



2023 Annual Report



The Herbst House exterior siding and windows were repaired and painted, and new gutters were added.

Before



After

Badly worn roof shingles on the Salem Tavern Woodshed were replaced.

Before



After

The Tavern Museum received repairs to its roof.



Dear Friends:

Putting together an annual report each year always reminds us of all that we are thankful for at Old Salem Museums & Gardens — most importantly, **you and your support.**

Because of your generosity in 2023, we were able to resume critical maintenance and repairs on our historic buildings that had been postponed during the COVID pandemic. Our Education Team worked to establish and expand upon a seasonal schedule that changes the interpretive experience for our visitors throughout the year. And, we continued to enhance our horticulture program, reviving gardens, relocating the public-facing horticulture exhibits to the Single Brothers Workshop building and highlighting, as authentically as possible, plants that were important to the Moravians' daily lives.

To aid Old Salem in recovering financially after being fully or partially closed for two years during the pandemic, the city of Winston-Salem, through the **American Rescue Plan Act (ARPA)** funding, generously helped us with staff salaries in 2023. The city ARPA allocation also included marketing dollars that allowed Old Salem to advertise our Christmas programming statewide on billboards, in *Our State* magazine, on public radio and in lifestyle magazines locally in the Triangle and Charlotte metro areas. We were thrilled to see a 52% increase in adult Christmas season tickets sold in 2023 compared to 2019, the last year we were fully open prior to the pandemic!

Forsyth County also generously provided ARPA funds that have enabled us to make major, costly repairs that preserve the integrity of our historic buildings.

Offering special programming, beyond our normal visitation, is another key part of our mission, and thanks to your support, we were able to return to a schedule of events in 2023 that included:

- The first annual **Ceramics Forum** in March, a new partnership between our Museum of Early Southern Decorative Arts (MESDA) and Colonial Williamsburg, the first Ceramics Forum had a theme of *Fire + Clay: Fresh Perspectives on Southern Pottery*. The Ceramics Forum will alternate its location between MESDA and Williamsburg every other year.

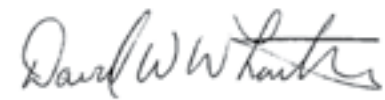
- A free program of historic music during **Black History Month** that African Americans and other residents of Salem enjoyed or used in worship. It featured Jonathan Williams, organist for Home Moravian Church, playing the historic Tannenberg Organ and Dr. Myron Brown, associate professor and Chair of the Music Department at Winston-Salem State University, providing commentary.
- The first **MESDA Journey** since 2019. A group of 15 supporters visited historic Savannah and St. Marys, Georgia on a tour that included private home visits and a reception hosted at the home of Andrew Lamar Hopkins — a Savannah and New Orleans based artist featured on the April/May 2024 cover of *Garden and Gun*.
- The **Gratitude Gathering**, a weekend of tours and programming specifically for supporters of Old Salem and MESDA, in September. Highlights of the weekend included new board member orientation and a reception for all board members, themed tours of the historic district over the course of three days, the reopening of the 1784 Salem Tavern Museum after being closed for renovations and repairs, a concert of 18th and 19th century Moravian music on the

Tannenberg Organ, and a closing awards luncheon. During the luncheon, and for the first time since the pandemic, the Frederic William Marshall Award was presented to Dr. Eugene and CarolAnn Adcock and the Frank L. Horton Society Award was given to William and Susan Mariner.

When we think about the many ways your gifts make our mission possible, the words “thank you” seem very inadequate. We hope you enjoy looking through this report and seeing the wonderful things you have helped us accomplish this past year. And, it should go without saying that we hope to see you in the historic district soon!



Terry G. Taylor
President & CEO



David Wharton
Chair, Board of Trustees

Pictured Below: The Blum House received new roofing, paint and guttering.



Before Repairs



After Repairs

2023 EXECUTIVE STAFF



Terry G. Taylor
President and CEO



Daniel K. Ackermann, Ph.D.
Chief Curator & Director of Research,
Collections, and Archaeology



Nicole Blalock
Director of Human Resources



Michelle M. Cook
Senior Director of Development



Tammy Everhart
Controller



Tara Logue
Director of Learning in Place



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 Mr. S. Hayes Wauford, Jr., Secretary
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 Mr. Johnnie Pearson, Ex Officio
 Dr. Thomas H. Sears, Jr.
 Mr. David W. Shore
 Mr. Frederick W. Vaughan
 Mr. Douglas Williams, Ex Officio
 Mr. Fletcher P. Wilson

Note: As of December 31, 2023

MESDA ADVISORY BOARD

Mr. James Boswell*, Chair 2023
 Term ended fall 2023
 Mr. Sheffield Hale, Vice Chair
 Incoming chair for 2024
 Mr. Richard B. Hudgens
 Mr. Joey Brackner
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 Mr. Dale Couch
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 Mr. Frank Holcomb*
 Mrs. Carol Holcomb
 Mrs. Alexandra Alevizatos Kirtley
 Dr. Paul Peters

** Denotes that their term on the MESDA
 Advisory Board concluded in 2023.*

A woman dressed in 18th-century period clothing, including a white bonnet with a ruffled edge and a white dress with a red floral pattern, is lighting a long yellow candle. She is wearing glasses and has a pink ribbon tied around her neck. The setting is a historical kitchen with a large stone fireplace in the background where a fire is burning. On the table in front of her are several lit candles, a plate of bread, and a white star-shaped decoration. The overall atmosphere is warm and historical.

THE 1766 SOCIETY

The 1766 Society — founded in 2007 and named for the year the Town of Salem was founded — recognizes donors who have funded or planned a deferred gift to Old Salem or MESDA. Planned gifts to The 1766 Society can take the form of a bequest, life insurance, an annuity, a remainder interest in a charitable trust, a retirement plan, real estate, or donated personal property such as antiques, rare books, prized works of art, and other historically important objects. They may be unrestricted or designated to the Town of Salem, the Museum of Early Southern Decorative Arts (MESDA), or the Gardens at Old Salem. Members of The 1766 Society enjoy the personal rewards of knowing they are leaving a legacy that will benefit Old Salem and MESDA's mission of education, preservation, research, scholarship and community service for many years to come.

Dr. Eugene and CarolAnn Adcock
 Dr. Carol Aiken and Brian Ramer
 Dr. Frank P. Albright*
 Ada Allen*
 James Austin, Sr.*
 Dr. David G. Baker
 Robert and Brenda Barkley*
 Joanne L. Bear
 Robert and Lois Beroth
 Christopher P. Caracci and
 James Boswell
 Elizabeth Brinker
 William and Ruth Brooks*
 Royall R. Brown, Jr.
 Philip R. Broyhill
 Hugh F. Bryant
 Cooper and Jessamine Cass*
 F. Hudnall and Claire Christopher
 G. Edgar Conley
 Joan and David Cotterill
 Jack and Bonnie Covington*
 Mack and Sharon Cox
 Robert W. Day
 Michelle D. Derr
 Thomas S. Douglas
 Frank E. Driscoll
 James R. Durham, Jr.
 Elisabeth Eggleston
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 Harriet Taylor Flynt*

McDara and Ragan Folan
 Paul Fulton, Jr.
 Anthony and Dianne Furr*
 Anne P. Gray*
 Gordon Gray*
 Greta Garth Gray*
 Howard Gray*
 James A. Gray, Jr.*
 Thomas A. Gray
 Dr. Caryl J. Guth
 Wilma Halverson*
 Frank and Barbara Hanes*
 Frank and Ann Hanes
 James and Helen Hanes*
 Ralph Hanes, Sr.*
 Ralph Hanes, Jr.*
 Anne L. Harrell
 John F. Herbst, Jr.*
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 Frank and Carol Holcomb
 James E. Holmes, Jr.*
 Frank L. Horton*
 Miles C. Horton, Jr.*
 William K. Hoyt, Sr.*
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 Glenn David Joyner
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 G. Michael Logan
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 Joseph P. Logan
 June Lucas
 Elizabeth F. Lynch*
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 Charles D. Mann
 William C. and Susan S. Mariner
 Morris Marley
 Harvey Steward Martin*
 Thomas R. McKinney
 Sally K. McLeod
 John G. Medlin, Jr.*
 Christine D. Minter-Dowd
 William L. and Virginia J. Mitchell*
 Michael Thomas Mock
 Dr. John H. Monroe*
 Dan C. Morgan
 William J. Murgas
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 C. Edward and Nancy Pleasants
 Virginia Shaffer Pleasants*
 Alice C. Rigsbee*
 Ken and Patricia Rittenmeyer
 Martha W. Rowe
 Rev. Jim Sanders
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 Robert D. Shore, Jr.*

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 William and Judy Watson
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 Arthur T. Williams, Jr.*
 Dain A. Williams*
 Laurie S. Williams
 Frank Willingham, Sr.*
 Meade H. Willis, Jr.*
 Diana Dyer Wilson*
 Dr. David and Anna Marie Witmer
 Ralph Womble and Ashley Edwards
 Paul Zickell
 Rev. Richard and Peggy Ziglar

*In Memory Of

There are many ways to demonstrate your commitment to Old Salem and MESDA through a planned gift. Contact Paula Pressley, Office of Development, at ppressley@oldsalem.org or 336-721-7322.





Old Salem and the Museum of Early Southern Decorative Arts (MESDA) maintain endowed funds designated to support operations and a variety of programs and activities. As of December 31, 2023, these endowed funds had a total market value of \$39,906,866, a 9.2% increase over last year's \$36,550,049 market value.

If you would like to invest in a current endowment or establish a new fund, please contact Paula Pressley, Office of Development at 336-721-7322 or ppressley@oldsalem.org.



ENDOWMENT FUNDS

Lena and Frank Albright Endowment Funds

Funds for Old Salem and MESDA were established in 1999 by bequests of Dr. Frank P. Albright, a long-time employee of Old Salem who maintained his interest in the museum's preservation and research efforts.

Betsy M. Babcock Endowment Fund

Established in 1983 with a gift to MESDA by Betsy M. Babcock.

Charles H. Babcock, Jr. Endowment Fund

Established in 1984 with a gift from Mr. Babcock as a part of the *New Challenge Campaign*.

John Bivins Memorial Endowment Fund

Established by Anne McPherson and Matthew and Evan Bivins in 2001 to aid financing the publication of the *Journal of Early Southern Decorative Arts*.

Cooper D. and Jessamine B. Cass Heritage Fund

Established in 1984 by Mr. and Mrs. Cass with a gift to the *New Challenge Campaign*.

Kay and Ken Chalk Endowment Fund

Established in 1998 by Kay and Ken Chalk with a gift to the *Preserving the Past for Our Future Campaign*.

David E. Day Memorial Fund

Established in 1984 by Mr. Harold Day with a gift to the *New Challenge Campaign*.

Jessie Ball DuPont Memorial Endowment Fund

Established in 1979 by the Jessie Ball DuPont Fund, with income to be used for Single Brothers' Workshop educational programs.

Anne Reynolds Forsyth Endowment Fund

Established in 1961 by Mrs. Anne Reynolds Forsyth.

Helen Genaille Endowment Fund

Established in 1995 by the Genaille family, in part with memorial gifts, in honor of Helen Genaille who retired from Old Salem after nine years as a costumed interpreter.

Bahnson and Anne Gray Memorial Endowment Fund

Established in 1984 by Mrs. Bahnson Gray with a gift to the *New Challenge Campaign*.

Gordon Gray Memorial Endowment Fund

Established in 1982 with a bequest from Mr. Gray. The endowment honors Mr. Gray's commitment to the Old Salem restoration and the national preservation movement.

Greta Garth Gray Memorial Fund

Established in 1983 with a bequest from Mrs. Gray, earnings are used for horticulture.

Pauline Bahnson Gray Endowment Fund

Established in 1976 by the children of Mrs. Gray from a trust administered by The Winston-Salem Foundation.

Barbara Lasater Hanes Endowment Fund

Established in 1988 by Mrs. Hanes, one of the original incorporators of Old Salem. She served a total of 16 years as a trustee between 1951 and 1976.

J. Gordon Hanes, Jr. Memorial Endowment

Established in 1999 by a bequest from Mr. Hanes. He served three terms on the Board of Trustees and received the Frederic William Marshall Distinguished Service Award in 1994.

Ralph P. and DeWitt C. Hanes Memorial Fund

Established in 1961 by Mr. and Mrs. Hanes, the fund has been expanded by regular donations during Mr. Hanes' lifetime and a generous allocation in Mr. Hanes' will.

James E., Jr., and Betty Jones Holmes Endowment

Established in 2006 by James E., Jr. and Betty Jones Holmes from a fund administered by The Winston-Salem Foundation.

William K. Hoyt Memorial Endowment Fund

Established in 1982 by the Piedmont Publishing Company.

George L. and Virginia L. Irvin Memorial Endowment Fund

Established in 1984 by the sons of Mr. and Mrs. Irvin with a gift to the *New Challenge Campaign*.

William R. Kenan Jr. Charitable Trust Tannenberg Organ Performance Endowment Fund

Established in 2004 by the William R. Kenan Jr.

Charitable Trust in honor of Archie and Mary Louise Davis. Income is restricted to use for programming and performances on the Tannenberg Organ.

Suzanne Weeks LaRoque Memorial Fund

Established in 1983 by Mrs. LaRoque's family with memorial gifts given after her death.

Luther Lashmit Endowment Fund

Established in 1991 with a bequest from Mr. Lashmit.

Thomas Lynch Memorial Endowment Fund

Established in 1999 with a bequest from Mr. Lynch.

James Simpson and Elizabeth Faulkner Lynch Endowment Fund

Established in 2004 by a bequest from the Lynch estate with income restricted to MESDA.

Old Salem Maintenance Endowment Fund

Established with gifts to the *Preserving the Past for Our Future Campaign*, income is restricted to the ongoing preservation and maintenance of Old Salem facilities.

Old Salem Preservation Endowment Fund

Established in 2022 with funds from sale of property previously owned by City of Winston-Salem. Income is to be used to maintain the buildings in the historic district.

Old Salem General Endowment Fund

Income from this endowment supports the operation of the Historic District.

Douglas G. McIver Memorial Endowment Fund for Metal Crafts

Established in 1984 by members of Mr. McIver's family with gifts to the *New Challenge Campaign*.

MESDA Architectural Fellowship Fund

Established in 1996, with income restricted to provision of fellowships in the area of southern architecture prior to 1860.

MESDA Distinguished Guest Lecture Series Endowment Fund

Established in 2001 by an anonymous donor with income restricted to use for guest lectures on subjects relevant to MESDA and the Southern decorative arts.

MESDA Purchase Fund

Established by Frank L. Horton for MESDA acquisitions or conservation.

Moravian Heritage Endowment Fund

Established in 1980 by an anonymous donor as a means for Moravian church members to contribute to the preservation of their heritage.

Katherine Babcock Mountcastle Fund

Established in 1979 with a gift from Mrs. Mountcastle to be used for antiquities or artifacts.

Joan Murgas Memorial Fund

Established in 1987 by Mrs. Murgas' family with memorial gifts given at the time of her death. She was an Old Salem guide from 1974 to 1987.

Continued...

Endowment Funds Continued

The Horton Endowment for the Benefit of MESDA

Established in 1963 by Frank L. Horton with income restricted to MESDA research, education, and development.

Old Salem Antiquity Purchase Fund

Established in 2000 with a gift from Dr. and Mrs. John Monroe as part of the *Preserving the Past for Our Future Campaign*, with income restricted to Old Salem antiquity purchases.

John M. and Evelyn Olin Endowment Fund

Established in December 1996 by the John M. Olin Foundation Inc.

Virginia Shaffner Pleasants Endowment Fund

Established in 1996 by a bequest from Mrs. Pleasants, who served six terms as an Old Salem trustee.

William B. and Virginia R. Pollard Endowment Fund

Established in 1996 by Margaret Pollard Rea with a gift to MESDA.

Charles W. and Julia W. Reynolds Endowment Fund

Established in 1976 by Mr. and Mrs. Reynolds with gifts to the 1976 campaign.

Nancy Susan Reynolds Endowment Fund

Established in 1961 by Mrs. Anne Reynolds Forsyth.

Z. Smith Reynolds Endowment Fund

Established under a Living Trust Agreement dated in 1961, following a \$100,000 contribution to the 1960 campaign.

Mr. and Mrs. Clay V. Ring, Jr. Endowment Fund

Established in 2000 with gifts to the *Preserving the Past for Our Future Campaign*.

Joan and David Cotterill Endowment Fund

Established in 2006 by David and Joan Royer Cotterill in memory of Joan's parents, Elizabeth and George Royer, who were avid gardeners. Income supports horticulture and the care of Old Salem's gardens.

Charles N. Siewers Memorial Endowment Fund

Established in 1984 by Mrs. Lucretia Siewers Neil with a gift to the *New Challenge Campaign*.

Aurelia P. Spagh Endowment Fund

Established in 1992 with a bequest from Mrs. Spagh.

Elizabeth Margaret Spence Endowment Fund

Established in 1989 by Dr. Spence, with income restricted to the Vierling House exhibit building.

Henry J. Stultz, Jr. Endowment Fund

Established in 1967 by the net proceeds of the sale of the late Henry J. Stultz, Jr.'s gun collection, donated to Old Salem Inc. by Mrs. Stultz.

Vierling House Endowment Fund

Established in 1983 by Mrs. Ann Hanes Willis with a gift to the *New Challenge Campaign*.

Helen E. Vogler Memorial Fund

Established in 1979 by Mr. and Mrs. Harold Vogler in memory of Mrs. Vogler's sister.

Wachovia Bank & Trust Company Heritage Fund

Established in 1983 by Wachovia Bank and Trust Co. with a gift to the *New Challenge Campaign*.

Mr. and Mrs. William R. Watson Endowment Fund

Established in 1999 by Bill and Judy Watson with a gift to the *Preserving the Past for Our Future Campaign*.

John C. and Elizabeth N. Whitaker Endowment Fund

Established in 1976 with gifts to the 1976 campaign by Mrs. John C. Whitaker and Mr. & Mrs. John C. Whitaker, Jr.

Meade H. Willis Endowment Fund

Established in 2000 through a bequest from Meade H. Willis, Jr., who served as a trustee and treasurer of Old Salem Inc. from 1968 to 1976.

Diana Dyer Wilson Endowment Fund

Established in 1986 by Mrs. Diana Wilson with a gift to the *New Challenge Campaign*.

Mr. and Mrs. William F. Womble Endowment Fund

Established in 1998 by William and Jane Gilbert Womble with a gift to the *Preserving the Past for Our Future Campaign*.

Anne P. Gray Endowment

Established in 2013, by the Gilbert D. Scharf Family Foundation, funds from the endowment are used to support the Gray Library and MESDA Research Center.

Helen Copenhaver Hanes Endowed Fund

Established in 2014 through a bequest from Helen C. Hanes, the fund is board controlled.

William Kent and Ruth L. Brooks Memorial Endowment

Established in 2007 to support the continued presence, training, and travel of guides/interpreters at MESDA.

The F. Borden Hanes, Jr. Endowed Fund

Established in 2014 through a bequest from F. Borden Hanes, Jr., the fund is board controlled.

Ring Restoration Endowment Fund

Established in 2000, funds from the endowment are used to support historic preservation.

James and Dorothy Enscoe Endowed Fund for Support of the Doctor's House

Established in 2013 to assist with expenses for the preservation of The Doctor's House and to support educational programming and community events associated with the Doctor's House.

Robert Arthur Spagh Endowment Fund

Established as the Wachovia Historical Society Boys School Endowment, the fund was renamed in 2021 in honor of Robert A Spagh, an ardent supporter of the Wachovia Historical Society, who served as president of Old Salem for 13 years.

William Randolph Hearst Endowed Fund

Established in 2000 to support Old Salem's educational programs.

James H. Wilcox, Jr. Silver Purchase Fund

Established in 2009 to fund the purchase of 18th and 19th century Southern silver items and publications relating to such items of Southern silver.

MESDA Summer Institute Endowed Fund

Fund established in 2015 to support scholars enrolled in the MESDA Summer Institute.

Thomas N. and Jocelyn P. Connors Endowed Fund

Established in 2014 to support operations at Old Salem and MESDA.

Thomas S. Douglas, III and Mary Lee Walker Douglas Endowed Fund

Established in 2013 to support operations at Old Salem.

The Horton Purchase Endowment for the Benefit of MESDA

Created by the Board of Trustees in September 2022 to provide funds for the purchase of decorative arts and artifacts for exhibition at MESDA and for the upgrade of galleries at MESDA.

MESDA General Endowment

Established to support MESDA operations.

Anne P. & Thomas A. Gray Moravian Decorative Arts Purchase & Conservation Fund

Created by Board resolution from the sale of toys in the Old Salem Toy Museum.

Anne P. & Thomas A. Gray Southern Decorative Arts Purchase & Conservation Fund

Created by Board resolution from the sale of toys in the Old Salem Toy Museum.





Old Salem is grateful to the following donors who supported us during the fiscal year of January 1 through December 31, 2023. Your gifts carry forward the legacy of the Moravians who carved the beginnings of Winston-Salem out of the wilderness, building the first planned town in North Carolina. Revenue from admission tickets to Old Salem does not begin to cover the costs of maintaining our historic buildings and grounds. Nor does it cover the salaries of the talented, devoted staff members who plan our educational programming year-round and staff our many buildings so that they can be open to the public. Without your support, we could not continue the heritage of presenting living history, and we thank you.

DONORS

Endowment Funds (New Gifts)

Lucinda Human

To the Douglas C. McIver
Memorial Endowment Fund for
Metal Crafts

Richard and Judy Genaille

To the Helen Martin Genaille
Memorial Endowment Fund

Robert S. Genaille

To the Helen Martin Genaille
Memorial Endowment Fund

The Winston-Salem Foundation

To the James and Betty Jones
Holmes Fund

Gifts in Memory

In memory of Lila Jenkins

William F. Womble

In memory of Anthony and Diane Furr

Amanda S. Smith

In memory of Helen

Montague Sugg

Nancy Hitchcock

In memory of Kathryn

Leinbach Brown

Rebecca Calderon

In memory of Kem McAllister

Spade and Trowel Garden Club

In memory of Kitty Hayes

Spade and Trowel Garden Club

In memory of Linda George Farrell

Michael Meehan

In memory of Nina Jerome

DeRamus

Dave and Susan DeRamus

In memory of Pat Brown

Spade and Trowel Garden Club

In memory of Patsy Kaye Vogler Paul

Carruthers & Roth, P. A.

Robin K. Paul

In memory of Richard Barron

Elizabeth M. Lineberger

In memory of Sally DeRamus

Dave and Susan DeRamus

In memory of Terry Brown

Richard V. Ziglar

In memory of Tyler Cox

Mary E. Alspaugh

Twin City Kiwanis Club

David B. Hartley

Michael F. Mahan

Becky and Ronald Minnix

Cherin C. Poovey

Laura T. Rhodes

Jane Sutton

Catherine Wells

Gifts in Honor

In honor of Mary E. Alspaugh

Kay P. Brookshire

In honor of Sarah W. Gant

Kathryn Hendricks

In honor of Catherine M. Lyerly

Mary E. Alspaugh

In honor of Eric Jackson

Twin City Garden Club

In honor of Eugene and

CarolAnn Adcock

C. T. and Elizabeth Cole

John E. Mickey

Robert A. Smith

In honor of Frank and Carol

Holcomb

C. T. and Elizabeth Cole

In honor of Frank and Ann Hanes

Robin M. Hanes

In honor of Jane Sutton

Dr. James and Judy Lester

In honor of Lin and Virginia Fain

George A. Fain

In honor of Robin Weisner

John R. Loftin

In honor of Shirley Tuttle

Richard V. Ziglar

In honor of Susan Gordon DeRamus

Dave DeRamus

Donor Advised Funds

Betsy W. Allen Memorial Fund

Dale Ausherman

Bruce and Anne Babcock

Frank Bell

Dr. Kyle Black, Jr.

Henry and Elizabeth Boone

Henry Burnett

Malcolm Brown

Martha Jane R. Brown

Shelby and Lee Chaden

Kay and Ken Chalk

William and Constance Corey

William Cowden

Dave DeRamus

Patricia Dixson

Jason and Vaso Ekstein

Joe and Kathy Ely

Amanda Furr Smith/Furr Family Fund

T. Bernard Fox

James and Madlon Genn

F. Borden Hanes

Robin M. Hanes

Dennis Hatchell

Dana Hartis

Greg and Carol Hoover

William and Carla Hollan

William E. Hollan, III

William Hollan, Jr.

James E. and Betty Jones

Holmes Fund

Lucinda Human

Peter and Beth Juran

Gail Kahn

Senah C. and C. A. Kent Foundation

Bruce and Eleanor Knowles

Jim and Mary Allen Martin

Evelyn (Judy) Lambeth and

Jerry McAfee

William McCall, Jr.

Robert and Cama Merritt
 Anthony and Jackie Montag
 Joyce Neely
 Katherine Otterbourg
 Bill Parsley
 Roberta and Jim Pettit
 Pfefferkorn Foundation
 Margaret Scales and
 Graydon Pleasants
 Edward and Nancy Pleasants
 David R. Plyler
 James and Lorre Ruffin
 Dr. Thomas Sears, Jr.
 Cynthia Skaar
 Allston J. Stubbs, III
 Jon and Jan Squire
 Howard Upchurch
 Alice Myers Wald
 Charitable Fund
 William and Judith Watson
 Lynn and Jeff Young

Gifts Through IRA Funds

Dr. Kyle Black, Jr. and
 Heath Aldridge
 Pam and Dick Bloom
 Robert Bratton
 Sandra Romanac Broadway
 Jerry and Carol Bullins
 Peggy Carter
 William K. Davis
 Dave DeRamus
 Daniel and Christine Dowd
 Charlotte A. Fischer
 David Irvin
 Annie M. Jenkins
 Henry H. Jordan, II
 Molly A. Leight
 Forbes Maner
 Carroll McCullough
 Michael Thomas Mock
 Martha W. Rowe
 Darryl Thompson
 Richard and Sandra Tobaben

Organizational Contributions

AmazonSmile Foundation
 American Online Giving
 Foundation
 Blackbaud Giving Fund
 Buncombe County
 Committee
 Carruthers & Roth, P.A.
 Charity Gift Certificates
 The Decorative Arts Trust
 Home Moravian Church
 ICAA, North Carolina
 Chapter, Inc.
 Joan W. Jenkins Foundation
 Senah C. and C. A. Kent
 Foundation
 Leaf Supply, LLC
 Material Culture and Art
 Foundation
 Moravian Ministries Foundation
 Network for Good
 Pfefferkorn Foundation, Inc.
 Southern Garden History Society
 The Strickland Family Foundation
 The Winston-Salem Foundation
 Truist Bank
 Versa Technologies, Inc.
 Vulcan Materials Company
 Wells Fargo Private Bank

Government Contributions

City of Winston-Salem
 Forsyth County
 State of North Carolina

GIFTS TO OLD SALEM

Frederic William Marshall Society

The Frederic William Marshall Society was established in 1985 to recognize and honor donors who make unrestricted annual gifts of \$1,000 or more to Old Salem Museums & Gardens. Frederic William Marshall left Bethlehem, Pennsylvania, in October 1762, bound for Wachovia, in search of a suitable location for a central town. Through his wisdom, hard work, and persistence, the town of Salem became a thriving community. Many of the buildings built under Marshall's supervision are still in use today, including the Single Brothers' House, Salem Tavern, the Single Sisters' House, and the Boys' School.

Frederic William Marshall Society

Dr. Eugene and CarolAnn Adcock
 Charles T. Andrews
 Frank and Ran Bell
 Nicole Blalock
 Henry and Elizabeth Boone
 Malcolm and Patty Brown
 Jerry and Carol Bullins
 Dr. Henry and Jeremy Burnett
 Rebecca Calderon
 Peggy C. Carter
 Lee and Shelby Chaden
 Kay and Ken Chalk
 Thomas and Jocelyn Connors
 Michelle and Bill Cook
 Joan and David Cotterill
 Drew and Kelly Dixon
 Phyllis Dunning
 Elizabeth L. Fenwick
 McDara and Ragan Folan
 Kirk and Madlon Glenn
 William T. Gossett
 Borden and Ann Hanes
 Linda A. Hobbs
 Leslie A. Hollan
 Robert and Marian Hudson
 Ann A. Johnston
 Dyeann and Henry Jordan
 Will and Christine Joyner
 Evelyn Lambeth and Jerry McAfee
 Mary A. Leight
 Richard and Georgia Kimball
 John C. Libby and Mark King

Robert and Marilyn Little
 Adrienne A. Livengood
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Old Salem, Incorporated

STATEMENT OF FINANCIAL POSITION

December 31, 2023



ASSETS

Cash and cash equivalents	\$ 1,410,295
Promises to give	584,188
Grants receivable	98,106
Other receivables	28,438
Inventories	147,255
Other assets	209,708
Investments	2,724,466
Operating lease right-of-use assets	305,198
Property and equipment, net	17,573,810
Endowment:	
Promises to give	10,000
Investments	37,182,400
Collections acquired since January 1, 2005	<u>9,683,270</u>

TOTAL ASSETS \$ 69,957,134

LIABILITIES AND NET ASSETS

Accounts payable and accrued expenses	\$ 623,847
Deferred revenue	43,525
Operating lease liabilities	<u>305,198</u>
<u>Total Liabilities</u>	<u>972,570</u>

Net Assets Without Donor Restrictions	
Undesignated	17,123,236
Board designated	<u>12,407,736</u>
	29,530,972
Net Assets With Donor Restrictions	<u>39,453,592</u>
<u>Total Net Assets</u>	<u>68,984,564</u>

TOTAL LIABILITIES AND NET ASSETS \$ 69,957,134

Old Salem, Incorporated
STATEMENT OF ACTIVITIES
For the Year Ended December 31, 2023

SUPPORT AND REVENUE	Without Donor Restrictions	With Donor Restrictions	Total
Admissions	\$ 780,809	\$ —	\$ 780,809
Retail sales	1,064,659	—	1,064,659
Museum classes and special events	123,640	21,528	145,168
Rental income	31,432	—	31,432
Contributions	1,162,218	262,213	1,424,431
Government grants	760,333	—	760,333
Loss on sale of property and equipment	(288,591)	—	(288,591)
Gain on sale of collection items	8,457	—	8,457
Interest and investment income, net	77,871	1,107,446	1,185,317
Realized and unrealized gains on investments	219,538	3,497,713	3,717,251
In-kind contributions	645,219	—	645,219
Miscellaneous revenue	<u>479,028</u>	<u>—</u>	<u>479,028</u>
	5,064,613	4,888,900	9,953,513
Net assets released from restrictions			
Satisfaction of purpose restrictions	<u>1,540,533</u>	<u>(1,540,533)</u>	<u>—</u>
<u>Total Support and Revenue</u>	<u>6,605,146</u>	<u>3,348,367</u>	<u>9,953,513</u>
EXPENSES			
Program services	5,240,576	—	5,240,576
Management and general	673,293	—	673,293
Fundraising	<u>388,347</u>	<u>—</u>	<u>388,347</u>
<u>Total Expenses</u>	<u>6,302,216</u>	<u>—</u>	<u>6,302,216</u>
Change in Net Assets	302,930	3,348,367	3,651,297
Net Assets, Beginning of Year	<u>29,228,042</u>	<u>36,105,225</u>	<u>65,333,267</u>
Net Assets, End of Year	<u>\$ 29,530,972</u>	<u>\$39,453,592</u>	<u>\$ 68,984,564</u>





MESDA MEMBERSHIP, ANNUAL FUND & GIFT PROGRAMS

Frank L. Horton Society

The Frank L. Horton Society honors donors who contribute \$1,000 or more. Horton and his mother, Theo Taliaferro, founded MESDA in 1965. Mother and son shared a passion for acquiring, conserving, researching and exhibiting important examples of Southern craftsmanship. Today, MESDA is known internationally for its contribution to the study of Southern history, decorative arts, and material culture. We thank the supporters who enable us to continue adding to our outstanding collections and showcasing them to in-person visitors as well as those who access our ever-growing digital archives.

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Your support makes it possible for Old Salem and MESDA to:

- Preserve and maintain Old Salem's beautiful historic buildings, gardens and grounds.
- Collect, research, and share important work of Southern craftsmanship.
- Research and reveal the stories and history of enslaved and free people of African descent who once lived in Salem, connecting these truths to our own lives and times.
- Continue research on the beginnings of the city of Winston-Salem including difficult questions of slavery and immigration.
- Increase the educational resources we provide for schools and teachers, organizations, children, adults, seniors, and families who visit us in person or online.
- Continue our important research into the significance of Old Salem's contributions to local architecture, crafts, arts and culture.



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- Annual Fund (\$1 to \$999): Our operating fund for essential yearly projects.
- Annual Giving Societies (\$1000+): Make a gift of \$1000 or more to the Frank L. Horton (MESDA), Frederic William Marshall (Old Salem), or Flora Ann Bynum (Gardens) Societies.
- Object Gifts: Contribute an object to the Old Salem or MESDA collection.
- Join the 1766 Society: Make a Legacy Planned Gift to Old Salem and/or MESDA.

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A PORTRAIT OF MARTHA — GENEROSITY AND HISTORY MEET



Portrait of 17-year-old Martha Corbin of Essex County, Virginia, in 1755.



Do you have a historic object that would be a great addition to the MESDA Collection? Then contact: Lea Lane, Curator of the MESDA Collection at LLane@oldsalem.org



Thanks to the generosity of **Hudnall** and **Claire Christopher** of Winston-Salem, the Museum of Early Southern Decorative Arts is the recipient of an important early work by the colonial American artist **John Hesselius** (1728-1778). The portrait depicts lovely 17-year-old Martha Corbin of Essex County, Virginia, in 1755, dressed in her finest silk and holding a single rose.

The portrait of Martha, a distant ancestor of Hudnall's, came to live with the Christophers not long after they married and occupied a prominent place in their dining room for decades. In 1975, college students interning with Frank Horton and MESDA visited their home to document it. Around the same time, the Christophers had the painting professionally cleaned in Richmond. "Receiving the painting was quite a lovely thing to happen in our lives, and we were glad that we could give it the care it needed," Claire said.

The painting is an example of Hesselius' early work as a portrait painter. Like most American artists of the period, he traveled extensively in search of commissions, painting in Virginia, Maryland, Delaware, and Pennsylvania.

"In Virginia, Hesselius tended to work on a larger scale, rendering his sitters in three-quarter or full-length, while delineating their material world with a close attention to detail," said Curator of the MESDA Collection Lea Lane. "This reflects the differences in the wealth and desires of his sitters as well as the artist beginning to formulate his own style."

Works by Hesselius hang in major American art museums, including the Metropolitan Museum of Art. At MESDA, the portrait joins several others by the artist, but is the only one painted in Virginia.

"It's amazing to think that an important treasure like this portrait was right here in our community," said MESDA's former Chief Curator **Daniel Ackermann**. "We have already begun to teach with her, as she arrived at MESDA just in time for the 2023 Summer Institute. We're excited to share this portrait with the public and with all the scholars and students who use the MESDA collection."

When Hudnall and Claire made the decision to move to Arbor Acres, MESDA was the perfect choice to be the recipient of the painting, Claire said. The Christophers' impressive art collection, much of it by contemporary painters they know personally, is on prominent display in their living quarters there.

"I'm really drawn to paintings, and art means a lot in my life," Claire said. "I had great history professors in college, one in particular who made a huge impact on my life, who taught us how to look at a piece and how to live with it. I cannot imagine life without art. There are certain things you need to have in your life to keep you alive. You always discover new things when you look at them."



Claire Christopher

HOW DO OUR GARDENS GROW? — NICELY, THANKS TO OLD SALEM DONORS

Visitors strolling through the historic district — even on days when Old Salem and MESDA are not open — may be surprised to find two friendly faces willing to take them on a tour of their own gardens.

For **Doug** and **Jayne Williams**, who live next door to the St. Philips Moravian Brick Church, welcoming the public is just a natural part of residing in a “living museum.” While they wanted an older house with room to garden, they didn’t truly appreciate the significance of where it stands until shortly after moving in, when they attended the annual reading of the Emancipation Proclamation at St. Philips. They became fascinated with the story of Salem, and the realization began to sink in of just how special their new neighborhood was — and is.

“We love contributing to the visitor experience,” Doug said. “It was particularly important during COVID, when everything was shut down. Now Old

Salem and MESDA are open four days a week, but visitors come through here seven days a week. If they are interested in our gardens, we let them come in. There’s a reason there’s no gate on the back fence.”

In particular, the Williams’ love for gardening has inspired them to be strong financial supporters of Old Salem’s horticulture program. Jayne, a former teacher, enjoys showing her own gardens to visitors of all ages, from elementary school groups to international travelers. She makes an effort to grow things organically and to educate visitors on all that plants can be used for, even flowers like nasturtium that most people don’t know are edible.

“We recently had some visitors from South Korea,” she said. “They knew their botanicals, and it was so much fun to talk with them and learn how they use spring garlic, for example. I personally love

how important the gardens were within Moravian culture and the early years of Salem. Kids need to understand that there wasn’t a grocery store nearby, so if you wanted something, you had to grow it. I truly believe Eric Jackson (Old Salem’s Director of Horticulture) is doing a great job of bringing back the gardens, and we want to support that.”

Doug has also volunteered many hours at Old Salem, using carpentry skills he learned from decades of owning an old house in New Jersey. As the current president of the Old Salem Residents Association, he is also an ex-officio member of the Old Salem Board of Trustees.

One of his goals is to get more of the residents involved with Old Salem. “In my view, if you live here, you become a stakeholder in Old Salem and should want to see it thrive. You should want to contribute however you can.”



GIFTS TO THE OLD SALEM COLLECTION



Worktable

Attributed to the shop of Karsten Petersen
Salem, North Carolina
1825-1845
Gift of Nancy Hitchcock in honor of Helen Montague Sugg

Portraits of John Gottlieb and Anna Paulina Shober Herman

Daniel Welfare
Salem, North Carolina
Ca. 1830
Gift of Ms. Ross J. Francis in memory of Eleanor Willingham Johnson



Longrifle

Attributed to Johann George Vogler
Salisbury, North Carolina
1820-1830
Gift of Nancy Wood Thompson Pleasants



Collection of Eleven Tools

Makers Unknown
Gift of Jim and Roberta Pettit

Coverlets

Makers unidentified, possibly members of the Vogler Family
Possibly Salem, North Carolina
19th Century
Gift of the family of William Vogler White

Geography Made Easy Being an Abridgement of American Universal Geography

Jedediah Morse
Boston, Massachusetts
1816
Gift of Kay Heller in honor of Mel Ferrer

Pocket Watch

Henry Close
London, England
1828-1829
Gift of Ms. Ross J. Francis in memory of Eleanor Willingham Johnson

Tablespoon, 2 Teaspoons, and a Salt Spoon

Shop of Traugott Leinbach
Salem, North Carolina
Ca. 1850
Gift of Amanda Furr Smith in memory of Dianne and Anthony Furr

Wooden Water Pipe

Maker Unknown
Salem, North Carolina
Ca. 1800
Gift of the Moravian Archives, Southern Province

GIFTS TO THE MESDA COLLECTION

Sugar urn and ewer

Andrew Ellicott Warner, Sr.
Baltimore, Maryland
Ca. 1840
Gift of Dr. Robert Warwick Day



Natural Bridge

after William Goodacre
John and Frederick Tallis, publisher
London
1843
Gift of the family of Dr. and Mrs.
Robert McArtor



Portrait of Martha Corbin

John Hesselius
Virginia (probably Caroline
County)
Ca. 1755
Gift of Hudnall and Claire
Christopher



Sideboard

Baltimore, Maryland
1800-1815
Gift of Stanley and
Beth Weiss
The Stanley Weiss
Collection

Chair

Attributed to the King family
Clark County, Kentucky
1820-1860
Gift of South Union Shaker Village in honor of
Sally Gant

Letter concerning the sale of twelve chairs

Chesley Hardy, Lynchburg, Virginia, to Charles
Anthony, Campbell County, Virginia
April 12, 1852
Gift of Dr. Daniel Ackermann

Flatware, 1807-1866, Including work by:

- Gregg Hayden & Co., Charleston, South Carolina
- H. Fletcher, Louisville, Kentucky
- Mitchell & Tyler, Richmond, Virginia
- John Gaither, Alexandria, Virginia

Gift of Forbes and Sara E. Maner

Chest of Drawers

West Virginia
1800-1810
Gift of Alexander L. Franklin, II



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