

Museum of Science.



2022

ANNUAL REPORT



Mission

To inspire a lifelong love of science in everyone.

Vision

A world where science belongs to each of us for the good of all of us.

Values

Everyone: We are everyone's Museum. We pursue equity and celebrate every person for who they are. We foster an inclusive environment in which we value and respect diversity.

Service: We serve our colleagues and community. We hold ourselves accountable to be a trustworthy public resource, and to support a sustainable, just, and evidence-based future.

Learning: We love learning. We are curious about the world and want to share our joy and wonder with others. We value open minds and recognize that everyone has more to explore, discover, and create.

Connection: We find strength in connections. We collaborate across communities, organizations, and disciplines to make science relevant and accessible to all.

Boldness: We dream big. We boldly push ourselves forward, pursuing new ideas and challenges. We experiment and learn from our failures as we seek to inspire purpose, spark imagination, and encourage hope.

State of the Museum from Tim Ritchie



The Museum of Science started fiscal year 2022 with a strong emphasis on public health. After being closed due to COVID-19 concerns, the Exhibit Halls had recently reopened to the public, and visitor numbers were gradually increasing. However, this brought its own challenges as we operated with reduced staff. Nonetheless, the return of visitors presented an excellent opportunity for the Museum to reaffirm its position as a trusted leader in science education.

To prioritize the safety and well-being of our visitors, we diligently followed the latest COVID guidelines. We implemented a vaccine mandate for staff, displayed social-distancing signage throughout the Museum, and collaborated with local government and health organizations to host vaccine clinics.

Our commitment to public health was further demonstrated by the establishment of the Center for Life Sciences, the first of the Museum's Centers for Public Science Learning. Led by Harvard bioethicist Insoo Hyun, this Center brings together government, industry, and academia to educate and inspire the public about the advancements in life sciences.

These achievements represent just a glimpse of the Museum's successes. Behind the scenes, we have been actively exploring ways to expand our reach. Consequently, during the COVID shutdown, we made a strategic commitment to digital initiatives. We assembled a dedicated digital team and focused on creating accessible online content that can be enjoyed by anyone, anywhere, at any time. We even partnered with Roblox to develop a science-based game centered around Mars and increased our virtual programming. Although the pandemic situation has improved, we remain steadfast in our dedication to expanding these digital offerings. Our goal is to reach 100M+ people a year by 2030.

Despite the challenges faced, fiscal year 2022 provided a foundation for the Museum of Science to evolve and redefine itself. It allowed us to reimagine our role as a trusted source of public science education and demonstrated our ability to excel both on-site and online. As we move forward, we will continue to build upon our strategic aspirations by establishing new Centers for Public Science Learning to keep the public well-informed about current science and technology.

Thank you for your partnership on this journey. It is a joy to work toward the vision of a world where science belongs to each of us for the good of all of us.

A handwritten signature in black ink that reads "Tim Ritchie". The signature is written in a cursive, flowing style.

Tim Ritchie, President

Senior Management Team

Tim Ritchie

President

Severine Imbert de Smirnoff

Chief of Staff

Andrew Russell

Senior Vice President, Advancement

Christine Reich

Jane and Payson Swaffield Chief Learning Officer

Todd Sperry

Chief Marketing Officer, Marketing Strategy & Communications

Yuisa Pérez

Chief People Officer

Yasmina Blaise

Interim Vice President, Finance & System Services

Alexis Rapo

Chief Digital Officer

Volunteer Service League

Board of Directors

Steve Knapp

President

Martin Fishkin

Vice President

Meredith Finn (Benson)

Treasurer

Sooky Sullivan LeBlanc

Secretary

Directors

Melanie Baird

Shirley Frawley

Joe Gifun

George Greene

Mary Jacewicz

David Laffitte

Nancy Martin

Frances Medaglia

Rubylee Shuman



In Museum

The physical Museum is the beating heart at the core of everything the Museum of Science offers. Museum staff (and animals!) were thrilled to see the Exhibit Halls bustling again, and we welcomed almost 1 million visitors in fiscal year 2022. With new exhibits, programming, and accessibility initiatives, the Museum had an excellent year.



Project Vaccine

In August 2021, the Museum debuted *Project Vaccine*, a permanent, bilingual exhibit sponsored by the Massachusetts Life Sciences Center and the Janssen Pharmaceutical Companies of Johnson & Johnson. This interactive exhibition has five main components geared toward helping visitors learn about vaccines and their development, viral transmission, and the steps involved in creating and distributing a vaccine.



\$56.1M

NEW GIFTS AND PLEDGES



\$61.7M

OPERATING BUDGET



New England Climate Stories

As part of the Museum's new climate initiative, *New England Climate Stories* explored the impact of climate change on the region's plants and animals. The exhibit highlighted the effects of changes like rising temperatures and ocean acidification on local wildlife, with many examples of regional wildlife on display, including a skunk, rats, eels, and a live owl.



\$201M ENDOWMENT



SubSpace

The award-winning, after-hours public programming series at the Museum of Science, SubSpace, wrapped up another successful year of events in fiscal year 2022. Often the bridge to the Museum for members of marginalized communities, SubSpace programs are designed to authentically welcome and engage new, diverse communities of adult audience members.

Taraji P. Henson headlined the winter/spring season, leading a conversation with *Boston Globe* columnist Jeneé Osterheldt about mental health and the stigma surrounding it, specifically in communities of color.

Kicking off the season in the fall was Dr. Priscilla Chan, cofounder and co-CEO of the Chan Zuckerberg Initiative (CZI). Dr. Chan spoke about CZI's efforts to accelerate biomedicine by supporting the science and technology that will make it possible to cure, prevent, or manage all diseases by the end of the century.

Other programming included "in conversation" events, podcast tapings, and live performances.



6,000

TOTAL SUBSPACE DIGITAL VIEWS



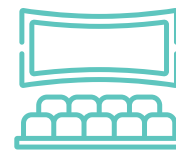
3,377

TOTAL SUBSPACE IN-PERSON VIEWS



Omni Hollywood Film Premieres

To attract new audiences and revitalize evening showings, the Mugar Omni Theater started screening Hollywood films for the first time in 2022. Over 6,000 people took advantage of Omni Hollywood showings, which played on Friday and Saturday nights for several weeks. Films shown included *Dune*, *Matrix Resurrections*, *Doctor Strange and the Multiverse of Madness*, and *Jurassic World: Dominion*.



6,217

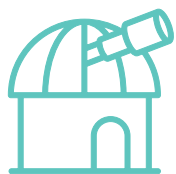
OMNI HOLLYWOOD VIEWERS



MOS en Español

In the summer of 2021, MOS en Español started transitioning from live-streaming Spanish-language content to a museum-wide initiative that aims to serve the growing and underserved Latinx and Hispanic community through exhibits, virtual content, and programs.

Last year, the Museum added two new exhibit translations, bringing the total fully bilingual exhibits up to five. We also held our first in-person Hispanic and Latinx Heritage Month Celebration, began prototyping bilingual activity offerings, and hired additional Spanish-speaking staff. Social media analytics show that MOS en Español programming has been viewed from nine countries.



90,107

PLANETARIUM VISITORS

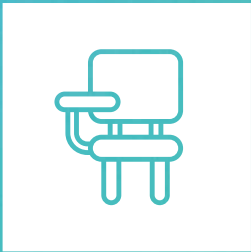




Quantumazing

In May 2022, the Museum of Science hosted Quantumazing, a weekend full of activities and presentations revolving around the tiniest form of matter. Museum educators were present with engaging activity tables aimed at teaching little ones about the little pieces that make our world go round. The Amazing Nano Brothers performed their educational juggling routine that is fun enough to get anyone interested in atoms.

49,249 CHILDREN PARTICIPATING IN FIELD TRIPS TO THE MUSEUM



In Classrooms

The Museum's offerings span beyond our Exhibit Halls and onsite programming. Since 2003, our education division has produced a high-quality, award-winning STEM curriculum for Pre-K through eighth-grade classrooms. Here are last year's most notable achievements in education.



In Classrooms

Best of STEM Award

EiE's Computer Science Essentials unit was awarded a 2022 Educators Pick Best of STEM Award by Catapult X, an education market research firm. The award program, whose winners are chosen solely at the discretion of STEM educators, gave EiE the award in the *Trailblazer: Inspiring Computational Thinking* category.

The Computer Science Essentials unit promotes computational thinking and digital literacy paired with socio-cultural learning theory, an approach that emphasizes active participation in the social and material world.



284

FULL TIME EMPLOYEES

99

PART-TIME EMPLOYEES



58

INTERNS



EiE

Our award-winning curricula division, EiE[®], designs STEM learning experiences that surprise, delight, and inspire lifelong learners. EiE has been used in over 220 school districts in Massachusetts and has reached approximately 1.3 million students across the United States. Last year, the program debuted in Tanzania. The Museum worked with Hope Girls and Boys school in Arusha, Tanzania, to implement the Designing Solar Ovens unit from Engineering is Elementary and Designing Shelters from EiE for Kindergarten.



55,000

TEACHERS USING EiE



1.25M

STUDENTS REACHED THROUGH EiE



In Classrooms

MOS at School

Our virtual field trip programming brings the wonder of the Exhibit Halls directly to the classroom with free, live presentations from a Museum educator combined with synchronous and asynchronous online resources designed to support STEM instruction. The program, which covers topics such as earth, space, and life sciences, is accessible to educators at any time and is ready to be incorporated into existing K-8 curriculum.



1,000

TEACHERS PARTICIPATING IN PROFESSIONAL DEVELOPMENT



Overdeck Family Foundation Grant

Overdeck Family Foundation awarded EiE, the Museum's curricula division, a three-year grant of \$1.5 million in August 2021 to support at-home STEM learning through free, high-quality computer science and engineering activities. In addition to supporting activities and resources for families, the grant also covers research to gauge the effects of the program.

The research aims to discover how resources from EiE Families influence social and emotional development, youth STEM engagement in formal and informal learning settings, and family communication within the household, among schools, and between community organizations.



970,737

IN-PERSON VISITORS



Online

Thanks to a generous anonymous donation, the Museum began a “digital transformation” in fiscal year 2022. In addition to revamping our digital systems, we have started making partnerships that will help us reach more people where they are. And we continued to share plenty of excellent content and programming online.



Online

MOS at Home

Launched in 2020 in response to the COVID pandemic, MOS at Home makes engaging science content accessible to people of every age and background. MOS at Home gives people access to our talented Museum educators anytime and from the comfort of their own homes. The online hub features live presentations, virtual exhibits, creative engineering projects, podcasts, kid-friendly activities, and more.



>1,000,000 MOS AT HOME VIEWS

Online



EiE Families

Designed for children ages 4 to 11, EiE Families provides at-home STEM learning through free, high-quality computer science and engineering activities in both Spanish and English. Each at-home activity is a hands-on project that can be completed using easily accessible household items. For example, the Bye Bye Bug project challenges users to design a way to catch a bug and release it safely outside.



70,000

FAMILIES WHO USED EIE'S FAMILIES PROGRAM



Online

Anonymous Grant for Digital Transformation

The Museum received a generous anonymous grant in June 2021 to undergo an institution-wide digital transformation to reach, engage, and impact audiences globally. The grant enabled the Museum to hire a full digital team, implement a suite of new data systems, develop a strong cohort of digital partners, and implement a robust content distribution strategy across social channels and digital platforms. The Museum has made great progress thanks to this multi-million dollar grant thus far, having hired a chief digital officer and head of digital audience, partnerships, and products, among other digital support positions; completing a successful, organization-wide CRM transition in just under ten months; and establishing partnerships with digital platforms like Kahoot! and Roblox that have global audience reach in the billions.



149 CORPORATE MEMBERS

Online



Town Halls

The Museum's thought leadership series returned to in-person events after being held virtually for the previous two years. Leaders in their fields from across science and technology took part in seven Town Halls and Forums during FY2022, most of which offered hybrid and in-person participation. Last year's themes were based around climate change and artificial intelligence (AI) and featured partners including NOAA, Northeastern University, BNY Mellon, and the Boston Foundation.



333

TOWN HALL VIEWERS



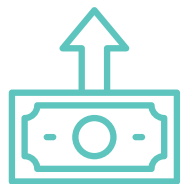
Advancement

With a return to regular operations, we were able to revamp some of the Museum's fundraising events and bring guests back on-site. Progress was also made on the Boston Science Common, with the opening of the first Center for Public Science Learning.



Stars of STEM

On May 6, 2022, the Museum held its signature annual fundraising event in person for the first time since 2019, followed by the Sparks After Dark after-party. In addition to the food, entertainment, and activities, the event featured the presentation of the Stars of STEM Award to the three companies responsible for creating the COVID-19 vaccine: Johnson & Johnson, Moderna, and Pfizer.



\$577,091 FUNDS RAISED



Boston Marathon

The Museum of Science Marathon Team is a small group of individuals fueled by their desire to make a big impact. As a proud Community Partner of the Boston Athletic Association, a team of 20 runners participated in the 126th Boston Marathon® as part of their Charity Program, raising over \$114,000 for the Museum's Community Engagement Department. The Museum's community outreach initiatives focus on broadening community access to the Museum through accessibility initiatives, school and community programming, and teacher professional development.

Due to the efforts of our Marathon Team, we were able to bring STEM learning to underserved communities and neighborhoods, promoting equitable access by reaching audiences that may not normally visit the Museum.



\$115,000 MARATHON FUNDRAISING TOTAL



Rise Up Boston

The Museum hosted a climate-action-focused weekend in April 2022 that invited community partners into the Exhibit Halls for a weekend of hands-on activities centered around the impacts of climate change and possible solutions to combat it. The weekend featured programming with Museum educators, presentations with live animal ambassadors, theater shows, and more, all designed to inform the public about climate change.





Colby Award and Dinner

The Colonel Francis T. Colby Award is presented annually to members of the Museum of Science community who have made extraordinary contributions of time, treasure, and talent to the Museum. The 2021 Colby Award was given to Gwill E. York, a prominent figure at the Museum. Gwill was the first woman to lead the Museum's trustees in 50 years, and the second woman in its history. A trustee since 1998, she co-chaired the institution's first-ever comprehensive capital campaign and was the fundraising catalyst for the initial Blue Wing transformation. The Museum is grateful to have this steadfast advocate of its mission and vision.



232 VOLUNTEERS



6376 VOLUNTEER HOURS



Annual Giving

In fiscal year 2022, the Museum of Science saw more than 5,000 donors come together to raise over \$3.85M in unrestricted revenue. Unrestricted support reaches every corner of the Museum—from exhibits to live animal care—and supplements our general operating budget. This means the Museum can respond quickly to emerging opportunities and challenges, ensuring that we continue to fulfill our mission of inspiring a lifelong love of science in everyone. In March 2022, we celebrated Pi Day, our annual day of giving! We raised a total of \$129,000 from over 450 donors. We surpassed our goal of \$125,000, and with the generous match provided by the President's Catalyst Council, we raised over \$250,000 in unrestricted funds.



\$3.85M

MONEY RAISED FOR ANNUAL GIVING



5,156

DONORS TO ANNUAL GIVING



Boston Science Common

The Boston Science Common (BSciC) will give the Museum a new capacity for bringing science to people at the pace of change, enabling the institution to collaborate with Boston's leading scientists to bring current and relevant content to the world. The BSciC will eventually span the entire second floor of the Blue Wing, reimagining the space to include a 10,000-square foot multipurpose Public Science Forum and expanding the *Garden Walk & Insect Zoo* into the *Live Animal Garden*. The space will also be used to showcase the Museum's novel model of exhibitions, driven by the new Centers for Public Science Learning.

These Centers bring together academia, industry, government, and the public to create a vision for—and a commitment to—making cutting-edge science and technology accessible and relevant for all. The Centers translate this vision into learning experiences in museums, in classrooms, and online. Our first Center launched and began sharing content in fiscal year 2022. Led by Harvard bioethicist Insoo Hyun, the Center for Life Sciences has been creating learning experiences to engage the public and increase trust.

Looking ahead, the Centers model will focus on an expansion into the environment and space. Led by directors whose networks connect them to leading scientists in Boston and beyond, the Centers produce programming that hooks the public on the latest in science and technology, gives them hope for humanity, and enables them to imagine a place for themselves in our science-driven world.



2,106

**INDIVIDUALS SERVED BY
COMMUNITY ENGAGEMENT TEAM**



Financials

FY22 SOURCES OF OPERATING FUNDS (000'S)

Operating Budget	\$66,376,000	
Admissions	\$9,987	15.0%
Memberships	\$5,266	7.9%
Program Fees	\$7,942	12.0%
Ancillary Services	\$7,726	11.6%
Endowment Income Used for Operations	\$3,572	5.4%
Designated Funds / Reserves	\$5,364	8.1%
Other Income	\$1,645	2.5%
Contributions and Grants	\$24,874	37.5%
Total Sources of Operating Funds	\$66,376	100.0%

FY22 USES OF OPERATING FUNDS (000'S)

Program Services	\$26,449	43.3%
Facility Operations	\$6,125	10.0%
Fundraising	\$4,856	8.0%
Other Supporting Services	\$23,615	38.7%
Total Uses of Operating Funds	\$61,045	100.0%



FY22 SOURCES OF OPERATING FUNDS

● Admissions	15.0%
● Memberships	7.9%
● Program Fees	12.0%
● Ancillary Services	11.6%
● Endowment Income Used for Operations	5.4%
● Designated Funds / Reserves	8.1%
● Other Income	2.5%
● Contributions and Grants	37.5%

	FY 2020	FY 2021	FY 2022
Endowment	\$167,310,000	\$214,327,000	\$200,756,000
	2020	2021	2022

Operating Income (000's)

Support	\$13,814	\$15,528	\$24,874
Revenue	\$37,634	\$28,904	\$41,502
Total Operating Income	\$51,448	\$44,432	\$66,376

Operating Expenses (000's)

Program Services	\$27,862	\$19,394	\$26,449
Supporting Services	\$30,676	\$25,319	\$34,596
Total Operating Expenses	\$58,538	\$44,713	\$61,045
Net Operating Income	(\$7,090)	(\$281)	\$5,331



FY22 USES OF OPERATING FUNDS

● Program Services	43.3%
● Facility Operations	10.0%
● Fundraising	8.0%
● Other Supporting Services	38.7%



THANK YOU