ANNOUNCING: The Campaign for San Francisco Heritage / Haas-Lilienthal House

Since 1973, the Haas-Lilienthal House has been Heritage’s headquarters and an icon of San Francisco’s historic preservation movement. Today more than ever, though the House stands as a site of national cultural and architectural significance, it is in need of significant restoration. STORY ON PAGE 4
For more than two years now, a dedicated core of volunteers and Heritage staff have gathered around the oak dining room table at 2007 Franklin Street every month to steer the first comprehensive campaign in Heritage’s 45-year history, the $4.3 million Campaign for San Francisco Heritage/ Haas-Lilienthal House.

Under the committed leadership of co-chairs Alice Russell-Shapiro and David Wessel (at left), the Campaign Cabinet has quietly toiled away, identifying potential prospects, sharing foundation research and relationships, reporting on progress and occasional setbacks, and otherwise planning, strategizing, and making connections. The cabinet has been aided by a broader group of surrogates in the Campaign Committee.

As Heritage prepares to unveil the freshly painted Haas-Lilienthal House—the first major project to be completed with campaign funds—it is with great excitement that we can now break our silence and share the encouraging progress that has been made. We would like to express our deep gratitude to all who have responded so generously to our requests during the quiet-leadership phase of this transformative effort.

The campaign is premised on a holistic vision for the future of Heritage and the Haas-Lilienthal House, grounded in the fundamental belief that one cannot thrive without the other. This effort is affirmation that the House is the physical embodiment of our mission and that its sustainability is essential to Heritage’s stability and effectiveness as a preservation organization. The House not only provides secure office space at a time when so many nonprofits are being forced out of the city, but inspires Heritage to lead by example through responsible stewardship.

The campaign will implement a new operating plan for the House, developed in collaboration with the National Trust for Historic Preservation, that will reimagine its interpretive program, introduce new events for local audiences, expand hours, and enhance the House’s appeal and accessibility as a rental venue. Equally important will be the campaign’s support of Heritage’s innovative work in the realm of cultural heritage preservation, through award-winning projects such as the Discover SF! Summer Youth Program and our 2014 policy paper “Sustaining San Francisco’s Living History: Strategies for Sustaining Cultural Heritage Assets.”

As this special issue of Heritage News goes to print, we are pleased to announce that together we have raised over $3.2 million, or three-quarters of our goal. Heritage will celebrate this milestone by launching the campaign’s public phase with an event at the Haas-Lilienthal House on Wednesday, November 18.

It has been a privilege to work on this campaign with such a dedicated team. We have been honored by the faith, commitment, and generosity shown by long-standing Heritage members, as well as new supporters. I am proud of what we have been able to accomplish together and look forward to achieving our goal and securing the future of Heritage, the Haas-Lilienthal House, and the cause of preservation in San Francisco.

But there is still work to do. Please join us by making a meaningful donation or pledge today. With your help, we will succeed.
Memories of 2007 Franklin Street
An interview with campaign co-chair Alice Russell-Shapiro

Alice Russell-Shapiro and David Wessel, co-chairs of the Campaign for San Francisco Heritage/Haas-Lilienthal House (see “Feature,” p. 4), have ably led the campaign through its quiet leadership phase. A $300,000 grant to cover fundraising costs from the former Columbia Foundation, of which Ms. Russell-Shapiro, a descendant of the Haas-Lilienthal family, served as trustee, laid the foundation for the revitalization of Heritage and the House. A collective gift of $1 million from herself and her siblings (at right) launched the quiet phase of the campaign. As Heritage announces the public phase of the campaign, Heritage News asked Ms. Russell-Shapiro to reflect on Heritage, the Haas-Lilienthal House, and the campaign.

Heritage News: How did you get involved with Heritage?
Ms. Russell-Shapiro: Via family. My mother’s first cousin, Frances Lilienthal Stein, asked me to take her place on the House Committee [in 2005]. She said the [Heritage] board liked to have a family member participate. I was her third choice, and I am so glad I accepted.

HN: Why is the Haas-Lilienthal House important to you?
ARS: I spent a lot of time in my youth there, visiting Mom’s aunt, the person I called my grandmother, Alice Haas Lilienthal, who was in loco parentis to my mother and her brother after they were orphaned.

HN: Tell us about your Great-Aunt Alice and what life was like in the House when the family still lived there.
ARS: Most of the time I knew her she was widowed, as Uncle Sam died when I was 12. She had three in full-time help, all of whom lived in: a cook, a waitress, and an upstairs maid, plus a chauffeur, gardener, and laundryman. She spent her time running the household: meal-planning, flower-arranging, daily visits to her sister four blocks away, walking to and from downtown in hat, veil, and gloves, very family-oriented. She would visit me on foot at the family home in Presidio Heights when I was sick in bed as a child. She was all a grandmother should be.

HN: What are your favorite rooms and why?
ARS: The upstairs sitting room because we spent so much intimate time there. Grammy always kept chocolates in the closet next to the piano (now gone). Also the warm and fragrant kitchen, where Tillie, the German cook, held sway. We always went in to thank her after meals.

HN: When your Great Aunt Alice died in 1972, the family entrusted the House to the nascent Foundation for San Francisco’s Architectural Heritage. Why do you think they chose Heritage?
ARS: Of course, to preserve the House and let it be enjoyed by others. They had confidence in Charles Hall Page who founded Heritage in 1971, and admired its mission. Also, no one in the family wanted to keep the House.

HN: You have most generously dedicated substantial time and resources to this project. Why do you think this investment in the Haas-Lilienthal House and Heritage is important?
ARS: I want people to be able to experience what the House embodies, on a micro level (how the family lived, who they were) as well as on a macro level (architectural styles, socioeconomic paradigms of the era). It would be such a shame to lose that rich source of history – if the House were to close.

HN: Why do you think Heritage is important to San Francisco?
ARS: We need to save our worthwhile historic buildings!
ANNOUNCING: The Campaign for San Francisco Heritage / Haas-Lilienthal House

Unprecedented campaign will fortify Heritage’s mission and its landmark building

On November 18, 2015, Heritage will launch the public phase of the $4.3 million Campaign for San Francisco Heritage/ Haas-Lilienthal House at an event to unveil the House's newly painted exterior. The first comprehensive capital campaign in Heritage's 45-year history, the announcement of the public phase follows two years of private fundraising efforts led by a campaign cabinet jointly chaired by Haas-Lilienthal family descendant Alice Russell-Shapiro (see Leadership, p. 3) and former Heritage board president David Wessel. As this issue goes to print in October 2015, the campaign has raised over $3.2 million (or 75%) of its goal.

San Francisco Heritage and the Haas-Lilienthal House

In 1887, a local journalist wrote of the house at 2007 Franklin Street: “Beautiful residences have been erected along Franklin Street, but none finer than this one.” Since 1973, this structure has been Heritage’s headquarters and an icon of San Francisco's
historic preservation movement. Today more than ever, the Haas-Lilienthal House stands as a site of national cultural and architectural significance. Its status was formalized in 2012 when the National Trust for Historic Preservation, the largest private, nonprofit preservation organization in the country, identified the Haas-Lilienthal House as one of 64 National Treasures in America, and the only one in San Francisco. The designation marked a watershed moment in the life of the Haas-Lilienthal House. By conferring this status, the National Trust not only recognized our San Francisco Landmark #69, built in 1886, as a site of national prominence but also as a national asset in peril.

The Haas-Lilienthal House is a rare survivor, a structure that emerged from earthquakes and economic cataclysm mostly unscathed. Today, the House is threatened by the ravages of time: mounting preservation, maintenance, and operational costs jeopardize its future. If the Haas-Lilienthal House is to continue to serve as a public resource and the home of Heritage, it will need maintenance that extends far beyond a new coat of paint. In the words of one restoration expert, “it’s ready for a [130]-year tune-up, or it will deteriorate at an ever-increasing pace.”

From San Francisco Icon to National Treasure

The Haas-Lilienthal House embodies both the progressive spirit that distinguishes San Francisco’s cultural landscape and the Victorian grandeur of its built environment. Constructed by Jewish immigrants, this Queen Anne gem was spared destruction in the 1906 earthquake and fire and survives miraculously intact today.

The House is the only Victorian-era residence with original furnishings open to the public in San Francisco. It is also the face and foundation of Heritage’s educational platform. Since 1982, thousands of third-grade schoolchildren have explored Victorian life and architecture through the Heritage Hikes program.

The Haas-Lilienthal House is an important piece of cultural history, a monument to the special role Jewish immigrants played in the early development of San Francisco and the American West.

San Francisco’s Jewish pioneers transcended traditional social and political boundaries, shaping the very creation of the city’s infrastructure and institutions in an unusually diverse and integrated urban center. Unlike many American cities of the period, where Jews adapted to existing power structures, San Francisco was a place where Jewish residents became central players in public life. As recognized by National Trust President Stephanie Meeks, the Haas-Lilienthal House — with roots extending to the founders of Wells Fargo Bank, MJB Coffee, and Levi-Strauss — has “tremendous potential to tell the story of the significant contributions of the Jewish-American community in San Francisco to a national audience.”

A New Vision

Calling on the brightest minds in historic site stewardship, Heritage and the National Trust have re-imagined the future of the Haas-Lilienthal House. Together, these experienced leaders in preservation
have developed a long-term operating plan to restore and sustain the House, diversify and broaden its audience, and increase revenue.

The new Haas-Lilienthal House aims to be a leader in house museum interpretation on par with the Molly Brown House in Denver and the Tenement Museum in New York City. To be completed in November 2015, a new interpretive plan offers fresh insights on how to tell the House’s unique story, focusing on evocative historical themes: the Gold Rush, the 1906 earthquake and fire, and the legacy of San Francisco’s pioneering Jewish community (see “Creating a 21st-Century House Museum in San Francisco,” p. 10). Digital and web-based learning tools will be developed to deepen and enhance the visitor experience—drawing on a treasure-trove of home movies, recorded interviews, ephemera, and first-person accounts of family members who actually lived in the House.

Heritage aims to revitalize the Haas-Lilienthal House as a major regional, national, and international destination, introducing new public programs and activities that will serve as a financially sustainable national model for integrating historical interpretation and historic preservation. Visitors, whether they are tourists or San Francisco residents, will take the values and message of historic preservation back to their communities.

The House will also continue to serve as a base of operations for Heritage’s advocacy and legislative work, and the platform from which Heritage will launch future efforts. It will remain a powerful, enduring symbol of historic preservation in San Francisco.

Campaign for San Francisco Heritage/Haas-Lilienthal House

By securing and transforming Heritage’s landmark headquarters, the $4.3 million campaign will safeguard the future of the historic preservation movement in San Francisco and establish a vital model of sustainable stewardship for future generations. The campaign budget includes the following priorities:

- **Preservation – $3 million** will be used for immediate stabilization and rehabilitation of the Haas-Lilienthal House, including necessary upgrades to accessibility, life safety, technology, and structural features. The House’s grandeur has been diminished by dry-rot, peeling paint, rust blooms, and scuffed and worn interior woodwork. With a generous grant from American Express, the south and east façades of the House have just been repaired and repainted in their original color palette as the first major capital project funded by the campaign (see “Color-Corrected,” p. 8).

- **Interpretation & Education – $650,000** will establish the Haas-Lilienthal House as a leader in house-museum interpretation while reinforcing Heritage’s core pillars of citywide preservation advocacy and education. The success of this campaign has national importance; through the collaboration of Heritage and the National Trust, the Haas-Lilienthal House will become a replicable model for re-inventing urban heritages.

Since 1982, thousands of third-grade schoolchildren have explored Victorian life and architecture through the Heritage Hikes program.
historic house museums. The plan of action is based on the following key initiatives:

- **Update and augment the House’s interpretive program** to expound upon the major legacy of San Francisco’s pioneering Jewish community. The program will detail the House’s deep connections to the Jewish community that built—and rebuilt—the city, from the Gold Rush to the present. The narrative will draw parallels to contemporary immigrant stories in San Francisco, and resonate across communities and demographics.

- **Establish a full-time House Director staff position** over three years to implement new interpretive and marketing plans and extend museum hours. This consolidated position is essential to increasing the House’s visibility, attendance, and local relevance, and to achieving financial sustainability over the long term.

- **Expand Heritage’s citywide preservation mission** and ensure that Heritage’s value and message are conveyed to House visitors in a meaningful way. The campaign will support existing advocacy and education staff positions, enabling Heritage to build on the success of programs such as Legacy Bars & Restaurants and Discover SF!. To align with Heritage’s neighborhood-outreach initiatives, the Heritage Hikes program will be expanded to include elementary-age students in the Mission, South of Market, and other communities traditionally underrepresented within the preservation movement, in addition to the schools Heritage currently serves.

**Endowment for Operations – $350,000** will double Heritage’s existing endowment, providing permanent, ongoing support for the House’s cyclical maintenance needs and Heritage’s continuing efforts to promote preservation awareness across San Francisco through educational initiatives, tours, research, and public testimony.

For 45 years, San Francisco Heritage has been instrumental in ensuring the continued vitality of San Francisco’s architectural and cultural identity. Amid rapid and inexorable change, Heritage has led the civic dialogue on historic preservation to establish protections that allow this city to evolve and flourish while retaining its unique character. In an increasingly complex and fragmented society, preservation connects people to their past, and unites people from disparate backgrounds in pursuit of common values and goals. History shows us that change is inevitable; Heritage has been proactive about adapting to change while maintaining its commitment to preserving San Francisco’s collective cultural inheritance. Historic buildings and neighborhoods communicate San Francisco’s unique identity to residents and visitors alike.

By securing and restoring this landmark building, the **Campaign for San Francisco Heritage/Haas-Lilienthal House** will ensure the continued vigor and utility of the historic preservation movement in San Francisco and present a freshened and enhanced historic property for the enjoyment and edification of all.

For more information on the **Campaign for San Francisco Heritage/Haas-Lilienthal House**, or to make a contribution, visit sfheritage.org/campaign or call 415.441.3000 x14.
Color-Corrected
First campaign project returns the House to its original palette

In August 2015, with a generous grant from American Express and paint donated by Dunn-Edwards, Heritage embarked on the first exterior repair and repainting of the Haas-Lilienthal House in well over two decades, marking the first major capital project to be funded by the campaign. The first phase, which will be completed in November, restored and repainted the south and east elevations, returning the House to its original color palette for the first time since 1982. The north and west elevations will be completed in early 2016.

Historical Paint Color Study
In order to restore the historic integrity of the Haas-Lilienthal House, Heritage commissioned architectural conservator Molly Lambert of Architectural Conservation, Inc. to conduct a paint color study to determine original colors, patterns, and sheens of the House so that the finished project would be as authentic as possible. Ms. Lambert took 40 paint samples for testing. Each sample was cast in resin, polished, and examined in cross-section under a microscope using color-corrected fiber-optic light. This meticulous analysis requires expertise to differentiate among layers of primer, glaze, dirt, and original, elastomeric, and modern latex paints. The objective is to identify the original presentation layer in a consistent fashion across the sample population.

Professional examination techniques used in paint color studies have changed significantly over the past few decades. Hand-scraped exposures using a variety of lubrication media were the norm, but were found to be less accurate than removing small samples and looking at polished cross-sections under a microscope. An additional advance was made when color-corrected fiber-optic light sources were added to the procedure.

Because the paint color study is completed as a science, the objective is to determine what was there originally and then find a modern latex paint that can best represent that color or finish. (The original paint was formulated using linseed oil and mineral spirits or turpentine, solvent-based paints removed from the American market some years ago.) As stated by Ms. Lambert, “We don’t choose colors; they are there for us to discover.”

The results of Ms. Lambert’s study were unambiguous and consistent across all façades, stories, and ornamental elements sampled: before 1982, the body color of the House had always been a monochromatic green-grey with dark-green-charcoal window trim. The study also finds that the 1886 body color and window trim were originally rendered in glossy, linseed-oil paint. The study recommended a high-quality, semi-gloss Dunn-Edwards Evershield® exterior paint for the body color and a gloss finish for the window trim to approximate the historic appearance using modern-day latex paints.

Shades of Grey
A previous analysis conducted by architect Kenneth Cardwell, FAIA, in 1981 corroborates Ms. Lambert’s findings. Although Cardwell found that the House was painted at least nine times in a monochromatic body color between 1886 and 1982, in his view there would be “no harm in choosing lighter tones as long as the value difference between the sash and the body paint is maintained.”

In 1982, Heritage retained longtime San Francisco Victorian color consultant Bob Buckter to recommend a new color scheme, while also seeking input from the National Trust for Historic Preservation (which holds a façade easement on the House) regarding “whether
we go monochromatic grey or add more shades of grey to detail the ornamentation of the House.”

Correspondence from the time suggests that the process for selecting the House’s new colors was subject to intense scrutiny and debate. The Heritage board and staff ultimately decided on multiple shades of medium-to-light grey, with their final placement on the House determined by an unwieldy cadre of color consultants, architects, and other interested parties, including the House Committee, members of the Haas-Lilienthal family, and Heritage staff.

This history of choosing the colors for the House is representative of the progress that has been made in architectural conservation over the past 40 years, in which there has been a move to eliminate subjectivity from the decision-making process and instead depend upon physical evidence. This is the model Heritage will be following for the entire project.

**Unwelcome Discoveries**

Starting in August, a dedicated team from contractor Teevan diligently scraped, stripped, epoxied, and replaced deteriorated woodwork based on detailed specifications developed pro bono by ARG Conservation Services.

As layers of paint were removed, the severity of damage quickly became apparent: extensive dry rot had deteriorated the siding, structural elements, and many intricate architectural details; moisture-infiltration threatened the strength and integrity of the wood siding and water tables; and floral embellishments on the turret were missing petals.

Teevan’s team of artisans and craftsmen worked to repair and reconstruct these elements to restore their original strength and beauty. Missing and deteriorated decorative details were custom made, and in other areas, repairs were accomplished using a two-part epoxy that was shaped and molded to match the original details.

Although the roof had been replaced in 2008 (with a previous grant from the National Trust for Historic Preservation and American Express), the prominent turret on the southeast corner of the House was not part of that project. Having access to all sides of the turret for the first time in decades, Teevan discovered that multiple wood shingles on the south elevation that could not be inspected before installation of scaffold were missing or paper-thin. Heritage moved quickly to hire Lawson Roofing to replace the turret roof with six-inch-wide cedar shingles to match the original construction.

The next phase of the project will include repair and repainting of the north and west elevations, the large 1927 addition at the rear of the property, and the wrought-iron fence in front of the House. The exterior restoration will be completed in early 2016, with planning currently underway for other major capital projects in the campaign budget (see Feature, p. 4).
The earth had rumbled and then cracked the home of Bertha and William Haas in Pacific Heights and now fire was inexorably marching towards it. Dynamite stopped the fire just a short block away by destroying the houses on Van Ness Avenue to create a fire-break, but the downtown offices of Haas Brothers on California Street were lost to the 1906 earthquake and fire. The 57-year-old William Haas had to re-establish his once-thriving international grocery business in the breakfast room of their house on Franklin Street. Haas Brothers survived and so did the family home— the Haas-Lilienthal House—now the only Victorian-era house in San Francisco that is open to the public; the crack from the earthquake was preserved by the family and is still visible on the stairway.

Just as San Francisco was rocked in 1906, so are historic sites today, including the Haas-Lilienthal House, although in a different manner. The economic downturn that began in 2008 threatened many preservation organizations, house museums, and historic sites, even those with large endowments and attendance. But the change is bigger than the latest economic recession. Surveys over the past thirty years by the National Endowment for the Arts show that visitation rates at historic sites have fallen from 37 percent in 1982 to 25 percent in 2008; that rate of decline has accelerated in the last decade. Historic sites are not alone, however: concerts, dance performances, craft fairs, and sporting events have all seen similar declines in attendance.1

Despite this downward trend, there is a silver lining for the Haas-Lilienthal House: Americans have a broad interest in their heritage and regularly participate in historical activities such as taking photographs to preserve memories, watching movies about the past, or attending family reunions.2 San Francisco is a major tourist destination and most adults include a cultural or historical activity while traveling.3 Our shared identity as Americans serves as a stronger bond than occupation, religion, race, and ethnicity, suggesting that preservation organizations have enormous leverage.4 Even outdoor enthusiasts stated that after their top choices of walking and jogging they most enjoyed visiting historic sites.5

Over the past three years, San Francisco Heritage has been exploring opportunities to preserve the Haas-Lilienthal House, engage the public, and advance its citywide mission in ways that are both environmentally and financially sustainable. With a new long-term operating plan developed in collaboration with the National Trust, the Haas-Lilienthal House is poised to become a model for navigating the current challenges facing historic sites.

Many historic preservation organizations around the country are questioning the value of owning historic property. Guided tours and public programs do not generate sufficient revenue to properly maintain historic sites, so selling them seems to be the only solution. But there are significant disadvantages to that choice.

Owning an historic building instantly confers credibility on a preservation organization. Secondly, by owning and caring for an historic property, organizations like San Francisco Heritage are doing preservation, not just talking about it. Historic preservation is both a process and a product.

By owning an historic property, preservation organizations can demonstrate their ongoing value. Rehabilitation is one of the greatest challenges for historic buildings, and is the ultimate form of recycling. Many Heritage members may not realize it, but maintaining the Haas-Lilienthal House is a complex preservation project that fulfills several purposes: it continues as a residence (an apartment provides a home

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for a young family and a stable income stream for Heritage); it serves as offices for Heritage in an era when many nonprofits are being forced out of the city; and it is an immersive setting where tourists and local residents can learn about the history of San Francisco and how preservation makes for a great place to live, work, and explore.

This fall will conclude a year-long interpretive-planning process led by Max A. van Balgooy of Engaging Places, LLC. An interpretive plan pulls together the organization’s mission, history of the site, and audience interests to identify the most effective ways to engage the public, which can include tours, exhibits, events, publications, websites, social media, and new technologies. The process is just as important as the final product; the past year has included lively discussions about the significance of the House, the impact we want to make on visitors and the community, our willingness to experiment and take risks, and the interests and needs of tourists and residents.

Participating in the project is an impressive team of scholars and consultants, including Fraidy Aber, director of education at the Contemporary Jewish Museum; Mark Brilliant, associate professor of history, U.C. Berkeley; Robert Cherry, emeritus professor of history, San Francisco State University; Michael Corbett, architectural historian; Donna Graves, public historian; Barbara Henry, former chief curator of education at the Oakland Museum; Jackie Krentzman, producer of *American Jerusalem*; Margaretta Lovell, professor of American art history, U.C. Berkeley; Laura Mann of Frankly, Green + Webb; and Fred Rosenbaum, author of *The Cosmopolitans: A Social and Cultural History of the Jews of the San Francisco Bay Area.*

From their collective perspective, the House can tell big stories. Dr. Cherry suggested that Heritage “present not only the history of its occupants (owners and employees) but also a much broader history, of the House itself, its immediate vicinity, the city, and the region, a history that includes social history, economic history, and cultural history.” Mr. Rosenbaum provided many direct connections through the contemporaneous businesses associated with the families, including Haas Brothers, Wells Fargo Nevada National Bank, Levi Strauss and Company, Lilienthal and Company, MJB Coffee, and Alaska Commercial Company. Dr. Lovell noted that the House itself is a cultural artifact whose “physical components point to the breadth of global markets in materials, transportation infrastructures, and utilities available in late nineteenth-century San Francisco.”

The interpretive-planning process also studied the people who visit the House, support Heritage, and live in San Francisco. The plan identifies the primary audiences that are key to Heritage’s future success — and describes how the House can play a crucial role. For example, a lifestyle analysis conducted by Nielsen (the television-ratings company) showed that the Pacific Heights neighborhood surrounding the House is dominated by the “Young Digerati” (ages 25 to 44, highly educated, tech-savvy, affluent, ethnically diverse, living in trendy apartments and condos) and “Bohemians” (under 55 years, ethnically diverse, progressive, early adopters, living in funky apartments), providing an ideal opportunity for Heritage to reach two major but untapped groups in San Francisco.

Over the next few years, Heritage will be revising tours, events, and school programs to implement the plan. For example, Common Core standards will be integrated into the popular Heritage Hikes program for third-grade students. Heritage is already experimenting with new or unusual ideas, such as Mayhem Mansion around Halloween, which sold out in its first three seasons and has introduced the House to an entirely new, younger, local audience.

As the 21st century progresses, historic preservation and house museums will need to continue to adjust and change their strategies for connecting the past and the present. Although history doesn’t change, its relevance and meaning does evolve depending on the contemporary issues that face society. **While some might assume that Heritage is solely concerned about the past, it’s actually focused on the future of San Francisco—what we share, remember, and carry to the next generations that will make their lives better.** Heritage’s hope is that the Haas-Lilienthal House will always serve as an active and lively bridge across the generations.
Highlights in Giving

Following a comprehensive two-year planning process, Heritage embarked on the Campaign for San Francisco Heritage/Haas-Lilienthal House, in 2013, to rehabilitate the House, expand its educational programming, update its interpretive plan, and double its endowment.

The Board of Directors of San Francisco Heritage and the Campaign Cabinet are delighted to report that during the quiet leadership phase the campaign has raised over $3.2 million, representing 75% of the $4.3 million goal. This milestone was reached thanks to the dedicated efforts of Heritage’s campaign co-chairs, Alice Russell-Shapiro and David Wessel, and the family, friends, board members, and community partners who participated early on.

Heritage is grateful for the generosity of all who have supported the campaign to date, especially those who have contributed at the leadership philanthropic levels. These transformational gifts are unprecedented in the 45-year history of the organization, helping to ensure that Heritage’s mission to preserve and enhance the city’s unique architectural and cultural identity will continue to inform and inspire future generations.

The campaign provides tribute and memorial-named gift opportunities to recognized contributions at certain levels. For more information contact Carolyn Squeri at 415.441.3000 x14 or csqueri@sfheritage.org.

- **Lead Gift of $1,000,000 from the Russell Family Foundations**
  Alice Russell-Shapiro, a long-time member of the House Committee, and her siblings, Christine Russell and Charles Russell, all descendants of William (at left) and Bertha Haas, who built the Haas-Lilienthal House in 1886, launched the campaign with the Lead Gift of $1 million, nearly a quarter of the campaign goal. Their mother, Madeleine Haas Russell (at age 12), and her brother, William (at age 11), came to live at the House with their aunt, uncle, and cousins when they were orphaned, in 1927. As co-chair of the campaign, Alice has led efforts to secure campaign commitments from the family and generous locals of her and the Heritage board’s acquaintance.

- **Columbia Foundation**
  By providing $300,000 for campaign fundraising costs, Columbia Foundation ensured that all funds raised for the campaign would go directly towards the restoration of the Haas-Lilienthal House or to support Heritage’s mission. Columbia Foundation, established in 1940 “for the furtherance of the public welfare” by Madeleine Haas Russell and her brother, William who died at 27, advanced the family’s long-standing commitment to human rights, cross-cultural and international understanding, the environment, the quality of urban life, and the arts. Before its dissolution in 2013, Columbia Foundation provided consistent, generous support to build Heritage’s endowment over many years.
• **James M. Koshland**
  Jim Koshland provided a great boost to the campaign with a $240,000 grant to fund the new Haas-Lilienthal House Director position for three years. The House Director will be responsible for implementing the new interpretive and operating plans for the Haas-Lilienthal House. This new position is essential to realizing the educational, interpretive, and revenue goals that will ensure the House’s local relevance and long-term financial sustainability.

• **American Express**
  As presenting sponsor of the National Trust for Historic Preservation’s National Treasures program, American Express contributed $250,000 for the restoration and painting of the south and east façades of the Haas-Lilienthal House, marking the first major capital expenditure of campaign funds. Architectural conservator Molly Lambert conducted a paint color study (see “Color-Corrected,” p. 8) to determine the original palette, with all paint donated by Dunn-Edwards. The project will be completed in November 2015. American Express also helped fund the House’s roof-replacement project that was completed in 2008.

• **City Arts & Lectures**
  On October 27, 2014, City Arts & Lectures held a special event at the Nourse Theater, presenting Paul Goldberger (architecture critic for *Vanity Fair*) and Jack Dorsey (co-founder of Twitter and Square) in conversation with Steven Winn as a benefit for San Francisco Heritage and the Haas-Lilienthal House. Guests were treated to a lively discussion about the tech industry’s impact on architecture, urban development, and historic preservation. All proceeds from the evening were generously donated to the campaign.

• **Walter and Elise Haas Fund**
  With a pivotal leadership gift of $250,000, the Walter and Elise Haas Fund provided for the creation and implementation of the new interpretive plan for the Haas-Lilienthal House. Leading scholars in San Francisco and California history, the Jewish experience, and immigration, along with experts in education, museum exhibits, visual arts, and digital production, collaborated on the first in-depth reexamination of interpretive content and delivery methods since the House opened to the public, in 1973. The plan examines the legacy of the Haas-Lilienthal family as one of a dozen Jewish families from Bavaria who transformed San Francisco’s cultural, economic, and political life from the 1870s to the present.

For information or to contribute to the Campaign for San Francisco Heritage/Haas-Lilienthal House visit sfheritage.org/campaign.
Campaign Supporters

As the public phase of the campaign is embarked upon, Heritage would like to especially acknowledge and thank all those whose generosity during the quiet-leadership phase has made possible this momentous achievement in the history of the Haas-Lilienthal House and of Heritage:

**BENEFactors**

$1,000,000 and above
Russell Family Foundations
Yerba Buena Fund
Gaia Fund
Cockayne

$750,000 and above

Mr. and Mrs. Theodore Geballe
Nancy and Tom Gilie
Phyllis K. Friedman
Knapp Architects

$500,000 and above
Alicia Esterkamp Albin
Jane Burrows (dec.)
City Arts & Lectures/Sydney Goldstein
CMG Landscape Architecture
M. Gay Ducharme, M.D.
Constance Goodyear
Haas Brothers
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Margaret E. Haas Fund
The Morningstar Foundation
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Bernard and Barbro Osher
San Francisco Waterfront Partners, LLC
Mark and Cathy Sarkisian
Maryanna Gerbode Stockholm

**LEADERSHIP CIRCLE**

$250,000 and above
American Express
Columbia Foundation
Walter and Elise Haas Fund

$100,000 and above
John & Marcia Goldman Foundation
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The campaign would not have come this far without the dedicated efforts of Campaign Cabinet and Campaign Committee members, who contributed in many ways during the initial leadership phase.

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To make a contribution to the Campaign for San Francisco Heritage / Haas-Lilienthal House please visit SFHERITAGE.ORG/CAMPAIGN or contact Carolyn Squeri, Director of Membership & Development, at 415.441.3000 ex.14 or CSQUERI@SFHERITAGE.ORG

The campaign provides tribute and memorial-named gift opportunities for contributions at certain levels.

Upcoming Events

**NOVEMBER 22**

*Free Community Day*

**DECEMBER 6**

*Holiday Open House*

**DECEMBER 11, 12**

*Victorian Teas*

**JANUARY 26**

*Semi-Annual Meeting*

*Sunday, November 22, 11AM - 4PM*

In honor of the announcement of the campaign, the Haas-Lilienthal House will be open to the public, free of charge. Docents will be available for tours.

*Sunday, December 6, 12 – 3PM*

Holiday Cheer, Festive Buffet, Music, Train for Tots, and Santa. Reservations online at sfheritage.org.

*Friday/Saturday, December 11/12, 12-4PM*

Celebrate the holidays with a traditional tea amidst Victorian splendor. For reservations and more information, call 415-441-3000 x14.

*Tuesday, January 26, 6PM*

The 2016 Semi-Annual Meeting will feature the Chronicle’s urban design critic, John King. Admission is free for Heritage members. RSVP at sfheritage.org.
DELIVER WITH CARE TO:

Sunday, December 6, 12-3PM
Holiday Open House at the Haas-Lilienthal House
Free for Members of San Francisco Heritage.
$15 for the public. More info at sfheritage.org

November 2015
THURSDAY, NOV 19, 6PM
Lecture: High Spirits: The Legacy
Bars of San Francisco
w/ J.K. Dineen
Swedish American Hall
2174 Market Street

SUNDAY, NOV 22, 11AM-4PM
Free Community Day
Haas-Lilienthal House
2007 Franklin Street

December 2015
SUNDAY, DEC 6
Holiday Open House
Haas-Lilienthal House
2007 Franklin Street

FRIDAY, DEC 11
SATURDAY, DEC 12
Victorian Teas
Haas-Lilienthal House
2007 Franklin Street

January 2016
TUESDAY, JAN 26, 6PM
Semi-Annual Meeting
w/ John King
Location TBD

FOR MORE INFORMATION ABOUT UPCOMING HERITAGE EVENTS, PLEASE VISIT SFHERITAGE.ORG OR CALL 415.441.3000