

annual report

As a science and wildlife center, CuriOdyssey helps children acquire the tools to deeply understand the changing world.

2014

THE YEAR IN REVIEW

In 2014, the science and wildlife center built on the record-breaking numbers of the previous year. The organization continued its positive trajectory and saw the highest attendance in its history, exceeding the previous year's numbers by 8%. It also enjoyed a 22% increase in admissions revenue, 22% increase in store net revenue, 1% increase in event rentals, and summer camps were 99% full.



Photo by Kevin Shoban

RECORD-BREAKING ATTENDANCE

During our 60th anniversary year, 149,534 people were touched by the science and native animal center between October 1, 2013 and September 30, 2014. This represents an 8% increase over the previous fiscal year—the highest attendance in recent history. The increase in attendance can be attributed largely in part to the organization's continued focus on informal, inquiry-based science education for children. Visitors have also actively embraced CuriOdyssey's new educational programming and highly popular camps and wildlife encounters.

NEW ANIMALS

This year, CuriOdyssey welcomed new additions to its animal family. In 2014, it added two female raccoons to the other animals on exhibit for the public to view. The organization also added a new ferret and an opossum to its Animal Ambassador program. These animals in the Animal Ambassadors program play a key role in supporting our mission and educating school children, groups, and visitors about the importance of conservation and animal care. Animal keepers spend significant time with each of the animals to train them for educational programs.

RECOGNITION

In 2014, CuriOdyssey was recognized with multiple awards. Nikii Finch-Morales, director of wildlife, was awarded a Certificate of Merit in Conservation from the American Association of Zoo Keepers for her work to create CuriOdyssey's Pacific Tree Frog Garden and forming the Bay Area chapter of Frog Watch USA. Eunice Hui, lead keeper, received The American Association of Zoo Keepers' Excellence in Journalism Award for her article about badgers. CuriOdyssey's exhibit during Maker Faire was recognized with an Editor's Choice and a Best in Class award. For the sixth year, CuriOdyssey was recognized by Bay Area Parent Magazine as a Family Favorite museum.

EDUCATIONAL LEADERSHIP

This year, CuriOdyssey grew its partnership with Fiesta Gardens International School to provide science outreach for children in this underserved community. Through the program, CuriOdyssey now provides informal, inquiry-based science education to each of the kindergarten through fifth grade classrooms, multiple times a year. The organization also continued its partnership with Big Brothers Big Sisters of the Bay Area to provide free admission for program participants, and it began a pilot program with the Mid-Peninsula Boys and Girls Club.

CONSERVATION

This year marked the beginning of a new partnership with local wildlife conservation organization, FrogWatch USA. CuriOdyssey established the Bay Area chapter of FrogWatch USA, which is a local chapter of the national FrogWatchUSA program that has been monitoring frogs and toads for more than ten years. The institution also continued important collaborations with the River Otter Ecology Project and the Bay Area Bobcat Project in order to study and conserve local populations.

NEW EXHIBITS

A brand-new Raccoon Exhibit was constructed that more than doubled the square footage of the pervious exhibit space. It features a shallow water play area, ledges for hanging branches, additional den areas, and a large skylight to allow for more natural light. In the summer, CuriOdyssey introduced an Exhibit Prototype Workbench—a space where visitors can experiment with exhibits before they go on final display. In 2014, Ferrofluid 2 was featured on the Workbench, and it allowed visitors to explore magnetism through the medium of Ferrofluid.



Letter From The Director

Dear Friends,

With the backdrop of dramatic climate changes in the world, 2014 was a milestone year for CuriOdyssey. We celebrated the 60th anniversary of this organization, which opened its doors in 1954 to educate children about our planet, so they might grow into our next generation of environmental stewards.

Sixty years later, we are proud to continue the mission that began so many years ago. Today, there is an even more urgent need for science literacy, and we provide children the tools to deeply understand the changing world. To arm them with a core science concept—to build their observation skills—we are dedicated to offering children a place where they can make discoveries, meet live wild animals up-close, and experiment directly with natural phenomena. And we make it just for them—kid-sized and kid-friendly.

It appears that we are indeed meeting a need in the community as more than 149,000 visitors experienced our world-class wildlife center and award-winning collection of interactive science exhibits. Our annual attendance is higher than ever, and our powerful approach to hands-on science education is receiving national recognition.

Perhaps our visitors and teachers put it best:

"Superb place."

"I am amazed and overjoyed with the quality and amount of educational opportunities you create. Thank you!"

"My students look forward to the lessons with CuriOdyssey and use the skills that they learn in other science explorations that we do in class. The program is invaluable!"

Of course, none of this would be possible without the fabulous community of supporters listed here. Thank you all.

We now look forward to the start of our next 60-year journey. There are more exciting changes to come in the year ahead. I hope you will join us!

With gratitude,

Rachel Meyer
Executive Director

Donors

The Board of Trustees and staff of CuriOdyssey wish to express our sincere appreciation to the following donors for their generous support between January 1, 2014 and December 31, 2014.

We make every effort to acknowledge our supporters accurately. Please contact Tavi Haberman, Development Associate, at 650.340.7573 if you notice any error.

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The following are quotes from individuals who have been touched by CuriOdyssey through school programs, camp and visits.

"CuriOdyssey is not only a safe place where my children can run and play, but also learn and explore. We feel welcome and excited to be a part of the CuriOdyssey community!"

- CuriOdyssey member

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Photo by Arunsankar Muralitharan

"I love that visiting is always great family time. I just love my little grandson's face when he's at CuriOdyssey; it's filled with curiosity and learning."

- CuriOdyssey member



*"The programs
you do for us
are invaluable!"*

- Fiesta Gardens
International School
teacher

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"I've never seen a museum like this before!"

- School group child at CuriOdyssey



Photo by Maureen Pramanik

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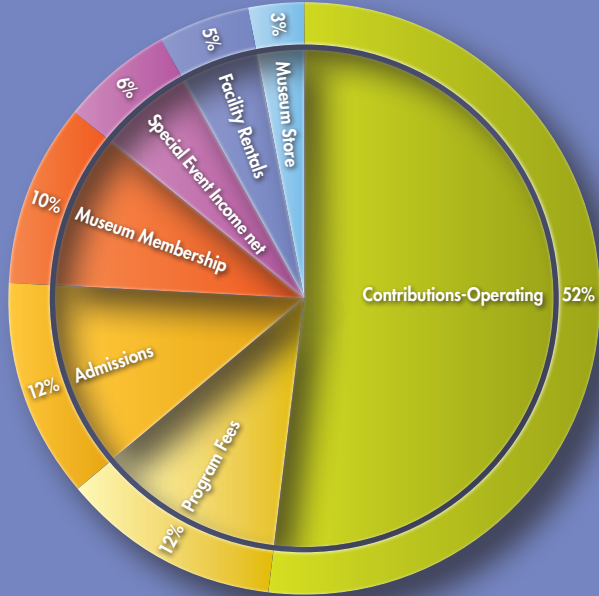
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Financial Review 2013-2014

CuriOdyssey saw an increase in earned revenues as compared to the prior fiscal year. The numbers presented here do not include non-cash adjustments (in-kind donations, depreciation, etc.)

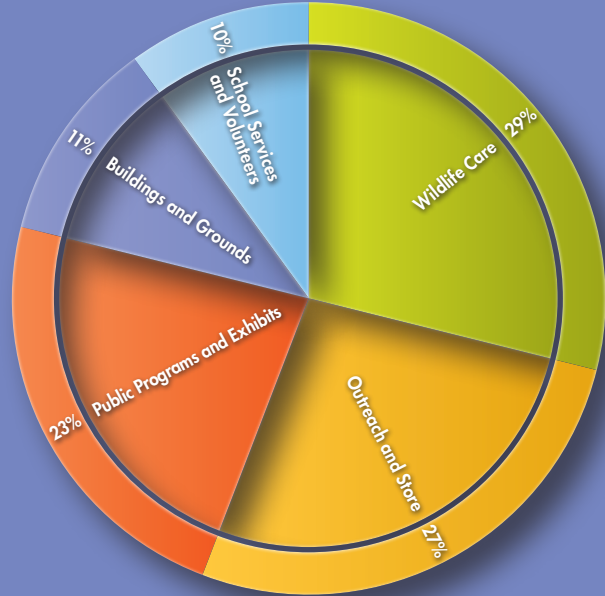
FY 2014 REVENUES



Revenues

Revenues of \$3,080,160 came from Individual, Foundation, and Corporate Contributions of \$1,598,804, Program Fees of \$382,225, Museum Admissions of \$373,250, Membership Dues of \$301,969, Special Event Income of \$192,529, Facility Rental Income of \$153,950, and Museum Store (net cost of goods sold) of \$77,433,

FY 2014 PROGRAM EXPENSES



Expenditures

Program expenditures only: \$640,075 for Wildlife Care, \$590,346 for Outreach and Store, \$515,645 for Public Programs and Exhibits, \$243,485 for Buildings and Grounds, and \$214,254 for School Services and Volunteers. In total we spent \$3,080,160, of which \$2,203,805 (72%) was for Program Expenses and \$876,355 (28%) was for Supporting Services.



"Speaking as a teacher in the San Mateo/Foster City School District for 27 years and a member since 1991 - you guys are the best!"

- Teacher

1651 Coyote Point Drive
San Mateo, CA 94401-1097



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SAN MATEO, CA

A photograph of three children interacting with a science exhibit. A young boy in a black shirt is looking at a large, clear cylindrical container. A girl in a purple shirt is pointing upwards with an excited expression. A boy in a teal shirt and glasses is looking up at the girl. The exhibit is housed in a clear acrylic enclosure with blue tubing and various mechanical components.

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Photo by Justin Miel