annual report

2015
mission
TO CHANGE LIVES THROUGH SCIENCE AND WONDER
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!
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.

D. Scott Adams
2015 Board Chair
McWane Science Center
2015

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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
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.

**An educational resource for young minds**

**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
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Jeff and Rachel Pace
Dr. Theresa Ramos and Mr. Josh Schein
Mr. and Mrs. Stephen Royal
Mr. and Mrs. Jim B. Thagard
Ms. Gwendolyn Wardlaw
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
- 27% Store Cafe
- 48% Admissions
- 9% Other

Contributed Revenue
- 19% Unrestricted Contributions
- 16% Memberships

Earned vs. Contributed
- 63% Earned Revenue
- 37% Contributed Revenue

Expense Allocation
- 87% Program
- 10% Development
- 3% Administration
YEAR IN REVIEW

TOYTOPIA

MINDBENDER MANSION

STAR WARS

THE FORCE AWAKENS
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.”

Meet the Archimedes Society

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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
Mr. and Mrs. Charles S. Caldwell, III
Mrs. Elizabeth W. Collier
Mr. and Mrs. James D. Davis
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Fournier and Louise Gale
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Mr. and Mrs. G. Ruffner Page, Jr.
Margaret and Kip Porter
Mr. and Mrs. Lee J. Styslinger, III
Mr. and Mrs. Carl S. Thigpen
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
Frank and Caron Lassiter
Tatum and Alison Lassiter
Jeff and Meredith Lees
Bob and Emily Levine
Brynne and Hank MacCann
Zach and Kate Mather
Stuart Laney Maxey
Alex and Sara-Kathryn McCravy
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
John and Cassi Smola
Weily and Lauri Soong
George and Brittany Stegall
John and Elizabeth Steiner
Bowen and Carolyn Thagard
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Erol and Terri Lynn Wallace
Dan and Hill Weathers
Matt and Kelly Weekley
Nick and Sue Willis
Earlisha and Anthony Williams
Emily and William Wykle