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.

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 through a variety of exhibits that invite hands-on investigation and experience with natural phenomena.

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.
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.

Rachel Meyer
Executive Director

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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 was 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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David and Cheryl Chou
Winnie and Elaine Chia
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Vernon and MaryJane Johnson
Peter Johnson and Elisa Song
Greg Johnston and Marlo Calabuig
Jason Jones and Mari Guerra
Douglas and Mimi Jones
Sandrew Josephson and Sumita Chari
Eric and Karen Jue
Elizabeth and Joshua Kahn
Firoz Kanchwala and Quddusa Doongerawala
Paul and Kim Kapustka
Abi Karlin-Reinick and Andy Cheng
William Karlon and Ann Lee-Karlon
Scott Keane and Molly Leinesch
Russell Keefe and Chia-Hwei (Chloe) Hong
Nicole and Robert Keller
Nicklaus and Michele Ketcham
Corbie and Sean Kierman
Dr. Stephanie Kiewlich
Torsten Kimura and Alice Akahoshi
Simon and Sarah Kinahan
Craig and Linda King
Dan and Vicki King
Jennifer King and Naomi Di Lorenzo
Ann Kishore and Kelly Kishore
Cormac Kinsane and Joanne Currie
Justin Knowles and Jessica Meng
Raymond and Stephanie Ko
Diana Kocheva-Oren and Yuval Oren
Adam Kohn and Jason Murray
Anthony Kong and Cindy Lui
Doug and Lara Koob
Jonathan and Melissa Koomey
Oded Korczyn and Lea Grinberg
Philip and Elaine Korn
Marc Kordy and Alan Canas
Brian and Barbara Kott
Mrs. Donna Krause
Steve and Jacqueline Krause
Jeff and Christine Krolik
Alex and Heather Krumins
Russell and Cata Kerrou
Joy Kurtaka-Kennedy and Vance A. Kennedy
Robert and Nina Labatt
Jean-Francois Lacasse and Stephanie Cut
Jeffrey and Erin Lager
Danny Lai and Emily Chang
Samuel and Anne Lam
Molly Lamb and Kathy Barradko
Ben and Aimee Langton
Eugene Lao and Kyong-Hye Yun
Garrett and Anne Larson
David and Leanne Lash
Ray Lau and Katherine Yang
Kevin and Hyun-Joo Law
Wayne Lawson
Imelda Lee and Barbara Sze
Vivian Lee and Eric Tiai
Sarah Lee and Parkin Jung
Austin and Ellen Lee
Ensell and Emily Lee
Albert and Julie Lee
Byron Lee and Tracy Park
Michael and Irina LeHew
Ernst and Brigitte Lehmann
Eugene and Irene Leung
Aaron and Anita Levin
Steven Lewan and Don Rath
Brenda and Gordon Lewis
Zhao Liu and Lori Li
Wayne and Caryn Li
Spencer Liang and Erica Chiu Liang
Linda and Sid Lipes
David and Terri Lim
Vivien Lim and Herman Witaschek
Danny and Yuwen Lin
Philip Lind and Elizabeth Woodward
Robert and Lauren Lindstrom
Charles and Helene Linker
Chris and Kristin Linthwaite

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

- Guest Regina
It’s awesome here!
-Guest
“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.)

**FY 2013 REVENUES**

- 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, 
  - 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.
“[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

“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 good with kids.”

- 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