

annual report

2012

As a science and wildlife center, CuriOdyssey helps children acquire the tools to deeply understand the changing world.



Photo by Justin Miel

The Year in Review

In 2012, CuriOdyssey enjoyed recording-breaking numbers across the board. The institution saw the highest attendance in its history, exceeding the previous year's numbers by 32%. We also enjoyed a 44% increase in admissions revenue, 32% increase in membership revenue, 204% increase in event rentals, 39% increase in store net revenue, summer camps were 97% full, and school science programs reached nearly 10,00 students.

RECORD-BREAKING ATTENDANCE

More than 135,000 people visited the science and wildlife center between October 1, 2011 and September 30, 2012. This represents a 32% increase over the previous fiscal year and a 77% increase in attendance over its lowest point in 2008. The increase in attendance can be attributed largely to the organization's focus on developing a new model of science education for young children that provides opportunities for direct interaction with the natural world. Visitors have also enthusiastically embraced CuriOdyssey's three standing science exhibitions, its highly popular camps, daily wildlife encounters, and new Mobile Museum experience.

RECOGNITION

In 2012, CuriOdyssey was recognized with multiple awards. For the second year in a row, Charity Navigator, America's largest and most-utilized independent evaluator of charities, has awarded CuriOdyssey the prestigious 4-star rating for good governance, sound fiscal management and commitment to accountability and transparency. For the fourth year, CuriOdyssey was recognized by Bay Area Parent Magazine as a Family Favorite museum.

NEW ANIMALS

This year, CuriOdyssey welcomed new members to its animal family. Many of the additions were made in the walk-through aviary that puts visitors within an arm's length of more than 30 of our native, non-releasable birds. In 2012, we added a greater roadrunner, Eurasian collared doves, and a magpie. We also made significant additions to our Animal Ambassador program. Each of our Animal Ambassadors are vital in helping educate school children, groups, and visitors in the importance of conservation and animal care. The program's newest members include a baby skunk, opossum, hedgehog, and a peregrine falcon. Our animal keepers have been working with each of the animals to train them for use in education programming.

CONSERVATION

CuriOdyssey embarked on several new conservation projects in the areas of habitat restoration, research, and citizen science. CuriOdyssey is now home to the Bay Area FrogWatch chapter, its newest citizen science project. The chapter is part of FrogWatch USA, and is devoted to monitoring the area frog and toad population through the help of volunteers.

CURIODYSSEY GOES MOBILE

This year marked the development of the Mobile Museum - CuriOdyssey's newest program that brings science education to young children. Through it, CuriOdyssey partners with local businesses and community organizations that serve families with children five to ten years old. The CuriOdyssey Mobile Museum incorporates science activities, new mobile exhibits that highlight natural phenomena such as sound, mechanics, and energy, and CuriOdyssey's non-releasable Animal Ambassadors.

EDUCATIONAL LEADERSHIP

CuriOdyssey continued its leadership in the science education field.

This year, CuriOdyssey established a partnership with the San Mateo County Office of Education's new STEM (Science, Technology, Engineering, and Math) Center and KQED to provide professional development for teachers. The institution has also strengthened its link with local schools to develop a program for providing science education programs for all kindergarten, first, and second grade classrooms in a local elementary school.



Photo by Sanders Fabares

Letter From The Director | 2012

Dear Friends,

"If you could do just one thing to address climate change, what would it be?" a guest at our recent speaker event asked. Without skipping a beat, Nobel Prize-winning climatologist and biologist Dr. Terry Root answered, "Educate children." Are you surprised? We were. And pleased to hear it because, of course, that is exactly what we do.

We are living in a society that has at last come to comprehend that things around us have changed, and we had better do something about it. Where to start? How about at the beginning? That's where we put our focus, right smack on the time when children are orienting themselves to the world.

We all need to take very seriously the staggering capacity for learning that every child carries and to encourage them as if our lives depended on it. Because our lives DO depend on it. Not only are science and technology exciting worlds to explore, they are our path to a safer, more prosperous future. If you are reading this, you are undoubtedly someone who has helped our efforts here at CuriOdyssey, and we thank you. Looking back, we are proud of our many accomplishments toward our goals over the past year, which we've highlighted in this Annual Report issue. Looking forward, we are continuing to build a world-class, leading-edge learning institution that gets it right, right from take-off, for our newest learners.

Thanks for coming along for the voyage,

Rachel Meyer
Executive Director

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In 2011 CuriOdyssey changed fiscal years, delaying the inclusion of these donors in an Annual Report. The Board of Trustees and staff of CuriOdyssey wish to express our sincere appreciation to the following donors for their generous support between July 1, 2011 and December 31, 2011.

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STORIES OF IMPACT: VISITORS

The following are stories and quotes from individuals who have been touched by CuriOdyssey through school programs, camp, and visits.

“The kids were especially inspired by the Mistake Lab, where they were tasked with making the strongest possible bridge out of tongue depressors, popsicle sticks, and masking tape. They spent an hour building and testing, and improved step by step.”

Rob Delfosse, visitor

“Mommy, can I just stay and do a little more science?”

Sophie, visitor



Photo by Graham Paterson

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Photo by Sanders Fabares

STORIES OF IMPACT: CAMP CURIODYSSEY

“Wonderful curriculum! I love how you make science and nature experiences hands-on. Every day when I picked my son up after camp he talked and talked about what he did with great excitement.”

CuriOdyssey summer camp parent

“Camp CuriOdyssey was by far the most exciting, fun and (unbeknownst to my child) educational camp he has ever attended. Great job; we’ll be back next year!”

CuriOdyssey summer camp parent

“My daughter specifically requested to return to Camp CuriOdyssey this year, and she has thoroughly enjoyed it. I appreciate the science education, the training of the counselors and the convenient camp hours.”

CuriOdyssey summer camp parent

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 George and Vera Cresson
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 Rena Liu-Critchley
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 Jayantha Debnath and Runi
 Chattopadhyay
 Cristina and Marco Delgrosso
 Rex Delizo and Teresa Solomon
 Kauli and Peter DeMarzo
 Sanjay and Jacqueline Devgan
 Jeff DiCorpo and Adeyma Arroyo
 David Dioli and Elizabeth Lake
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 Nick and Jayne Domes
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 Keith Ducker and
 Johanna Kroenlein
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 Barbara Paldus
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 Jason and Nathalie Fellner
 Shawn and Karen Fletcher
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 Gary and Beth Francesconi
 Jacob and Kate Frazier
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 Gregory and Penny Gallo
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 Jeffrey and Jacqueline Geiger
 Blake and Heather Gentner
 Ms. Dolores Gevertz
 Keith and Denise Gillen
 Vitaly and Joyce Golomb
 Patricia Gomez and Horacio Pena
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 Dr. Gloria Hwang
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 John and Julia Hinshaw
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 Gretchen M. Wallacker
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 Alyson Huey-Weaver and L. Weaver
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 Opher Kahane and Ayelet Steintz
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 Maria Kammerer and
 Andrew Babish
 Firoz Kanchwala and Quddusa
 Doongerwala

STORIES OF IMPACT: TEACHERS

“My students learned so much about the animals and how they adapt for survival. They especially loved the ferret, Fabio! They also loved being able to feel their animals’ coverings, such as fur, feathers, and a tortoise shell. They were able to recall specific details about the animals when we got back to school.”

-Anonymous teacher

“The children enjoyed the program; they talked about it for days! They were also able to recall what they had learned and apply it to science experiments in our classroom.”

-Anonymous teacher



Photo by Robert Chen

Raji Kanniyappan and Hubert Selvanathan
 William Karlon and Ann Lee-Karlon
 Malcolm Katz and Susannah Howard
 Katherine Keller
 George Kellner and Arleen Agricola
 Nickalus and Michele Ketcham
 Christopher and Nina Keys
 Dr. Stephanie Kiewlich
 Youngsun and Mihyong Kim
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 Dave and Danielle Kling
 Jeff and Esther Klein
 Steve and Roxy Klein
 Steven Ko and Meera Yoon
 James and Celina Koch
 Philip and Elaine Korn
 Greg and Caroline Koss

Ken and Janet Kottka
 Paul Krakow and Nicole Savickas
 Leslie Kramer
 Mrs. Donna Krause
 Aleks and Heather Krumins
 Ken and Jamie Kubota
 Lock and Lisa Xiao-lan Kwan
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 Amy Laughlin
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 Wilson Lee and Darcey Wong
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 Jeff Leung and Anne Park

Steven Lewan and Don Rath
 Arthur and Luisa Li
 Linda and Sidney Liebes
 David and Terri Y. Lim
 Mark and Kathryn Lingenfelter
 Kim H. Liou and Quynh T. Tran
 Rob and Natalie Lips
 Frank and Heather Loeffler
 Todd Lowpensky and Cinda Bailey
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 Maria Luna and Vincent Garcia
 Anthony Lye and Diana Dorobek
 Paul and Karen Lynch
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 Laura Malinasky and Robert Tashjian
 Dennis Mangano and Christina Mora Mangano
 Trudy Marin
 Tatia Markland and Keith Whitley
 Mike and Kelly Markson
 Robert and Sherry Marsden
 Phillip and Shannon Marson
 Peter and Janet Martineau
 Alex Mas and Richelle Mirador Mas
 Dave Masci and Emily Leonard
 Todd Master and Kara Gardner
 Neill and Kathryn Masterson
 Brian and Lauren Mathews
 Adelbert and Toshiko Matias
 Mrs. Dean Mawdsley
 Steven and Christine Maxwell
 Viki Maxwell
 Jung and James McCann
 Nadya McCann and Ittai Bareket
 Blake and Sari McConnell
 Emma McCulloch
 Keith and Laura McDaniels
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 Dan and Laura McDonough
 Jamie and Piper McGinley
 Ruth McMullin and Yan Jia
 David McNinch and Gisela Paulsen
 Brian and Rataavann Meas
 John Menicucci
 Laurie A. Merrill
 Andrea Metkus and Linda Stoick
 Bryan and Amy Michael
 Hiroshi and Haruko Mikitani
 Jon and Tamar Miller
 Arnab and Amy Mishra
 Danny and Dina Morgan
 Rich Mortillaro
 Nathan Mueller and Katie Weber
 Carolyn F. Mulliken
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 Jo Ann Nassutti
 Stacy and J. Matt Nawrocki
 Craig and Miriam Newton
 Brian and Catherine Nicholson
 Marc and Victoria Nicholson
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 Stephen and Amy Obana
 Alix O'Brien and Isabel Aramburu
 James and Mardi Pacheco
 Frank and Bonnie Pagliaro
 Patricia and Michael Palmer
 Alex and Cindy Panchula
 Christine Panos
 Todd and Laura Parker

Victor and Jennifer Parker
 Christina and Merdad Parsey
 Travis and Kate Parsons
 Pathik and Tracy Patel
 Vikram and Melanie Pavate
 Margaret Pawlick
 Rachel Perkel and Shawn Becker
 Sam and Angie Person
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 Jackson and Robyne Powell
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 J. and P. Ruggiero
 Quan and Johnee Rui
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 Zev and Nava Simon
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 Chris and Shanon Smith
 Scott and Beth Smith
 John and Mary Soberg

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 Beth Springer and Paul Rosenblum
 Craig Sprots and Yoriko Nakagawa
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 Gabriel and Jennifer Wolosin
 Richard and Geraldine Wong
 Christopher and Samantha Wu
 Steve Xanthopoulos and Amy Vinther
 Jinwen Xi and Xiaohan Chen
 Rich and Caroline Yang
 Rob Yau and May Duong
 Chris Yeh and Alisha Bermudez
 Jeanette and Gene Yoder
 James and Holly Yoon
 Erica Zanardi and Maureen Doidge
 Greg and Kaoru Zeren
 Joshua and Sabina Zimmerman



Photo by Hillary Hempstead

STORIES OF IMPACT: MOBILE MUSEUM

“Thank you so much for bringing your exhibit today. My face hurts from smiling so much!”

Parent at a CuriOdyssey Mobile Museum experience at the Bay Area Science Festival

FOUNDATIONS AND CORPORATIONS

\$50,000+

TomKat Charitable Trust
The David and Lucile Packard Foundation

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Moore Family Foundation

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The G.W. Williams Foundation, an
advised fund of Silicon Valley Community
Foundation

\$500 - \$999

The Community Giving Fund, a joint project
of ProSight Specialty Insurance and
Tangram Insurance Services
Direct Communication Group Inc.,
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GIFTS IN-KIND valued at \$500 and above

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Jesse Freidin Photographer
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REDWOOD SOCIETY

CuriOdyssey's Redwood Society recognizes those who have chosen to support CuriOdyssey through legacy gifts. Contributions received through legacy gifts help CuriOdyssey build for the future. Members of the Redwood Society will appear in future Annual Reports. New members of the Redwood Society please notify Marilyn Bancel, Director of Development, at 650.340.7567 that CuriOdyssey has been included in your estate plans.

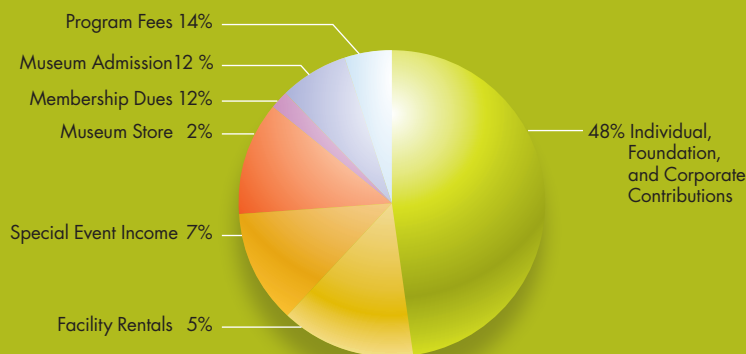
Every effort has been made to be accurate. If your name is not present or you are not recognized properly, please contact Tavi Haberman at 650.340.7573

Financial Review 2011-2012

CuriOdyssey saw a substantial increase in both earned revenues and contributed revenues as compared to the prior fiscal year. The numbers presented here do not include non-cash adjustments (in-kind donations, depreciation, etc.)

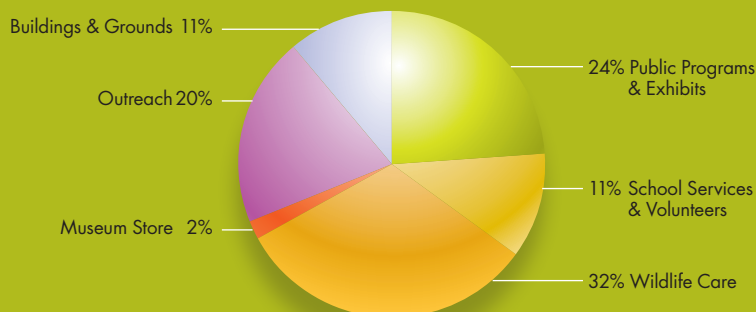
FY 2012 REVENUES

\$2,367,171 (Oct 1, 2011 - Sept 31, 2012)



FY 2012 PROGRAMS AND SERVICE EXPENSES

\$2,323,639 (Oct 1, 2011 - Sept 31, 2012)



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SAN MATEO, CA

A young girl with two braids, wearing a blue sleeveless shirt and a pink dress, is looking down intently at a green mesh insect net she is holding. The net is partially filled with green grass. The background is a field of tall green grass with trees in the distance under a clear blue sky.

CuriOdyssey
AT COYOTE POINT