

The Bay Area Discovery Museum (BADM) is a nonprofit children’s museum that believes providing children with the high-quality, research-backed early learning experiences they need to be successful is the best investment we can make as a society.

All our offerings—including indoor and outdoor exhibits; research-backed programs for children 0-10; on-site classes for children 3-5 at our museum-based preschool, The Discovery School; school and library programs; and a mobile engineering lab— focus on incorporating creativity and science, technology, engineering, and math (STEM) and providing children with the 21st century skills they’ll need to succeed in life.

Our Mission is to transform research into early learning experiences that inspire creative problem solving.

In FY18, we made significant progress on our three strategic goals by:

1. Demonstrating the value of early and elementary STEM education on-site to broad and diverse audiences at the museum.
2. Demonstrating the value of early and elementary STEM education in traditionally underserved communities throughout the San Francisco Bay Area.
3. Being a nationally recognized authority on early and elementary STEM education.

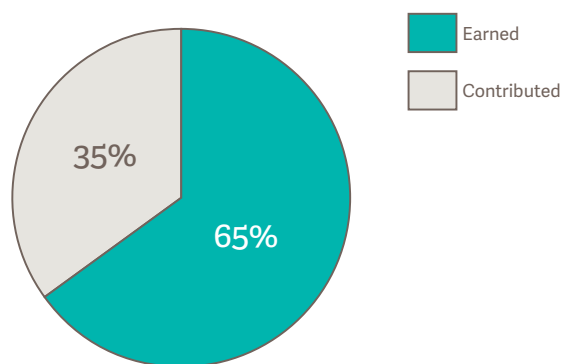
## At the Museum

- BADM welcomed an unprecedented 350,000 visitors on-site, and grew its membership to 9,500 households.
- BADM’s Family Access Membership, through which qualifying low-income families enjoy membership benefits for a reduced cost, grew by 400% to include 1,100 households.
- BADM’s in-house research division published *The Roots of STEM Success*, an original white paper detailing the importance of introducing STEM learning to children beginning in infancy.
- Connections, BADM’s school-readiness program, celebrated 10 years of providing students from federally subsidized partner preschools with high-quality, play-based, early learning experiences.

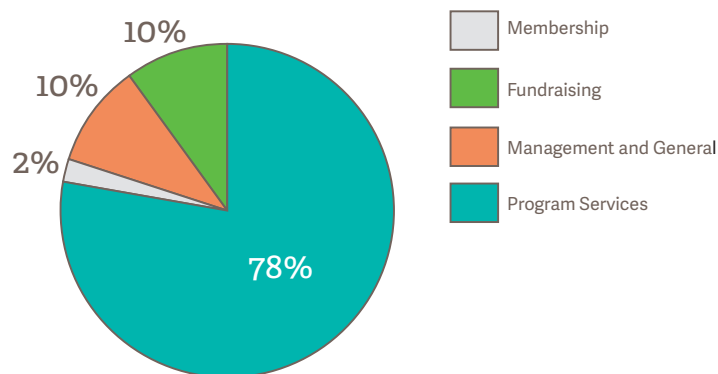
## In the Community

- The Try It Truck, our mobile engineering lab, served 11,000 children and 3,600 adults in eight Bay Area counties.
- More than 5,500 students participated in BADM’s award-winning STEM programs, offered for free at their local public libraries and community centers.
- BADM educators served over 23,000 students at school and library programs in all nine Bay Area counties. More than 65% of those students received full or partial scholarships to ensure their access to critically important STEM learning opportunities.

## FY 2018 Revenues



## FY 2018 Expenses



Visitors: 350,373

Member Households: 9,500

Family Access Members:  
1,100

Buses for  
Connections  
Programs: 184

8,137

Attended STEM  
**Superheroes Series**

Free / Reduced  
Admission Visitors:

83,000

The Discovery  
School Students: 27

Bay Area Counties Served by the  
**Try It Truck: 8**

Miles Driven to Provide STEM Programs to Schools and Libraries: 13,500

STEM Workshops  
Taught: 340

Connections Students with  
**Multiple** BADM Experiences:

1,779

Students Served through  
School Programs:

23,000



Bay Area  
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