

**ADVENTURES
IN PRESERVATION**
Heritage Travel with Purpose

ANNUAL REPORT 2015

Connecting people and preservation through
enriching experiential programs that SAFEGUARD
HERITAGE and FOSTER COMMUNITY
SUSTAINABILITY.



Albania jammers explore the country's remarkable architectural heritage.

INTRODUCTION

ADVENTURES IN PRESERVATION has been actively working to save our shared architectural heritage for 14 years. We decided that Year 14 was the perfect time to sharpen our business skills. AiP was founded by passionate preservationists who, by necessity, learned how to run a nonprofit the same way our volunteers learn how to restore buildings – through hands-on experience. In preparation for our 15th anniversary, we put extra effort into becoming a sustainable business as well as a nonprofit advocating for our built heritage.

Enjoy learning about our year!

MAJOR ACCOMPLISHMENTS IN 2015

ELEVATING GRANT WRITING SKILLS

Two board members completed a grant-writing course paid for with a grant provided by Hoosie Martin. Generating sufficient revenue to be able to hire paid staff members is one of AiP's major long-term goals; the course brought us one step closer to being able to do so.

CREATING A FOCUSED BUSINESS STRATEGY

With input from a business strategist that came to us via Hewlett Packard's mentoring program, we developed a focused business strategy. Ida Sanders selected AiP as her project and spent three months reviewing 13 years of AiP projects, financials and participant registrations to determine the best strategy to move AiP forward. She provided an as-is analysis, market research, strategic choices and an implementation plan.

Our strategy now incorporates her professional recommendations to:

- Secure adequate funding and sponsorship for each project to assure a profit that will support AiP's growth.
- Sustain strong involvement of the local community and maintain partnerships with local NGO's to spread financial risks and involve all in finding grants.
- Use a focused differentiation strategy to succeed in our niche market
- Differentiate AiP from others in the highly competitive volunteer vacation market
- Include archaeology when appropriate as an additional draw.

“The workshop was FANTASTIC! I can’t imagine it having gone better. The [instructors] were generous beyond expectations, and the weather was unbeatable. Add to that a great sense of camaraderie and just the right amount of cool discoveries. We found a previously unknown opening into the house’s cellar and a few artifacts that will help with our interpretation of the house. We are 100% on board for doing this again.”
Dave Brown, The Fairfield Foundation.

OUR VISION

AiP envisions a world where people use, understand, and appreciate historic buildings that are vital to economic and environmental sustainability and preserve cultural identity.

ADVENTURES IN PRESERVATION MISSION STATEMENT

Connecting people and preservation through enriching experiential programs that safeguard heritage and foster community sustainability.

2015 HANDS-ON PROJECTS

This year AiP and our project partners conducted a two-week hands-on project in Gjirokastra, Albania, and two one-week preservation and archaeology sessions in Gloucester, Virginia USA.

HERITAGE CONSERVATION IN GJIROKASTRA GJIROKASTRA, ALBANIA MAY 17-30, 2015

Gjirokastra has come a long way since our first project there in 2008. Arriving in May this year, we immediately noticed new shops and restaurants welcoming tourists and three building conservation projects underway in the historic bazaar. Entrepreneurs from the Netherlands, the US and Albania are investing in Gjirokastra’s future! There’s still much work to do, but AiP’s supporters can be assured their hard work over the years played a role in bringing about this change.

Six people from Australia, the UK and the US donated 430 hours of their time to make certain we accomplished our goals for this year’s project. At the majestic, but deteriorating, Kikino house we worked to complete documentation of the decorative paint and carved stone doorways, work initiated by Cultural Heritage without Borders. Jennifer O’Connell, professional art conservator from Australia, prepared a report for the city on our findings.

Connecting with history and people is a major component of each adventure in preservation.



Hands-on experience at the Fairfield Plantation allows jammers to gain a thorough understanding of traditional brick-making techniques. Fairfield Plantation, VA



Illir Rizaj, a professional photographer originally from Kosovo and now living in New York City, spent the second week of the project recording the unique character of the historic city core. AiP recruited a talented student producer, Yiran Bao, to create a video about Gjirokastra from the footage. The video tells the story of AiP's role in addressing the city's critical need for conservation work.

LINKING ARCHAEOLOGY AND PRESERVATION AT THE FAIRFIELD PLANTATION
GLOUCESTER, VIRGINIA USA
JUNE 7-13 AND AUGUST 16-22, 2015

Our third year at the Fairfield Plantation generated as much energy as ever and was a special draw for a senior from the University of Tennessee, who joined us for BOTH sessions. Inspired by her experience, Victoria Falcon plans to begin work toward a master's in preservation and ultimately land in a leadership role at a non-profit preservation organization.

"With no archaeology knowledge I was a bit worried, but with excellent teachers like Dave, Thane and Anna, my concerns soon faded. By Tuesday afternoon, we had removed enough of the rubble to see a fallen wall section!"
Victoria Falcon

The August session was filled to capacity with eight jammers— six from across the US and two students from Europe—as well as local volunteers. During excavations, the group found a variety of artifacts, the favorite being an old lock. The remainder of the time was filled with hands-on training in Colonial-era

brick making and trips to Colonial Williamsburg and Bacon's Castle. This year's Fairfield jammers typify the incredible volunteers that work with AiP each and every year.

SAVING ECUADOR'S VERNACULAR VILLAGE
ARCHITECTURE
SAN ANDRES, ECUADOR

A major disappointment this year was the cancellation of our project in Ecuador. Neither our sessions open to the public, nor our session partnering with The City University of New York (CUNY) drew enough volunteers to make the project viable.

Our local partner, Juan Diego Badillo, is an extremely talented, motivated preservation architect. Juan Diego dedicated several years to working with residents of this mountainous region of central Ecuador to save their unique stone architecture, perfectly designed for the Andean landscape and climate. He sees the losses daily and knows all too well the cost of this lost heritage to the area's fledgling efforts to build their economy through tourism.

PROJECT DEVELOPMENT

AiP constantly strives to improve the quality and expand the range of opportunities we provide our jammers. Doing so allows us to meet the educational needs of an increasing number of students and professionals, attract adventure travelers to our cause, and expand our impact around the world. We have four projects currently in the planning and development stages.

Documenting the Kikino house in Albania transports volunteers to a different era.



The favorite find during archaeological excavation at Fairfield Plantation, VA.



Iconic doorway of towerhouse in Gjirokastra, Albania both shows construction quality and tells its history.





Did you know preservation could be this much fun! Fairfield Plantation, VA

KOSOVO - KULLA CONSERVATION

Following the May project in Gjirokastra, Albania, part of the group traveled from Albania to Kosovo to investigate the possibility of working there in 2016. The group included two board members, who received an extensive and informative tour of the country from Ilir Rizaj.

Yvonne Caragounis met with the head of Cultural Heritage without Borders (CHwB) in Kosovo; they reached an agreement for AiP jammers to work on a historic kulla in Drenoc, Kosovo. AiP will take on completion of conservation work that has been underway for two years under the guidance of CHwB. We will undertake plastering,

woodworking and more that will allow the Kulla Isuf Mazrekaj to open as a B&B supporting the region's growing heritage tourism industry.

GHANA - BUILDING CONSERVATION + ARCHAEOLOGY

We are again working with our long-time partner in Accra, Ghana, Sam Baddoo of Home Tours, to develop a project that may take us back to Ghana in 2017. There are two directions the project may take, both related to the slave trade and colonization. Ghana has a series of castles and forts that are central to this sensitive time in the country's history. Mr. Baddoo is in discussions with the Director of Monuments and Museums to

determine where AiP's impact is most needed. One option is James Fort, a world heritage site within the capital of Ghana. Along with restoration, a slave memorial is planned that will both educate visitors and memorialize the many lives affected.

The second opportunity is to undertake archaeology excavation either within James Fort, or at nearby Christiansburg castle built in 1642. The Osu are a native group that lived on the land by Christiansburg castle and were forced to move in 1850. The Osu would like to retrieve their ancestral belongings buried beneath the rubble and establish a museum on the site featuring their

traditions along with history of colonialism.

SCOTLAND – DUNTARVIE CASTLE

After several months of discussions, this project is on hold until the owner and government representatives can come to an agreement on the best way to move forward with conservation of the castle.

FRANCE – CHATEAU DE PARTHEY

The owner of Chateau de Parthey, whose family has owned this property since 1354, contacted AiP about working with her to assure the long-term integrity of the property. The goals are two-fold. The first involves the fate of a small stone chapel built by Viollet le Duc c.1865 using stones from the original medieval chapel. Damage incurred during WWII was never repaired, and in 2015, the chapel roof collapsed, causing dangerous cracking of exterior walls and exposing the interior to the elements.

Saving this beautifully designed chapel is the main focus of AiP's conservation efforts at the chateau. It is still uncertain if the government will allow AiP participants to be involved in hands-on work on the chapel.

In addition, the owner is looking for a university or nonprofit to purchase the site and use it as a center for art education, which would include (but is not limited to) painting, sculpture, building conservation and historic landscaping. AiP is assisting with the search for a committed buyer.

SUPPORTING BUILDING CONSERVATION IN OTHER WAYS

Each year, AiP staff members respond to inquiries from

individuals requesting our input to resolve various preservation issues.

ENCOURAGING YOUTH IN PRESERVATION

One such request came from Rita Cofield, an architectural and public historian (also a Theater Curator/Stage Manager) in Los Angeles. Rita's goal is to start a youth preservation organization in South LA with the intent to teach and foster civic engagement via historic resources in their own neighborhoods.

Rita asked for insight and direction on building a network of community support and finding project partners. AiP provided Rita with a number of ideas for partnerships, funding, and how-to details for setting up the organization.

After several months, Rita emailed to say that she had connected with a preservation consulting firm in Long Beach that will partner with her to test the youth preservation



A former teacher uses her drawing skills to help document historic wall paintings in Gjirokastra, Albania.

concept in Watts. We were very pleased to play a role in this great success story.

"Thank you once again for your help and ready advice. I hope that I can call on you again for assistance if needed, and as I get more rooted maybe plan an adventure or two in Watts!"

Rita Cofield

SUPPORTING PRESERVATION STUDENTS

Courtney Carlson, a senior at Endicott College majoring in Interior Design, approached AiP about using one of our projects for her senior thesis. Her goal was to find a historic hotel in need of conservation work and design an interior that would bring the building back to life. This proposed boutique hotel would be integrated into the culture and activity of the community, supporting economic development through heritage tourism.

Our partner in Ecuador, architect Juan Diego Badillo, provided Courtney with floor plans and drawings of a historic hotel in Zaruma, Ecuador. Courtney's project was so successful that she received an award for her creative design.

Thank you for everything you did for me throughout my senior year- couldn't have done it without you!!

Courtney Carlson

ORGANIZATIONAL ADVANCES

BUILDING THE BOARD

YVONNE CARAGOUNIS joined AiP as a volunteer staff member in 2014. She is committed to our mission and, in early 2015, became a member of AiP's Board of Directors. Yvonne will continue her work as Project Manager and has completed a safety booklet that can be shared with volunteers before work begins at each site. Yvonne is also speaking to university students in Sweden about the opportunity to gain hands-on experience at AiP project sites. She will continue to spread the word to European students in an effort to engage them in AiP projects.

STAFF DEVELOPMENT

Our staff search was directed at finding talented individuals who could help us optimize our impact in each project community. **Having a dedicated**



AiP jammers relax in Hadrianopolis amphitheater while exploring Albania's ancient history.

staff with a variety of expertise supporting our project participants, our project partners and our work is key to improving each and every project we undertake. Our new Staff members include:

L'UBOMIR VARGA

Google AdWords Manager

L'ubomir Varga has taken on managing AiP's AdWords account. Based in Bratislava, he is the head of Varga Web Solutions and an AdWords expert. He worked throughout the year to improve our ad campaigns and met our goal of maxing out our Google Grant! Google ads generate significant traffic to our website and have resulted in increased registrations for the Fairfield Plantation archaeology project.

MADHURA PHADKE

Pinterest

Madhura Phadke, an engineer at Microsoft in Seattle, is inspired by AiP's mission and is sharing her expertise in Pinterest. She uses this site to expand the reach of our social media campaign and to inspire those following us to join our efforts.

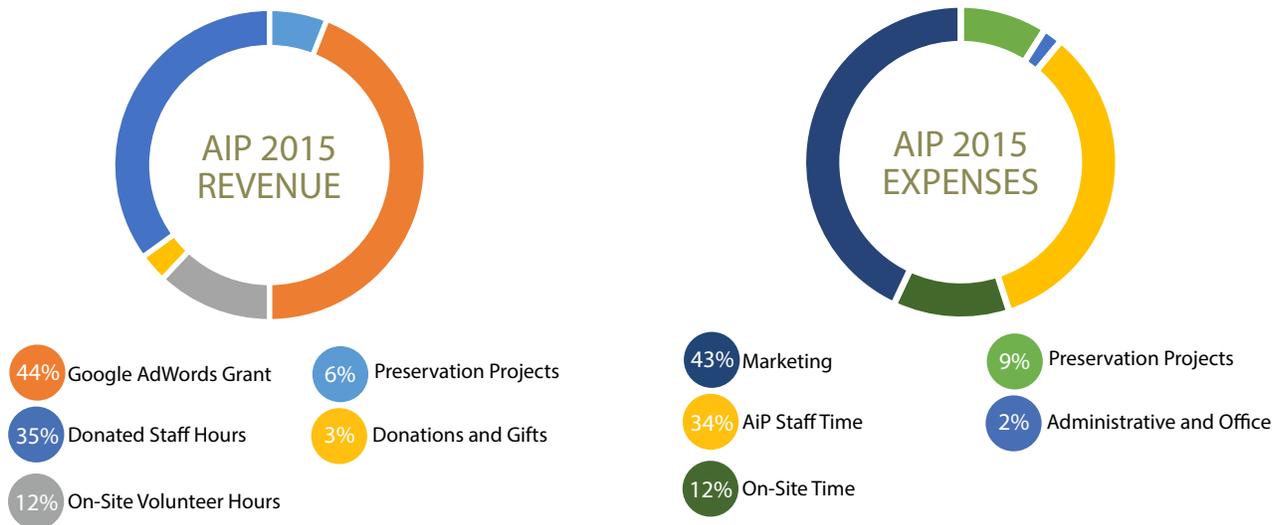
GRANT SUPPORT

Google again provided a valuable grant via Google AdWords, allowing AiP to improve our marketing and broaden our outreach. The value of our AdWords campaign in 2015 totaled \$65,990.45.

FINANCIALS

AiP, and our supporters, brought in revenues to successfully run hands-on sessions at two project sites. In addition, significant progress was made in developing four new projects. Our progress is possible due to the substantial impact our volunteer staff and jammers make through their ever-increasing donations of time and talent.

Securing funding and becoming financially sustainable continue to be AiP's greatest challenges. This year, we operated with a budget of \$150,159, which includes donated staff hours and on-site volunteer labor valued at \$71,515.



GLOBAL GIVING

The GlobalGiving fundraising website continued to bring in donations to support our building conservation work in Gjirokastra, Albania. This year, AiP raised \$601.70, which helped cover the cost of the final report provided to the city of Gjirokastra.

While we have continued to accomplish a considerable amount with extremely limited funding, AiP needs to identify and secure significant grants. For our projects under development in particular, fundraising is the key to making preservation happen.

Full financials can be accessed from our IRS Form 990 found on GuideStar (www.guidestar.org).

In 2015, we were inspired by the increased involvement of AiP jammers from past years. One went from jammer to instructor; several returned to take part in new adventures; and others became year-round Adventures in Preservation volunteers. This growing commitment reaffirms that our goal to create high-quality hands-on learning opportunities in the field of building preservation is a sound approach. The value of building conservation is increasingly recognized worldwide, and we are showing that people make preservation happen.

Jamie Donahoe & Judith Broeker, Co-Founders of Adventures in Preservation