



## A Year of Innovation

In 2016, the Bay Area Discovery Museum (BADM) celebrated its 25th anniversary at its iconic location at Fort Baker on the foot of the Golden Gate Bridge in Sausalito, CA. BADM is a nonprofit children’s museum focusing on early childhood education through Creativity and STEM that continually innovates its practices to give all children the 21st century skills needed to succeed in life. We are 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.

## 2016 Highlights

Museum attendance increased by 3% reaching 304,620 visitors. More than 20% were provided free/reduced admission.

Membership increased by 10%, totaling 7,000 members.

School Visits Program grew by 33%, 70% received full or partial scholarships.

Hosted two Google grant sponsored Google Field Trip Days for 1,900+ under-served students, teachers and caregivers from Oakland, San Francisco, and San Rafael.

Raised more than \$300,000 at the first Family Gala to provide free or reduced museum admission to thousands of under-served families.

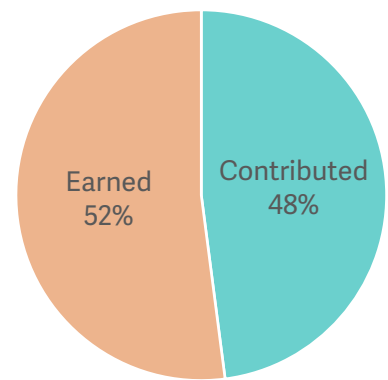
Invited to the White House Early Learning STEM Symposium in Washington, D.C.

Completed a third white paper: *Reimagining School Readiness: A Position Paper with Key Findings*. This position paper aims to surface the skills and conditions that matter most for a child’s success in school and life.

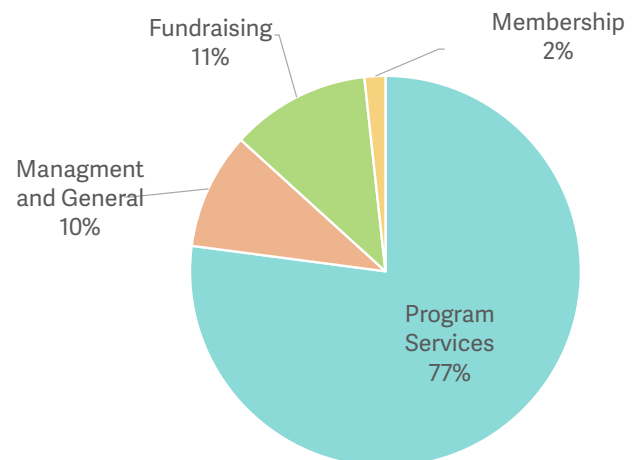
Opened the world’s first early-childhood Fab Lab: a high-tech makerspace that helps children build science, technology, engineering, and math (STEM) skills through hands-on learning.

Awarded \$380,000 from 100Kin10 – a national initiative to train and retain 100,000 STEM teachers by 2021 – to create the Try It Truck, our Mobile Engineering Lab.

## FY2016 Revenue



## FY2016 Expenses



In recognition of the museum’s growth over the last 15 years and the needs of the community we serve, we have decided to move forward with a bold new site plan to improve the museum. This project builds on our legacy and will enable us to achieve our mission to transform research into early learning experiences that inspire creative problem solving.