



Annual Report 2010

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* Deceased

** New in FY 2011

We are very proud that fiscal year 2010 was a solid one for the Museum, especially because the nation's economy continued to struggle. Thanks to strong management practices and careful planning, the Museum generated net revenue of \$1.5 million higher than anticipated, allowing us to fund several capital projects and other needs such as deferred maintenance, information technology, and general reserves. Most important, we met or exceeded all budgeted goals, including total attendance, which at 1,735,000 was up 10.8% over 2009's attendance thanks largely to *Harry Potter™: The Exhibition*. In addition, we are grateful that membership is very healthy: With 407,000 member visits in fiscal year 2010, we set an all-time record; also, during fiscal year 2010 we set a membership record at more than 63,000 households.

Notable is that these figures were attained despite the closure of the Planetarium for much of fiscal year 2010 as it underwent the most extensive renovation in its history. When it reopens in fiscal year 2011, it will be the most technologically advanced digital theater in New England.

Also particularly gratifying is that not a single student was denied access to the Museum because the school district lacked funds for either transportation or Museum fees. Thanks to a diligent management of expenses and robust fundraising, we were able to serve more people than ever during these challenging economic times.

Philanthropy in fact increased 28% over fiscal year 2009, with \$19.9 million raised in fiscal year 2010 from individual gifts, corporations, foundations, and government grants. The endowment's return of 10.6% on a market value of \$84.1 million reflected broader market patterns.

Our formal education effort continued to make strides: for instance, we sold more than \$1.1 million of Engineering is Elementary® storybooks and kits during the year; 1.7 million children across the nation have used them. In addition, the Museum's National Center for Technological Literacy® won the 2010 Smaller Business Association of New England Innovation Award. The Museum was one of two nonprofits and six companies recognized by SBANE for their innovation, growth, stability, and impact.

We are thankful for all the work Museum employees and volunteers did this year to help us finish fiscal year 2010 in a strong position.



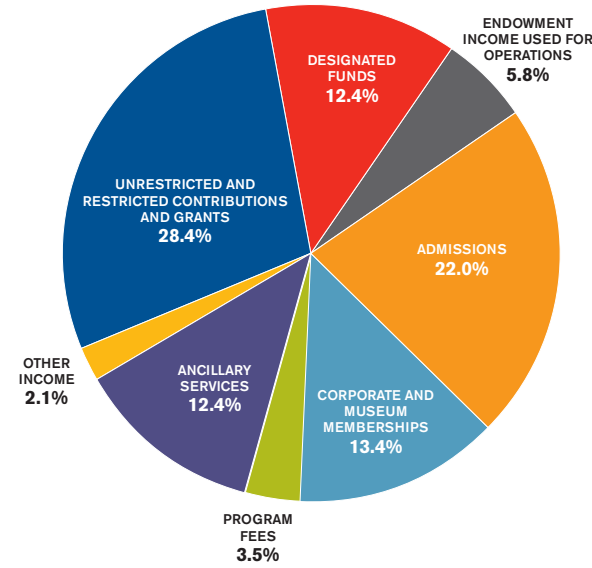
Museum of Science.
mos.org

Ioannis Miaoulis
President and Director

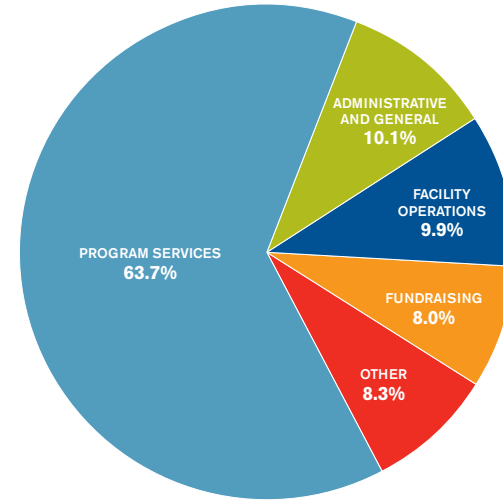
Richard M. Burnes Jr.
Chair, Board of Trustees

- 1.7 million** visitors: the most visited cultural attraction in Boston
- 63,000** member households (a Museum record)
- 186** corporate members
- 175,000** children took school field trips to the Museum
- 22,000** children attended an overnight program
- 88,000** students were served by Traveling Programs, covering 55,000 miles
- \$50.7 million** operating budget
- \$84.1 million** endowment
- \$19.9 million** philanthropic contributions
- 305** full-time employees
- 45** part-time employees
- 218** temporary employees
- 701** volunteers contributed nearly 51,000 hours last year, the equivalent in volunteer hours of 24 full-time staff

FISCAL YEAR 2010 SOURCES OF OPERATING FUNDS \$50,696,000



FISCAL YEAR 2010 USES OF OPERATING FUNDS \$50,678,000



ENDOWMENT MARKET VALUE JUNE 30

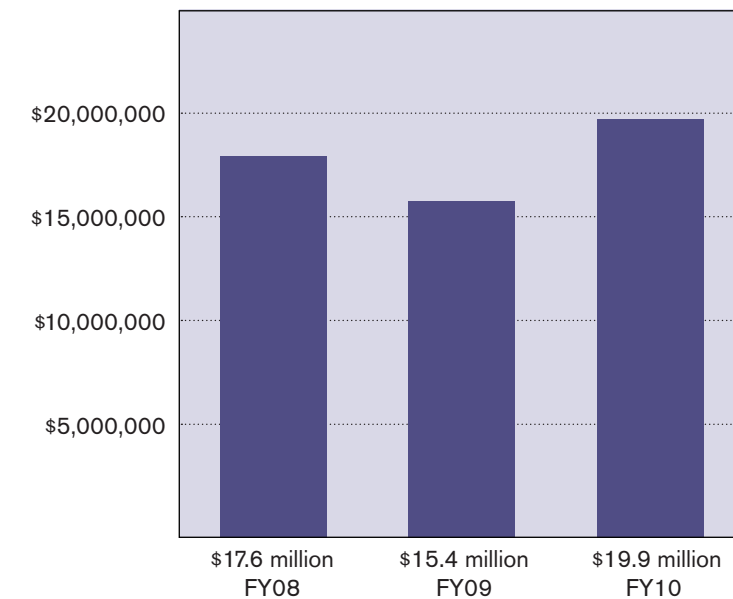
2008	2009	2010
\$97,479,000	\$77,586,000	\$84,085,000

OPERATING INCOME AND EXPENSES FOR THE YEAR ENDED JUNE 30, 2010
(\$ in thousands)

	2008	2009	2010
Operating Income:			
SUPPORT REVENUE	\$10,875	\$10,247	\$10,487
REVENUE	\$38,654	\$39,589	\$40,209
Total Operating Income	\$49,529	\$49,836	\$50,696
Operating Expenses			
PROGRAM SERVICES	\$32,041	\$31,846	\$32,251
SUPPORTING SERVICES	\$17,592	\$17,982	\$18,427
Total Operating Expenses	\$49,633	\$49,828	\$50,678
Net Operating Income	(\$104)	\$8	\$18

- *Harry Potter™: The Exhibition* helped set the record for the highest attendance in a one-week period during February vacation week, attracting 108,198 visitors.
- The Museum welcomed its 60 millionth visitor February 1, 2010.
- The Museum's National Center for Technological Literacy® (NCTL®) won the 2010 Smaller Business Association of New England Innovation Award.
- The Boston Athletic Association selected the Museum as one of six nonprofit participants to receive 15 numbers for the 2010 Boston Marathon. The runners raised more than \$105,000, which helped finance a new van fleet for the Museum's Traveling Programs.
- In December 2009, Cahners ComputerPlace introduced Ada and Grace, computer-generated twin sisters who serve as virtual museum guides. The twins are named after Ada Lovelace and Grace Hopper, two women at the forefront of computing technology.
- The National Science Foundation (NSF) awarded \$899,072 to the Museum for "Bridging Engineering, Science and Technology (BEST) for Elementary Educators."
- At the 2010 inaugural Colby Society Event, the Museum honored Brit d'Arbeloff and Joan Suit with the first-ever Colby Awards for their contributions to the Museum. John P. Holdren, environmentalist and adviser to President Obama for science and technology, received the 2010 Walker Prize at the event.
- The first annual signature fundraising event, *The Science Behind...*, which was held October 23, 2009, raised \$392,000 for Museum capital projects, programs, and educational outreach.
- A \$1 million gift for the *Hall of Human Life* was received from an anonymous donor.

PHILANTHROPIC CONTRIBUTIONS



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