Collectively, the Mission leadership worked on many fronts to advance the purpose and impact of a place that was founded over 239 years ago by a man named Miguel Jose Serra. By the year’s end Mission San Juan Capistrano became a place in which Miguel, now Saint Serra, once walked and ultimately home to Saint Serra’s Chapel, the most historically significant chapel in the state of California. Through all of this, the landmark and its supporters, staff, and volunteers continued to grow and discover more ways in which to serve, educate and inspire. So while the future is bright we take time to celebrate the following significant and meaningful achievements in 2014-2015, The Year of the Canonization of Father Serra:

Preservation Efforts- Saving the Meaning of the Mission San Juan Capistrano

The Sala Preservation Project, Phase II and III
The Sala Preservation Project’s final phases II and III were completed on time and under budget. This important and much needed $650,000 preservation project included carrying out conservation treatment of the exterior and interior features of the original 18th century building, adjoining Sacred Garden and historic bell wall. Other elements of the Sala Preservation Project included carrying out wall and stone repairs, upgrading the roof, repairing the Sacred Garden fountain and installing nearly invisible seismic retrofit upgrades to the historic bell wall. Lighting of the Sala wing was also improved. The historic building that once served as padres’ quarters, a chapel and home to the Forster family was returned to museum space and now hosts the daily welcome video also serving as a special place for meetings and gatherings. The Sala’s adjoining refectory was also conserved just in time for Father Serra’s highly anticipated canonization and now hosts the Legacy of Saint Serra exhibit. Today the newly conserved building serves as a museum and gathering space.

Saving a Historic Statue
A public campaign was initiated to save the historic Father Serra Statue in the National Statuary Hall as politicians from Sacramento attempted to remove the historic statue from the US capitol, where it has stood since the 1930s. As a result of the public’s concern and support the effort was put on hold.

Protecting the Famed Migration of the Swallows to Capistrano’s Mission
In an effort to attract and keep the world renowned swallows coming back to the historic landmark, Mission San Juan Capistrano swallows expert Dr. Charles R. Brown announced that Phase II of the Swallows Attraction and Retention Experiment would begin in February 2016.

Improving Pedestrian Access to the Serra Chapel
Preservation funds were used to vastly improve visitors’ safe access to the historic Serra Chapel in two separate phases. This $160,000 project involved replacing dangerous stairs with gently sloping ramps and retaining walls using original brick and iron work to ensure the two phased project was visually compatible with the historic appearance of the site. To celebrate the project’s completion, a ribbon cutting event was hosted with then-Mayor of San Juan Capistrano, Derek Reeve and San Juan Capistrano Councilmember Kerry Ferguson.

The Mission Grows New Way to Support Preservation
The Mission carried out a fourth printing of its official cookbook and prize winning “The Bells are Ringing a Call to Table” as a result of its Women’s Guild’s leadership raising necessary significant funds to do so. The cookbook is now for sale in the Mission Store after a hiatus of several years. Net proceeds from the sales of all of the cookbooks support the preservation of the religious and historic significance of the site.
Serving as a Place of Healing, Help and Hope

The Mission team continued to serve and celebrate its role as a place of healing and inspiration for those suffering with cancer or illness in their lives. In honor of St. Peregrine and his side chapel that adjoins the historic Serra Chapel, the Mission raised and donated $1,176 in net proceeds from its summer Stretch and Strength Program series. Funds were dedicated to support the American Cancer Society’s fight against cancer.

Museum Exhibits and Programming Projects

New Exhibits

“Camposanto: A Historical Tribute to the Mission Cemetery” exhibit completed its successful run in the historic Sala whereby it celebrated the lives of the Native American community that built the Mission and the history of its landmark cemetery. The exhibit’s closure allowed for the Sala Preservation Project Phases II and III to proceed. This paved the way for future exhibits to be hosted in this special space for years to come.

Celebrating the Museum Collection

The Mission carried out a series of highly attended lectures with guest speaker, Monsignor Arthur Holquin, former pastor of the Mission, on such topics as Father Serra’s legacy and the religious meaning behind many artifacts held in the landmark’s museum collection.

Museum Acquisitions

The Mission was gifted with a collection of personal items that once belonged to award winning song writer Leon Rene, the author of "When the Swallows Come Back to Capistrano”. Among the items given to the Mission’s museum are Rene’s original handwritten edits to the beloved song, never before seen Mission photos, newspaper clippings of the 1930s and some of Rene’s awards. These items are now a part of the Mission’s permanent collection.

Temporary Museum Acquisitions

In time for the 2015 annual Swallows Day and St. Joseph Day festivities, the Mission proudly debuted several precious artifacts on loan from the Bowers Museum in Santa Ana. The Mission-era artifacts were originally donated to the Bowers Museum in the late 1930s to form a collection of cultural artifacts from prominent Orange County families of the time. The artifacts now on temporary display in the Mission San Juan Capistrano’s Treasures Exhibit include: an 1800s field survey book written by Judge Egan, an 1800s linen sheet, and 1800s shawl that belonged to Isadora Pico Forster, wife of Don Juan Forster who purchased the Mission in 1845 from Pio Pico (he and his wife lived on the Mission grounds from 1845 to 1865 before its return to the Catholic Church). All items are on temporary display and worth noting for one’s next visit.

Achievements in Art Conservation

With the Mission San Juan Capistrano’s Art Guild’s support, numerous historic paintings began to receive much needed conservation funding and treatment. The nineteenth century art that was conserved by private gifts in 2015 includes:

- “Jesus Meets the Women of Jerusalem” circa 1700s
- “Jesus Wearing a Crown of Thorns” circa 1700s
- “Our Lady Of Sorrows” circa 1800
- “The Pieta” circa 1800s
- “Saint Anthony Holding the Infant Jesus” circa 1700s
- “Veronica Wipes the Face Of Jesus” circa 1800s
Celebrating Community Support

Romance of the Mission 2015 Honors the Aitkens
In the year of Father Serra’s Canonization, the Mission Preservation Foundation joyfully celebrated Wylie and Bette Aitken’s long standing generosity, care, and dedication to the Mission’s preservation at the annual Romance of the Mission 2015 gala. Vocalists Scott Coulter, Lee Lessack and John Boswell celebrated Frank Sinatra in concert and community partner The Ritz-Carlton, Laguna Niguel graciously and meticulously hosted a sumptuous and elegant plated dinner to nearly 500 guests at the black tie affair.

Celebrating Our Local Preservation Heroes
The Mission started a new program to celebrate local “heroes in preservation” and awarded special certificates of honor to community members whose business and personal leadership benefited the sustainability of Mission San Juan Capistrano. Inaugural program award recipients included such entities and individuals as: Microsemi Corporation, Jim Curwood of Buy My Bikes in San Juan Capistrano, Tom Ostensen of the San Juan Capistrano Historical Society, Nathan Banda, John Fischle and Nancy Ingham.

Celebrating San Juan Capistrano’s Swallows Day Parade Tradition
The Mission hosted its first ever Fiesta Association El Presidenté Ball as part of its partnership efforts with the San Juan Capistrano Fiesta Association. The San Juan Capistrano Fiesta Association is the tireless nonprofit group of volunteers who organize, work and host the entire annual Swallows Day Parade each year. This year the Mission was able to work to jointly market all events together, and looks forward to a successful March 12, 2016 parade.

Hope for the Pope! Campaign
The Mission carried out its Hope for the Pope campaign and invited the world’s support in celebrating Pope Francis’s historic visit to the United States. In an effort to capture the support and attention from the Vatican, the campaign was carried out with a petition to encourage the beloved Holy Father to visit the Mission in 2015 as part of the canonization ceremonies. Over 3,000 signatures were gathered.

Serving as a Resource to the Community

New Website
A new, more beautiful and user-friendly official Mission website debuted to the appreciation of guests, staff, and volunteers.

New Learning Materials
The Mission Store featured its first in-house organized and authored History and Commemorative Guide (in partnership with Beacon Books). The popular new resource is now available for purchase at the Mission Store and highlights the Mission’s rich history.

Educating Students
Over 73,000 California 4th grade students, teachers and chaperones visited the Mission to experience a curriculum-based field trip and hands-on learning. Mission proudly worked with impressive partners in education including The Discovery Cube - Orange County, The Ocean Institute, Jacque Nunez, Native American Educator, and Philharmonic Society of Orange County.

Free Trolley
The Mission worked with the City of San Juan Capistrano to promote a free downtown trolley service to move people around the area and more easily to the historic downtown from outlaying locations. The inaugural trolley was funded primarily by AQMD funds with very little local public funding to support its summer schedule.
In early January of 2015, the Mission Preservation Foundation, staff and volunteers did not have on its “to do list” the concept of hosting “Canonization of Father Serra” events of any kind. While there was little understanding at the time what we would do to celebrate this historic and meaningful event, there was a uniquely shared appreciation that 2015 was going to be a very special year in the history of Mission San Juan Capistrano.

As a result, the September 23, 2015 events surrounding the Canonization of Father Serra were delivered with great care, meaning and reverence. The week featured daily bell ringing ceremonies, guest lectures and special tours, and most significantly the Mission San Juan Capistrano team was able to host a live streaming of the Papal Mass by way of a “jumbotron” in the Ruins of the Great Stone Church and Historic Sala. The annual Romance of the Mission gala and dinner also uniquely celebrated this chapter by including the canonization in its decor. Collectively, the members of the Mission who participated in this important week expressed gratitude that Mission San Juan Capistrano worked to do something special.

As the larger than life banner of Saint Serra was installed on the historic campanario, or bell wall, just in time for the Papal Mass, we all felt the call to do more, be more and fulfill the promise of the Mission San Juan Capistrano. Simply said, the week of the canonization left an indelible impact, and that event continues to inspire staff and volunteers to this day.

So, in this - The Year of the Canonization of Father Serra, - the year in which Father Serra is to be forever known as “Saint Serra,” we say thank you. Thank you for making it all possible, and thank you for your investment and care in this special place, Mission San Juan Capistrano, an original “Serra” mission. The Mission would not be as vibrant and meaningful without your support.

In 2016 we stand ready to welcome you home again to Mission San Juan Capistrano.
SUMMARY OF GIVING, FISCAL YEAR 2014-2015

Cash $1,281,872.73
Gifts-in-Kind Special $272,894.20
GRAND TOTAL $1,554,766.93

PROGRAM/CATEGORY
Adopt-A-Class $113,537.56
Gala 2014 (Sala Preservation Project) $564,083.78
Gardens $500.00
Gate House Preservation Project $25,000.00
Education Programs $33.75
Event Sponsors $194,673.41
Mission Store $1,303.01
Mission Store $44,965.06
Museum, Artifacts & Exhibits $494,588.54
Preservation/Membership $62,036.82
Sala Preservation Project $6,278.90
Serra Chapel Conservation Project $47,766.10
Unrestricted $1,554,766.93
GRAND TOTAL

PERCENTAGE OF MONEY RECEIVED PER GIVING CATEGORY FOR FISCAL YEAR 2014-2015

Gala 2014 (Sala Preservation Project) 36%
Event Sponsors 13%
Adopt-A-Class 7%
Gate House Preservation Project 2%
Sala Preservation Project 4%
Preservation/Membership 52%
Museum, Artifacts & Exhibits 3%
Unrestricted 3%
Serra Chapel Conservation Project 0%
Gardens 0%
Education Programs 0%
Mission Store 0%

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Home to Saint Serra’s Legacy
REVENUES

Revenue and other support

- Admissions $1,405,921
- Tours and photo income $732,604
- Mission signature events $412,122
- Private events $223,825
- Auxiliary Activities $35,400
- Rental income -
- Memberships $332,820
- Contributions and gifts-in-kind * $1,107,859
- Grants $62,171
- Educational program fees $98,360
- Merchandise sales, net of cost of goods sold $914,119
- Interest $4,939
- Other $(7,746)

Total revenue and other support $5,322,394

*Contributions are distributed between Revenue accounts
(Mission signature events, development events, contributions and gifts-in-kind).
**The revenue for the Mission Store is included in the merchandise sales.

EXPENSES

Program services

- Conservation $512,564
- Education $386,506
- Accessibility and sustainability $1,980,953
- Total program expenses $2,880,023

Support services

- Management and administration $981,086
- Development and fundraising $1,006,548
- Total support services $1,987,634

Total expenses $4,867,657

Increase in net assets $454,737

Conservation Education Accessibility & Sustainability

**COMBINED STATEMENT OF FUNCTIONAL EXPENSES FOR FISCAL YEAR ENDING JUNE 30, 2015**

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<tr>
<th>Preservation Programs</th>
<th>Support Services</th>
<th>Total</th>
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<td>Conservation</td>
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<td>Utilities and telephone</td>
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<tr>
<td>TOTAL EXPENSES</td>
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<td>$2,432,005</td>
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$512,564 $386,506 $1,980,953 $981,086 $1,006,548 $4,867,657

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A Historic Year 2014-2015 at Mission San Juan Capistrano

An Original California Mission Founded by Saint Serra

Preserving the Meaning of the Mission

Home to Visitors, Students, Volunteers, Teachers, Young and Old, Family, the Faithful, the Swallows and the World for 239 Years
Home to Visitors, Students, Volunteers, Teachers, Young and Old, Family, the Faithful, the Swallows and the World for 239 Years