











Connecting Cultures and Community







WHAT A COMMUNITY!

Our supporters voted, and a South Philly underdog won! (cue Rocky theme song)

The American Swedish Historical Museum was voted Best Museum in Philadelphia for 2021 in Metro Philadelphia's "Best of" contest. This was only one of many indicators that the museum is growing strong. We also had a great year for attendance – with daily visitation rebounding to pre-pandemic levels. In fact, the *Tattoo: Identity through Ink* exhibition drew more visitors per month than any exhibition we have hosted in the last 10 years! It was also our peak year for rental events with a total of 52! This figure doesn't include the nine families and organizations



from our community that used the museum for meetings, retreats, and other types of celebrations for reduced or no fee. We are also seeing progressive growth in the number of people buying memberships at the museum.

All of these indicators are encouraging for a year where we continued to adapt how we conducted programs and struggled to fill staff positions in a tight labor market. Behind the scenes, we have also been laying the groundwork for our next Strategic Plan and our 100th-anniversary capital campaign. We invested in infrastructure like a new computer server and continued caring for our beautiful building with maintenance projects. It's been a year of stretching, and it is great to know that our community is growing with us.

In this report, you will see a summary of the ambitious, mission-oriented programming that we delivered to continue Connecting Cultures and Communities. We mounted five exhibitions, hosted a plethora of in-person and virtual events, and offered programming out in the community at libraries, rec centers, schools, and other museums! We continued to build relationships with other non-profits and community groups as we supported each other with joint programming, planning committees, and meeting space.

It's been an exciting year, and we're glad that you have been a part of it with us!

Jacey Par Bick

Tracey Rae Beck Executive Director

Minnesota artist Cindy Lindgren created this beautiful drawing of the museum which is now featured on products in the Gift Shop including note cards, stickers, prints, and a stainless steel water bottle!



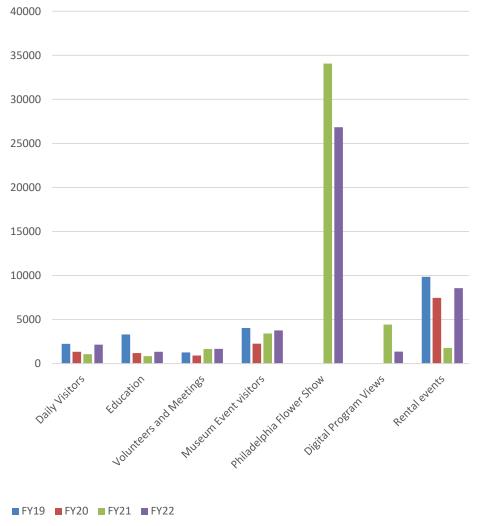


ATTENDANCE

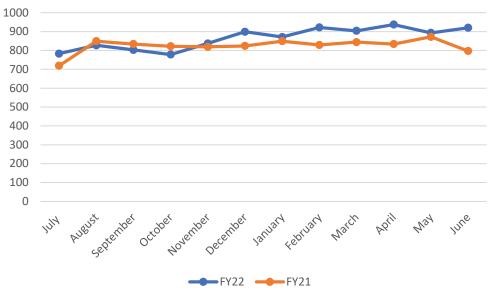
Total Visitation		
FY19	20,726	
FY20	13,217	
FY21	47,256	
FY22	45,717	







MEMBERSHIP GROWTH





Our Membership sign and table has helped increase sign-ups during events and the PHS Flower Show.



FY19-22 Attendance by Category

EDUCATION PROGRAMS

This was a rebuilding year for our education programming with schools and families. ASHM served over 1,200 students and children through outreach, virtual, and onsite programming.

In September, we released Pippi's Family Guide, a new interactive tool for families with activities to do in all permanent galleries. The guide prompts families to look closely at objects and artwork through games, touch tables, and questions. We also updated the education website page to streamline the information for teachers and parents looking for programming. They can now request tour programs online through the website.

This year we brought many family programs back in person. Toddler Time began again in September with a Dala horse theme. We had a great first program back with a museum tour, activities, and even pony rides for the kids! While we have yet to reach the numbers pre-pandemic, we have heard from many parents how excited they are that Toddler Time has returned.

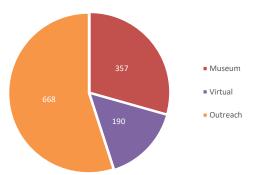
Our other holiday programs such as Lucia performances and Easter Family Day were back in full force. For Lucia this year we had over 20 families participate in the Lucia performances during the two-day event. The performances were shortened and took place outside due to COVID concerns. Families were happy to have this holiday tradition back and shoppers enjoyed the songs too! Easter Family Day reverted to the standard format of indoor crafts with almost 100 people in attendance.

In addition to our annual family events, ASHM partnered with FDR Park on new environmental-focused family programs. First, we partnered for a few plogging days in the park. Plogging is a Swedish invention of jogging and picking up trash that became a worldwide craze in 2018. Second, we held a free Family Earth Day program during Earth Week and partnered with the Meet Me at the Museum program to provide activities, crafts, free books, and learning opportunities.

It was refreshing to welcome students back into the building to learn about Pippi Longstocking, vikings, and Lucia traditions! In addition to onsite field trips we had several virtual field trips this year and we hope to keep expanding our offerings.

Once again, our outreach programming reached the greatest number of students and families. In the summer of 2021, ASHM educators served over 400 kids through our library and summer camp outreach. Our library outreach, *Stories of Sweden's Wild Animals* was taught virtually. In partnering with CraftNOW we visited 13 summer camps at Philadelphia recreation centers with the *Voyaging Vikings* outreach program.

FY 22 Education Program Attendance









In the fall, we participated in two educational outreach programs. A STEM Day at American Helicopter Museum in October reached 78 families. The CraftNOW Create event in November reached 200 families during the event and another 100 through craft kits dispersed by Philly Parks & Rec to afterschool programs. We are glad we can take part in these community programs and share our offerings with families in the Philadelphia region.



Annual Report FY2022

PUBLIC PROGRAMS

This year the Museum continued to offer virtual programming to meet the needs of those at home and engage with long distance audiences while simultaneously returning to in-person offerings and developing new opportunities.

The success of the Virtual Field Trip Friday program series continued with tours highlighting Norse art at the Museum of Cultural History in Norway, a look at Finnish history at the National Museum of Finland, stunning architecture at Skokloster Castle, rural life of Swedish immigrants at the Bishop Hill Heritage Museum, and a behind-the-scenes look at monarchies through the centuries at the Royal Palace in Stockholm. Additionally, ASHM offered Dala horse painting and rya rug hemslöjd craft workshops, an exhibition opening, and lectures virtually. New virtual programs included a member's discussion series which provided the opportunity for Museum members to gather from across the country and interact with each other and experience exclusive learning opportunities from staff. ASHM also expanded its offerings with a new virtual Finnish Language class.

Along with our online offerings, ASHM worked to bring back in-person programming. The Crayfish Party was again held in August with a sold-out dinner and the Lucia Outdoor Christmas Market broke all former attendance records for the event! The much beloved holiday Museum Tour and Glögg Tasting also returned to in-person this year with the new addition of the Danish treat, aebleskiver.

The New Sweden History Conference was presented for the first time in a hybrid format. It was held in-person at Winterthur Museum, Garden, and Library in Delaware and simultaneously online via Zoom. The conference topic, Bridging Many Worlds: Exploring Concepts of Changing Cultural Identities in the New Sweden Colony, addressed how the experiences of migration affected traditional customs and concepts of identity during the period 1638–1776, and how it continues to exert influence today.

In October, ASHM was thrilled to partner with the Philly Pops to present ABBA After Dark! A preview event at the Museum to promote their upcoming ABBA concerts. The sold-out event was a huge success and fans were off their feet dancing the night away under the bright lights of the tent on the Museum Terrace. The music continued in May when ASHM hosted our own, second annual ExtrABBAganza Dance Party! Again, the event was held on the terrace to provide a safer environment and featured new performers who hosted our iconic dancing queen and costume competitions.

In February, we held a successful reception for the Tattoo: Identity through Ink exhibition in partnership with Villians Arts to welcome Philadelphia Tattoo Convention vendors and attendees. This reception had over 100 attendees, most of whom were first-time visitors from across the nation.

In June we returned to nature as we hosted the Philadelphia Flower Show in our galleries. The theme of the Flower Show was "In Full Bloom" and provided an opportunity for horticulturalists to explore the restorative and healing power of nature and plants. This is a tenet that Swedes share and especially embrace while dancing around the maypole and spending time outside during Midsommar. Both events were well attended, although visitation was lower than the 2021 Flower Show. However, ASHM welcomed nearly 27,000 visitors over 10 days to the Museum!









Type: \mathbf{M} = At the Museum \mathbf{H} = Hybrid \mathbf{V} = Virtual

EVENTS & PROC	GRAMS
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Event	Туре	Date
Members Chats: Meet the Curator	V	July 14, 2021
Exhibit Members Preview: American by Craft:	Н	July 22, 2021
The Furniture of Olof Althin		
SmörgåsBeer in Your Backyard!	V	July 29, 2021
Lecture: The Park, The Prince, and the Plan, by Thomas Keels	V	August 11, 2021
Crayfish Party	М	August 20, 2021
Plogging in FDR Park	М	August 21, 2021
Field Trip Friday: Museum of Cultural History, Norway	V	August 27, 2021
Field Trip Friday: National Museum of Finland	V	September 10, 2021
Annual Meeting	Н	September 12, 2021
Exhibit Opening: Fika! The Art of the Swedish Coffee Ritual:	М	September 12, 2021
Watercolors by Jan Padover		
Fall Session Swedish & Finnish Language Classes (10 weeks)	V	September 13, 2021
Toddler Time (Monthly through May)	М	September 21, 2021
Danish Kransekake Baking Demonstration	V	September 26, 2021
Field Trip Friday: Skokloster Castle	V	October 8, 2021
Member Chats: Favorite Museums	V	October 13, 2021
New Sweden History Conference: Bridging Many Worlds:	Off-Site	October 23, 2021
Exploring Concepts of Changing Cultural Identities		
in the New Sweden Colony		
ABBA After Dark: Partnership with Philly Pops	М	November 4, 2021
Plogging in FDR Park	M	November 13, 2021
Shop from Home Evening	V	November 18, 2021
Luciafest & Outdoor Christmas Market	M	December 4 - 5, 2021
Museum Tour & Glögg Tasting	M	December 29, 2021
Member Chats: Favorite Scandinavian Recipes	V	January 12, 2022
Rya Rug Workshop	V	January 15, 2022
Swedish & Finnish Language Classes (10 weeks)	V	January 24, 2022
Genealogy Meeting	V	January 29, 2022
Pea Soup Dinner To-Go	_	January 29, 2022
Exhibit Opening & Guided Tours: Tattoo Identity Through Ink	М	February 5, 2022
Semlor To-Go	_	February 12, 2022
Villain Arts Tattoo Convention Reception	М	February 24, 2022
Field Trip Friday: The Royal Palace	V	March 18, 2022
Guided Swedish Easter Candy Tasting	V	March 24, 2022
Dala Horse Painting Hemslöjd Workshop	V	April 2, 2022
Lecture: Tattoos for Human Health,	V	April 7, 2022
the Future of Smart Tattoos by Dr. Carson Bruns	v	
Easter Family Day	М	April 10, 2022
Member Chats: Swedish Easter Witch Traditions	V	April 20, 2022
Field Trip Friday: Bishop Hill Heritage Association	V	April 22, 2022
Plogging in FDR Park	Ň	April 23, 2022
Earth Day Family Program	M	April 24, 2022
Spring Ting Dinner & Auction	M	April 30, 2022
ExtrABBAganza Dance Party	M	May 7, 2022
Field Trip Friday: Zorn Museum	V	May 20, 2022
Philadelphia Flower Show	Ň	June 10-19, 2022
Midsommarfest	M	June 25, 2022
Wawa Welcomes America – Free Admission Day	M	June 30, 2022



PUBLIC RELATIONS

ASHM received a lot of press coverage this year due to a variety of programs and stories, including several TV appearances throughout the year. Rachel Kiskaddon our Education Manager, appeared live on PHL17 morning program to promote our recycling craft kit for the CraftNOW Create event on November 5th. Our collaborative event ABBA After Dark with the Philly POPS! received coverage from several evening news broadcasts on November 4th including, NBC10, CW Philly, ABC, and CBS

Eyewitness News. ASHM was mentioned favorably as a partner in the 2022 PHS Flower Show during the press conference on March 21, 2022, and later in the Flower Show Special that aired in June 2022 on 6abc. We were also featured again in 6abc's "Love The Arts" special during Easter that focused on the Swedish Easter Witch tradition. Our Spring Ting Dinner was also covered with a small segment that aired on the 11 o'clock news on April 30. In other filming news, we were featured on "It's History", a PCN broadcast in August 2021. This public programming offers tours of historic sites and museums in PA.

Several exhibits received media coverage as well. The Althin exhibition opening was listed in WHYY's and Philly Mag's "Things To Do" articles in July. The Tattoo: Identity Through Ink exhibition opening was featured in articles by The Philly Voice and WHYY, as well as a WHYY radio interview. We also marketed the exhibition during the Villain Arts Tattoo Convention at a booth where we gave out postcards to convention-goers and by distributing posters to tattoo parlors throughout the region.

We received national and international media coverage, such as the New York Times, related to the conviction of a man who stole several firearms from local historical sites in the 70s. ASHM was one of many institutions that had items repatriated by the FBI in December 2021.

Social Media

Our overall reach and number of followers have continued to grow across all platforms during the year as can be seen in the chart. We added newly designed elements to posts that elevate our content and created Instagram highlights that allow people to see similar posts together from past events and exhibitions. Throughout the year we have tried to add more interactive media, such as videos, live streams, and stories features. These included a live stream of a Lucia performance at the Christmas Market, various raffle drawings at events, and posting stories to celebrate famous birthdays, achievements, and videos from events.

On Instagram, we launched an interactive Fika Friday poll for the exhibition *Fika! The Art of the Swedish Coffee Ritual*. The weekly dessert polls lasted seven weeks with an average of 155 participants per week. The interactive feature has great potential and we will use it more often to further engage with users. Some of the most popular posts were a Rambo apple post with a reach of over 9,000, a birthday post for Pippi with a reach of over 7,000, and a post about Lucia holiday traditions. On Instagram a boosted post for the Skokloster Castle tour reached over 19,000. We have found that social media ads for events and exhibitions have been successful in raising attendance.









Fridays!

Vote for your

favorite fika treat!



EXHIBITION HIGHLIGHTS

American by Craft: The Furniture of Olof Althin Changing Exhibition Gallery: July 23, 2021 – January 16, 2022

The American Swedish Historical Museum reunited the tools, drawings, and furniture of Olof Althin (1859-1920), an immigrant cabinetmaker and antique restorer in turn-of-the-century Boston. Throughout his life, Althin navigated the intersections between immigrant and American, reproducer and restorer, and designer and maker. Poised between these identities, Althin's life revealed the complex position of immigrant artisans as they balanced economic sensibility with adherence to ideal-driven craft movements in the creation of quintessentially "American" furniture styles.

This exhibition was co-curated by Erica Lome and Trevor Brandt and was generously supported in part by a Failey grant from The Decorative Arts Trust.

Fika: The Art of the Swedish Coffee Ritual Grand Hall Balcony: September 12, 2021 – January 28, 2022

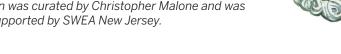
This exhibition of original watercolors by Jan Padover featured various desserts traditionally served during Swedish Fika. The paintings were supplemented by artifacts from the museum's collections which interpreted the history of coffee drinking in Sweden.

This exhibition was curated by Christopher Malone and was generously supported by SWEA New Jersey.

Tattoo: Identity Through Ink Changing Exhibition Gallery: February 5 – May 1, 2022

For more than 5,000 years, tattoos have helped document the history of humanity one painful mark at a time. Tattoo: Identity Through Ink tells the story of why people have adorned their bodies with tattoos. The exhibition showcases the last 150 years of tattooing in America, from the sideshows in the early part of the 20th century to modern celebrity tattoos. Highlights of this exhibition included tattoo artist Amund Dietzel's traveling trunk, never-before-exhibited tattoo flash by Richard "Sailor Dick" Swanson, and objects and ephemera belonging to Crazy Philadelphia Eddie.

The artifacts in this exhibition were loaned by Marilyn Mott-Tolleson, Derin Bray, and Troy Timpel of Villain Arts, and were curated by Christopher Malone. The traveling portion of this exhibit was curated by Dr. Lars Krutak and was organized by Vesterheim, the national Norwegian-American Museum and Folk Art School, and supported by funds from the John K. and Luise V. Hanson Foundation, and Jon and Mary Hart. It was made possible at ASHM by gifts from the ASHM Auxiliary, Barbro Osher Pro Suecia Foundation, Midsommarklubben, and an anonymous foundation.













Flying to Blåkulla: Letters from an Easter Witch Grand Hall Balcony: February 12 – May 1, 2022

In this exhibition, visitors discovered the Swedish mumming tradition of the Easter Witch (*påskkäring*) through handmade Easter letters (*påskbrev*) passed down through the Batcheler Family. Easter letters given to children during the holiday depicted witches flying to *Blåkulla* (Blue Hill), where they danced and dined with the Devil. Featuring watercolors and drawings depicting witches, dancing children, trolls, and other fantastical things the letters showcased an intriguing archive of Swedish folk art. The exhibition traced the traditions of the Easter Witch from the persecution of witches in the 18th century to the present-day celebration where children travel door-to-door collecting candy. Also on view was a 16th-century copy of the "Malleus Maleficarum" (Hammer of the Witch) loaned by the Library Company of Philadelphia.

This exhibition was curated by Christopher Malone and was generously supported by SWEA New Jersey.

Pennsylvania Horticultural Society – Philadelphia Flower Show 2022

Changing Exhibition Gallery, Jenny Lind Room, Linnaeus-Kalm Gallery, Grand Hall Balcony, Chicago Room: June 11 –June 19, 2022

The PHS Flower Show, held in FDR Park, included numerous exhibitions throughout the galleries at ASHM. Pressed plants graced the walls of the Changing Exhibition Gallery, including works made by children. Miniature arrangements were on view inside the Linnaeus-Kalm Gallery, which featured small bouquets and other creations. Large pedestal arrangements surrounded the Jenny Lind Room including wonderful hats made of flowers and plants. The Chicago Room featured dried flower jewelry, one piece was inspired by the delicate Bridal Crowns that Swedish women wear during their wedding ceremony. The exhibition by The Philadelphia Society of Botanical Illustrators was displayed on the Museum Balcony. Several installations changed three times during the show.







NEW DALA HORSE COLLECTION

A Dala horse collection on view in the ASHM Nord Library once belonged to Linda Honig of Vernon Hills, Illinois. Linda fell in love with the horses on her first trip to Sweden in the 1980s. Since then, she traveled to Sweden on multiple trips and brought the horses back each time. The pieces were made by several different small workshops in Nusnäs, a notable producer of Dala horses. Linda's collection includes horses of all different colors, sizes, body styles, postures, and painted patterns. One of the larger red horses was monogrammed by an artist and has Linda's name painted on the horse's neck. The collection represents Linda's lifetime-long attachment to this Swedish *hemslöjd* tradition and the Swedish culture. The collection was donated by the Honig family in memory of Linda and ASHM is happy to be its new home.





FBI RETURNS STOLEN REVOLVER TO ASHM

This year the ASHM recovered a stolen 1861 Colt Revolver that belonged to Swedish immigrant Major Nere A. Elfwing, who fought in the American Civil War. It was stolen from ASHM in the 1970s by Thomas Gavin, who was recently convicted of multiple thefts in the 1960s and 70s. The revolver was part of a 50-year-old cold case cracked by the FBI in 2019. ASHM joined representatives from other museums for the Repatriation Ceremony at the Museum of the American Revolution in December. The artifacts were recovered through the efforts of the Federal Bureau of Investigation Art Crime Team - Philadelphia Division, the United States Attorney's Office of the Eastern District of Pennsylvania, and the Upper Merion Township Police Department. This revolver is now on view in the Chicago Room.



CONTRIBUTIONS TO THE COLLECTION

- Collection of Tools and other family heirlooms belonging to Harry Lindberg and donated by Matthew Lindberg
- A wedding suit, family photo album, and cased photograph donated by Linda Fasteson
- Miniature Mora clock made from dried flowers and tree bark donated by Ray and Rita Marie Dennis
- Two pressed plant framed original artworks donated by Joy and Theresa Waldinger



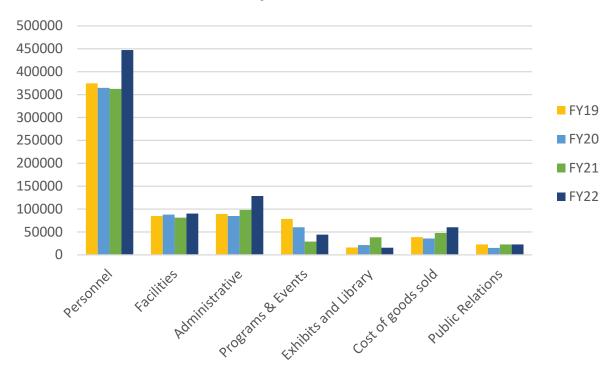
GENEROUS BEQUESTS

The ASHM was thrilled to receive two bequests in FY22 of \$44,506 from the Marie W. McCauley Charitable Remainder Unitrust and \$17,650 from the estate of John H. Hanovsky. Because neither donor specified how they wanted their gift to be used, the museum is able to use these gifts wherever they are needed most. The ASHM board plans to allocate a portion of the funds to help us with our strategic plan and capital campaign development. In addition, we will use some of the money from John Hanovsky to restore a window at the museum, so that his gift which he made in memory of his great-grandfather, John Zanders, and his great-great uncle Charles Zanders will have a visible presence through a plaque on the window sill. The balance of these donations will be invested so that the money will benefit the museum in the decades to come. Generous gifts like these from members of our community are so important to the long-term financial stability of the museum.

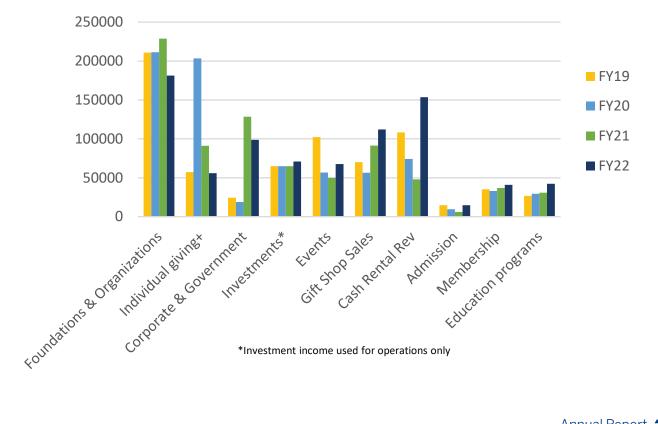


MUSEUM FINANCIALS

Expenses



Revenue





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VOLUNTEERS

Fiscal year 2022 was certainly a bee hive of activity! Over 75 ASHM supporters gave their time and talents this year to make our work possible. While helping the day of an event is extremely valuable, it is also important to also acknowledge the incredible behind-the-scenes work our many volunteer committees and clubs accomplish. The Auxiliary and Midsommarklubben meet throughout the year to plan the logistics of Luciafest and Midsommarfest. The Smörgåsbeer and Spring Ting Committees work to engage and highlight diverse businesses from our community. Together all of the board committees consist of volunteers giving hundreds of combined hours throughout the year to keep the organization moving forward and fulfilling the mission. ASHM is extremely grateful for the wonderful planning and implementation work all our volunteers contribute!

In September, ASHM was proud to present the Amandus Johnson Service Award to Brigitta Davis, known to many as Gittan. She has a long and storied history with ASHM, beginning with her first visit in the 1960s for an exhibition opening, where she met the museum's founder and the award's namesake, Amandus Johnson. Gittan would later become involved as a volunteer in the 1980s working to expand the gift shop and to help communicate with callers and visitors in Swedish. Gittan joined the staff in 1988 and worked in various roles, including serving as Associate Director for many years before retiring in 2013. After retiring, Gittan remained a familiar face at the museum as an active volunteer at the front desk, as well as at many of our large annual events. Gittan has been an integral part of our volunteer core, serving as president of Midsommarklubben and a key member of the Spring Ting Committee.





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Fanny Warren, Chair and Tracey Beck, Executive Director, are exofficio members of all board committees.

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SmörgåsBeer 2021

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The generosity of our community of supporters is vital in our ability to carry out our mission. The following individuals, foundations, organizations and corporations have given us gifts, services and grants to support our operating needs, endowment, events and special projects above and beyond basic membership dues.

\$100,00+

Anonymous

\$10,000- \$99,999

Barbaro Osher Pro Suecia Foundation Edwin & Marie McCauley Charitable Remainder Trust Estate of John Hanovsky Midsommarklubben Paul Muther & Ulla Dagert-Muther Philadelphia Cultural Fund Red Moose Charitable Trust

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\$500- \$999

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\$100-\$249

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We appreciate the generosity demonstrated by those on the preceding lists and have made every effort to ensure accuracy. Please contact Tracey Beck, Executive Director, if you discover an error.



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Tracey Beck Executive Director

Daniel Barnum (beginning June 2022) *Gift Shop & Weekend Manager*

Lauren Burnham Assistant Director

Elin Carlsson Marketing Assistant & Weekend Manager

Olivia Grasso (beginning May 2022) *Curatorial Assistant*

Ronnah Howard (thru March 2022) Weekend Manager

Catherine Hughes (thru February 2022) Weekend Manager

Elin Jeantet Membership & Visitor Services Assistant

Meghan Kelley (January-March 2022) Marketing Assistant

Rachel Kiskaddon Education & Public Relations Manager

Christopher Malone *Curator*

Frank C. Sanders Facility & Event Manager

Roger Walsh *Weekend Manager*

Lillian Young (thru August 2021) Education Assistant















