

## ANNUAL REPORT | 2016



AS A SCIENCE AND WILDLIFE CENTER, CURIODYSSEY HELPS CHILDREN ACQUIRE THE TOOLS TO DEEPLY UNDERSTAND THE CHANGING WORLD.

## THE YEAR IN REVIEW

In 2015, CuriOdyssey celebrated an exciting announcement with the public launch of a capital campaign to build the Bay Area's premier serious science playground. We also saw the highest attendance in our history, exceeding the previous year's numbers by 14%. We experienced a 31% increase in event rentals, 16% increase in store net revenue, 12% increase in admissions revenue, 11% increase in program fees, 7% increase in membership and summer camps were 97% full.

#### **BIG ANNOUNCEMENT**

This year we celebrated an exciting mileston with the public launch of CuriOdyssey's capital campaign to build the San Francisco Bay Area's premier serious science playground. We broke the news with an evening VIP launch event, followed by a public celebration and kickoff with our community. Executive Director Rache Meyer, along with Congresswoman Jackie Speier, State Senator Jerry Hill, Supervisor Carole Groom, and San Mateo Mayor Maureen Freschet each spoke in support of the capital campaign for a new building, and together they unveiled a rendering of the new CuriOdyssey.

#### **RECORD-BREAKING ATTENDANCE**

During this year 170,885 people were impacted by CuriOdyssey between October 1, 2014 and September 30, 2015. This figure represents a 14% increase over the previous fiscal year and makes it the highest attendance in the organization's recent history. The year-over-year increase in attendance can be attributed largely to our continued focus on informal, inquiry-based science education for children in public programs, workshops and camps. This approach has resonated with the Bay Area community. By giving children the tools scientists use and encouraging them to let the natural world answer their questions, CuriOdyssey has won the support of educators, parents, and kids who return each year for indepth learning experiences.

#### **NEW ANIMALS**

This year we welcomed new additions to our animal family. Two young male raccoons joined the two female raccoons on exhibit for public view, and three new female barn owls were placed on exhibit in the Raptor Aviary. All of these animals play a role in educating school children, groups, and visitors in the importance of conservation and animal care.

#### **RECOGNITION**

Upon the public launch of our capital campaign, we were issued Certificates of Recognition by both Jackie Speier of the United States House of Representatives and Jerry Hill of the California State Senate, in support of our efforts to build the Bay Area's premier serious science playground.

Our Maker Faire exhibit was given an Editor's Choice and a Best in Class award. For the seventh consecutive year, we were recognized by Bay Area Parent Magazine as a Family Favorite museum.

#### **EDUCATIONAL OUTREACH**

CuriOdyssey continued its leadership in the science education field. We renewed our partnership with Fiesta Gardens International School to provide science experiences for children in the underserved community. Through the program, we provide informal, inquiry-based science education to each of the kindergarten through fifth grade classrooms, free of charge, multiple times a year. We also continued our partnership with the Big Brothers Big Sisters of the Bay Area to provide free admission for program participants, and deepened our relationship with the Mid-Peninsula Boys and Girls Club with expanded after school

#### **CONSERVATION**

This year saw the extension of partnerships with numerous local wildlife conservation organizations. We continued our leadership of the Bay Area Chapter of FrogWatch USA that monitors frog and toad activity. We also continued important collaborations with the River Otter Ecology Project, Ringtail Research Project, and the Bay Area Bobcat Project in order to study and conserve local wildlife populations. Additionally, we began a new partnership with the Urban Wildlife Project which monitors gray foxes in the Baylands Nature Preserve in Palo Alto.

#### **NEW EXHIBITION**

We opened Reflections & Perceptions, a brand new, eleven piece sensory exhibition that enables exploration of visual and tactile perception. This exhibition allows visitors to experience surprising optical effects by experimenting with various materials. We also installed a first-of-its-kind public art piece, Pinwheels, on the exterior of our building, facing the Bay. The large-scale installation makes the invisible

nd patterns of wind on the
Bay. Finally, we relocated
our Northern Pacific
Tree Frog Pond exhibit
within the gardens
in order to improve
the overall viability
of the pond as a
breeding pool.

6.700 young learners

(includes school







600 programs delivered, including wildlife science classes on-site and and homeschool programs.







90,000 children visit CuriOdyssey and another 10.000 expérience our mobile programs

700 teachers and 2,000 parent chaperones learn from our model of inquiry-based education when they bring their students and science workshops or field trips to CuriOdyssey



983 children sit for free on Community Days (plus their parents)

### LETTER FROM THE DIRECTOR

science exhibits, and on top of it all, we announced our plans to renovate our facility and

- camp parent comment
- "Love to see the children's focus and concentration during CuriOdyssey's presentations

We give children the tools to think like scientists as an imperative for ensuring that our next generation can innovate solutions for the pressing

proud to thank the many generous donors listed here who have joined our cause and

As our adventure continues in 2016,

With sincere thanks.

Rachel Meyer

**Executive Director** 



## THANK YOU TO OUR

#### DONOR PROFILE: THE TAYLOR FAMILY

CuriOdyssey owes much to the Taylor family, who have been involved since the earliest days of our 60-year history. Polly Taylor has been a volunteer since 1959, and continues her service to the present day. Her daughter, Kat Taylor, Co-Chairs the Campaign for CuriOdyssey and, with husband Tom Steyer, runs the TomKat Charitable Trust, the generous donor of our \$2 million matching challenge grant, which is in addition to a \$5 million initial campaign gift.

We asked Polly Taylor to tell us about the history of her connection to CuriOdyssey.

How did "In 1959 when I was a provisional you first get with the Junior League of San involved with Francisco I was asked to do some **CuriOdyssey?** volunteer work with a local charity group that was closer to home. I chose the San Mateo County Junior Museum which was the beginning of our present Curiodyssey. I had two small children and it appealed to me with its location and animals. I spent every Wednesday afternoon there staffing the desk and taking care of the small animals we housed in the old quonset hut which was our first home at Coyote Point."

What is your "My favorite memory favorite is when we were able to memory of move the organization **CuriOdyssey?** from our small home to what at the time seemed a grand, larger building on the hill, [CuriOdyssey's current facility] thanks to large donations from benefactors in the community."

What does "My daughter, who your family's was only one year old involvement when I started to work with at Coyote Point, is now CuriOdyssey the chief benefactor mean to you? and fundraiser for CuriOdyssey with a family of her own, and all because I brought her here at the tender age of one. She and her family have taken over as champions of the cause."

# **GORDON AND BETTY**

CuriOdyssey thanks the Gordon and Betty Moore Foundation for investing in our cause with a \$250,000 grant in 2015 to support the costs of temporary warehouse and exhibit development space during the renovation of our facility, a keystone gift to expand the impact of our science education programs. We are proud to be a partner in the Foundation's work toward creating positive outcomes for future generations. The Gordon and Betty Moore Foundation fosters path-breaking scientific discovery, environmental conservation, patient care improvements and preservation of the special character of the Bay Area. Visit Moore.org or follow @MooreFound.



## PARTNERS:

#### DONOR PROFILE: THE LANIER AND TRIGG FAMILIES

CuriOdyssey is fortunate to have the involvement of three generations of the Lanier family. Former CuriOdyssey Trustee and Cochair of the Campaign for CuriOdyssey, Linda Lanier, has been a long-time champion of our cause. She and her husband Sterling passed on a love of this place to their children, who are now generous supporters. And their grandchildren are frequent, enthusiastic visitors and summer campers. When the time came to commit their support to create a new, renovated CuriOdyssey, a family gift was the right vehicle to unite three generations of passion for science education.

We asked Linda and Sterling Lanier, and their children Sterling Lanier and Leslie Trigg, to tell us about why our mission inspires them.

Why do you "We support CuriOdyssey support because there are few CuriOdyssey? places in the Bay Area (if not California!) that fuse a scientific quest for answers with an imaginative spirt of discovery."

> "Kids are treated as intelligent learners; nothing is 'dummied down' even for the youngest."

What is the one "Learning to tinker — to question thing you would the status quo, to rethink your tell someone who perspective, to fail and try again — is was considering critical to the success of every child. supporting our School gives kids knowledge, the cause? hands on experience at CuriOdyssey gives them understanding."

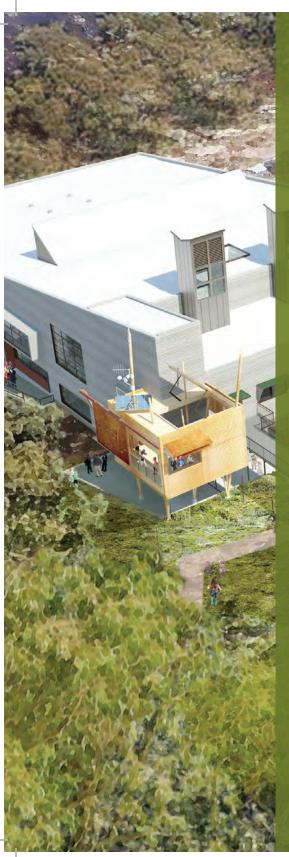
> "My husband, parents and I view giving as an investment in our community and this is one investment

What are your "CuriOdyssey should be

hopes for the internationally recognized future of this for its innovative approach organization? to teaching. I envision museum directors and educators from other parts of the world traveling to CuriOdysey to learn how to engage kids in ways that create a lifelong interest in science and the environment. Over time, CuriOdyssey should track how many kids from their camps go on to sciencerelated professions — I have no doubt it will be a significant number."







### CAMPAIGN LEADERS

September 1, 2012 - October 23, 2015

The Board of Trustees and staff of CuriOdyssey gratefully acknowledge those who paved the way in the Campaign for CuriOdyssey. Thank you to the following donors for their leadership contributions to the capital campaign during the quiet phase, September 1, 2012 - October 23, 2015.

We make every effort to recognize our donors accurately. If your name is not present or you are not recognized properly, please contact Tavi Haberman, Development Associate, at 650.340.7573.

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<sup>\*</sup>Special thank you to the donors who have also generated matching gift(s)



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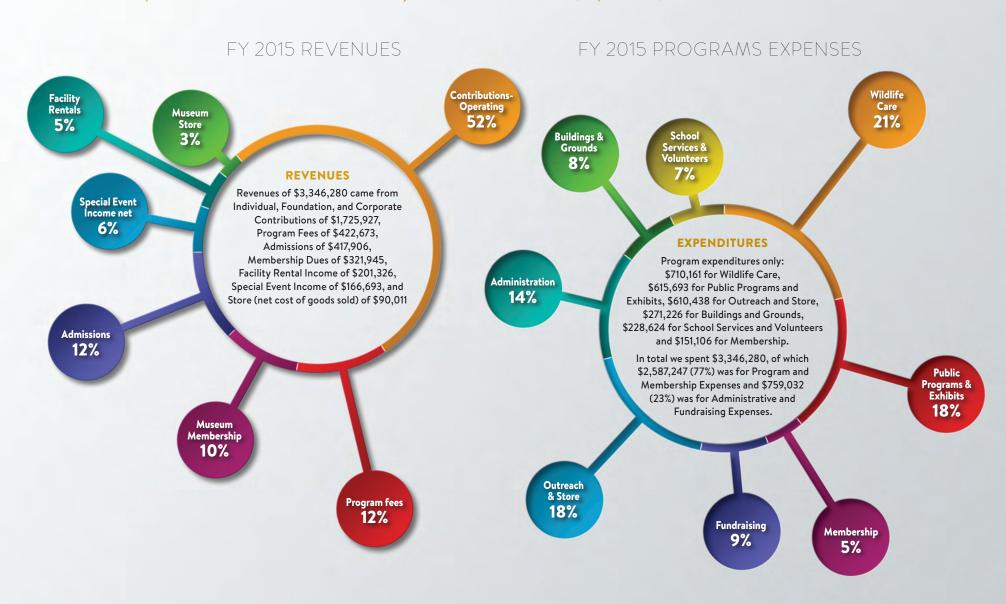
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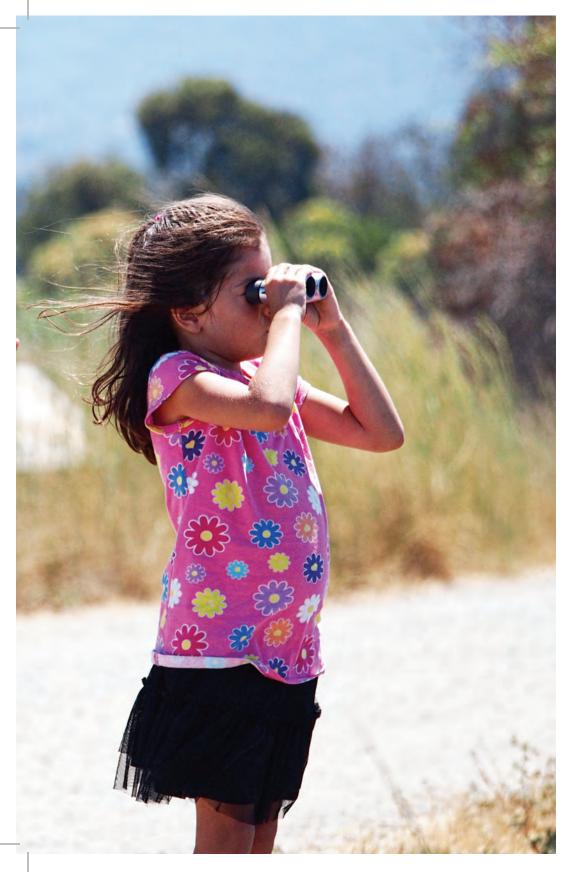


## FINANCIAL REVIEW 2014-2015

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









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