



2018 ANNUAL REPORT





MISSION

To create innovative learning experiences that equip and inspire the next generation of creative problem solvers.

VISION

A creative community with a passion for lifelong learning and discovery.

VALUES

Playfulness, cooperation, inclusiveness, excellence, respect, innovation, creativity.

DEAR FRIENDS,

It has been another incredible year for Thinkery. Among almost **455,000** visits to the museum in the 2017-2018 Fiscal Year, Thinkery welcomed visitors from around the world, including more than 7,000 families from other Texas communities, 4,000 families from across the U.S. and 100 families from different countries. We're thrilled to be Austin's most-visited cultural institution and a global destination for family fun, learning and discovery.



This year we witnessed the growth and expansion of several of our exceptional programs including Community Night Spotlights, EdExchange professional development for teachers, and Thinkery21 program for adults. Our Open Door initiative has grown substantially over the last two years to become a prominent part of ensuring access to our museum and programming. This initiative helps fund free general admission, Community Nights, school field trip discounts, and summer camp scholarships.

Please join us in reviewing and celebrating our 2017-18 fiscal year highlights—and affirming our shared mission to create lifelong learners and problem-solvers through innovative, STEAM-based play.

Thank you for your continued support and dedication to our mission.

Sincerely,

A handwritten signature in black ink that reads "Patricia A. Young Brown". The signature is written in a cursive, flowing style.

Patricia A. Young Brown, CPA
Chief Executive Officer



OPEN DOOR

The Open Door Initiative provides free admission through Museums for All and Community Nights, discounted field trips for Title I schools, and scholarships for camps.

THIS YEAR WE ADOPTED THE MUSEUMS FOR ALL PROGRAM,

which is a national initiative of the Institute of Museum and Library Sciences and the Association of Children's Museums. The program was originally created to encourage more visitors to regularly visit museums by offering discounted admission to anyone who presented a SNAP benefit card at admissions. Thinkery took this initiative one step further by offering free admission to anyone with a state, local or federal benefit card including WIC, Lonestar, CHIP, Medicaid, Map as well as SNAP. We want every child to have the opportunity to learn through play and enjoy our museum. Over the last year, more than **3,000 VISITORS** experienced Thinkery through this program alone.



3,126

Museums for
All Visitors



26,014

Community
Night Visitors



4,500

Visitors entered through
our 15 Community
Partner Memberships



WE ALSO HOST COMMUNITY NIGHTS EVERY WEDNESDAY NIGHT

at Thinkery from 4 pm—8pm. We offer free admission and stay open late for families to discover new ideas and learn together. This year we launched Community Night Spotlight Nights on select Wednesday nights throughout the year where we shine a light on an underrepresented community in Austin. There are educational activities facilitated by staff and special community partners throughout the museum on these evenings. Some of the topics we covered last year included, Disability Awareness, Black Heritage, and Women in STEAM.

Thinkery is proud to offer Community Organization Memberships to area non-profits working to improve the lives of local children by serving families with limited resources, facing crisis situations or dealing with other special needs, so their clients may visit Thinkery for free. In 2018, Thinkery provided memberships to 15 Austin organizations enabling more than **4,500 CHILDREN** and caregivers to experience Thinkery!

PROGRAM HIGHLIGHTS CAMPS



This year Thinkery provided spring break and summer camps onsite and at 4 additional locations around Austin that are age specific and created to immerse students in STEAM disciplines. In each weeklong camp, Pre-K to 5th grade campers engage in playful, hands-on learning activities that develop critical thinking and problem solving skills in a collaborative environment. Camps focus on STEAM with a variety of fun mental and physical challenges that activate their creativity and stimulate their natural curiosity.



FIELD TRIPS

Thinkery Field Trips are an opportunity to provide a powerful, hands-on experience for students, teachers and chaperones that is driven by a strong learning agenda rooted in play-based, inquiry-driven experiences. Field Trips include access to all museum galleries, plus special STEAM demonstrations and Thinkery-facilitated hands-on activities that are designed to connect back to classroom learning objectives.

2018 AT A GLANCE



452,873 children and families visited the museum



10,965 Member Households



24,732 Students and 2,614 teachers toured Thinkery on school field trips



Thinkery led 60 total camps and had 1,429 total campers



Ed Exchange served 31 schools and 871 total students. 77% were Title I schools

EDEXCHANGE

Thinkery's nationally-recognized EdExchange program addresses the complex challenge of embedding technology-centered experiences and project-based learning into classrooms, while addressing the need for relevant professional development for educators. Last year, Thinkery engaged educators in technology-centered professional development at schools in the Austin area. Through EdExchange, we directly served and empowered 871 K-6th grade students with new skills and interests that better prepare them for lifelong learning in an era of continuously evolving technologies.



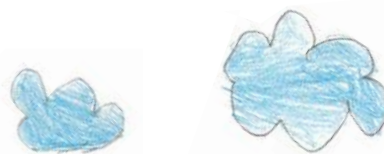
EARLY LEARNERS PROGRAMMING

Little Thinkers Club engages and supports the ongoing development of our youngest visitors by building upon STEAM concepts during each visit. Thinkery's Early Childhood Educators lead these learning experiences designed for children ages 12–48 months and their caregivers. Baby Bloomers, held every Monday and Saturday morning, is a specially designed program for ages 0-3 years and their families. Monthly themes and special guests engage our youngest visitors in fun, hands-on explorations and learning through play that supports the social, emotional and cognitive development of our earliest learners.



PROGRAM HIGHLIGHTS

GINGERBREAD FUN RUN



This year we launched our first annual Gingerbread Fun Run to kick off our Gingerbread Workshop season. The Fun Run is an all abilities 1K where children chase a giant gingerbread man around Mueller Lake Park (directly across from Thinkery). We had **250** children plus their caregivers participate! This event launched our Gingerbread Workshop season, where we held **149** workshops with **3,022** participants!

THINKERY21

Thinkery is "Adult Night" at the museum. Each event explores a different topic, so you can grab a cocktail and learn while playing. Visitors enjoyed everything from live performances of local artist to cutting-edge technology with programmers and designers. **3,265** adults came to Thinkery21 in 2018!

SENSORY FRIENDLY HOURS

Thinkery is committed to providing an accessible and interactive experience for all. This year, Thinkery was able to offer four Sensory Friendly Hours for learners with Autism Spectrum Disorder (ASD) or other special needs to explore Thinkery with their families.



IMAGINARIUM 2018



OUR ANNUAL GALA, IMAGINARIUM, IS OUR LARGEST FUNDRAISER

of the year. This year's theme was **"IGNITE THE FUTURE"** and we really did light up the night with a spectacular event. We welcomed 400 guests to the JW Marriott for an evening of cocktails and dinner, a live and silent auction, and entertainment throughout the night. Special thanks to our event chair, Trisha McDonell, who helped create a fabulous event. We were thrilled with the results—we raised over **\$430,000** to fund our Open Door Initiative.

VOLUNTEERS



Thinkery has incredible individual and group volunteers who help drive our mission. We believe in our volunteers, their ideas and impact.

Whether they're engaging visitors in our galleries, assembling robotics kits for Thinkery Camps, prepping candy for Gingerbread Workshops or testing out puzzles for Thinkery21, our amazing volunteers go above and beyond to fulfill and expand the reach of our mission. We're so thankful for their support!

208 VOLUNTEERS

contributed over

8,880 HOURS

of service

33% OF TEENS

came from low economically under-resourced households

147 INDIVIDUAL VOLUNTEERS

contributed over

1,684 HOURS

of their time and talent



1,457 GROUP VOLUNTEERS

contributed over

6,684 HOURS

of amazing work



REVENUE

EARNED INCOME

Program Fees	1,156,576
Store & Book Sales	270,899
Memberships	1,051,565
Admissions	1,378,343
Site Rentals/Parties	44,942

TOTAL EARNED INCOME	\$ 3,902,325
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CONTRIBUTED SUPPORT

Grants & Contributions	881,469
In-kind Revenue	87,197
Fundraising Events	436,880

TOTAL CONTRIBUTED SUPPORT	\$ 1,405,546
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OTHER REVENUE

Return on Investments	245,172
Other Revenue	36,129

TOTAL OTHER REVENUE	\$ 281,301
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TOTAL REVENUE	\$ 5,589,172
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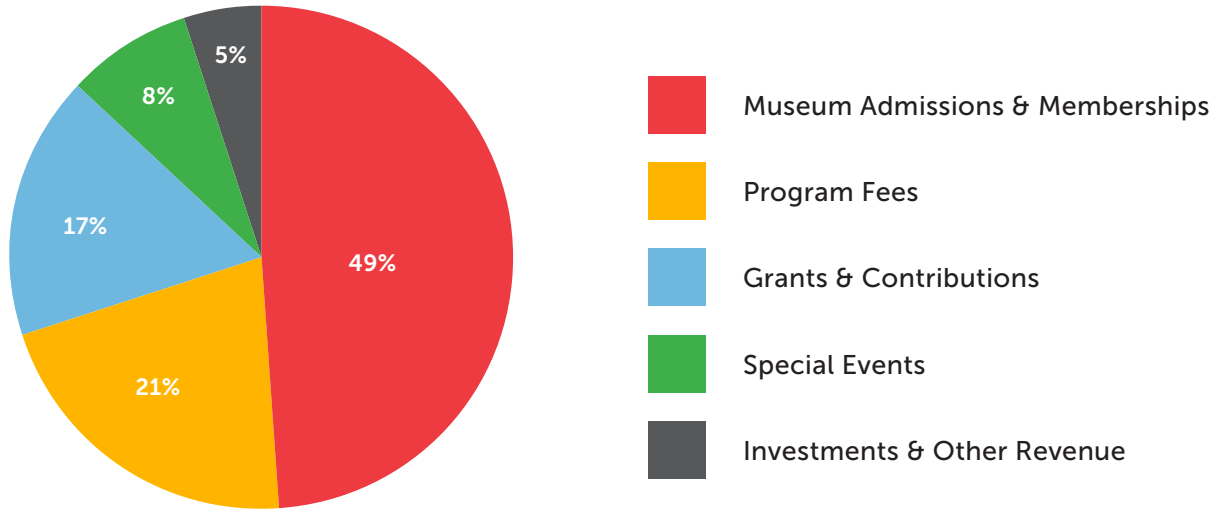
EXPENSES

Program Services	3,776,850
Fundraising & Development	634,785
Administrative	618,272

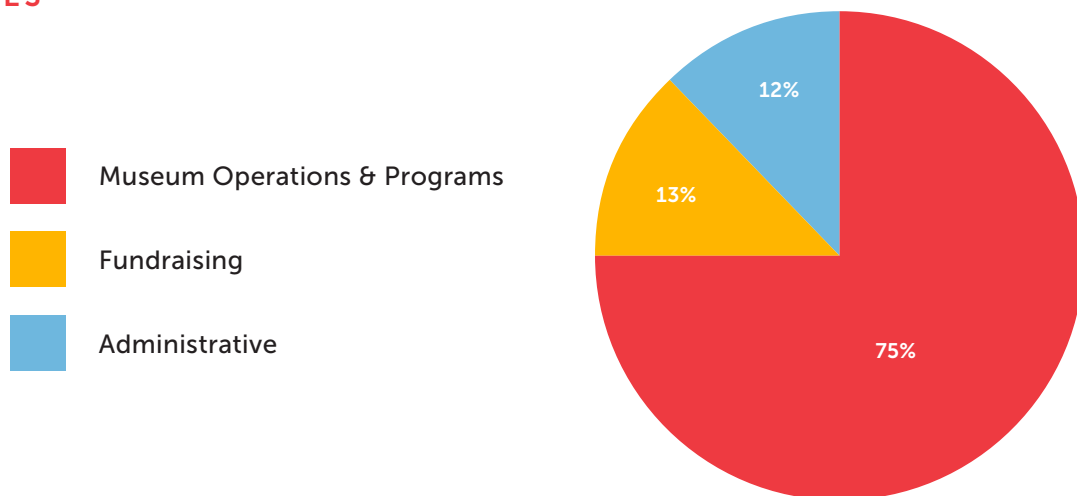
TOTAL EXPENSES	\$ 5,029,907
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FINANCIAL SUMMARY

REVENUE



EXPENSES



THANK YOU TO OUR 2018 DONORS



\$100,000+

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\$25,000-\$99,999

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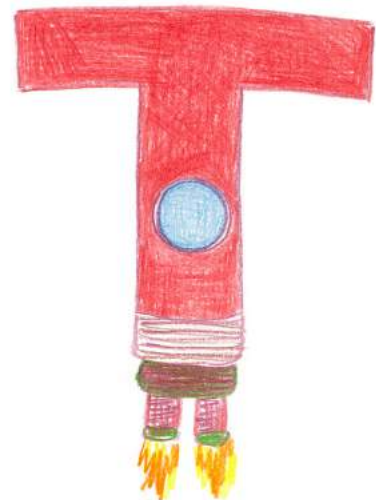
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BLAST
OFF!

THANK YOU FOR YOUR
CONTINUED SUPPORT!

