



FY 2019 Annual Report

September 1, 2018 - August 31, 2019

The Bay Area Discovery Museum (BADM) is a nonprofit children’s museum whose mission is to transform research into early learning experiences that inspire creative problem solving. We believe investing in high-quality early learning experiences is the best investment we can make as a society, and those investments lead to transformational change.

We achieve our mission through indoor and outdoor exhibits and research-backed programs for children ages 0 - 10 both on our 7.5-acre site at the foot of the Golden Gate Bridge and in the broader community.

At BADM

We welcomed 350,000 visitors at the museum from the Bay Area and beyond. We worked towards fulfilling our mission by offering engaging exhibits and programs that blend creativity and STEM, and we maintained our commitment to ensuring these experiences are available to all families through our access programs. In the 2019 fiscal year, we:

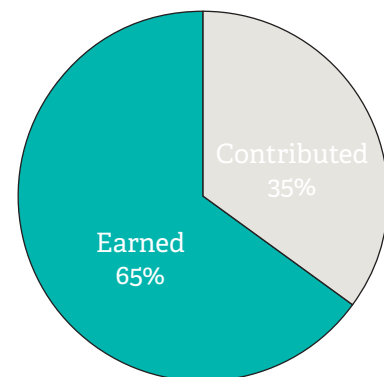
- **Saw 25%** of BADM’s **350,000** visitors access the museum with need-based free and reduced cost admission—a **133% increase** from 10 years ago.
- Launched a new festival, Messy Art Fest, which welcomed **5,454 visitors** over **two weekends**, **13%** of whom received **free or reduced admission** through BADM access programs.
- Opened Faith, our salmon trawler exhibit, in Lookout Cove and began construction on the Try It Studio, the first two exhibits made possible by BOLD, the campaign for BADM.
- Surpassed **10,000** individual member households and grew Family Access memberships to **1,202 households**.
- **Welcomed 3,800** families who accessed BADM through our participation in Museums For All, a nationwide program admitting qualifying families to the museum for \$1. This is a **72% increase** in families utilizing Museums for All over the previous year.

In the Community

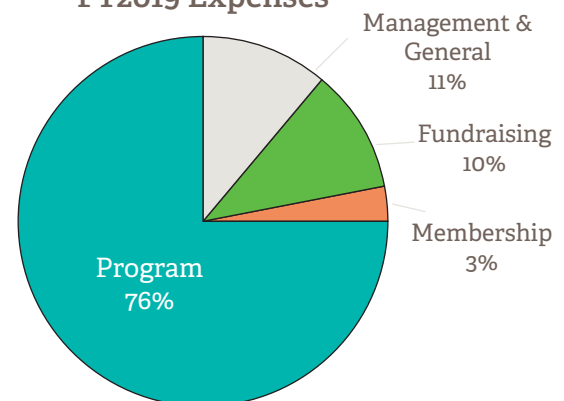
BADM is a resource to students, families, and teachers in the Bay Area and nationwide. We take our programming and research into the community through our school visits, our mobile engineering lab, and our research initiatives. In the 2019 fiscal year, we:

- Provided scholarships for **72%** of the **27,862** students who participated in our school programs.
- Welcomed **1,205** children, families, and educators from Title I schools in Oakland Unified School District for a day of STEM learning at no cost to the schools.
- Received a grant for our mobile engineering lab, the Try It Truck, from the Institute of Museum and Library Services (IMLS).
- Partnered with the California State Library system over the past **two years** to develop tools to support **10 under-resourced public libraries** in building makerspaces for their communities.

FY2019 Revenue



FY2019 Expenses





Bay Area
Discovery
Museum

By The Numbers

350,000



Visitors

1,202

Family Access Members

5,454

Children and families attended
Messy Art Festival

15,510

children served
by the Try It Truck in
9 Bay Area Counties



1,730



preschoolers visit BADM 3-5 times for free
through our Connections partnership

88,000

visitors receive free or reduced-price admission

66%

of students received need-based scholarships to
participate in school visit programs

\$20,000

in needs-based scholarships distributed to children
to attend our summer camps

10,000

Member Households

Planning and Construction

Underway for 4 new Indoor Exhibits

1 New Outdoor Exhibit

Faith Opens

Thank you to the following donors, for gifts received September 1, 2018 - August 31, 2019.

Individual Giving

Individuals who have generously donated \$1,000 or more including our Donor Circle Members.

\$50,000+

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Room to Breathe Project
The Smart Family Fund

\$25,000 – \$49,999

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Susan Whitecotton and Craig Weissman
Brigitta and Mark Whiting
Michelle and Peter Wilson
Sonya Yu and Zach Lara

Thank you to the following donors, for gifts received September 1, 2018 - August 31, 2019.

Institutional Giving

Corporate, foundation and government donors of \$1,000 or more.

\$100,000+

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\$50,000-\$99,999

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