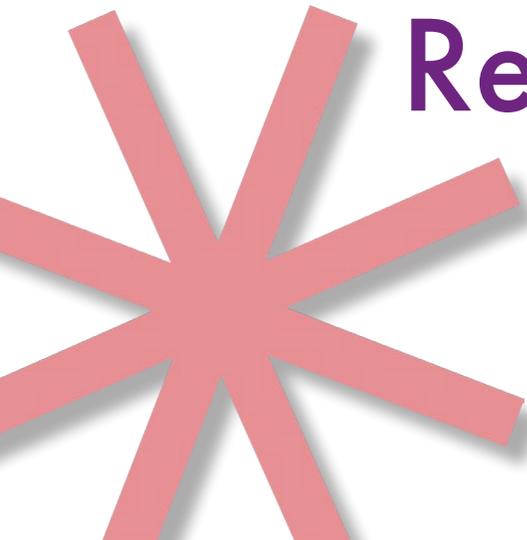


DISCOVERY 40 years! MUSEUM



Report of Generosity 2022



Dear Friends of the Museum,

What a year for the Discovery Museum!

It was a year of celebration, marking the 40th Anniversary of our founding with a free Community Day, a month of 1982 pricing (\$2.50 per person!), a summer of wonderful cultural performances on our patio, free movies and STEM programs on our lawn, and a very special 40th birthday party for our dinosaur mascot, Bessie. We also celebrated the start of the 30th year of our Traveling Science Workshops school outreach program in September, reminding us all that this work of reaching children in their classrooms was being done by our museum long before it was an industry convention. And, we happily celebrated our conversion to 100% on-site generated solar electricity, a significant milestone in our 5-year plan toward carbon neutrality.

On top of those milestones, 2022 was a year of many important achievements for Discovery Museum. These are compiled for you in this report in our “2022 At a Glance.”

How did this across-the-board success happen? It wasn't the product of one year of hard work, though that certainly helped, or one year of pinnacle support from our community. The roots of this big year were planted years ago: Parents loved bringing their children here and now bring their grandchildren. Visitors for whom we were an anchor in 2020 now make it possible for others to visit for free. The joy and love that our staff have shared with visiting families encouraged them to come back again and again. Teachers spreading the word about the high impact of our Traveling Science Workshops have inspired others to invite us into their classrooms.

Every bit of today's Discovery Museum is due to 40 years of dedicated, thoughtful people—both inside and outside the organization—giving of themselves to make this place and our work better. So, thank you!

For the second year, in recognition of the many forms of generosity it takes to sustain an organization like the Discovery Museum, and the breadth and diversity of our Museum community, every donor—whether they contributed financially, donated their time, or provided material donations in 2022—is recognized in an alphabetical “2022 Contributors” list. And though not listed here, every person who has contributed to the Discovery Museum's great impact over the last forty years deserves our thanks as well.

Sincerely,



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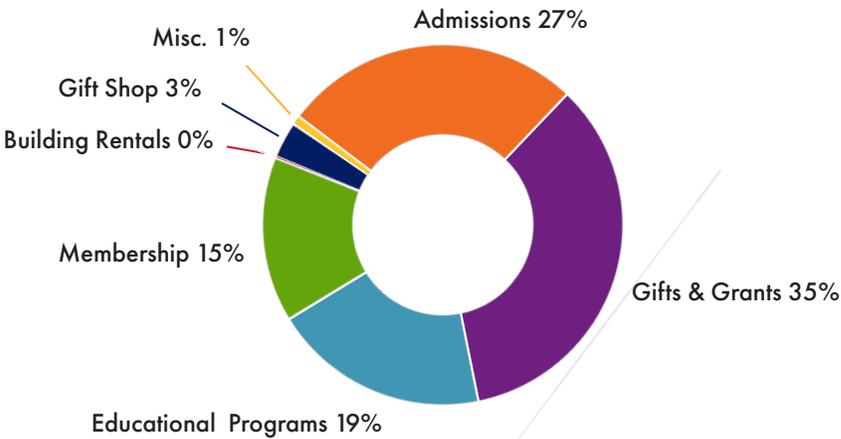
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Operating Support & Revenue

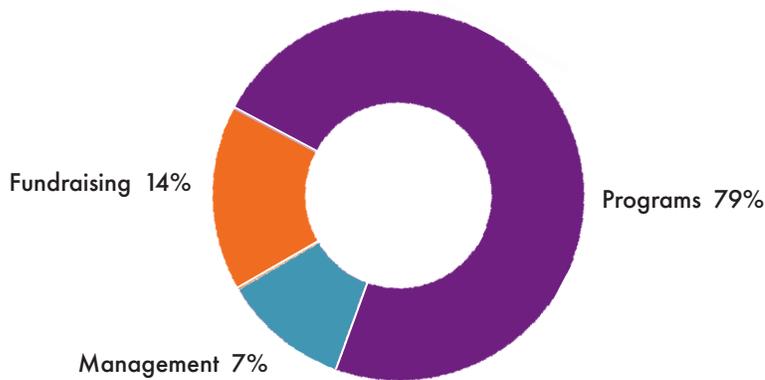


Gifts and Grants	\$1,052,939
Admissions	\$811,273
Educational Programs	\$588,795
Memberships	\$445,246
Gift Shop	\$95,122
Miscellaneous	\$25,983
Building Rentals	\$7,107
Total	\$3,026,465

Other Revenue

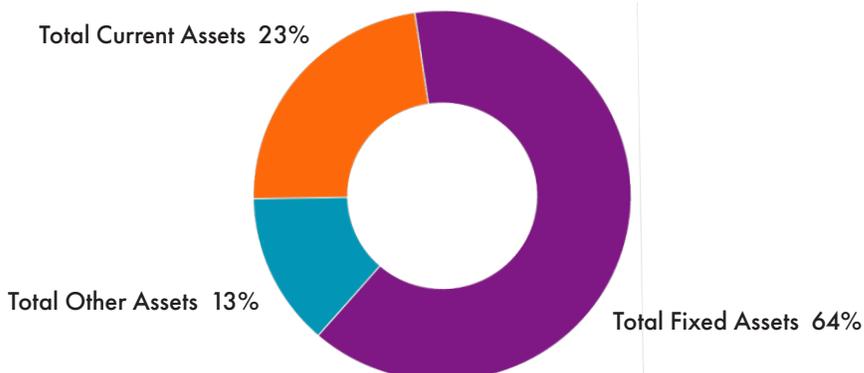
Multi-year Pledge	\$400,000
Employee Retention Tax Credit	\$96,893
Total	\$496,893

Operating Expenses



Programs	\$2,172,138
Fundraising	\$382,901
Management	\$185,420
Total	\$2,740,459

Total Liabilities & Assets



Total Current Assets	\$2,729,035
Total Fixed Assets	\$7,586,760
Total Other Assets	\$1,589,025
Total Assets	\$11,904,820
Total Liabilities	\$1,819,286
Total Net Assets	\$10,085,534

Served a total of 203,010 kids and their families and teachers, an 88% increase over 2021.

Donated \$19,510 worth of free admission passes and memberships to 311 nonprofit organizations for their fundraisers, about a 70% increase over last year.

Created and delivered activity kits for incarcerated young fathers at MCI-Concord and their families.

1,071 donors supported the Museum's Annual Fund to its highest level ever, with more than \$1,015,000 contributed to our operations.

Collected more than 685 pounds of food for local pantries—about twice what was collected last year—and hosted a birthday party supply drive and a personal hygiene product drive for local nonprofits.

Launched Bessie's Closet, a free 3-day pop-up clothing store created by Museum staff. Nearly 1,500 pounds of clothing and shoes were distributed.

Kicked off Traveling Science Workshop's 30th Anniversary recognizing long-time partner schools, offering special discounts, and running monthly raffles with giveaways of STEM Activity Classroom Kits.

Hosted 40th anniversary Dinner Dialogues, four small fundraising dinners with prominent speakers who helped us explore and discuss the future of childhood.

Launched the Discovery Museum scholarship, granting \$1,000 scholarships to four impressive high school students who cite the positive impact of the Museum on their community impact goals.

Began a Black Women in Science public program series.

Translated 80+ at-home STEM learning activities into 5 languages, available on our website, along with in-Museum exhibit guides and school program materials and surveys.

28% were served for free or nearly free.

Partnered with the MA Executive Office of Health and Human Services to host 4 days of public COVID-19 vaccination clinics, where 233 doses were administered.

Connected our 326kWh solar array to the grid, producing 100% of our electricity on site. We are now selling 50% of the clean energy produced to five other nonprofits at a discount.

Hosted 7,370 students and their adults for Field Trips, a 19% increase over last year; 19% visited for free or nearly free.

Served 45,769 students with 2,354 Traveling Science Workshops, a 105% increase over last year; 12% of all students participated for free.

Launched our Carbon Neutral Visiting Initiative, an education campaign and \$1 offset fee collection program for members. With a 99% participation rate, the money raised helped to eliminate 171 tons of methane emissions via a capture project.

Discovery Museum Speaker Series' 10th year addressed topics including kids and climate change, empathy, resilience, and storytelling. The Series has hosted 50 events with nearly 15,000 registrants in its 10 years.

Sold 24% more memberships and increased the number of member families to 4,002, the 2nd-highest in the Museum's history. Provided free Discovery Memberships to 514 families.

79 volunteers donated their time and talent to support the Museum for a total of 3,012 volunteer hours.

Admitted 8,979 visitors for \$1 through the Card to Culture program for holders of EBT, WIC, and ConnectorCare health cards, a 75% increase from 2021.

Were awarded Best Museum, Parent Friendly Playdate Spot, and Indoor Play Space (Winner or Top 5) in 2022 *Boston Parents Paper Reader's Choice* awards. Were featured on the cover of the February 2022 issue of *Baystate Parent* magazine. WCVB's Chronicle filmed a feature segment on the Museum's 40th anniversary.

Were awarded two highly competitive national grants from the Federal Institute for Museum and Library Services, in support of our Prison Partnership Program with MCI-Concord and development of a new exhibit on the subject of Cause & Effect.

Supporting a Vibrant Future

Discovery Museum has benefited greatly from the extraordinary generosity of many donors and advocates throughout its history. When you choose to support the Museum through planned giving, you can be confident your charitable contribution is helping to safeguard the organization's future. For Jeff and Janet Glidden a planned gift was the perfect way to acknowledge the positive impact the Museum has had on their family over many years.

"Discovery Museum was a great place for our kids to go, to learn, and to grow when they were young. Now our grandkids look forward to visiting the Museum, and especially Discovery Woods, when they are with us. The goal with our planned gift to the Museum is to ensure that these experiences are available to other kids and families for many generations to come," said Jeff.

We ask, if and when the time is right, that you please consider including Discovery Museum in your will or as a life insurance beneficiary. Including the Museum in your estate plan is simple and flexible. A member of the Development Staff or Board of Directors would be happy to answer any questions you might have about these vital and meaningful gifts. If you have already made a bequest intention or other planned gift arrangement to benefit Discovery Museum, we'd love to know so that we may thank you.

For more information, or to alert us about your own plans, please contact Marie Beam, Chief Development Officer, at (978) 264-4200 ext. 124 or mbeam@discoveryacton.org.



We acknowledge the many individuals and organizations who supported Discovery Museum in 2022, whether they contributed financially, donated their time and expertise, or provided material donations. All of these gestures of support, in combination, have made our work possible and our museum strong. Just as we seek to be of service to all, we strive to be inclusive and equitable in our gratitude.

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Acton Lions Club
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Acton-Boxborough PIP STEM
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Authors of *How to Tell Stories to Children*

Visit <http://bit.ly/DMSpeakerSeries> to learn more about our Speaker Series and find a link to available recordings.

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Celebrating 40 Years

It was with great pride and gratitude that we recognized the 40th anniversary of the Museum’s founding with celebrations of pride for the impact the Museum has had on children and families and appreciation for the community support that made 40 years of early STEM learning through play possible. We honored the Museum’s founding principles—which still guide us to this day—by presenting special STEM and cultural programs for our visitors, and by saying thank-you with a free-admission Community Day, free STEM + Movie nights on our lawn, and a month of 1982 admission prices. The launch of Discovery Museum Scholarships allowed us to support former visitors who are now high school students with big ideas for community impact, and we affirmed our expertise as a resource by hosting small-group dinners with prominent speakers who helped us explore with our guests the future of childhood. Thanks to our community, we celebrated, collaborated, listened, and learned, and we look forward to all the ways the Discovery Museum can make a difference for kids and families over the next 40 years.



Leading the Way: Solar Powered, Solar Provider

The cornerstone of our 5-year Sustainability Plan was put into place last summer when we connected the 326kWh solar array that stands as a canopy over our parking lot to the energy grid, making Discovery Museum the first children’s museum in the country to produce 100% of its electricity on site. By oversizing our array to produce more energy than we need, we are now able to sell 50% of the clean energy produced to five other nonprofits at a discount, making us one of the state’s largest nonprofit green energy providers. We are now working to share what we’ve learned with other museums nationally, to encourage and support similar projects across the industry.

As part of our efforts to both achieve carbon neutrality and make our sustainability work visible to our community, we launched our Carbon Neutral Visiting Initiative. This program adds a \$1 opt-out offset fee to all memberships sold. With a 99% participation rate, the money raised helped to eliminate 171 tons of methane emissions via a capture project.

