

annual report

Educating and inspiring people to take care of our earth wisely.

2010



The Year in Review

Coyote Point Museum continued its positive trajectory in 2010. After revamping all of its programs and exhibits, the public has responded. General attendance was up 13% in the last fiscal year, the number of school children served increased 26%, and our summer camps were 95% full at a time when many camps struggled to fill their spots. Here are some highlights from this past year...



NEW ANIMALS

This past winter, the Museum added four new members to its animal family – two otters and two bobcats, all juveniles a year old or younger. They have each acclimated well to their new habitats and are a joy to watch in our daily otter feeding and new daily bobcat feeding.

RECOGNITION

Coyote Point Museum was recognized with multiple awards this year. In November 2009, Executive Director Rachel Meyer received the Association of Science-Technology Centers Roy L. Shafer Leading Edge Award for Experienced Leadership in a small science center. In addition, the Museum's first exhibition, *The Science of Nature*, was recognized as an international finalist for the same award in the Visitor Experience category. Lastly, the Museum was again recognized by Bay Area Parent as a Family Favorite.

CLOSING A CHAPTER

In April 2010, the Museum took the bold step of uninstalling its 30-year old exhibition, "A Place Called San Mateo," which was housed in the Museum's main hall. This exhibition was loved by many and educated numerous children and families about the ecosystems of San Mateo County. However, after 30 years it had become out-dated and prohibitively expensive to maintain. Many of the items in the exhibition were given to local educational institutions and others were purchased by long-time museum supporters.

NATIONAL CREDIBILITY

Coyote Point Museum is becoming recognized nationally as a thought leader in informal science education. This past year wrapped up the final year of our participation in the MAPDD (Museums Afterschool – Principles, Data, and Design) project, a national collaboration led by the Exploratorium and funded by the Noyce Foundation and the Institute of Museum and Library Services. This project will provide a set of guiding principles for evaluating the effectiveness of informal education experiences in museums.

In addition, the Museum was published in the April 2010 edition of the Association of Science-Technology Centers' national publication, *Dimensions*. In an article about the value of small science centers, Director Rachel Meyer made the case for integrating with our local community in order to encourage sustained and repeated museum experiences.



Photo by Justin Miel

NEW EXHIBITION OPENS

In November 2009, the Museum opened its second exhibition, *Tinkering*. Eight exhibits capture the beauty and intrigue of mechanics and highlight the importance of tinkering in the processes of invention and innovation. These exhibits join those from our first exhibition, *The Science of Nature*. Prototyping has already begun on our next exhibition, *Backyard Science*.



Coyote Point Museum Contributors

The Board of Trustees and staff of Coyote Point Museum wish to express our sincere appreciation to the following individuals and organizations for their generous support of the Museum between July 1, 2009 and June 30, 2010.

Every effort has been made to be accurate. If your name is not present or you are not recognized properly, please contact Abi Karlin-Resnick, Director of Advancement, at 650.340.7587.

STORIES OF IMPACT

The following are excerpts of letters from individuals who have been touched by the Museum.

“...Tommy was three years old when he began taking the Growing Scientists class.

Tommy is the kind of child who needs extra time to become comfortable in new settings and with new people. He is a bit hypersensitive to certain things and becomes very upset when his hands get dirty.

On our very first day in the Growing Scientists class the kids examined dirt. That is to say, the other kids examined dirt. Tommy just glanced at the bin and asked if class was over. But Teacher Cat made magnifiers available, and that, along with some half-eaten worm food, sparked his interest. Tommy stopped asking if we were going to go home! Over the course of the Growing Scientists classes, Tommy had several opportunities to examine insects, reptiles and amphibians in their natural environment. Tommy still refused to touch dirt with his hands, but he became more comfortable with the idea. Imagine my surprise this past weekend when he actually brought me two earthworms - and he was carrying them in his bare hands!

...I fully believe that many of the changes I am observing are a result of Tommy's experiences in his Growing Scientists classes. Teacher Cat's gentle encouragement and the enthusiasm of the other children have made Tommy feel safe to explore, to create and to experience new ideas and activities that he could not or would not do otherwise. I am so happy that we have found such a great learning opportunity...”

- Beth, Mother of Tommy

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STORIES OF IMPACT

“...these past years at Coyote Point have been fantastic.

Not many of my high school activities can claim to have had as much of an impact upon my life as my time at Coyote Point Museum... working with children, adults, and handling animals have taught me skills that will stay with me. I brought the social skills I learned at Coyote Point Museum to San Mateo Union High School, where I founded the Environmental Club [and spurred the construction] of six solar panel systems across the school district. I will certainly miss all of the wonderful volunteers and friendly staff at the museum...thank you for all the wonderful memories!”

*- Kuen Kuen Jeffery Sim,
 Former teen volunteer*



STORIES OF IMPACT

“One of the reasons I love Coyote Point Museum and Camp Coyote is because it brought me back to the simple happiness that I could only ever remember experiencing as a child. There’s nothing like blowing a “kiss” to a redwood tree and knowing that you’re giving it CO₂, painting things from your imagination in a room lit by sunlight, sitting on a colorful carpet eating crackers at snack time, impromptu singing and dancing, and taking a walk where everything around you is water, mud, and plants. Coyote Point Museum is magical...”

- Kristina, Former volunteer, Leader-in-Training, and Camp Coyote Leader

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STORIES OF IMPACT

“...my son Kevin has enjoyed Camp Coyote for the past three years.

His first experience with Camp Coyote was summer 2008. He attended for two weeks and begged for more. Thanks to what Kevin learned at camp, our entire family has stopped using plastic baggies and has begun using reusable plastic ware for all items that go into our lunchboxes. We've stopped buying water bottles and have started to use BPA-free water bottles. We even curbed our trash production, and the waste company now serves us with a 20-gallon garbage can, rather than the 32-gallon can we had been using! Kevin just completed his third summer at Camp Coyote, and again he came home with a huge understanding of our environment and the impact we have on it. Not a day goes by without a reminder from him to turn off the lights or walk to the library rather than drive... Thank you for providing a wonderful staff, curriculum and service to us. We really do appreciate it! ”

-Karen, Mother of Kevin

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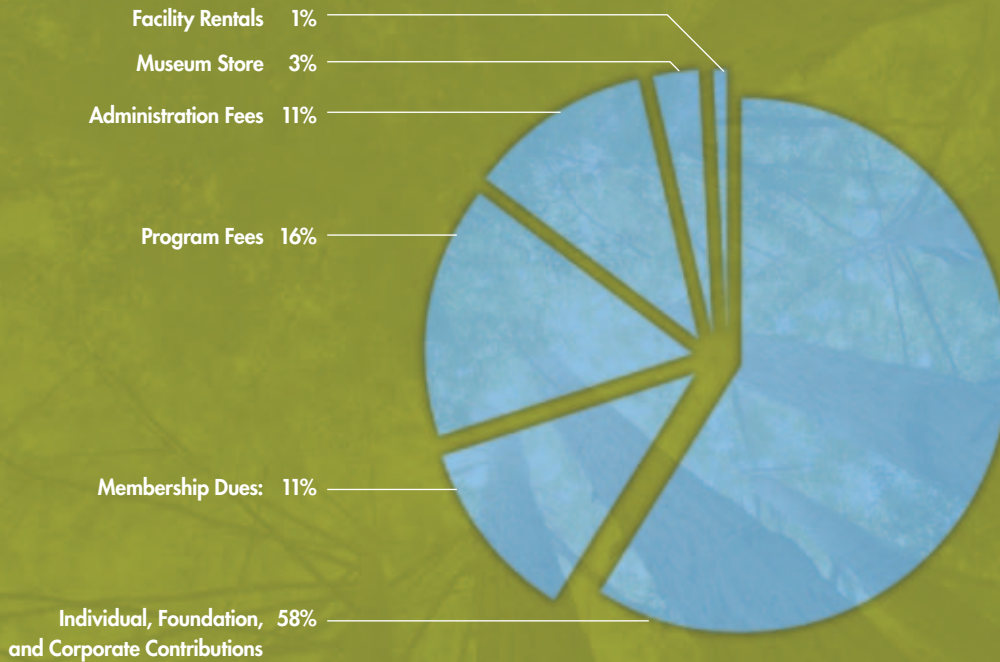
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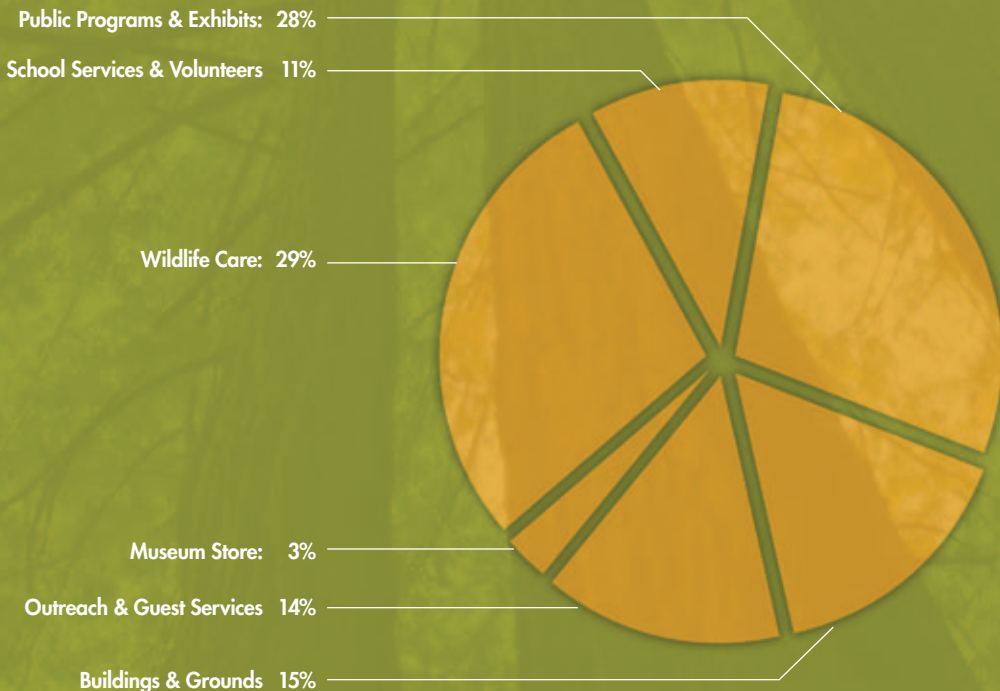
Overall, Coyote Point Museum saw a slight increase in earned revenues and a slight decrease in contributed revenues compared to the prior fiscal year. The decrease in contributed revenues was largely the result of a decrease in contributions from foundations, probably due to the challenging economic environment for foundations. The numbers presented here do not include non-cash adjustments (in-kind donations, depreciation, etc.).

FY 2010 REVENUES



Revenues of \$1,530,606 came from Individual, Foundation, and Corporate Contributions (\$905,050), Membership Dues (\$166,804), Program Fees (\$236,980), Admission Fees (\$168,791), Museum Store (net cost of goods sold) (\$40,375), and Facility Rental Income (\$12,607).

FY 2010 PROGRAMS & SERVICES EXPENSES



Expenditures of \$2,173,594 were utilized for Programs (\$1,654,482), Administration (\$303,641), and Fundraising & Membership (\$215,471). Of the program expenditures \$471,834 was for Wildlife Care, \$177,911 for School Services & Volunteers, \$464,684 for Public Programs & Exhibits, \$255,882 for Buildings and Grounds, \$238,295 for Outreach & Guest Services, and \$45,875 for the Museum Store.

Difference between revenues and expenditures was funded by cash reserves.



1651 Coyote Point Drive
San Mateo, CA 94401

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Events (December-February)

WINTER BREAK EXPLORER DAYS

*December 21-23 and
December 28-30
10am-3pm*

Investigate physics with wind powered vehicles and electromagnets. Explore the chemistry behind making ice cream! Program is included in the cost of admission.

WINTERFEST

*Saturday, January 22
10am-3pm*

This January, join us for a festival of science! Play with prisms and light, create ice cube art, build structures from recycled newspaper and more.

COYOTE PUPS CLASSES

Appropriate for children aged 3-4. Pre-registration required.

Nature Detectives

*Every Wednesday,
January 5-February 2
9am-12pm*

Wheels & Wings

*Every Wednesday,
February 9-March 9
9am-12pm*

ONGOING PROGRAMS

Check our website for daily activities, shows, and talks. Meet our animals and get up close with science!

www.coyotepmuseum.org