



annual report

2015



A young child with curly hair is looking at a water fountain. The water is spraying upwards, creating a misty atmosphere. The background is a bright, blue sky with some clouds. The overall scene is bright and cheerful, suggesting a positive and educational environment.

mission

*TO CHANGE LIVES
THROUGH SCIENCE
AND WONDER*



LETTER FROM THE PRESIDENT

Dear Friends, Partners, and Supporters,

This has been a transformative year at McWane Science Center. After years of planning, Itty Bitty Magic City opened in May to serve our youngest visitors. This colorful and creative space dedicated to children kindergarten age and younger has made a tremendous impact on McWane and the community we serve. We have seen a significant increase in attendance from all age groups, and membership is at an all-time high. The enthusiasm for Itty Bitty Magic City has increased the buzz about all aspects of McWane, leading to success in school field trips, special events, Overnight Adventures, and more.

While Itty Bitty Magic City was the most visible accomplishment in 2015, there was so much more going on behind the scenes at McWane. In the spring we completed a year-long facility enhancement effort that included improvements to our elevators, parking garage, security systems, roof, and HVAC system. Our primary focus will always be STEM education, but we know we must

also attend to the comfort and security of visitors coming into our facility.

This year we also adopted a brand new ticketing and reservations software system. Every effort was made to ensure a seamless transition for our visitors, but over time this investment will enable us to serve our members and visitors more efficiently and effectively, providing a quick and enjoyable entry experience.

2015 has been a wonderful year, but we continue to look toward the future. This year we completed an extensive strategic planning process to create a roadmap for the next five years. Through individual conversations and group sessions we worked with members, educators, staff and community leaders to set the course for new programs, facility improvements, and new ways to serve our community through STEM education.

Thank you for your support in making 2015 a great year at McWane Science Center!

A handwritten signature in black ink that reads "Amy". The signature is fluid and cursive, with a long, sweeping tail on the "y".

Amy W. Templeton
President and CEO
McWane Science Center

LETTER FROM THE BOARD CHAIR



Dear Friends, Partners, and Supporters,

Looking back over 2015, I am thrilled with the accomplishments made by McWane Science Center. These accomplishments were made possible because of you and your commitment to changing lives through science and wonder. Thank you!

In May 2015, McWane Science Center opened the much-anticipated Itty Bitty Magic City, Birmingham's Children's Museum. This incredible 10,000 square foot exhibit space serves children kindergarten and younger, their parents/caregivers, and their teachers. Itty Bitty Magic City is providing a unique learning environment that adds to the already impactful educational experiences offered here at McWane Science Center.

In 2015, we also made great strides in advancing our impact in the community and further securing the stability and growth for the institution. Along with our staff, volunteers, and long-time supporters, we

developed a new strategic plan to more effectively define our mission and vision, establish a roadmap for future development, strengthen community engagement, and better tell the stories of McWane. This plan reflects an ever changing world that requires we continue to invest in the learning and development of future generations.

It was my honor to serve as Board Chair for McWane Science Center, and I am pleased that we were able to see the conclusion of both of these key efforts during my tenure. We are well positioned for the future, and you can rest assured that with every new exhibit, education initiative, and outreach effort, we are furthering the mission. Thank you for your partnership, your 2015 investment, and your long-term commitment to McWane Science Center. I look forward to seeing all of you in our museum in 2016 and 2017.

A handwritten signature in black ink, appearing to read 'D. Scott Adams'. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

D. Scott Adams
2015 Board Chair
McWane Science Center



2015

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2015

Endowment Board

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Our newest addition...

Itty Bitty Magic City, Birmingham's Children's Museum and McWane's newest exhibit experience, opened to the public in May 2015 with the purpose of blending science and play to inspire wonder and encourage young children's love of learning. This 10,000 square foot early learning space allows McWane to support the following development goals related to our preschool aged visitors:

THE GOALS OF ITTY BITTY

- Help develop children's gross motor skills and physical ability
- Promote perceptual motor skills and coordination development
- Engage all of the senses
- Increase concentration and focus
- Strengthen fine motor skills
- Inspire creativity and the development of problem-solving capabilities
- Promote exploratory and imaginative play
- Promote the development of one's sense of self
- Foster social development and peer relations



An educational resource for young minds

As Itty Bitty Magic City is Birmingham's Children's Museum, McWane wanted to ensure that the youngest citizens of Birmingham were able to access this incredible new resource. As such, McWane — in partnership with the City of Birmingham and our other donors — have made this exhibit area available to any Birmingham City Preschool classroom for field trips, provided at no charge as long as teachers first participate in the educator workshops so that they can effectively use the space to promote child development and school readiness. As a result, over 4,200 visitors from our local preschools used Itty Bitty Magic as a field trip experience during 2015 and over XXX number of early childhood educators participated in our teacher training workshops.

ITTY BITTY MAGIC CITY DONORS



- City of Birmingham
- Mike and Gillian Goodrich Foundation
- Kiwanis Club of Birmingham
- Protective Life Corporation
- Wells Fargo
- Community Foundation of Greater Birmingham
- Junior League of Birmingham, Inc.
- Publix Super Markets Charities, Inc.
- The Thompson Foundation
- O'Neal Industries
- AutoTec, LLC
- Maggie and Will Brooke
- Kathryn and Raymond Harbert
- Vulcan Materials Company
- The James M. Cox Foundation
- Hill Crest Foundation, Inc.
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- Gordon G. and Margret H. Martin
- Mr. and Mrs. Chris Mason
- Mr. and Mrs. Edward Meyerson
- Jeff and Rachel Pace
- Dr. Theresa Ramos and Mr. Josh Schein
- Mr. and Mrs. Stephen Royal
- Mr. and Mrs. Jim B. Thagard
- Ms. Gwendolyn Wardlow
- Mr. and Mrs. James West



BY THE NUMBERS

ATTENDANCE

Total Attendance in the museum for 2015: **368,453**

Total Outreaches in the Community: **29,756**

398,209



OTHER KEY FIGURES

MEMBERSHIP

Total Member Families at the end of 2015: **10,100**

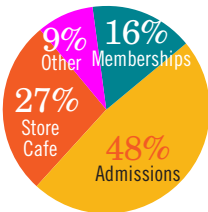
FIELD TRIPS

Number of Field Trip Students in 2015: **65,404**

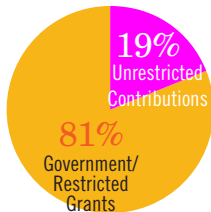
SCHOLARSHIP

Total Students benefitted from Scholarship: **23,287**

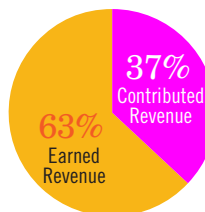
EARNED REVENUE



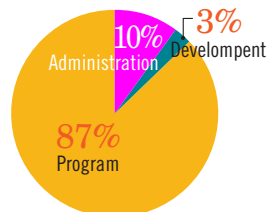
CONTRIBUTED REVENUE



EARNED VS. CONTRIBUTED



EXPENSE ALLOCATION



YEAR IN REVIEW



TOYTOPIA



MINDBENDER MANSION



STAR WARS THE FORCE AWAKENS



Meet the Archimedes Society

The Archimedes Society of McWane Science Center is a group of loyal supporters whose central vision is to foster a community that embraces science literacy and innovation. These individuals make personal gifts of \$5,000 or greater to the organization annually. As a result, McWane Science Center is able to “change lives through science and wonder.”

2015 ARCHIMEDES SOCIETY

Mr. and Mrs. C. Phillip McWane
Judy and Hal Abroms
Dr. and Mrs. J. Claude Bennett
Dr. and Mrs. Kenneth B. Botsford
Mr. and Mrs. D. Scott Adams
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Mrs. Lucille R. Thompson
Lissa and Marc Tyson
Sam and Cheryl Upchurch
Mrs. Jane S. Webb

WHY IT MATTERS

“Our family gives to McWane Science Center for many reasons. We believe in its power to educate and inspire the community, especially children, using science. We believe that it is a great resource for our schools and educational systems. Most important, though, we give to McWane Science Center because it is our science museum. It is a place where our family has created so many memories together. Through its exhibits, fun and educational programs, and events, McWane has provided us with a resource for engaging and inspiring our own children, and we hope that through our continued support, more children and families will be able to create similar memories together.”

Lissa and Marc Tyson



The New Element

McWane Science Center's NEW ELEMENT was established in 2013 to identify a select group of young leaders who recognize and appreciate McWane Science Center's importance to the State and region, and who are committed to ensuring its continued success. Members represent young leaders from business and industry, the legal profession, and the public and non-profit sectors. Members of NEW ELEMENT have the opportunity to network and socialize with like-minded individuals, support McWane

2015 NEW ELEMENT SOCIETY

Anna-Katherine and David Bowman
Dori Burns

William and Kelley Caine
Michael and Kaira Catenacci
Baker and Alison Chambliss

Mary Andrews and Drew Carlisle

Billy and Meghan Coffman

Paul and Kristen Crane

Merritt and Chrissy Cullum

Taylor and Richard Davis

Wes and Michelle Davis

Robert and Leslie Dawson

Art and Marie Freeman

Tim and Gretchen Frizzell

Miller and Josh Girvin

Charles and Ali Goodrich

John and Lauren Hall

Raymond and Cole Harbert, Jr.

Shannon and Ted A. Holt

Scott and Alicia Johnson

Brice and Susan Johnston

David and Kathryn Killion

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Tatum and Alison Lassiter

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Bob and Emily Levine

Brynne and Hank MacCann

Zach and Kate Mather

Stuart Laney Maxey

Alex and Sara-Kathryn McCrary

Colin and Courtney Moorhouse

Virginia and Dan O'Hara

Banks and Bragan Petrey

Sekhar and Indira Pisupati

Mary and Booth Samuels

Amber and John Scanlan

Mark Schaeffer

Tom and Kelly Schmaeling

Robert and Thames Schoenvogel

Jim and Mary Screws

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Weily and Lauri Soong

George and Brittany Stegall

John and Elizabeth Steiner

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Brandon Thompson

Erol and Terri Lynn Wallace

Dan and Hill Weathers

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Nick and Sue Willis

Earlisha and Anthony Williams

Emily and William Wykle