



2020

ANNUAL REPORT

OUR MISSION

To inspire a lifelong love of science
in everyone.

OUR VISION

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



SENIOR MANAGEMENT TEAM

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Chief of Staff

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Chief Marketing Officer,
Marketing Strategy & Communications

Christine Reich
Jane and Payson Swaffield
Chief Learning Officer

Andrew Russell
Senior Vice President, Advancement

Brian Therrien
Senior Vice President,
Finance & System Services

Christine Flebbe
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STATE OF THE MUSEUM FROM PRESIDENT TIM RITCHIE



It would be easy to assume that when I joined the Museum of Science in February 2020, I could never have expected the changes that would shortly follow. The truth is that change is part of what drew me to the Museum. I saw the commitment of the board, staff, and donors to continually evolve in pursuit of broadening access to STEM learning and inspiring a lifelong love of science in everyone.

In Fiscal Year 2020, the Blue Wing Founders fund reached the \$22.5M goal, enabling two new, permanent exhibits—*Arctic Adventure: Exploring with Technology* and *Engineering Design Workshop, Powered by MathWorks*. The transformed Blue Wing will strengthen visitors' abilities to investigate questions, create solutions, and imagine possible worlds as they explore science, nature, and engineering. In the Red Wing, the Mugar Omni Theater, a beloved New England icon, underwent a total refurbishment and converted to a state-of-the-art digital laser projection system. We celebrated the first Museum of Science Day at the State House, where Museum staff met with state legislative staff to showcase our role as a leader in STEM education and a partner in service of Massachusetts districts and communities. The pages that follow are filled with even more examples of growth and change.

COVID-19 didn't stop the Museum's momentum or mission. It accelerated both. With a global spotlight on the importance of public equity, access, and trust in science, the Museum family was quick to respond.

Under the leadership of Chair Gwill York and her successor Alexis Borisy, the Board of Trustees faced the pandemic not with trepidation but with conviction. Their dedication to strengthening our business model, creating a more nimble and inclusive staffing structure, and finding ways to ensure support for consistent and relevant service to our community have had a fundamental impact. I want to give special thanks to Gwill, who transitioned out of her role of Chair at the end of the fiscal year after five years of significant progress. We are grateful that she remains a Trustee and a central part of the Museum's volunteer leadership.

Our staff handled every pivot with open minds and determination. When asked to say yes to something new and abrupt, they didn't hesitate even when it added to their already daunting workload. They

engaged with local industry, academia, and public and government partners to generate opportunities to address the questions and needs of the community. New programming was developed to support students and families adjusting to an entirely virtual learning environment. We established a gold standard of safety precautions to protect our staff and visitors. And when it became necessary to close our doors temporarily for safety, we opened up the Museum to the world through MOSatHome within a matter of weeks.

Putting safety first meant periods of closure and reduced capacity, which resulted in significant and immediate loss of ticket and gate revenue. Our donors demonstrated their unwavering commitment by contributing over half a million dollars to an emergency campaign for unrestricted support in the fourth quarter of the year. This was in addition to almost \$15 million in new gifts and pledges made throughout the year. We are so grateful to every donor who makes the Museum's work possible.

I may not have expected the volume and pace of change that would make up my first quarter as President of the Museum, but I was continually reminded of why the Museum is such a beloved, enduring, and evolving institution. It all comes down to community—donors, trustees, staff, members, visitors, volunteers, teachers, students, partners from every sector, individuals, and families across Boston and beyond.

Together, so much was accomplished this year. When the pandemic threatened to derail that progress, we didn't shrink. We grew. We didn't push pause until things started to go back to normal. We pushed forward, and we weren't afraid to take big risks. Most importantly, we stayed steadfastly true to our vision of creating a world where science belongs to each of us for the good of all of us.

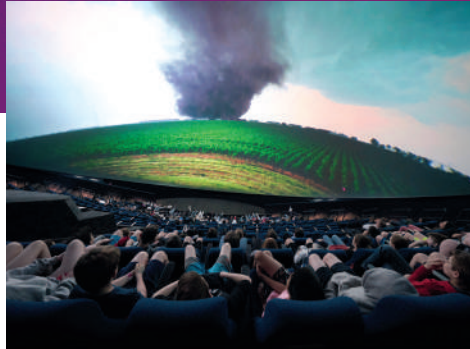
Gratefully yours,

A handwritten signature in blue ink that reads "Tim Ritchie". The signature is fluid and cursive, written in a professional but personal style.

Tim Ritchie
President

HIGHLIGHTS

The Mugar Omni Theater, a beloved New England icon, underwent a total refurbishment with the generous support of David Mugar. In addition to new lighting, audio and seats, the original 70mm projection system has been converted to a state-of-the-art IMAX® 4K digital projection system. “By upgrading to digital, the Museum will be able to capture the minds of a new generation,” said David Mugar.



FAST FACTS

NEW GIFTS AND PLEDGES

ENDOWMENT

\$15.4M

\$167.3M



The Museum was proud to host the Northeast debut of Gunther von Hagens' *BODY WORLDS & The Cycle of Life*, a new presentation of the groundbreaking anatomical exhibition series *BODY WORLDS*. The 10,000-square-foot exhibit focused on the human life cycle, capturing the body at every stage – at its most healthy, as it changes, grows, matures, and finally wanes. Produced to accompany the run of this exhibit, the *Building from Blueprints of Life* described how the principles of engineering can be applied to the world of biology in order to solve problems such as producing sustainable energy sources and finding new ways to treat diseases.



HIGHLIGHTS

Captain Scott Kelly, decorated retired US astronaut and US Navy captain received the Bradford Washburn Award, honoring his outstanding contribution toward public understanding and appreciation of science, technology, engineering and math.

FAST FACTS

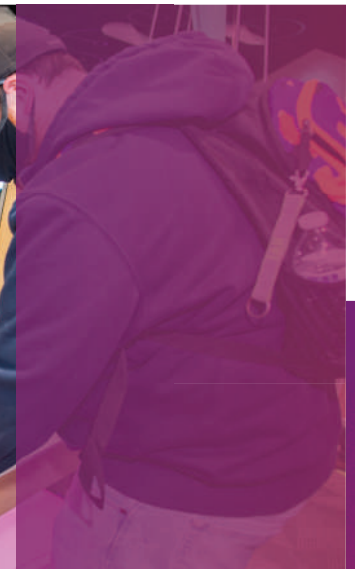
MEMBER HOUSEHOLDS

CORPORATE MEMBERS

46,032

166

For 17 years, Engineering Design Challenges has introduced families and school groups to the engineering design process by asking visitors to design a prototype solution to a challenge of the day. This year, the program served over 120,000 participants, as well as an additional 25,000 visitors at pop-up computational thinking activities across the Museum and at events like National Engineers Week, where we partnered with volunteers from GE, National Grid, Northeastern University and other local institutions.



HIGHLIGHTS

With the generous support of the Blue Wing Founders fund, the Blue Wing began its transformation to include two exciting permanent exhibits. *Arctic Adventure: Exploring with Technology*, immerses visitors in the extraordinary environment of the Arctic; and *Engineering Design Workshop, Powered by MathWorks*, invites you to create solutions to an exciting array of engineering and computer science challenges.



FAST FACTS

IN-PERSON VISITORS

933,000

CHILDREN WHO PARTICIPATED
IN FIELD TRIPS TO THE MUSEUM

71,000

FREE EXHIBIT HALLS ADMISSIONS
PROVIDED TO MA RESIDENTS
QUALIFYING FOR EBT OR
SUPPLEMENTAL NUTRITION PROGRAM

17,621



Gordon Current Science & Technology Stage welcomed more than 41,740 visitors over the course of 862 shows that covered a wide array of topics including up-close flyby of Arrokoth at the edge of our solar system, the latest in efforts to mitigate and adapt to climate change, and the story of the second patient to be declared HIV-free after a unique treatment.

HIGHLIGHTS

As part of a national tour sponsored by PetSmart Charities, the temporary exhibit, *Dogs! A Science Tail* provided museum guests with hands-on opportunities to experience the extraordinary way that dogs see, hear, and smell the world. Visitors were also able to experience Working Like a Dog, a presentation developed to look at the wide variety of ways canines help humans, from lifesaving search-and-rescue operations to sniffing out cancer.



FAST FACTS

VOLUNTEERS

278

TOTAL HOURS CONTRIBUTED

15,853

The Museum recognized Jack W. Szostak, PhD with the Walker Prize. Geneticist, molecular biologist, professor, and Nobel Prize recipient, his research has been instrumental to the field of genetics, medicine, and academia.

HIGHLIGHTS

Throughout July, the Museum took part in and hosted a variety of activities and programming in honor of the 50th anniversary of the Apollo 11 Moon Landing, culminating in the One Giant Anniversary celebration. Events included special Planetarium shows, space-related hands-on activities, and dozens of guest scientists and engineers who brought technology such as rovers and Martian ice samplers to display on the Museum floor.



FAST FACTS

STUDENTS IN PREK-8 CLASSROOMS IN ALL 50 STATES UTILIZING THE EIE CURRICULUM

TEACHERS PARTICIPATING IN PROFESSIONAL DEVELOPMENT PROGRAM (VIRTUAL AND IN-PERSON)

1,192,606

1,925



Through generous support from the Overdeck Family Foundation, Engineering is Elementary (EiE) developed a series of free, hands-on, research-based activities that promote collaborative problem-solving and help families engage in STEM activities outside the classroom. Thanks to the generosity of National Grid, we were also able to distribute 4,119 “EiE Try-It! Kits” in partnership with the Greater Boston Food Bank, providing thousands of Eastern Massachusetts families with access to hands-on at-home science and engineering kits.



HIGHLIGHTS



The Museum's Traveling Programs celebrated 25 years of providing engaging science enrichment programs to communities throughout New England. Now the largest museum outreach provider in the region, MOS delivers professional STEM educators to teach over thirty types of programs to more than 100,000 people each year.

The official kick-off event for the second annual Massachusetts STEM Week was held at the Museum of Science. Governor Baker was joined by Lieutenant Governor Polito, Education Secretary Peyser, Congressman Kennedy, and others to address diversity in STEM and officially proclaim October 21-25 as Massachusetts STEM Week. This statewide effort engages schools, nonprofits, colleges, museums, and businesses to encourage all learners to envision themselves in STEM education and careers.



FAST FACTS

INDIVIDUALS SERVED BY TRAVELING PROGRAMS, COVERING 49,347 MILES

61,143

TRAVELING PROGRAMS SCHOLARSHIPS AWARDED

\$160,440

HIGHLIGHTS

Known around the world as Pi Day, March 14th is the Museum's annual "Day of Giving" and FY20 was a pi-tastic success, raising \$198,599 and surpassing goal with a 96% increase in revenue over FY19. This year's campaign focused on nostalgia and offered opportunities for people to learn more about the Museum's history and share their impactful memories of MOS through a virtual memory wall.



FAST FACTS

ACTIVE FT EMPLOYEES

ACTIVE PT EMPLOYEES

212

7



The Col Francis T. Colby Award was bestowed on the Cummings Foundation for inspiring generations of Boston area residents through their generous support of capital, program, and exhibit development projects at the Museum of Science and throughout Eastern Massachusetts.



HIGHLIGHTS

At the first Museum of Science Day at the State House, Museum staff met with state legislative staff to showcase the Museum's role as a leader in STEM education and a partner in service of Massachusetts districts and communities.

FAST FACTS

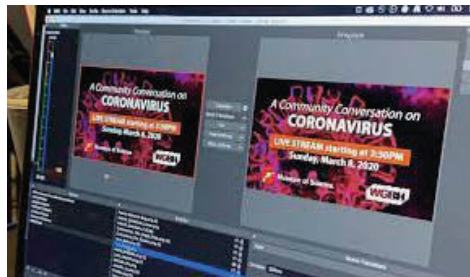
DIGITAL VISITORS

1,733,818

PARTICIPANTS IN MOS LIVE PRESENTATIONS

372,930

On March 12, 2020, the Museum made the difficult decision to temporarily close our doors to ensure the safety of staff, visitors and volunteers as COVID-19 continued to spread. Knowing that building STEM confidence in every citizen was more important in this difficult time than ever, halting programming was not an option. So on March 26th, merely two weeks after closing, we launched MOSatHome, a virtual experience designed to deliver world-class STEM content through the web. Offerings include programs that are live and interactive as well as resources to be clicked on and explored at any time. Continuing to enhance our virtual tools, programs and resources remains a priority as they provide opportunities to significantly increase access to the Museum and STEM.



HIGHLIGHTS

As the pandemic magnified the needs of our most vulnerable students and families, EiE looked for innovative ways to provide support. Virtual Learning Solutions was created by adapting EiE's proven curricular units for use in a virtual setting and was launched in May 2020. The series has since been used by educators across the country and by community organizations serving under-resourced students including After-School All-Stars, Girls Inc., and Boys and Girls Clubs.



FAST FACTS

FAMILIES ACROSS ALL 50 STATES
AND DC WHO UTILIZED EiE'S
FAMILIES PROGRAM

23,680



Like most cultural institutions, when the Museum's Exhibit Halls went quiet, significant ticket and gate revenue was immediately lost. An emergency campaign was launched and our generous donors contributed over \$558,000 in unrestricted support for the newly created MOS Fund in the final quarter of FY20. In addition to helping deploy staff and deliver content in new ways, this campaign provided seed funding to build MOSatHome, a vital virtual community resource that will endure for years to come.

FINANCIALS

FY20 SOURCES OF OPERATING FUNDS

Contributions and Grants	\$13,814	26.9%	
Admissions	\$10,301	20.0%	
Program Fees	\$6,361	12.4%	
Ancillary Services	\$6,003	11.7%	
Memberships	\$5,378	10.4%	
Designated Funds / Reserves	\$4,546	8.8%	
Endowment Income Used for Operations	\$3,521	6.8%	
Other Income	\$1,524	3.0%	Operating Budget
Total Sources of Operating Funds	\$51,448	100.0%	\$51,448,000

USES OF OPERATING FUNDS (000'S)

Program Services	\$27,862	47.6%
Other Supporting Services	\$20,683	35.3%
Facility Operations	\$5,199	8.9%
Fundraising	\$4,794	8.2%
Total Uses of Operating Funds	\$58,538	100.0%



FY20 SOURCES OF OPERATING FUNDS

Contributions and Grants	26.9%
Admissions	20.0%
Program Fees	12.4%
Ancillary Services	11.7%
Memberships	10.5%
Designated Funds/Reserves	8.8%
Endowment Income Used for Operations	6.8%
Other Income	3.0%

ENDOWMENT

FY2018	FY2019	FY2020
\$156,367,000	\$171,786,000	\$167,310,000

PHILANTHROPIC CONTRIBUTIONS

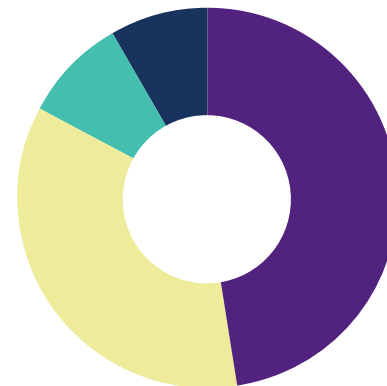
FY2018	FY2019	FY2020
\$30,900,000	\$27,900,000	\$15,400,000

OPERATING INCOME (000'S)

	2018	2019	2020
Support	\$15,333	\$14,687	\$13,814
Revenue	\$48,612	\$50,880	\$37,634
Total Operating Income	\$63,945	\$65,567	\$51,448

OPERATING EXPENSES (000'S)

	2018	2019	2020
Program Services	\$42,620	\$34,386	\$27,862
Supporting Services	\$21,282	\$31,173	\$30,676
Total Operating Expenses	\$63,902	\$65,559	\$58,538
Net Operating Income	\$43	\$8	(\$7,090)



FY20 USES OF OPERATING FUNDS

Program Services	47.6%
Other Supporting Services	35.3%
Facility Operations	8.9%
Fundraising	8.2%

THANK
YOU



Museum of Science.