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The Year in Review

In 2013, CuriOdyssey continued to build on the record-breaking numbers of the previous year. We continued our positive trajectory and saw the highest attendance in our history, exceeding the previous year's numbers by 2%. We also enjoyed a 2% increase in admissions revenue, 20% increase in membership revenue, 40% increase in event rentals, 16% increase in store net revenue, and summer camps were an unprecedented 100% full. We also updated our mission statement to reflect our added focus on scientific discovery for children.

RECORD-BREAKING ATTENDANCE

Nearly 138,000 people visited CuriOdyssey between October 1, 2012 and September 30, 2013. This represents a 2% increase over the previous fiscal year and an 85% increase in attendance over its lowest point in 2008. The continued increase in attendance can be attributed largely in part to the organization's added focus on highly interactive science discovery experiences for children and our continued focus on animal conservation and care. Visitors have actively embraced CuriOdyssey's newest science exhibition, *FORCES*, its highly popular programs, camps, and wildlife encounters.

NEW ANIMALS

This year, CuriOdyssey welcomed new additions to our animal family. In 2013, we added a greater roadrunner to the other feathered friends in our walk-through aviary. We also added a new turtle to our pond. The Animal Ambassador program welcomed two new members, including a scorpion and two ferrets. The animals in the Animal Ambassadors program play a key role in realizing our mission and helping educate school children, groups, and visitors in the importance of conservation and animal care. Animal keepers have been working with each of the animals to train them for use in programming for schools, groups, and visitors.

RECOGNITION

In 2013, CuriOdyssey was recognized with multiple awards. Rachel Meyer, executive director of CuriOdyssey, received the Distinguished Informal Science Education Award from the National Science Teachers Association. For the third year in a row, Charity Navigator, America's largest and most-utilized independent evaluator of charities, awarded CuriOdyssey the esteemed 4-star rating for good governance, sound fiscal management and commitment to accountability and transparency. For the fifth year, CuriOdyssey was recognized by Bay Area Parent Magazine as a Family Favorite museum.

EDUCATIONAL LEADERSHIP

CuriOdyssey continued our leadership in the science education field.

We continued our partnership with Fiesta Gardens International School to provide science outreach for children in the underserved community. Through the program, CuriOdyssey provides informal, inquiry-based science education to each of the kindergarten through second grade classrooms, multiple times a year. We also began a partnership with the Big Brothers Big Sisters of the Bay Area to provide free admission for program participants.

CONSERVATION

This year marked the beginning of two new partnerships with local wildlife conservation organizations. We formed important collaborations with the River Otter Ecology Project and the Bay Area Bobcat Project in order to study and conserve local wild populations.

NEW EXHIBITION



In June, CuriOdyssey opened its newest science exhibition, *FORCES*. The one-of-a-kind exhibition was designed in-house and encourages children to experiment and investigate some of the fundamental forces in nature. Children explore magnetism, sound, and energy though a variety of exhibits that invite hands-on investigation and experience with natural phenomena.



Letter From The Director

Looking back on 2013 Thank You for an Important Year!

Dear Friends,

The year, 2013 was an incredible year of growth for our museum. As you know, we are dedicated to launching a new era for our beloved wildlife and science center at Coyote Point.

When I read comments like these from our visitors:

"This place is wonderful! The combination of science and animals is amazing."

"So impressive was my visit that I plan on being a member here for a very long time."

Or this from teachers:

"My students all say they want to be scientists when they grow up... After every lesson they say that it was the best day of their lives."

I know we are on the right track.

At CuriOdyssey, we believe we must focus on educating children in their first decade of life. As our young visitors learn about natural phenomena from interaction with our exhibits and observe animal behaviors in our beautiful habitats, we give kids a foundation of knowledge they can use throughout their lives while they joyfully "play." We believe as they experience the thrill of discovery, that "Aha!" moment, they will become ardent caretakers of this ever-changing planet.

Enjoy this year's highlights. And a loud shout-out to all the contributors we list here. Thank you so much for giving kids the opportunity to learn, understand and care for the planet. We absolutely would not be here without you.

Tacked Herp

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, 2013 and December 31, 2013.

Every effort has been made to be accurate. If your name is not present or you are not recognized properly, please contact Marilyn Bancel, Development Director, at 650.340.7567.

* = Special thank you to the following donors who have generated matching gift(s)

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STORIES OF IMPACT

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



"We love the Animals in Action program!...your animal keepers were engaging, friendly, and knowledgeable. Our family is impressed with all the improvements and new programs. We're so excited to be members and to have this wonderful place so close!"

- Jen, CuriOdyssey member

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"Seeing your animal keepers Kelli and Jen feed the bobcats was awesome! Loved it. [It was] fun and informative."

- Guest Regina

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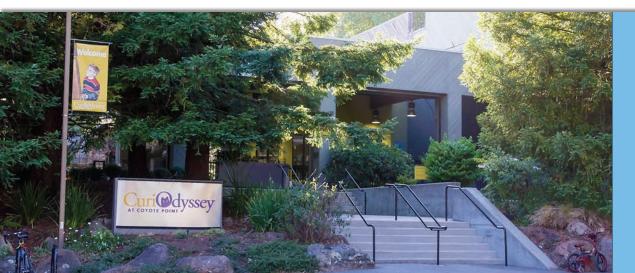
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"lt's awesome here!"

- Guest

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CuriOdyssey's Redwood Society recognizes those who have chosen to support CuriOdyssey through legacy gifts. Contributions received through legacy gifts help CuriOdyssey build for the future. Members of the Redwood Society will appear in future Annual Reports. Potential members of the Redwood Society please notify Marilyn Bancel, Director of Development, at 650.340.7567 or mbancel@curiodyssey.org that CuriOdyssey has been included in your estate plans.

"Megan and I had so much fun exploring at CuriOdyssey. She managed to get her hands on all the different exhibits and enjoyed seeing the animals. I think her favorite exhibit was the vortex creator. She has a blood blister from [experimenting with] it so much! We were able to see the feeding of the otters. Both of us had a wonderful time and are thankful for the tickets!"

- Shannon, Big Sister in the Big Brothers Big Sisters of the Bay Area

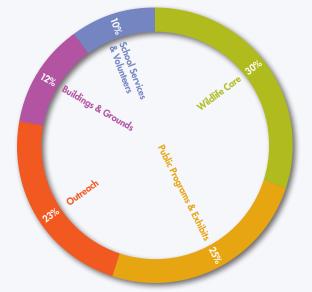
Financial Review 2012 - 2013

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



Revenues of \$2,794,093 came from Individual, Foundation, and Corporate Contributions of \$1,365,531, Program Fees of \$364,968, Museum Admissions of \$305,732, Membership Dues of \$328,465, Museum Store (net cost of goods sold) of \$63,701, Special Event Income of \$213,090, and Facility Rental Income of \$152,606.

FY 2013 PROGRAM EXPENSES



Program expenditures only: \$595,794 for Wildlife Care, \$493,931 for Public Programs and Exhibits, \$460,666 for Outreach, \$232,427 for Buildings and Grounds, and \$200,512 for School Services and Volunteers.

In total we spent \$2,794,093, of which \$1,983,330 (71%) was for Program Expenses and \$810,763 (29%) was for Supporting Services.





"We LOVE you guys. I'm so glad we became members and am looking forward to my kids being old enough to do camps and such. It's a beautiful place and the zookeepers are so aood with kids."

- CuriOdyssey member



"[CuriOdyssey] is a wonderful atmosphere for young children with excellent exhibits and wildlife and excellent staff and volunteers. We learn something new every time we go."

- CuriOdyssey member

"This is one of the best run camps in the Peninsula with top notch staff and creative ways to get my children interested and connected to the world around them."

- CuriOdyssey camp parent