

INDIANAPOLIS  
PROPYLAEUM

# ANNUAL REPORT 2020



CONNECTING IN  
NEW WAYS

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*"In the midst of a pandemic, the Indianapolis Propylaeum was able to create some of the best programs in central Indiana."*

-Cathy Michel



# CONNECT WITH US

## BOARD OF DIRECTORS



Rose Wernicke  
President



pegg kennedy  
Vice President



Susan Fasig  
Treasurer



Angela Stephens Tarter  
Secretary



Alex Barnstead



Roni Embry



Lisa Hague



Marjorie Kienle



Cathy Michel



Karen Pfeiffer



Debra Renkens



Barb Richardson



Melissa Smith

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THE INDIANAPOLIS  
PROPYLAEUM



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# INTRODUCTION

This has been a challenging year for the Indianapolis Propylaeum and for our community. We've faced a global pandemic and financial crisis, while feeling distanced from friends and family. But through it all we've also witnessed so much good – members and friends checking on each other, the creation of virtual programs and tours of the house, and even “Salon-in-a-Bag” to deliver this legacy program right to your door.

Learning to connect in new ways was at the heart of 2020. By leveraging the talents and resources of staff and volunteers, the Propylaeum connected with new audiences thanks to new resources. Through these connections we did what none of us could have achieved on our own. In 2020 the number of programs that we produced, program attendance, and individual donors to the Propylaeum grew.

This year's annual report highlights those new connections. I encourage you to continue to connect with the Propylaeum as we move forward to a new day. I look forward to seeing you when we can once again meet in person.



EXECUTIVE DIRECTOR

## MISSION

The place that connects and celebrates women.

## GOALS

A welcoming place for women to use their voice, inspire leadership, connect with others and continue the legacy of women supporting women.

Programs that offer opportunities for enrichment, education, exploration, culture, and community.

Preserve and maintain the place that has been the home for women since 1923.

## VALUES

- Collaboration
- Inclusivity
- Leadership
- Stewardship
- Integrity



# PRESIDENT'S LETTER

Despite a global pandemic and social unrest, the Propylaeum had a banner year in 2020. The staff, board, and volunteers worked through unforeseen circumstances to come through the year stronger than ever. While our beautiful facility remained closed for most of the year, much occurred behind the scenes; staff quickly found ways to continue our programming; the board focused on policies, programs and procedures to expand our relevance in the community; and members, donors, volunteers, and friends provided support in myriad ways.



I believe that we all thrive through connections, and so too, does the Propylaeum. Thank you for your continued support and participation!

*Rose Wernicke*

**BOARD PRESIDENT**

# NEW AUDIENCES



**2.3K**

## YOUTUBE VIEWS

Our recorded programs were viewed on Youtube over 2,300 times in 2020

**90%**

## INCREASE IN PROGRAM REGISTRATIONS

Program registrations increased by 90% and non-member registrations increased 200% after moving to an online platform



# NEW PROGRAMS

Programs are the primary expression of the Propylaeum's mission. The year was primed to be one of our most full yet, with plans for our yearly programs, as well as many extra programs to commemorate the suffrage centennial. On March 13, 2020, staff and board made the decision to shut down the Propylaeum and reschedule all programs and events. Within the turmoil and uncertainty, the staff pivoted and began researching online program options.

By the end of May, all programs for the remainder of 2020 had been moved online, and staff quickly became Zoom experts. Our first virtual Prop Day was held in June. Realizing that the online format allowed the Propylaeum to interact with speakers outside of geographic boundaries, the second program featured a speaker from upstate New York discussing photojournalism. Propylaeum staff quickly gained footing and began creating virtual programs at a record pace.



*"What a beautiful community....To have this space where you can hold space for one another and share and hold one another up - I can only imagine how valuable this space is for everyone."*

-John Daversa

The series of online programs increased participation by both Propylaeum members and non-members beyond normal in-person levels. Our signature programs, Marilyn K. Glick Women's Enrichment Series, May Wright Sewall Leadership Award, and Salon Gala, were all successfully moved online.

## NEW PROGRAMS

The COVID-19 restrictions inspired the Propylaeum to consider new ways to use our space for socially distanced programs. In August the Propylaeum hosted Yoga on the Lawn and in September the Propylaeum held a porch concert that featured a string quartet from the ISO. The program success sparked the creation of the 2021 four-part Porch Concert Series.



Switching to an online format allowed us to engage with national and international speakers. In October 2020, prior to the November national election, the Propylaeum hosted John Daversa and Regina Carter to discuss their jazz album “Swing States: Harmony in the Battleground States.” In November, the Propylaeum hosted Kabir Sehgal along with the director and producers of the HBO documentary “Fandango at the Wall.” These programs expanded our horizons beyond Indianapolis and resulted in more diverse program offerings. While cost may have been a factor in hosting these artists in-person, the virtual format increased accessibility of our programs and drew many non-members to attend. Nearly all virtual programs have been recorded, edited, and uploaded to YouTube further increasing our reach and providing an ongoing means for connecting.



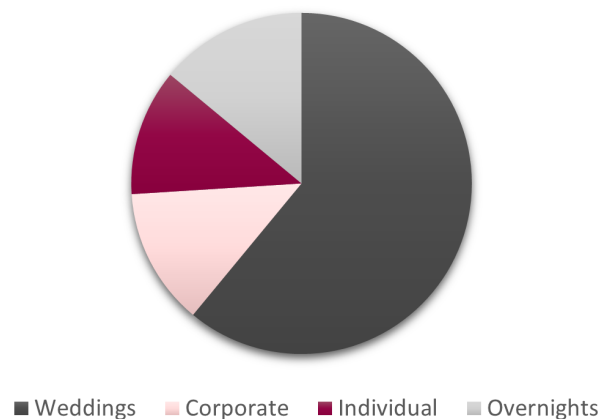
## NEW OPPORTUNITIES

2020 started off as our strongest year ever in terms of private events. It was projected to be a major year for weddings specifically, and as of mid-February 2020 more weddings had been scheduled than 2019 had in total. The Propylaeum was on pace to book 18 weddings for the year. Unfortunately, due to the global pandemic, we ended the year with only 18 total events, 10 of which happened prior to our shut-down on March 13th. The lack of private events led to a major loss in events revenue as well as catering commissions.



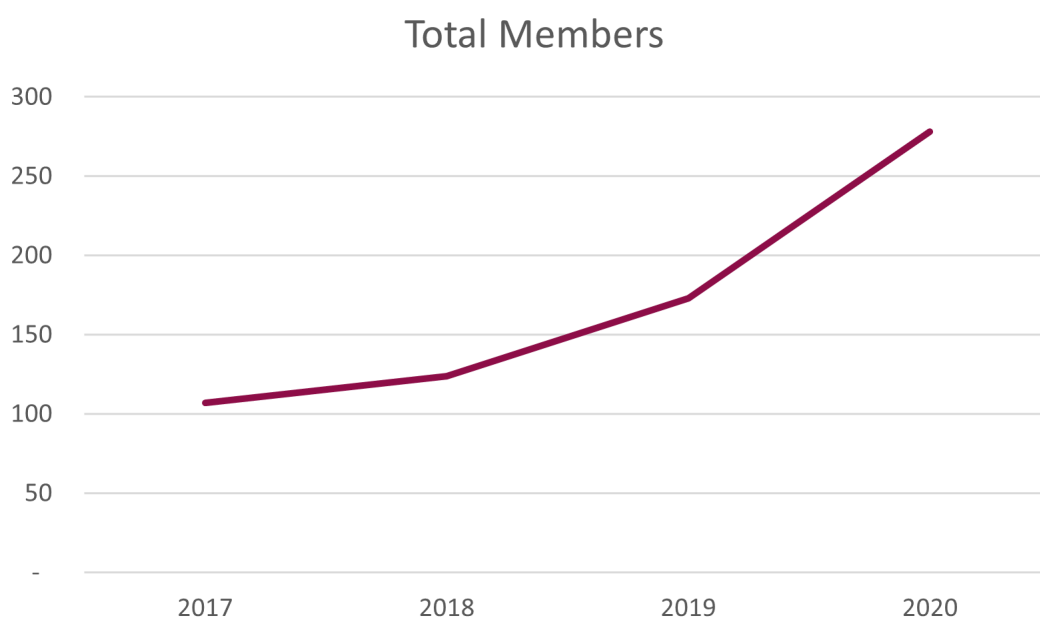
With adjusted rescheduling policies, many event clients postponed their events until next year. The decrease in private events taking place offered the opportunity for alternative uses for the facility. During this time a documentary crew came in to record for a movie. Our outdoor space provided a beautiful, socially-distanced backdrop for programs and events. Varying capacity limits during 2020 brought about the development of a new micro wedding package for weddings under 40 guests and has already been booked for several 2021 weddings. It also led us to list on Airbnb and create "staycation" packages, encouraging guests and locals both to "bring your bubble," with a safe place to stay near downtown Indy.

### Private Event Revenue Source



## NEW CONNECTIONS

Supporting the mission of the Propylaeum through membership is the lifeblood of the organization. The expression of membership takes many forms, and the pivot to an online format allowed us to connect in new ways. A series of videos highlighting interior areas and features of the mansion were created and put online for members and friends. A new Online Membership category was created for those who are not geographically close to the Propylaeum, but attend online programs, and support the Propylaeum mission.



Traditionally, members look to meet, interact, and build friendships through attending programs in-person. In 2020 our dedicated members remained engaged, by attending online programs, joining the Propylaeum Member Facebook group, financially supporting the Propylaeum, and by calling and writing to members to talk, catch up, and make sure that Propylaeum members were safe and healthy. We look forward to returning to an in-person format and continuing to offer an online experience.



# NEW INFRASTRUCTURE

The Indianapolis Propylaeum received a \$50,000 grant from the Lilly Endowment, Inc. for capacity building that included updating our membership database to better track members and donors, creation of planned giving materials, and new sound and visual equipment. The support of the Lilly Endowment was critical in renovating our infrastructure to make online programming possible.

Throughout the year staff evaluated video and audio technology needs and familiarized themselves with available technology to determine what equipment would work best for the Propylaeum now, and in the future with corporate event clients and in-person programs. New equipment and software made it possible to create top-notch virtual programs with local, state, and national speakers, including the performers featured at the 2020 Virtual Gala.

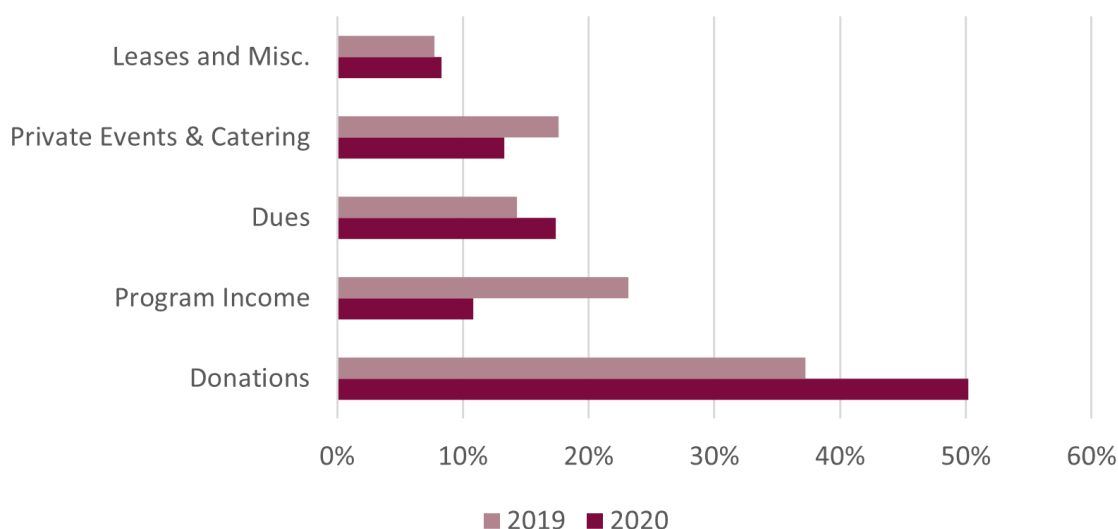


The United Way of Central Indiana awarded the Propylaeum grant funding to reimburse for expenses related to personal protection equipment and protocols for COVID-19. Propylaeum staff, using federal, state, and local guidelines, put together COVID-19 policies that included a mask mandate and waiver for all persons entering the Propylaeum. With housekeeping staff, cleaning procedures were enacted before, during, and after any event and/or meeting that was held in the Propylaeum or carriage house. Procedures and policies were posted on the Propylaeum website and in print media.

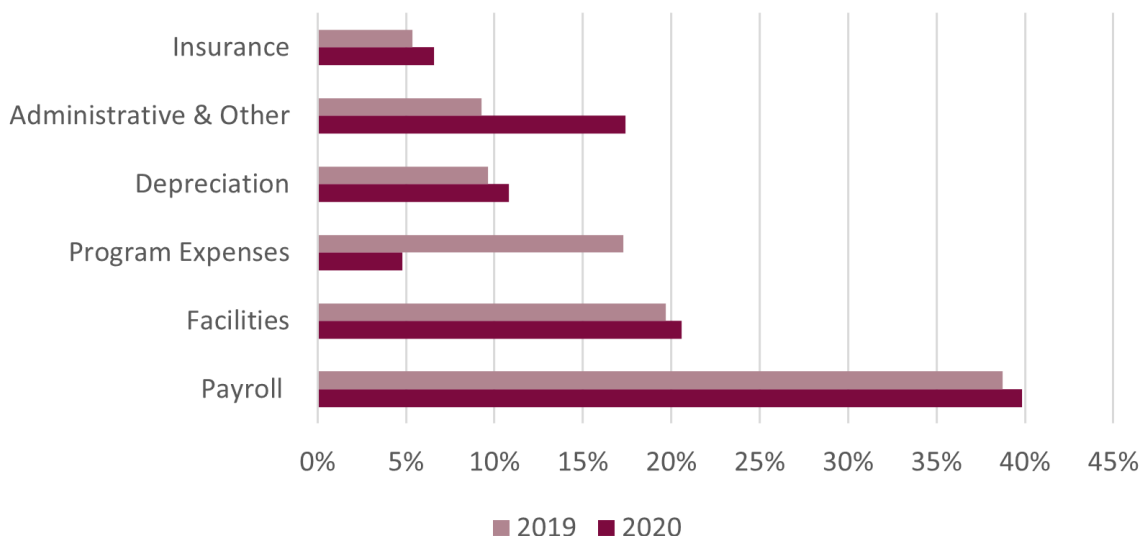
# NEW RESOURCES

Propylaeum income is generated from five main sources: donations, programs, private events, dues, and lease income. Programs and events comprised nearly 50% of 2020 budgeted income and both came to a halt in mid-March. As a result, operating income for the year was approximately \$100,000 below budget. Expenses were largely related to maintaining the historic property and paying staff. These expenses were largely fixed and did not change materially during the shutdown.

## OPERATING REVENUE



## OPERATING EXPENSES





## NEW RESOURCES

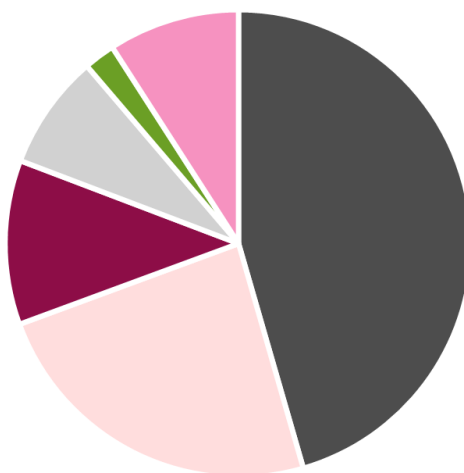
Dedicated staff, volunteers, and donors stepped up in their support of the Propylaeum during 2020. Volunteers supported programs and created adaptations of normal fundraising events, and donors followed with generous support of operations and other giving. The Annual Fund raised over \$50,000 versus a \$40,000 goal. Over \$100,000 was raised for restricted accounts, including \$50,000 from the Lilly Endowment and from the COVID relief Payroll Protection Program, a forgivable loan. As a result, our year ended with a net loss of less than \$1,000.

During 2020, the Propylaeum received approval for a grant to restore the masonry on the carriage house, provided by the U.S. Department of the Interior, National Park Service's Historic Preservation Fund administered by the Indiana Department of Natural Resources, Division of Historic Preservation and Archaeology. The project will begin in April 2021.

*"If this isn't nice, what is?  
That's true of the  
Propylaeum and it's  
something everyone ought to  
discover for herself."*

-Hon. Sarah Evans Barker

### Restricted Fund Income



- Lilly Endowment
- Payroll Protection
- Restore.1410
- Endowment Fund
- United Way
- Maintenance Reserve

# DONOR ROLL

## \$25,000 +

Joanne Solomon

## \$20,000 – \$24,999

Glick, Marianne

## \$10,000-\$19,999

Debra Renkens

Rose Wernicke

## \$5,000-\$9,999

pegg kennedy

Cathy Michel

Melissa Smith

Diane K Tolliver

## \$2,500-\$4,999

Bedel Financial

Dawn Bennett

Suzanne Brown Blakeman

Veronica Embry

Kathleen Hull

Indianapolis Women's Club

National Bank of Indianapolis

Angela Stephens Tarter

Kathy Willing

## \$1,000-\$2,499

AAUW Indianapolis Branch

Janet Barb

Bose McKinney & Evans, LLP

Sheila Barton-Bosron

Jill Chambers

Penny S Conner

Suzayne W. Davis

Cheryl J. Eyed

Susan Fasig

Ann Frick

Dr. James Glass

Patricia Hull

Brenda Huston

Indiana State Building &  
Construction

Marjorie Kienle

Grace Long

Sue Morreale

Marilyn Pecsok

Marcia Rice

Jean Richcreek

Kassie Ritman

Shirley Roberts

Nancy Roth

Monica L. Vojnovich

Beverly Watkins

## \$500-\$999

ACB Insurance Inc.

Barbara Barnes

Alex & Rachel Barnstead

Barbara Beety

## \$500-\$999 Cont.

Roberta Caito

Mr. & Mrs. Michael Coscia

Margaret Gladding Dean

Elect Tonya Pfaff

Lucy Emison

James D Ford,

Anne Hathaway

Mary Lou Hurst

Joyce A. Jackson

Kandace Kinker

Madalyn S. Kinsey

Martha Lamkin

BJ Maley

Carol McHenry

Margaret McWhirter

Rev. Jacqueline Means

Terry Mumford

Niezgodski for State Senator

Anne Pantzer

Karen Pfeiffer

Patti R. Richey

Brenda Rising-Moore

Christine Smith

Nora Spitznogle

Patricia Stash

Ann Thompson

Elizabeth Van Horn

Ann Strong Wade

Sherry Watkins

Clara Woodard

Marilyn Woods

Melanie Wright

## \$250-\$499

Mary Jean Alig

Pat Anker

Ruth Black

Emily Bryant

Linda Carlen

Sally Cook

Sarah Estell

Sherrill Franklin

Joan Gasper

Lisa Hague

Susan B. Hetherington

Indiana State AFL CIO

Jamia J. Jacobsen

Lisa Marchal

Eleanora Medve-Powell

Ruth Powers

Barb Richardson

Pat Rooney

Matt & Jane Stegemiller

Tiffany & Sara Talbert

Charlitta Winston

## \$100-\$249

Nancy Aiken

Pam and Charlie Alley

## \$100-\$249

Anonymous

Mary Ann Bancroft

Hon. Sara Evans Barker

Elaine Bedel

Virginia Blankenbaker

Dr. Nancy Branyas

Susan Brattain

Susan Brouillette

Dr. Mary E. Busch

Sean Curry

Libby D'Alton

Holly Davis

Cindy Dillman

Dress for Success

Donna Emmick

Sue Errington

Sarah Faller

Marni Fechtman

Dr. Rebecca Feldman

Nancy Fitzgerald-Bellovary

Samantha Fong

Phyllis Geeslin

Mary Griffiths

Lee Ann Harmless

Miriam A. Hedrick

Rhonda Impink

Ruth Ann Ingraham

Pearl Joffe

Margi Johnson

Cecille Karls

Tom & Liliane Krasean

Katharine Mothershead Kruse

Abigail Kuzma

Terry Langdon

Lori Long

Patricia Lyster

Jane Malless

Mary Jane Meeker-Stogsdill

Nancy Morris

NAWBO Indianapolis

Jean Patton

Louise Paxton

Debbie Peek

Don Pennington

Julie Petr

Mary & Richard Poling

Larry Powers

Kathryn Pratt

Patty Ragan

Mary Linda Ray

Danielle Reed

Joanne Reynolds

Theresa Rohr-Kirchgraber

Nicole Rusher

Susie Sencaj

Susan Smithburn

Elaine Sholty

Marti Shuck

Sherry Sullivan

## \$100-\$249 Cont.

Hon. James Sweeney

Karen Tallian

Rosemary Tanner

Lorraine Vavul

Janice Williams

Ann S. Wright

## 0-\$99

Kathleen Angelone

Kate Appel

Melinda Armstrong

Paul Barretta

Melinda Blakesley

Chris Brook

Stacy Brook

Ryan Brooks

Rebecca Bushong

Tamara Castleman

Marti Daily

Dorothy Dudley

Vicki Eident

April Fitzgerald

Gottlieb Glauningner

Ashley Gray

James Grimes

Beth Gruner

Bonnie Hackler

Sherry Henson

Natalie Hoefer

Christy Huffman

Charles Hyde

Marie Kingdon

Dawn Knipe

Sharon Langlotz

Pamela Leap

Cheryl Lee

Jane McClelland

Mary Means

Audra Miller

Jodi Morgan

Charles Neasley

Patty Prosser

Sandy Reiberg

Denise Reiter

Karen Rosenquist

Sandra Senetar

Kelly Shea

Nanette Shulte

Pauline Spiegel

Lesley Stoeffler

Kisha Tandy

Michelle Vick

Judith Wickens

Sabrina Wickens

Celeste Widolff

Gretchen Wigel

Peggy Wild

# MEMORIAL CONTRIBUTIONS

## **In Memory of:**

### **Judy Davis**

Susan Hetherington  
Mary Lou Hurst  
Nicole Rusher

### **Libby Grueninger**

Susan Hetherington  
Marcia Rice  
Joanne and Gerry Solomon

### **Margaret McWhirter**

Patricia Hull  
Marcia Rice

### **Marilyn Pecsok**

Cheryl Eyed  
James Glass  
Marilyn Goeke  
James Grimes  
Susan Hetherington  
Thomas and  
Liliane Krasean  
Nancy Morris  
Marcia Rice  
Shirley Roberts  
Joanne and Gerry Solomon  
Rose Wernicke  
Katherine Willing  
Monica Vojnovich

### **Martha Radford**

Monica Vojnovich

## **In Honor of:**

### **Rose Wernicke**

Mary & Richard Poling  
Celeste Widolff

# VOLUNTEERS

Alex Barnstead

Ruth Black

Emily Bryant

Jill Chambers

Holly Davis

Cindy Dillman

Veronica Embry

Cheryl Eyed

Susan Fasig

Samantha Fong

Sherrill Franklin

Dr. James Glass

Lisa Hague

Rhonda Impink

pegg kennedy

Marjorie Kienle

Sharon Langlotz

Grace Long

Cathy Michel

Sue Morreale

Marilyn Pecsok

Karen Pfeiffer

Danielle Reed

Debra Renkens

Barb Richardson

Kassie Ritman

Nancy Roth

Melissa Smith

Christine Smith

Joanne Solomon

Nora Spitznogle

Tiffany Talbert

Angela Stephens Tarter

Diane Tolliver

Elizabeth Van Horn

Lorraine Vavul

Monica Vojnovich

Beverly Watkins

Sherry Watkins

Rose Wernicke