110.00	38
TX	\$ 19,760.00	79
VA	\$ 17,700.00	89
VT	\$ 375.00	6
WA	\$ 7,620.00	60
WI	\$ 3,225.00	9
WV	\$ 3,895.00	38
WY	\$ 850.00	7
Special Gifts	\$ -	0
Total	\$ 223,507.48	1870

Finance/Donations

- Preference that all checks be made out directly to FSM rather than to have a Town Committee or Society accumulate a number of donations and mail one check
- The Treasurer will try to send out donation reports monthly and at the Calendar Year End
- Handwritten credit card numbers on solicitation envelopes are often hard to read and the Treasurer may contact an AT to follow up with the donor if she cannot contact the donor personally for clarification.

Please contact Dora Rogers, the FSM Treasurer at 610-745-9776 (c) or fsmtreasurer@gmail.com with any questions or concerns.

Communication

Goal to provide resources needed by the ATs to effectively communicate with their Corporate Society Members



Dear Friends,
Many thanks to each of you for your contribution over the past year to help support George Washington's ancestral home in England. We are deeply grateful to those of you, both regular donors and those who support our special activities, who have made this year fundraising year so successful.



Welcoming to Sulgrave Manor & Garden
Sulgrave Manor Trust welcomed a new Chairman, Dr Nigel Bowler, in January 2019. Caroline, Vicki and I had the opportunity to meet Nigel at the January and June Sulgrave Manor Trust meetings and we decided to have such an accomplished leader at Sulgrave Manor about Nigel later in this newsletter.

Thanks to your contributions, the hard work of Sulgrave's professional staff and the leadership of CEO, Alison Ray, the outside of Sulgrave Manor is in excellent condition. Funded by a large grant from the Friends, Phase 1 restoration work included repointing masonry, re-roofing a non-structural and repairs of the masonry. The project was directed to the professional staff and a team of volunteers. New children's programs have been created.

Phase II work, which covers internal restoration, electrical work and glass grant renewal, is funded by the NSCDA through the Sulgrave Manor Fund for the Future. Work is scheduled to begin in October 2019 with completion by May 2020.

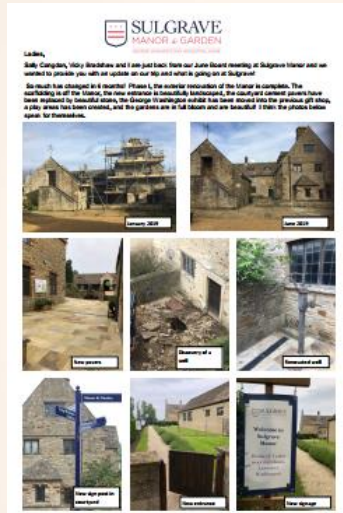
By the time of the anniversary of the opening of Sulgrave Manor to the public, which occurs in 2021, the Manor will be in most excellent condition and well. Please join us for a special trip and Dinner Day in May of 2021.

To mark this achievement, a new George Washington exhibit is being developed. A grant dedicated to honoring the story of George Washington's life, including fascinating objects from the collection, will invite audiences to reflect on how his experiences and decisions continue to our lives today. Initial funding has been provided by the U.C. Hastings-Larney Fund and the Friends are being asked to raise additional funds to make this exhibit. Vicki Bealman is leading this effort and her detailed article is included in this newsletter.

Caroline and I and the rest of the Trustees need our long-termists for your generousity for your generousity.

With very best wishes to all of you from us both,
Sally
Sally Congdon
President, Friends of Sulgrave Manor
NSCDA Senior Representative to Sulgrave Manor Trust

Caroline
Caroline Cowburn
Vice-President, Friends of Sulgrave Manor
NSCDA Junior Representative to Sulgrave Manor Trust



SULGRAVE MANOR & GARDEN
Ladies,
Sally Congdon, Vicki Bealman and I are just back from our June Board meeting at Sulgrave Manor and we wanted to provide you with an update on our trip and what is going on at Sulgrave!
So much has changed in a matter of months! Phase 1, the exterior restoration of the Manor is complete. The rooflines of the Manor, the new entrance to the main building, the courtyard and garden have been replaced by beautiful stone, the George III entrance wall has been added into the previous gift shop, a little which has been created, and the garden area at all about now are beautiful. I from the picture below again, for the moment.

**Friends of Sulgrave Manor
NSCDA in the State of Georgia**

2017-2018
203 Donors
12.8% Participation (based on 1590 members as of 6/2018)
Total Donations 2017-2018: \$13,389
Thank You for your Generosity!

NSCDA
1891

Entrusted With History's Future

Annually updated presentation

Before 1890

EAST

1891-1911
1912-1921
1922-1931
1932-1941
1942-1951
1952-1961
1962-1971
1972-1981
1982-1991
1992-2001
2002-2011
2012-2021

PHOTOGRAPHS BY THE FRIENDS OF SULGRAVE MANOR

Newsletter

Quarterly updates

Sulgrave Manor artifacts

Entrusted With History's Future



Process for Ordering Merchandise

Friends of Sulgrave Manor Merchandise Order Form

Product	Quantity	Unit Price	Total
Sulgrave Beanie Hat			
Red		\$20	
Blue		\$20	
Black		\$20	
Sulgrave Square Card			
Red		\$20	
Blue		\$20	
Sulgrave Long Tee			
Red		\$20	
Sulgrave Blue Tee			
Red		\$20	
Sulgrave Square Card			
Red		\$20	
Blue		\$20	
Sulgrave Long Tee			
Red		\$20	
Blue		\$20	
Sulgrave Square Card			
Red		\$20	
Blue		\$20	
Sulgrave Long Tee			
Red		\$20	
Blue		\$20	

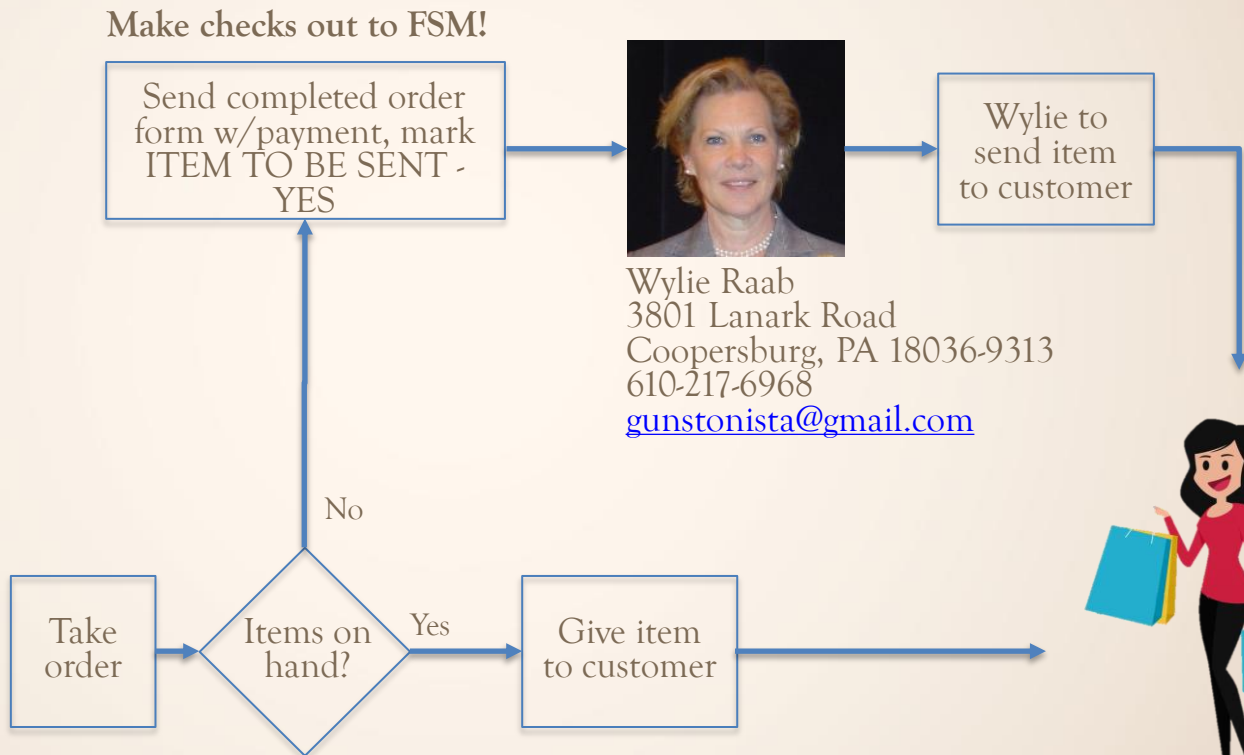
Make checks out to FSM!

Send completed order form w/payment, mark **ITEM TO BE SENT - YES**



Wylie Raab
3801 Lanark Road
Coopersburg, PA 18036-9313
610-217-6968
gunstonista@gmail.com

Wylie to send item to customer



New order form - available from Wylie Raab or through the website:
www.sulgravemanor.us/

Sulgrave Manor Update



[#3MinutesWithThea](#)



Planning a Trip to Sulgrave Manor?



To request a private tour, contact groupbookings@sulgravemanor.org.uk and let them know you are a Dame!!

Send us photos and share your experience!

Resources

- Website: <https://www.sulgravemanor.us/> User name: fsm, Password: George
- Key contacts:
 - Jean Zerges, Assistant Treasurer. Help with any questions regarding the solicitation process. 231-421-9440 (h); 513-478-9468 (c); 231-348-2582 (June - Mid-September) or Jean.zerges44@gmail.com
 - Dora Rogers, Treasurer. Help with any questions related to donations made by your Society 610-745-9776 (c) or fsmtreasurer@gmail.com
 - Wylie Raab, key contact for ordering FSM merchandise. 610-217-6968 (c) or gunstonista@gmail.com
 - Caroline Goedhart, Vice-President Friends of Sulgrave Manor. Help with any general questions or requests for information on the manor as needed for communication to your Society. 425-891-6808 (c) or chazard@pointb.com

Thank-you for your Support!



- To preserve Sulgrave Manor, the ancestral home of the family of George Washington, the first President of the United States of America, for the public benefit, and
- To provide and support education in subject areas relevant to Sulgrave Manor and its historic role in the history of Anglo-American relations and to the history, literature and institutions of the United States.

Q & A

Entrusted With History's Future

★★★
NSCDA
— 1891 —