



December 21, 2018

**THE CAMPAIGN FOR
CURIODYSSEY**

Campaign Co-Chairs
Linda Lanier
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**A Message About Camp CuriOdyssey 2019 Registration Changes
From CuriOdyssey's Board of Directors**

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CuriOdyssey is immensely grateful to the community and to our member families for their past support as we've grown Camp CuriOdyssey over the years. Your support has helped us build the program into the excellent and unique opportunity it provides for kids on the Peninsula. CuriOdyssey is dedicated to providing a high-quality camp experience for all campers, and to maintaining a ratio of one educator for every five campers.

CuriOdyssey's Board of Directors' primary goal is the health of the organization and providing a firm foundation for long-term sustainability. As the needs of CuriOdyssey have grown and changed over time, the Board felt historical policies providing early camp registration access to select families no longer support this goal. We continue to value and appreciate the generosity of our Innovators Circle donors, especially those donors who have been with us for many years. And we recognize that priority registration was a key motivator for some donors to support CuriOdyssey at this leadership level.

Unfortunately, the policy is no longer sustainable. Summer camp is a very popular program, but currently we are unable to expand it to serve all the families who would like to participate. As a result, many families who would like their children to participate have no chance to register. This will remain true until we can expand our facilities and programs (as we plan to do with our current capital campaign). Until then, it makes sense for an organization committed to educational equity for all children to increase accessibility to programs for all children, rather than limit or prioritize registration based on donor support.

The increased cost of summer camp also reflects this changing dynamic. Innovators Circle donors are premium members of the organization. However, that premium no longer provides sufficient revenue to justify keeping our camp fees below market. Rather than continue to increase the base level for Innovators Circle participation and keep priority registration as a benefit for those donors, we feel it makes more sense to increase the cost of the camps to acknowledge the program's true market value and open up registration to all member families at the same time. In this way, we will support a system that is more equitable and projected to be more financially sustainable for the summer camp program and the organization in general.



How we got here:

In 2018, with so many camp spots unavailable for non-Innovators Circle families, CuriOdyssey received numerous complaints and feedback from the community. The number of families eligible for early camp registration decreased, but the number of spots filled was almost equal. Fewer families filled a similar number of camp spots from the prior year. This intensified the issue of limited access and exclusivity. The 2018 camp registration policy led to resentment, decline in goodwill and barriers to building the member-donor pipeline. Concerned, the Board of Directors deliberated options and reviewed camp and revenue goals. We are unable to limit the number of camps per family with our current registration system. We cannot increase the number of camp spots with our existing number of classrooms, bathrooms and education staff.

To address this situation, the Board of Directors decided to eliminate the early registration period in 2019. Although a loss in projected revenue is anticipated because some donors will not repeat their giving, a net gain with the rise in camp fees and increase in number of families registering for camp is expected, providing CuriOdyssey the opportunity to add more families to the fundraising pipeline.

Responding to the rising costs of providing excellent camper experiences, the price of summer camps will increase in 2019 by 33%. CuriOdyssey is deeply committed to offering equal access camp registration to all member families. Beginning in 2019, we decided to eliminate the priority camp registration period. All campers will register on the same day/time (Feb. 5, 2019 at 9pm). CuriOdyssey's Board of Directors arrived at this decision after much deliberation and discussion.

By removing the priority registration period, more members will have access to summer camps, fewer camp spots will be filled by a small number of families, and the wait list of 650+ campers will decrease. A wait list that robust signaled that there was demand for the camps and there was price elasticity. For long-term sustainability of our organization, we needed to move from limiting access to cultivating broader support. A new registration system allows us to accurately identify those donors who wish to support the organization versus those donating to gain the camp benefit. These customers are currently hidden as donors. Trying a new registration system creates opportunities to develop new products at higher prices for newly identified customer segments, and follows fundraising best practices by moving donors to philanthropic gifts versus transactional ones.

The board will continue to monitor community feedback and also explore options by collaborating with other Bay Area museums who have confronted similar camp registration challenges. We will continue to dig deep in terms of making CuriOdyssey accessible.



Quality and equity are critically important to CuriOdyssey's mission to give more kids the superpower of science. Thank you for believing in CuriOdyssey and for helping us further our mission to empower kids with real science and interacting with the natural world to encourage them to ask questions, think critically and take intelligent action. If you would like to discuss the 2019 camp registration policy, please contact Rachel Meyer at rmeyer@curiodyssey.org.

Sincerely,

Connie Sevier

Connie Sevier, Board Chair
CuriOdyssey Board of Directors

Rachel Meyer

Rachel Meyer, Executive Director