



2021

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

As the fiscal year 2021 began, the doors of the Museum were preparing to reopen after almost four months' closure to protect staff, volunteers, and the public from COVID-19 exposure. It was exhilarating to think of the halls and exhibits being filled again with guests experiencing the joy and wonder of science first-hand. Yet, the closure facilitated us opening up to a broader audience than ever before.

The shutdown helped us to realize that our purpose all along wasn't just to be a great museum in a physical sense. The true purpose has always been to make a difference in the world. So our focus quickly shifted from an empty building to a vast realm of possibility.

Thanks to the unwavering support of our donors and community partners, the staunch leadership of our Board of Trustees, and the extraordinary dedication of our staff, the Museum accomplished a great deal, including:

- Developing online resources that continue to bring STEM and the Museum into the homes and lives of people of all ages and backgrounds across the country and the world;
- Building upon the work we have been doing in classrooms for almost two decades through real-time, virtual interactions and asynchronous experiences, reaching an unprecedented number of students and educators;
- Continuing to create world-class exhibits like Engineering Design Workshop, which not only advances STEM learning and engagement but also builds people's creative confidence, which is so fundamentally important to our growth as individuals and as a society; and
- Serving as a trustworthy community resource and agent of change throughout the pandemic.

It has been a time of great experimentation and learning. Not everything we tried worked precisely as planned. But isn't that what science is all about? You have a hypothesis. You test it. If it doesn't bear out, then you reframe and try again. The successes and the bumps in the road all helped give us a better sense of what it takes to impact the world at scale, and has resulted in a clearer understanding of the Museum's path forward. And what an exciting path it is proving to be!

Thank you for being by our side at every turn. This incredible community – members, visitors, volunteers, teachers, students, partners from every sector, philanthropists, trustees, staff – makes it possible for the Museum to inspire a lifelong love of science in everyone. I can't think of a better way to change the world.

Gratefully yours,

Tim Ritchie, President

SENIOR MANAGEMENT TEAM

Tim Ritchie

President

Severine Imbert de Smirnov

Chief of Staff

Christine Reich,

Jane and Payson Swaffield

Chief Learning Officer

Todd Sperry

Chief Marketing Officer

Jonathan Burke

Vice President, Visitor Services

and Operations

Christine Flebbe,

Interim Vice President, Human

Resources & Volunteer Services

Andrew Russell

Senior Vice President, Advancement

Patricia Sheppard

Vice President, Information Technology

Brian Therrien

Senior Vice President, Finance

& System Services

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

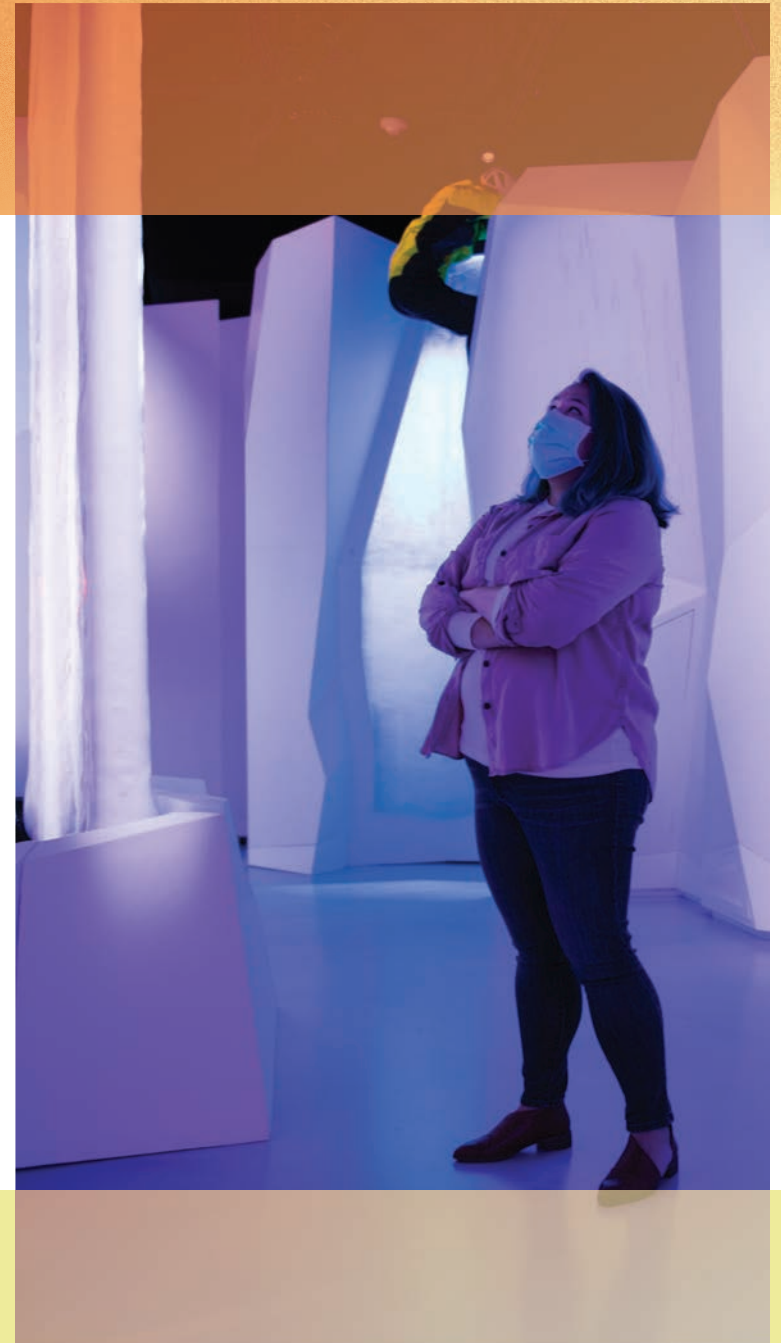


IN RESPONSE TO THE COMMONWEALTH'S COVID-19 REOPENING PLAN, the Museum was temporarily closed to the public at the start of FY21 and again for a short time in the winter. It was difficult not to see visitors filling the halls of Science Park during those times, but it also challenged us to find new ways for the Museum to engage with the community, new ways to provide relevant content and experiences at a time when the importance of public science learning was at an all-time high.

The results were exhilarating and touched every facet of our work.

- **IN MUSEUM,**
- **IN CLASSROOMS,** and
- **ONLINE.**

We are proud to share a snapshot of this truly transformative year in the pages that follow.





IN MUSEUM

RACE TO THE VACCINE

Following the approval of COVID-19 vaccinations for kids ages 12 and up in May of 2021, the Museum partnered with CiC Health and the Commonwealth to offer families a safe, familiar, and fun place to get vaccinated. While waiting, clinic attendees were treated to a demonstration of how vaccines are made and given passes to explore the Museum's exhibit halls. The Museum also hosted two VaxAbilities vaccine clinics specifically supporting individuals with developmental disabilities and sensory-support needs as part of the statewide Vaccine Equity Initiative. Through this series of vaccine clinics, thousands of vaccinations were administered at the Museum.

4,610

VACCINATIONS
ADMINISTERED
ONSITE





ARCTIC ADVENTURE: EXPLORING WITH TECHNOLOGY

Arctic Adventure: Exploring with Technology celebrated its successful launch in December 2020. This immersive exhibit blends physical elements, lighting, sound, and projected digital media to create an Arctic landscape within the Museum - including a touchable ice wall. Inside, visitors can explore some of the technologies that scientists and researchers use to investigate and understand the Arctic.



\$214,000,000
ENDOWMENT



IN MUSEUM

ENGINEERING DESIGN WORKSHOP POWERED BY MATHWORKS

In March of 2021, the Museum opened our new hands-on engineering and computer science exhibition. The *Engineering Design Workshop Powered by MathWorks* inspires guests of all ages to explore the many ways engineers solve problems. Self-guided interactive stations in our Engineering Design Labs invite visitors to design, build, and test their own solutions to fun engineering and computer science challenges. The hands-on engineering activities and state-of-the-art tools have made this exhibit a favorite among visitors.

166

CORPORATE MEMBERS





FACES OF SCIENCE, AMBASSADORS FOR EQUITY

Our new exhibition, *Faces of Science: Ambassadors for Equity*, opened in June. This project highlights incredible scientists whose unique identities, perspectives, and experiences influence their work in advancing social justice through STEM. The women currently celebrated in these panels were sourced from the If/Then Collection, but it is our intention to keep updating this exhibition with new faces and stories over time.

32,692 MEMBER HOUSEHOLDS





IN MUSEUM

LIVE ANIMAL CARE CENTER

Due to travel restrictions during the pandemic, acquiring new animals for the Museum was trickier than ever, but as always, our dedicated staff moved mountains to make it possible. In one instance, two staff members flew to Texas to pick up Jane, a cotton-top tamarin, and then drove her all the way back from Texas to Boston. Though it was quite the adventure to bring Jane to the Museum, it was well worth it to help protect a member of this endangered primate species and provide companionship for our male cotton-top tamarin, Darwin.



89

SPECIES OF ANIMALS



Virtual Forum on Climate Hazard Resilience: Sea Level Rise

Hosted by the Museum of Science



CITIZEN SCIENCE, CIVICS, AND RESILIENT COMMUNITIES

This year, as part of the Citizen Science, Civics, and Resilient Communities Project, our Current Science Communications Team hosted four national forums on climate. These climate hazard resilience forums built on their previous work of Wicked Hot Boston and Wicked High Tides, and covered extreme heat, sea level rise, extreme precipitation, and drought. As part of a team of 22 Museums and science centers from 13 different states, the Museum of Science helped to recruit and facilitate these forums, leading to over 200 public participants from across the country.



356,019
IN-PERSON VISITORS



IN MUSEUM

IN MUSEUM...IN ASIA?

Our world class exhibit, *The Science Behind Pixar*, continued its international tour in Asia this year with two stops in Japan: moving from Fukuoka City Museum to Nagoya Prefectural Museum of Modern Art. Despite the obstacles posed by the pandemic, we were able to complete the move remotely by working closely with our partners (on Japanese time), and carefully supervising every step, from unpacking to installation. After welcoming over 120,000 visitors in Japan, Pixar began its journey to Hong Kong where the exhibit will delight visitors at the Hong Kong Science Museum.

253

FULL-TIME
EMPLOYEES

62

PART-TIME
EMPLOYEES

62

INTERNS





ENGINEERING IS ELEMENTARY (EIE)

As the country shifted to virtual learning, the EiE team leveraged their digital platform to create resources and help educators make the switch to remote STEM teaching. EiE offered professional development workshops, distributed EiE TryIt! Kits, and launched engaging programming like *Computer Science Essentials™*, an integrated approach to engineering and computer science for grades 1-5. Engineering is Elementary® 2nd Edition was recognized for this work and more through the Tech & Learning Award of Excellence: Best of 2021 Primary Education.



1.2M
**STUDENTS REACHED
THROUGH EIE**



IN CLASSROOMS

MOS AT SCHOOL

When the pandemic hit, the Museum reacted quickly to meet the public's need for virtual science education: launching MOS at School, a free digital platform, in November of 2020. Used by schools across America and serving grades K-12, MOS at School brings classroom audiences fun, interactive, live-streamed programs on two topics, three times daily. During synchronous lessons, MOS educators interact directly with students via polls and live chat Q&A. Asynchronous content complements these live sessions and can be viewed at any time. These virtual field trips, ranging from live animal demonstrations to solar system explorations, are sure to spark excitement and discovery in every classroom.



44,000

MOS AT SCHOOL PARTICIPANTS



MOS AT HOME

After launching *MOS at Home* in March of 2020, the Museum continued to build on the program's success: bringing 279 presentations to over 500,000 viewers around the world. With multiple live presentations throughout the day, creative engineering projects, podcasts, and kid-friendly activities, these engaging programs are bringing world-class STEM experiences to people everywhere. "Through *MOS at Home*, our talented team of educators and experts is making STEM accessible to people of every age and background, to help cultivate a generation of problem-solvers, doers and makers, one that enjoys and celebrates science, whether or not they are able to visit the Museum" said Tim Ritchie, Museum President.



1,500

**TEACHERS PARTICIPATING IN
PROFESSIONAL DEVELOPMENT**



ONLINE

MOS EN ESPAÑOL

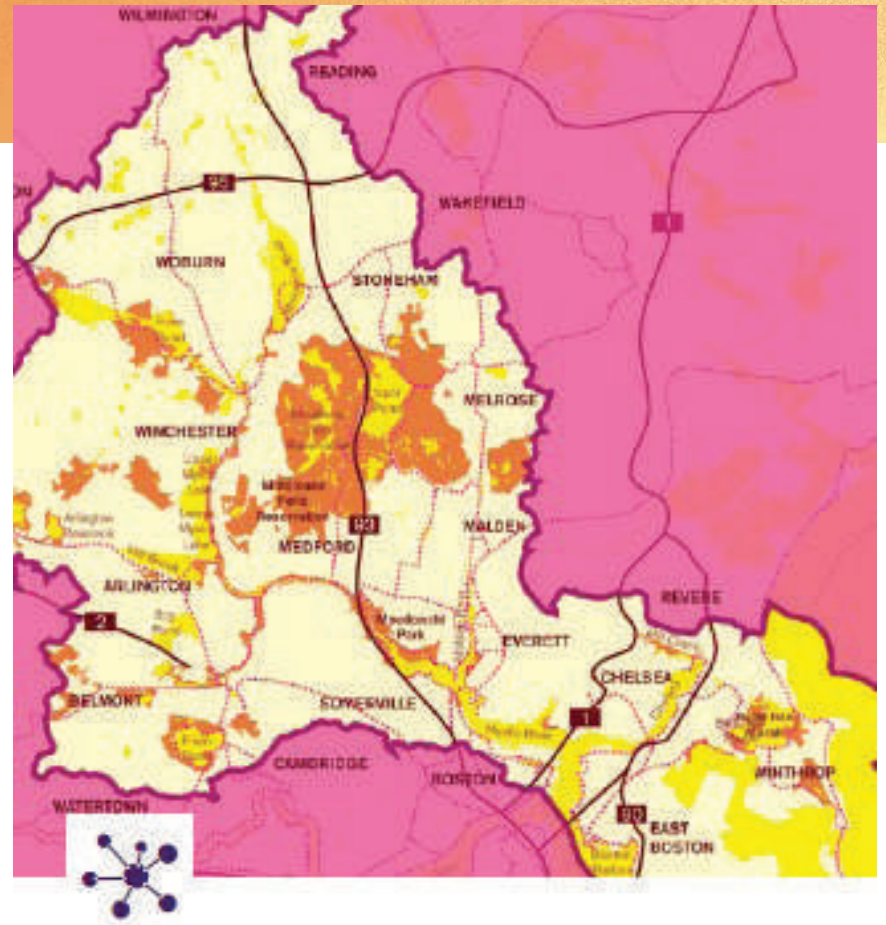
In partnership with El Mundo Boston, the Museum launched a new digital platform dedicated to Spanish programming. MOS en Español will deliver original live streaming content in Spanish with English subtitles to audiences around the world. Programs explore traditional Latin American constellations, introduce the Museum's animal ambassadors, explore the making of the Pixar film, Coco, and discover the science behind making – and breaking – a piñata. “This new platform and online community will help us celebrate scientific discovery and the rich Hispanic culture represented throughout New England, and beyond,” said Museum President, Tim Ritchie.

98,210

VIEWS OF MOS
EN ESPAÑOL

34

MOS EN ESPAÑOL
PRESENTATIONS



Wicked Hot Mystic

Ayúdanos este verano, junto con la Mystic River Watershed Association, a recopilar datos que serán utilizados para generar un mapa de calor



SUBSPACE: ADULT EXPERIENCES

The SubSpace team launched an on-going series of Antiracism programming including high-profile events such as *How to be An Antiracist: An Evening with Dr. Ibram X Kendi*. With a consistent commitment to developing offerings with all communities and amplifying the voices of BIPOC and LGBTQ creators, scientists, and academics, SubSpace has continued to make progress on the diversification of adult audiences. This work is shifting public perceptions of how a science education institution can be a safe and welcome space for all and a convener of groundbreaking voices, research, and collaborations.

35,085

**TOTAL
SUBSPACE VIEWS**

44

**SUBSPACE VIRTUAL
PROGRAMS AND
EVENTS**



ONLINE

TOWN HALLS

Responding quickly to community need, the Museum hosted periodic virtual town halls, including a three-part series addressing the critical decisions the public faced during the COVID-19 vaccine rollout. These participatory Town Halls featured discussions from expert panelists followed by small group conversations where participants could ask questions, share their thoughts, and consider topics such as “How will society change in a world transformed by COVID?” Overall the eight town halls welcomed more than 9,000 viewers.



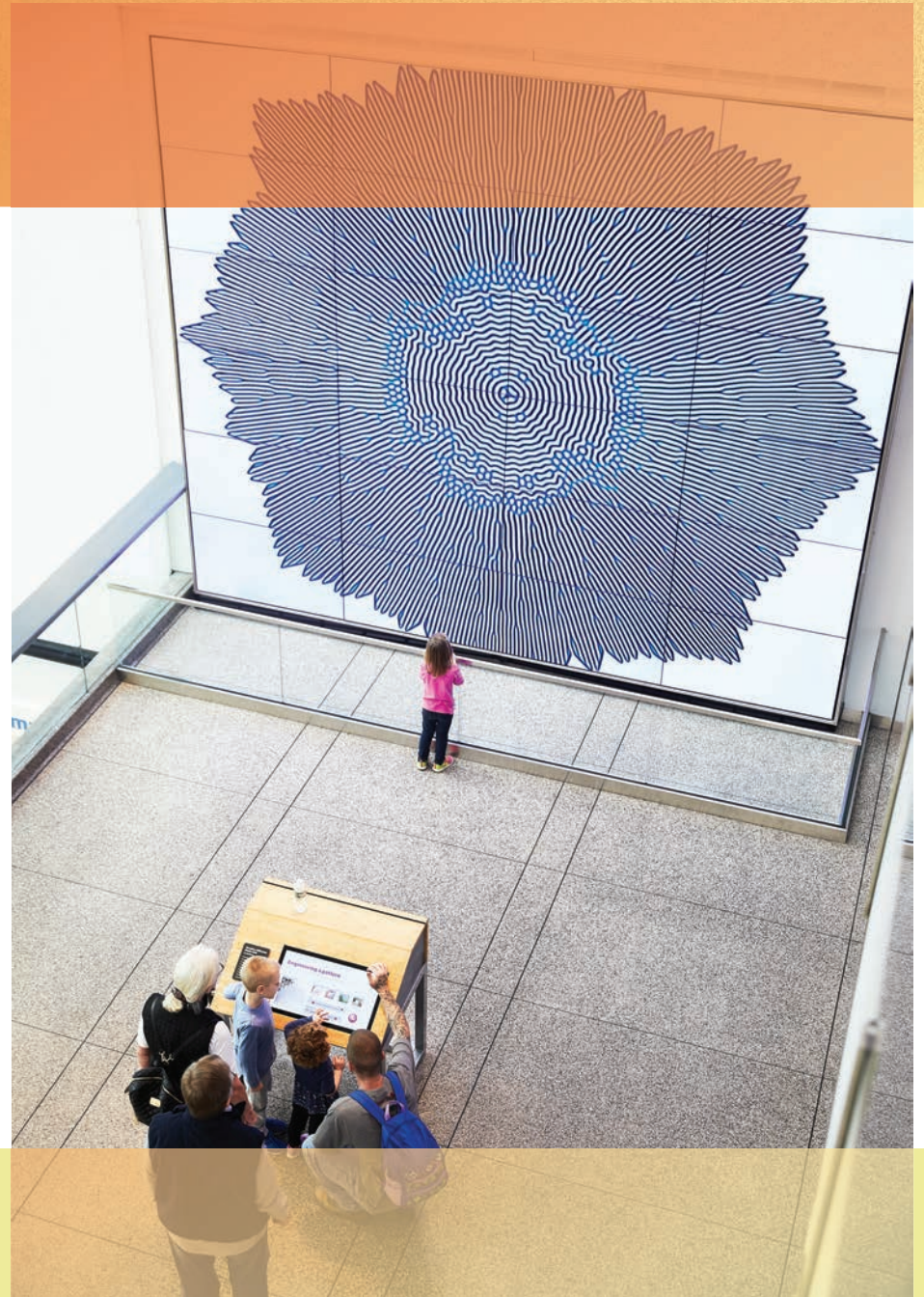
9,478 TOWN HALL VIEWERS





ADVANCEMENT

In the face of lost revenue from closures and capacity restrictions, our philanthropic community became more essential than ever. The Museum's incredible supporters didn't miss a beat when events shifted to a virtual environment or funding was needed for critical new programming. The following are just a few of the many highlights of the fundraising successes our donors made possible throughout the year.





ADVANCEMENT

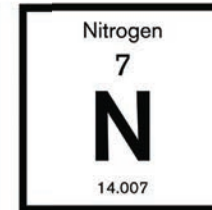
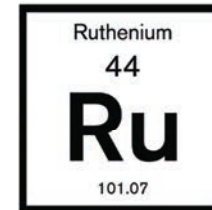
VIRTUAL MARATHON

In lieu of the postponement of the Boston Marathon due to COVID, the Museum's Advancement Events department created a Virtual Race Training Program. Program participants were a group of thoughtful, committed walkers and runners, dedicated to supporting the Museum's *Live Animal Care Center* and the captivating creatures that call it home.

Participants trained for self-selected races, from a 5k to a full marathon. They were given tips and tools to achieve their fundraising goals and professional coaching from Coach Rick Muhr including training schedules and instructional videos.



Museum of Science.



\$95,000

**VIRTUAL MARATHON
FUNDRAISING TOTAL**





SWAFFIELD CHALLENGE

During the most difficult fundraising period of the Museum's COVID closure/restrictions, donors Jane and Payson Swaffield came forward with the Swaffield Challenge in support of the MOS Fund. The goal of the challenge was to incentivize non-traditional annual fund gifts, motivate an increase in gift amounts, and reduce the Museum's projected fiscal 2021 deficit by two-thirds. The challenge goal was met and exceeded, reminding us all how committed our Museum supporters are to ensuring we have the resources to advance our mission.

\$4.3M
FUNDS RAISED





ADVANCEMENT

PI DAY

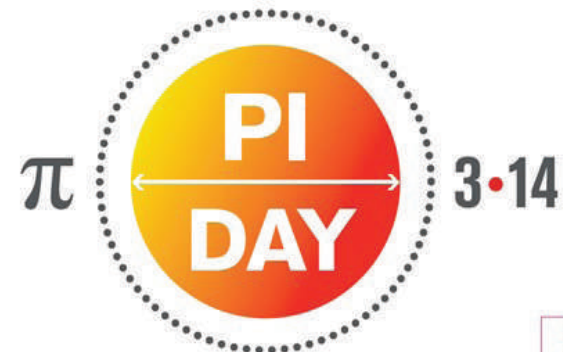
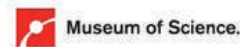
In March of 2021, we celebrated Pi Day, our annual day of giving, and it was our most successful year yet! We raised a total of \$176,388 from over 1,400 donors – an astounding increase compared to last year's total of \$99,000 from 750 donors. We surpassed our goal of \$150,000 and with the generous match provided by the President's Catalyst Council we raised over \$350,000 in unrestricted funds. This revenue will provide crucial support for our operating budget. Thank you to everyone who supported this campaign – we are raising a slice of Pi to you!

31,963

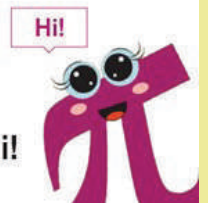
**IN-PERSON
PLANETARIUM
VISITORS**

64,343

**VIRTUAL
PLANETARIUM
VISITORS**



Pi Day of Giving
Supporting STEM is as easy as pi!





ANNUAL GIVING

In FY21, we saw record-breaking unrestricted support of the Museum. In this critical year when ticket revenue was unreliable, our donors showed up for us. Annual gifts support multiple programs from exhibits to the Live Animal Care Center and supplements the general operating budget to ensure the Museum has the flexibility to fund areas that are most in need.



\$3.89M

**MONEY RAISED FOR
THE ANNUAL FUND**



ADVANCEMENT

STARS OF STEM

The virtual gala showcased and celebrated stories of STEM access and paid special tribute to our 2020 Star of STEM, Dell Technologies. A special partner in our mission, Dell is committed to shaping the future of innovation by developing technologies to drive human progress and is dedicated to bringing STEM education to underserved students. Funds raised helped to broaden access to our engaging programs and immersive experiences, ensuring that anyone can see themselves as a STEM learner.

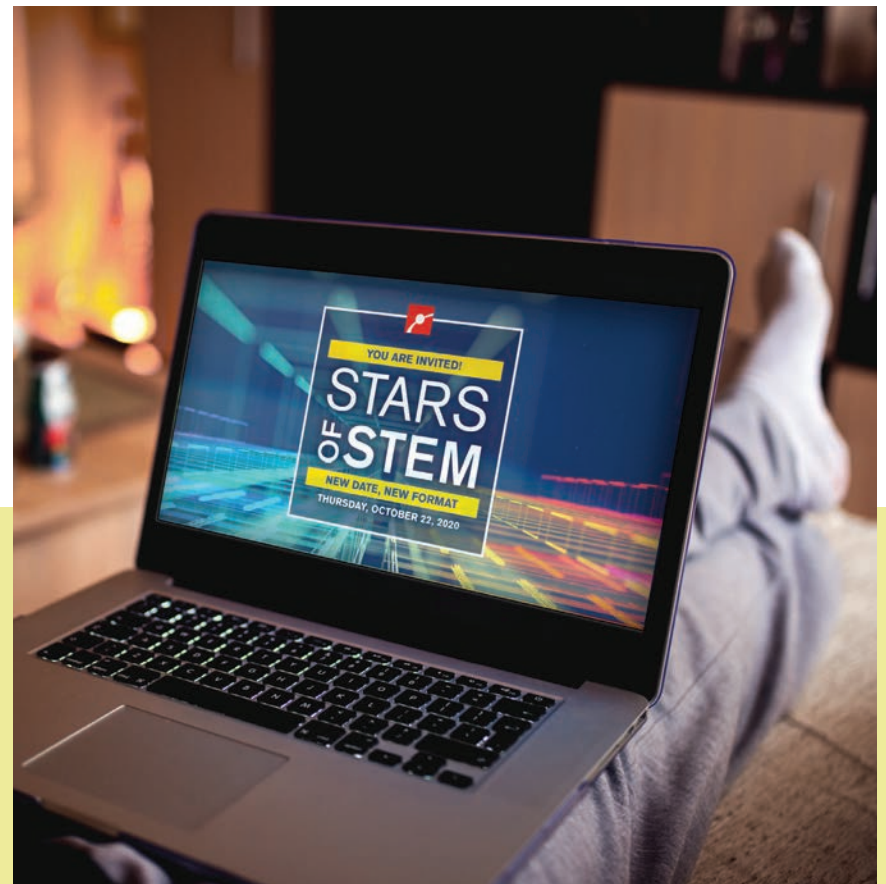
\$26.6M

**NEW GIFTS AND
PLEDGES**

\$44.4M

**OPERATING
BUDGET**

DELLTechnologies



BOSTON SCIENCE COMMON

The Museum has now taken a bold new direction: the Boston Science Common which will bring science to people at the pace of change. It all begins with creating centers that address the most compelling science issues of our day. These will be content generators for the Boston Science Common, driving relevant, accessible exhibits and programs across a variety of topics. Through them, the intellectual capital of Boston will flow, as we work with a broad advisory panel composed of academic, industry, and community partners to bring each area to life. They will be the conduits to engage the public.

Much of this will take place through a public science forum. A flexible, multi-purpose convening space overlooking the Charles River that will instantly become Boston's most sought-after space for public science engagement. A place where the public, government, industry, and academia can come together and think out loud. It will be a place that welcomes our community in, through curation and co-creation, while broadcasting out and amplifying relevant community discussions and issues.

This will be matched by a new, dynamic, multi-purpose exhibit space that invests heavily in cutting-edge technologies to frequently rotate exhibit topics at regular intervals with breaking science news. The future is bright and exciting. Thank you for being part of our Museum of Science community of friends, believers, and supporters.





FINANCIALS

FY21 SOURCES OF OPERATING FUNDS (000'S)

Operating Budget	\$44,432,000	
Admissions	\$4,088	9.2%
Memberships	\$5,439	12.2%
Program Fees	\$6,222	14.0%
Ancillary Services	\$3,461	7.8%
Endowment Income Used for Operations	\$3,016	6.8%
Designated Funds / Reserves	\$3,570	8.0%
Other Income	\$3,108	7.0%
Contributions and Grants	\$15,528	34.9%
Total Sources of Operating Funds	\$44,432	100.0%

FY21 USES OF OPERATING FUNDS (000'S)

Program Services	\$19,394	43.4%
Facility Operations	\$5,381	12.0%
Fundraising	\$3,792	8.5%
Other Supporting Services	\$16,146	36.1%
Total Uses of Operating Funds	\$44,713	100.0%



FY21 SOURCES OF OPERATING FUNDS

● Admissions	9.2%
● Memberships	12.2%
● Program Fees	14.0%
● Ancillary Services	7.8%
● Endowment Income Used for Operations	6.8%
● Designated Funds / Reserves	8.0%
● Other Income	7.0%
● Contributions and Grants	34.9%

	2019	2020	2021
Endowment	\$171,786,000	\$167,310,000	\$214,327,000
Operating Income (000's)			
Support	\$14,687	\$13,814	\$15,528
Revenue	\$50,880	\$37,634	\$28,904
Total Operating Income	\$65,567	\$51,448	\$44,432
Operating Expenses (000's)			
Program Services	\$34,386	\$27,862	\$19,394
Supporting Services	\$31,173	\$30,676	\$25,319
Total Operating Expenses	\$65,559	\$58,538	\$44,713
Net Operating Income	\$8	(\$7,090)	(\$281)



FY21 USES OF OPERATING FUNDS

● Program Services	43.4%
● Facility Operations	12.0%
● Fundraising	8.5%
● Other Supporting Services	36.1%

THANK YOU



Museum of Science.

