

**THE ANNUAL APPEAL FOR
LOUISA MAY ALCOTT'S ORCHARD HOUSE**
399 Lexington Road PO Box 343 Concord, MA 01742 USA
www.louisamayalcott.org

November 2022

Dear Friend:

How privileged we are at Orchard House to share inspiration and joy in a place that has become a visceral touchstone for millions of visitors, as well as our Staff! Every day feels celebratory, as we discuss the importance of human connection, kindness, and compassion exemplified by a quintessential American family and their devoted friends. Here are a few recent visitor comments that offer glimpses into what we experience daily as we welcome people of all ages from around the world:

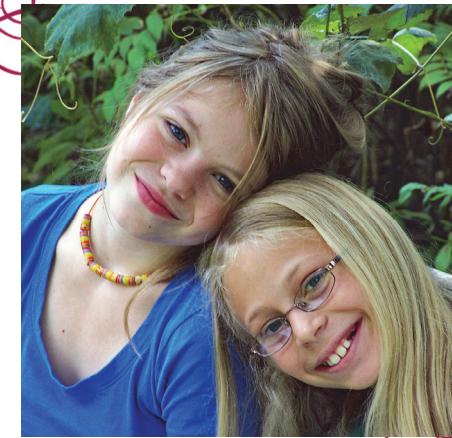
We're visiting from the UK and touring the east coast of the US. Whilst Orchard House is one of the smaller museums we've visited, it is by far the best. It was fascinating, with loads of insights and hidden highlights associated with the Alcott family. We thoroughly recommend going out of your way to visit!

I was so inspired and touched . . . thank you for providing such a meaningful experience to all of your guests.

It was amazing to visit the home of Louisa May Alcott and her family and to feel we had visited THEM. So many of the family's possessions and artwork are in place, just as when the family lived there. There is so much to see, and we are so grateful to those who have preserved this beautiful home. The guides were so passionate and knowledgeable, and made the items in the house come alive . . . even if you don't know about the book, the tour is enjoyable as they give visitors enough background beyond the story.

My visit to the Alcott House ignited my children's interest in reading Little Women, and was also very beneficial to my highly interested and well-read wife. I was impressed by how the tour was really informative for everyone – from schoolboy to scholar. I also thought the gift shop was well-managed, meaningful, and well-stocked. You will not regret taking this tour.

Each year, we send an Appeal to wonderful, generous people (*you!*) who care deeply about preserving and sharing this home. We constantly strive to implement best practices in staff training and financial management, while also focusing diligently on the many structural needs of Orchard House (*circa* 1650) and adjacent School of Philosophy (1880). **Fortunately, what we're doing is working!** Our many educational programs continue to receive high praise from public school teachers, homeschooling parents, university professors, scout leaders, book groups, and elder learners.



More broadly, on TripAdvisor, Yelp, and Meta/Facebook, Orchard House is consistently rated 4.5, 4.7, and 4.9 out of 5 stars. In addition, TripAdvisor once again awarded their Traveler's Choice Award to us, and, their statistics prove that ***we are the second most visited site in Concord*** (after Minute Man National Historical Park)! We are overjoyed by these endorsements – and fueled to continue to maintain the level of excellence visitors expect.

Providing a high-quality experience for every visitor carries the burden of time and expense, however. One special project currently underway on our grounds will have lasting, meaningful impact on our historic landscape and visitors: In preparation for re-creating Mr. Alcott's Kitchen Garden, an irrigation system with its own well will be installed site-wide. This will not only enable us to avoid using Town water (significantly reducing our utility bill), but also further our commitment to the improved care of our restored apple orchard, beloved *Little Women* Garden, and lovely front flower beds and foundation plantings. We hope that you will enjoy this project and many others like it for years to come.

“ ***We are so grateful to those who have preserved this beautiful home . . .*** ”

When I read this visitor's comment, I thought, “In addition to our wonderful Staff, Board, and Volunteers, this refers to all of our donors! We thrive because of them and depend upon Annual Appeal for our very survival!” ***I hope you will give as generously as you can.*** Your gift is crucial, as it provides such a vital part of our operating budget.

On behalf of tens of thousands of visitors this past year who deeply appreciate the powerful intersection of knowledge, passion, inspiration, and preservation here, I offer profound gratitude along with my best wishes for a wonderful holiday season!

Sincerely,



Jan Turnquist
Executive Director



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The Annual Appeal for Louisa May Alcott's Orchard House

Please complete and mail this form to: Orchard House Annual Appeal PO Box 343 Concord, MA 01742-0343
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Louisa May Alcott's Orchard House, Inc. is a 501(c)(3) non-profit, Federal Tax ID# 04-2126592.
All donations are tax-deductible to the extent permitted by law. Thank you!

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