



Leading with Joy

Bay Area Discovery Museum

..... 2023



Bay Area
Discovery
Museum

A message from
Kelly McKinley, CEO



What does
it mean to
**LEAD
WITH
JOY?**

Dear Friends,

In 2021, the Bay Area Discovery Museum laid out an ambitious 5-year plan to serve 500,000 Bay Area children, families, and educators annually by the year 2027, with an emphasis on reaching more families of low-income. This work is guided by five core values, starting with: **Lead with Joy.**

What does it mean to lead with joy? We imagine programs and design exhibits from a place of joy. We greet each visitor with joy.

We are leaders in playful learning. We understand the power of joyful play to help children understand the world and their place in it. Our work is backed by research and years of collective expertise on our staff. We lead by empowering, educating, and delighting not only children but also their educators and caregivers through workshops and professional development programs.

We lead by partnering with civic leaders and institutions to amplify our mission. For example, we were thrilled to announce that in October 2023 we signed onto a groundbreaking, three-year partnership with the San Francisco Unified School District (SFUSD) that will bring the museum's research, resources and expertise in play-based learning into every SFUSD elementary school.

We envision a world in which every child grows and thrives through joyful play. We do not do this alone. To all who share our vision, and to those who have invested in it: we thank you. The Impact Report is how we measure our progress towards our goals — and the successes detailed in this report belong to you as well. Here's to another year of discovery, and joy.

Kelly McKinley
CEO, Bay Area Discovery Museum

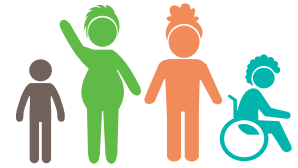
Expanding our Reach and Impact

In 2023, more children and families made discoveries and built joyful memories at our campus and in their own communities.



317,020

total people served
(representing a
10% increase from 2022).
Of these, **19% accessed**
the museum through **free**
or **reduced-cost** programs.



11,173

families find **value** in the
museum through **annual**
memberships – which
marks a **record number**
of member households for
the museum!



1,976

16% of our annual
memberships are
free or offered at
significantly
reduced-cost for
qualifying families

*“We love
bringing our
toddler here
because he feels
like it is ‘his’
museum.
He gets to lead,
and we get to
enter his world
of joy, discovery
and play.”*



Serving Bay Area Students

   **23,129**   

people participated in programs at schools or local libraries (representing a **24% increase** over 2022).

We delivered **406** STEAM Workshops, Try It Truck visits, and field trips.

227 of these programs were offered to children in high-need communities.

Empowering Teachers & Caregivers

We produced our 8th research paper, on developing engineering thinking in the early years, published in **3 languages** (English, Spanish & Chinese), and delivered to **59,708** people.

We trained over **800** early-childhood educators in the practice of play-based learning through 16 in-person professional development workshops.

"Our students get the brand-new chance to leave the city and visit a museum dedicated to them: helping them explore, be curious, do things differently and not worry about mistakes."

Thank you to the following donors for gifts received September 1, 2022 - August 31, 2023

Every donation to Bay Area Discovery Museum ensures every child
in our community has access to our playful learning experiences.

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