

MOUNT AUBURN CEMETERY

A National Historic Landmark



181ST ANNUAL REPORT

April 1, 2012 - March 31, 2013



LETTER FROM THE PRESIDENT & CEO *and* CHAIR OF THE BOARD OF TRUSTEES

In 1831, Mount Auburn's founders had a bold and innovative vision: to create a rural cemetery that would serve the important functions of burial and commemoration, and at the same time be a beautiful and tranquil setting of inspiration to the living. One hundred and eighty-two years later that founding vision continues to guide us. We are therefore pleased to present Mount Auburn Cemetery's 181st Annual Report with highlights of another productive year.

Excellence and innovation have long been the principles behind Mount Auburn's twofold mission of preservation and service. We preserve not only the buildings, monuments, and other structures of the Cemetery, but also the natural and ornamental landscape. It is the combination of these elements that gives Mount Auburn its unique character and makes it so significant as a National Historic Landmark.

As an active cemetery known for the highest standards, we provide professional and compassionate service to our clients and visitors. As a cultural institution, we seek to educate and inform visitors about history, art, horticulture, wildlife, and the lives of those buried here.

In all that we do, we strive to be an efficient and sustainable organization using best practices in business, maintenance, and service. Despite the continued challenging economic climate, the creativity and passion of Mount Auburn's dedicated staff and strategically-minded Board of Trustees have enabled us to thrive.

As we continue to plan for the future, our newly formed Council of Visitors, a group of more than 120 individuals who serve as advocates and advisors for the Cemetery, will help us increase awareness of all that we do both as an active cemetery and as a vibrant cultural institution. The Council's inaugural meeting, held in November 2012, was a dynamic success with in-depth educational and brainstorming sessions about various aspects of the Cemetery. We look forward to continuing this momentum at the second annual meeting this fall.

While there are always challenges in meeting the high standards we set for the Cemetery, we are confident that our tradition of excellence and innovation—and the generous support of individuals and organizations that embrace our mission—will enable us to advance confidently in fulfilling our mission.

With appreciation, we respectfully submit this report.



David Barnett

David P. Barnett
President & CEO

Tom Cooper

Thomas C. Cooper, *Chair*
Mount Auburn Cemetery
Board of Trustees

OUR MISSION

The mission of Mount Auburn Cemetery can be summarized as preservation and service with excellence and innovation. We do this by:

- 🌿 Commemorating the dead in a landscape of exceptional beauty and tranquility, providing comfort and inspiration to the bereaved and the public as a whole;
- 🌿 Protecting and improving our historic landscape, monuments, architecture, and horticultural and natural resources; and
- 🌿 Providing comprehensive cemetery services of the highest standard to persons of all faiths.



Excellence & Innovation in PRESERVATION

As America commemorates the 150th anniversary of the Civil War, we have completed several important related projects, including preservation of the Shaw family lot, which features a commemorative plaque to Civil War hero Col.

Robert Gould Shaw, commander of the first Northern all-black regiment, and the development of Mount Auburn's new African-American Heritage Trail, which includes a booklet and online exhibit. In addition, our Preservation team took the lead in restoring monuments marking the graves of African American notables Mary Walker and Harriet Jacobs, as well as abolitionist Peter Byus.

While providing research support and information for the public and Mount Auburn staff, the Historical Collections Department also completed a major initiative to inventory, identify and preserve the Cemetery's collection of more than 10,000 historic photographs. Mount Auburn's impressive collections of 19th-century lithographs, woodcuts, and engravings and 500 historic maps, monument plans, and planting plans are now fully cataloged. Together, these materials form a visual record of Mount Auburn's evolution through the 19th and 20th centuries that can now be accessed by staff, volunteers, and outside researchers to aid our monument conservation, landscape preservation, and public education efforts. This project was funded by a multi-year gift from a generous individual donor.

Preservation/Historical Collections Statistics

Monuments Repaired or Reset.....	130
Monuments Washed.....	3,195
Historic Map, Monument Plans and Planting Plans Catalogued.....	500
Records & Objects Added to Collections....	689
Donated items added to the collection	67
Genealogical information requests.....	420
General Research Requests	590

Preserving damaged and deteriorating memorials is always a high priority. We are pleased to acknowledge the generosity of Simmons College, which supported preservation of its founder John Simmons' family monument, one among several marble monuments that were treated with a consolidant to slow erosion and loss of detail. Numerous sandstone and slate memorials, including the James Russell Lowell headstone, were fitted with customized lead caps to better shed water from vulnerable surfaces.

Top Left: Mary Walker Monument



At an 1831 Society event held in September 2012, and attended by Governor Deval Patrick, the Shaw Monument was rededicated in a ceremony including members of the 54th National Guard Unit and historical re-enactors portraying members of the original 54th Massachusetts regiment.

Photo by Eric Haynes for Governor Deval Patrick's Office

An Act in addition to "An Act to incorporate the Proprietors of the Cemetery of Mount Auburn".

Excellence & Innovation in HORTICULTURE



The Cemetery celebrated a major milestone this year with the completion of our new state-of-the-art, energy-efficient greenhouse. Using this facility's enhanced technologies, we are increasing our capacity to propagate a range of hard-to-find and/or historically appropriate plants as we strive to add to our collections' diversity while preserving our historically significant landscape. We are grateful for the generous support of our Trustees and many others in the Mount Auburn community, which enabled us to raise \$2.4 million for the project. Just one month after we broke ground on the new greenhouse, Mount Auburn received the honor of Level III accreditation as an arboretum through ArbNet, an international organization promoting the work of arboreta. This accreditation further establishes Mount Auburn as a national leader in horticultural collections and curatorial practices.



Horticultural Statistics

Trees Planted	43
Trees Removed.....	64
Shrubs Planted.....	1,226
Perennials/Groundcovers Planted	5,725
Lot Flowerbeds Maintained	550
Produced in Greenhouse:	
Annuals	29,000
Perennials	3,150
Floral Tributes.....	1,960



New greenhouse, spring 2013



Narcissus Path-Beech Avenue planting project



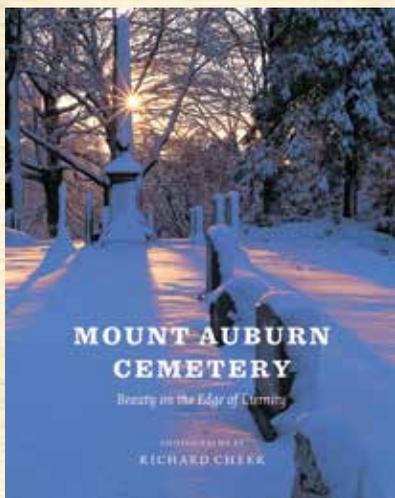
Lot #2113 Lime Avenue, where grass has been replaced with *Geranium macrorrhizum* 'Spessart' (Cranesbill cultivar).

This year also marked the completion of the Narcissus Path-Beech Avenue planting project to improve wildlife habitat in a historic area of the Cemetery. More than 3,900 plants, including several new varieties of hollies, were installed in an area covering about one acre. The plant list was chosen with the primary objective of offering food resources and protective cover to birds, butterflies and other insects, and many small animals. We are grateful for project funding from the Anthony J. & Mildred D. Ruggiero Memorial Trust and other supporters.

Our focus on using environmentally sensitive and sustainable landscape maintenance practices continues through our recycling and composting efforts and the conversion of several more curb lots and slopes from grass to low-maintenance groundcovers. Mount Auburn's arborists continue to employ the highest standards of pruning and overall care for our significant collection of over 5,000 trees. A total of sixty-four trees were removed for safety and tree-health issues, including sixteen trees damaged during Hurricane Sandy; forty-three new trees were planted.

Excellence & Innovation in SERVICE

As both a sacred site and a pleasure ground, Mount Auburn continues to enhance the services we offer to more than 200,000 thousand visitors who grace our grounds each year. This year, we completed a new entryway for Story Chapel, a venue frequently used for private remembrance services and weddings as well as the home to Mount Auburn's Visitors Center. Story Chapel's new entryway is a striking addition to the building that improves access and pedestrian safety for the visitors who attend our lectures, concerts, and public programs and assemble there for walking tours.



This year also saw the publication of *Mount Auburn Cemetery: Beauty on the Edge of Eternity*, a 164-page illustrated book with images by photographer Richard Cheek, who has captured Mount Auburn's most celebrated vistas as well as some of its more secret spaces over the past two decades. Published by the Friends of Mount Auburn, this book now serves as a beautiful keepsake for tourists, frequent visitors, and those with loved ones buried at Mount Auburn.

We are also pleased to report that 2,153 people attended the 109 programs offered by the Friends of Mount Auburn this year.

As always, we are indebted to our dedicated staff and docents who welcome and share information with both families in need of funerary services and casual visitors who come to enjoy the tranquil pleasures of our landscape.



New entryway to Story Chapel

Sales and Services Statistics

Casket Spaces Sold	61
Cremation Spaces Sold.....	119
Casket Burials.....	256
Cremation Burials.....	182
Cremations.....	1,202
Chapel Services and Memorial Receptions.....	75
Weddings	13
Number of Monuments Set.....	144

Education and Visitors Services

Number of Attendees	2,153
Number of Programs	109
Group Visits.....	191



Musicians perform in Asa Gray Garden during the 2012 production of "A Glimpse Beyond," a multi-cultural celebration of life and death as told through music, dance, and poetry.

SUPPORTING *Excellence & Innovation*

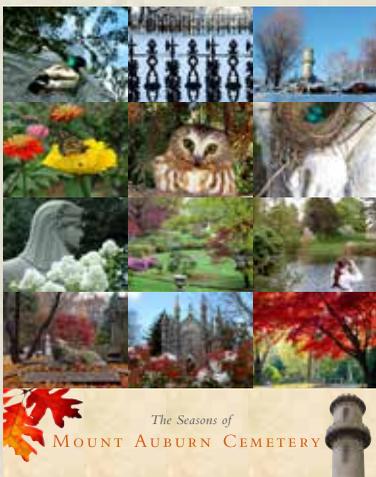
MOUNT AUBURN IS SUPPORTED BY REVENUE IN TWO KEY AREAS:

CEMETERY SERVICES

Mount Auburn continues to attract clients who value our commitment to the highest professional standards. In FY2013, we performed just over 1,200 cremations, carried out 438 interments, and installed 144 new memorials. Sales of new interment space generated \$2.75 million, 78% of which was added to the endowment while 22% (\$605K) went to the operating budget according to our allocation policy. Revenue continued to grow from increased use of our chapels for memorial services, receptions, and weddings, and together with interment space sales, floral tribute sales and a variety of other services, total services fees for the year were \$2.57 million. We continue to raise awareness of all of our services through the strategic use of our website and social media channels.



As an active cemetery, Mount Auburn carried out 438 interments in FY2013.



Please unfold this brochure for a full-size poster of "The Seasons of Mount Auburn Cemetery."



FUNDRAISING

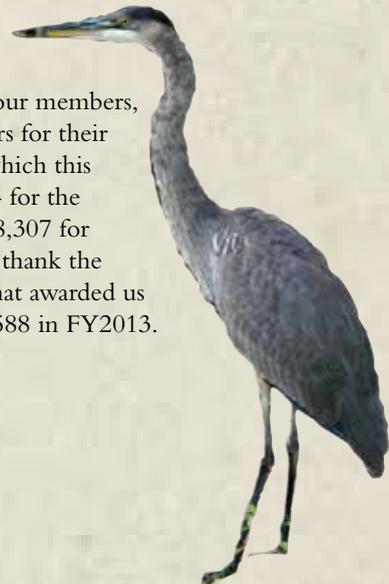
The successful completion of two major capital projects—the new entryway to Story Chapel and the greenhouse—were cause for celebration this year. In total, donations to these projects in FY2013 were, respectively, \$142,803 and \$592,754. The cumulative totals raised were \$330,984 for Story Chapel and \$2.4 million for the greenhouse.



The inaugural Council of Visitors Meeting, November 2012

In the coming year, we will continue to focus on growing the 1831 Society (individuals who make annual leadership gifts of \$1,000 or more); membership in this group has increased 30% in the last two years. We also look forward to partnering with the new Council of Visitors and increasing our annual fund, membership, and planned giving and bequests.

As always, we thank our members, donors, and volunteers for their continued support, which this year totaled \$200,594 for the Annual Fund and \$48,307 for membership. We also thank the twelve foundations that awarded us grants totaling \$545,588 in FY2013.



Cover and Poster photos by Jennifer Johnston



MOUNT AUBURN CEMETERY

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extraordinary landscape and vibrant
community resource it is today.
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