



The Friends of Mount Hope Cemetery 2018 Annual Report

This 2018 Annual Report provides a brief description of The Friends of Mount Hope Cemetery's activities throughout the year and a financial review summary.

Care for Monuments, Gravestones, and Statuary Using FOMH operating monies and funds from one grant, work was completed on the restoration of the Weary Pilgrim; the Gazebo roof was repaired and repainted; and extensive restoration work was undertaken in Section G. A volunteer crew also cleaned 300 gravestones. In addition, a grant from the University of Rochester enabled FOMH to begin restoring the Louis Henry Morgan Mausoleum.

Care for Gardens and Trees FOMH volunteers maintained the Douglass and Anthony Family plots along with 11 garden plots and four planters within the Cemetery. FOMH provided funds for the annual treatment of four iconic trees. A 3-year tree tagging program was also initiated, and 71 trees were tagged in 2018. FOMH spent \$4500 on these efforts. In addition, a new initiative in 2018 was a volunteer-created website on the trees in Mount Hope Cemetery (<https://www.plantsmap.com/organizations/fomh>).

Tours for the Public In 2018, FOMH scheduled 72 tours, including 44 tours designed to provide an overview of the cemetery and its residents and 28 Theme Tours focused on specific topics of interest at Mount Hope Cemetery. These walking tours, averaging 1.5 hours, had 1249 participants. In 2018, FOMH also resumed Torch Light Tours, its signature fund-raising effort, during which multiple tours over two evenings attracted 671 visitors.

Educational Tours, Charter Tours, and Lectures FOMH volunteer tour guides conducted free-of-charge specialized tours for area school children that were customized to their schools' curriculum. Complimentary tours were also provided to scouting and other youth groups. In 2018, 26 tours served 893 students plus 152 teachers and accompanying parents. FOMH volunteer tour guides also conducted walking and van tours for civic, university, senior citizen, and business groups. The FOMH speakers' bureau offered programs for a variety of civic and educational organizations, and the newly established Rochester Public Library Outreach Program provided two free tours for library patrons at no cost.

Publications In 2018, FOMH added two volumes to its complement of published books. In April, FOMH published the significantly expanded and updated *Buried Treasures*, which includes 228 pages and a cemetery map. Sales of over 600 volumes exceeded initial expectations. At the end of 2018, FOMH published *Beyond These Gates, Mountains of Hope in Rochester's African-American History*, made possible by grants from the Daisy Marquis Jones Foundation and the Rochester Area Community Foundation. Throughout the year, FOMH continued to sell its previously published books about the Cemetery. During 2018, FOMH also printed and distributed to all members four issues of its acclaimed *Epitaph* newsletter.

Genealogical Services As a free service to the public, FOMH volunteers responded to inquiries about Mount Hope Cemetery burials and other information, typically from family members and descendants of persons buried in the Cemetery. During 2018, four FOMH genealogists assisted 70 people from throughout the United States as well as from Europe and the Middle East.

Trust Funds FOMH now administers seven trust accounts that hold and administer monies to support the ongoing care of specific mausoleums and family plots in Mount Hope Cemetery. Two of these trusts were set up in 2018, including trust that fulfills the City’s requirement that any newly built mausoleums are supported by funds placed in a trust for future care. FOMH trust management is seen as a service to the families, the Cemetery, and the community at large.

Public Relations FOMH maintained an active, up-to-date website and Facebook page. FOMH also communicated with the public via outreach to local newspapers, radio, and TV outlets and reached its members via Constant Contact email news alerts. FOMH is a member of Visit Rochester and Trip Advisor, which ranks Mount Hope Cemetery as #2 among Points of Interest in Rochester.

Membership and Volunteers FOMH significantly increased its membership in 2018, ending the year with 549 memberships, including 129 new memberships. Throughout the year, an emphasis was placed on recruiting new members at FOMH tours and events, while an effort was made to encourage lapsed members to renew. In 2018, 88 volunteers helped support FOMH and worked to improve Mount Hope Cemetery, including new volunteers recruited as tour guides, receptionists, gardeners, and one-time workers.

2018 Financial Summary

Financially, 2018 was an excellent year for FOMH. Everything we could control did well: membership; tour/event revenues; and donations. As an all-volunteer organization, and because the Gatehouse is provided by Mount Hope Cemetery without charge, overhead costs (e.g., insurance, office supplies, accounting) are relatively low. This enables FOMH to devote a high percentage of its budget to improving the Cemetery and offering programs, services, and tours.

FOMH operates on a cash basis (not an accrual basis.) Inherent in this is a common variability from year to year with regard to cash flow. In 2018, the successful sales of *Buried Treasures* significantly reduced the financial burden of absorbing its printing costs, while *Beyond the Gates* was published with grant support that was received in a previous year. The year’s only financial downside was negative return from FOMH’s investment accounts, but this was more than offset by excellent returns in prior years.

2018 Revenue (Excluding Trust Funds) \$ 51,058

2018 Expenses

Cemetery Improvements, Grounds, and Restorations	\$ 25,562	(29%)
Publication of <i>Buried Treasures</i> and <i>Beyond these Gates</i>	\$ 39,427	(45%)
Program Expenses (e.g., Tours, Events, <i>Epitaph</i>)	\$ 13,462	(15%)
All Other Expenses (including overhead)	\$ 9,478	(11%)

Important Note:

In 2018, expenses were greater than revenue primarily because:
 (a) 2018 revenue does not include \$18,500 in grant support for *Beyond These Gates*, which was received in an earlier year, and
 (b) 2018 negative investment returns reduced total revenue by more than \$10,000.

Assets as of December 31

	2018	2017
FOMH (Excluding Trust Funds Held)	\$ 167,238	\$ 202,468
Trust Funds Held *	\$ 237,669	\$ 123,507

*Two new trust funds were added in 2018.