



The Bay Area Discovery Museum (BADM) is a nonprofit children’s museum that focuses on incorporating both creativity and science, technology, engineering, and math (STEM) into early learning experiences, and continually innovates its practices to give all children the 21st century skills they’ll need to succeed in life. BADM is the only museum in the United States that combines a research division, a laboratory preschool, and comprehensive programming at the intersection of creativity development and STEM education.

In fiscal year 2017, we brought in more than 7 million in earned and contributed revenue, and made significant progress in each of our three strategic goals, which include:

1. offering more research-backed educational programming to children who visit the museum
2. expanding our network of partners throughout the Bay Area to better reach children in traditionally underserved communities
3. advocating for the critical importance of creativity in early learning experiences.

FY 2017 was also an opportunity to more clearly define the guiding principles of our work, and in January 2017, we updated the BADM Vision, Mission, and Theory of Change. The BADM Vision is that all children will have early learning experiences that inspire creative problem solving. The museum’s Mission is to transform research into early learning experiences that inspire creative problem solving.

BADM’s Theory of Change was updated to reflect its commitment to combatting the lack of robust early learning experiences for children ages 0-10.

## The Museum

- BADM experienced a 13% increase in admission, a 15% increase in memberships, and an 18% increase in visitors coming to the museum through one of our access programs.
- We expanded our Fab Lab programming so that more children have access to emerging technologies that deepen their design thinking skills.
- We tripled the number of camp scholarships offered, making it possible for underserved children to experience BADM’s expertly-designed camp programming. In total, we were able to grant more than \$19,000 in scholarships.

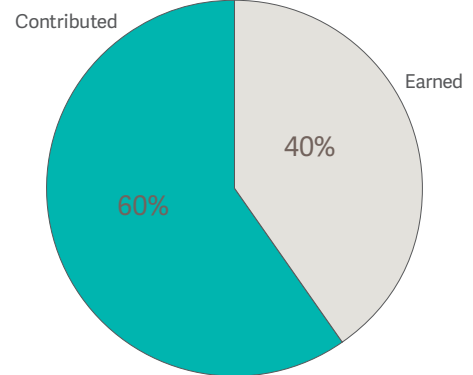
## Center for Childhood Creativity (CCC)

- The CCC, BADM’s research and advisory division, completed and published its Education Rationale, which serves as a framework for BADM staff when designing the museum’s research-backed programs and activities.

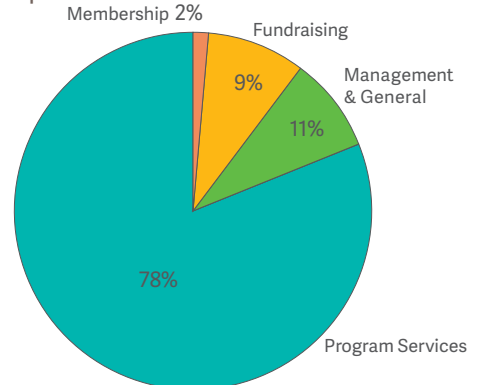
## School and Community Partnerships (SCP)

- The SCP team saw a 65% increase in on and off-site STEM Workshops.
- We piloted the Try It Truck, a mobile engineering lab-on-wheels, to more than 10 Title I elementary schools, reaching more than 1,200 students and 40 teachers.
- During summer 2017, the Try It Truck was piloted at 10 libraries in seven counties. These programs reached 925 children and 610 parents and caregivers, for a total of 1,535 participants.
- Connections, BADM’s school-readiness program, introduced a new “Mas Math” program and new Fab Lab programs to provide more early STEM learning experience to low-income preschoolers.
- We became a San Francisco Unified School District “Science Enrichment Pathway” partner. This establishes the museum as trusted partner offering school visit programs that are aligned with Next Generation Science Standards.

FY 2017 Revenues



FY 2017 Expenses:



**V i s i t o r s 3 4 0 , 3 7 3**

**Member Households: 8,400**

**Family Access Members:**  

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Buses for  
Connections Program: **201**

**8,137**

Attended STEM  
Superheroes Series

Free / Reduced  
Admission Visitors:

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71,569

The Discovery  
School Students: **27**

Bay Area Counties Served by the  
**Try It Truck: 7**

*Miles Driven to Provide Programs to Schools and Libraries: 2,318*

**STEM Workshops**  
Taught: **340**

Connections Students with  
**Multiple** BADM Experiences:

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1,801

Students Served through  
School Programs:

**15,007**



Bay Area  
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