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.
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.

Thinkery is committed to providing access to kids and families throughout our community, regardless of means. We are proud to be the first Austin-area museum to participate in Museums For All, which allows families with EBT, WIC, CHIP, and MAP identification cards to receive FREE general admission. Over the last year, more than 9,800 visitors experienced Thinkery through this program alone, with over 23,000 more able to enjoy free museum access through our weekly Community Nights and monthly Community Night Spotlight events.

9,839
Museums For All Visitors

23,390
Community Night Visitors

1,472
Visitors through our 18 Community Partner Memberships
2019 AT A GLANCE

442,978 children and families visited the museum

More than 9,500 Member households

24,030 kids toured Thinkery on school field trips. 68% were from Title 1 schools.

Thinkery hosted 82 Spring Break and Summer Camps, and 1,343 total campers

EdExchange served 38 schools and 655 total students. 86% were Title 1 schools.

HIGHLIGHTS

EARTH, WIND INSPIRE

Thinkery unveiled a brand-new exhibition in our Features Gallery in May 2019. *Earth, Wind, Inspire* includes more than a dozen interactive exhibits that offer guests of all ages a chance to investigate the dynamic processes that shape our planet. Visitors interact with visual representations and hands-on activities that illustrate atmospheric pressure, geothermal heat swirling winds and other natural phenomena at work on the world. We were also able to preview select pieces of the new exhibition at Rodeo Austin in March 2019.

RODEO AUSTIN

One of Thinkery’s key strategic objectives is to expand our presence throughout the community. We took a great step forward this year through a new partnership with Rodeo Austin. We created a special free sneak preview of *Earth, Wind, Inspire* in the General Store, which allowed us to engage the Rodeo’s 255,000 attendees over a two week period. On-site surveys of exhibit visitors showed that, for many of them, it was their first in-person exposure to Thinkery.
TWO SCIENTISTS WALK INTO A BAR

As part of our mission to engage people of all ages with science and inquiry, Thinkery debuted a new program called Two Scientists Walk Into A Bar. The concept, originally developed by the Fleet Science Center in San Diego, sends STEAM professionals out to local restaurants and bars to engage the public in a relaxed, informal setting. The program looks to build connections between scientists and everyday Austinites.

The first event in June 2019 featured 20 volunteer STEAM professionals at ten Austin-area venues. We plan to hold more events at least twice a year.

THINKERY CAMPS

Thinkery Camps provide a creative, challenging and safe environment for campers to learn and grow... and have a whole lot of fun while they’re doing it!

Thinkery hosts spring break camps at the Meredith Learning Lab, and summer camps in five locations throughout Austin. In each weeklong camp, Pre-K to 5th grade campers enjoy playful, hands-on STEAM activities that allow them to develop critical thinking skills in a collaborative environment.

Our campers explore questions of “how” and “why” through immersive, interactive learning experiences that keep them moving, thinking and creating.
Thinkery’s EdExchange empowers educators — primarily those serving Title I students — to use technology and innovative practices to inspire students in science, technology, engineering, arts and math.

While many educators have access to technology, they often report uneven levels of confidence in using it or engaging their students with it as a tool for creativity and problem solving. EdExchange addresses the technology-learning opportunity gap for youth from underserved families, as well as the adults who teach them.

This year, EdExchange served educators from 38 local schools, 86% of which are Title I schools. A total of 655 Austin-area students were directly served by our EdExchange teachers this year.

Each year, the Infosys Foundation presents ten $10,000 InfyMaker Awards to organizations to help give more students access to maker activities.

Thinkery was honored to be one of the 2019 InfyMaker Award winners. Thinkery plans to use this grant to create amazing new activities in Spark Shop, our popular Makerspace. Additional plans include upgrading tools and materials for our Field Trip students and providing them with specialized activities when they visit.
Our annual IMAGINARIUM fundraising gala brought more than 400 guests to the JW Marriott for a joyful evening of fun and surprises. While the event featured many of the perks of adulthood – cocktails, fine food, live and silent auctions – the programming focused on the wonder and excitement of kids at play. The gala raised over $420,000 to support our Open Door Initiative and Museums For All.

Special thanks to our celebrity emcee Dr. Kate Biberdorf (aka “Kate The Chemist”) and to our event chairs, Stephanie Cooley and Lisa Henken Ramirez, who helped create such a fun and successful evening.
VOLUNTEERS

A VITAL PART OF THINKERY’S MISSION

Volunteers are a key building block of our success.

Thinkery’s amazing individual and group volunteers go above and beyond to support our operations and programming, from engaging with visitors in the galleries to assembling activity kits for Camps and seasonal programs, as well as helping to deep clean our galleries and exhibits.

We are incredibly thankful for their passion, their ideas and their support of Thinkery!

151 VolunTeens contributed more than 6,299 hours of service at Thinkery

23% of VolunTeens came from low socio-economic status households

1,779 group volunteers donated over 5,921 hours of amazing work

148 individual volunteers donated over 2,3181 hours of time and talent
### Revenue

**Earned Income**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Fees</td>
<td>1,053,794</td>
</tr>
<tr>
<td>Store &amp; Book Sales</td>
<td>267,089</td>
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<tr>
<td>Memberships</td>
<td>1,050,565</td>
</tr>
<tr>
<td>Admissions</td>
<td>1,463,562</td>
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<tr>
<td>Site Rentals/Parties</td>
<td>60,279</td>
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**Total Earned Income**

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<th>Amount</th>
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**Contributed Support**

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<th>Source</th>
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<tr>
<td>Grants &amp; Contributions</td>
<td>986,523</td>
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<tr>
<td>In-kind Revenue</td>
<td>97,677</td>
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<tr>
<td>Fundraising Events</td>
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**Total Contributed Support**

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**Other Revenue**

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<td>Return on Investments</td>
<td>236,889</td>
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<tr>
<td>Other Revenue</td>
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**Total Other Revenue**

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**Total Revenue**

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<th>Amount</th>
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### Expenses

**Program Services**

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**Fundraising & Development**

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**Administrative**

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**Total Expenses**

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<tr>
<th>Amount</th>
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<tbody>
<tr>
<td>$5,400,672</td>
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FINANCIAL SUMMARY

REVENUE

- Museum Admissions & Memberships: 45%
- Program Fees: 19%
- Grants & Contributions: 17%
- Special Events: 10%
- Investments & Other Revenue: 7%

EXPENSES

- Museum Operations & Programs: 75%
- Fundraising: 13%
- Administrative: 12%
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J.M.R. Barker Foundation

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