



Annual Report.

2020



I will never forget the day we made the decision to temporarily close MOXI's doors. In those early days of March 2020, we knew little about what was happening and the best ways to confront it. We committed that day to following the science – we are, after all, a science museum – and we have spent the past year honoring that commitment as best we can. This wasn't always easy, but I know it was the right thing to do for the health and safety of our staff, guests + broader community.

It ultimately led to MOXI being closed for more than a year. It was a year without any race cars cruising down Build It. Test It. Race It. It was a year without the laughter of children echoing throughout our three floors. It was a year with no Afterparties for our "kids at heart" on our beautiful rooftop.

It was weird. It was challenging. It was heartbreaking. It was unsettling. And in being such, it forced us to **rethink**, **refocus**, and **reimagine** what a hands-on science museum for children and families can be and can do. We gradually shifted as much of our experience to an online or remote format as we could. We made (at times difficult) decisions about MOXI's staffing, structure, and operations that will better serve our needs as we recover from this unusual year and ultimately ensure the museum's long-term financial sustainability.

Now though, we cautiously rejoice and look forward to a year of **rediscovering** the joys of exploration, curiosity + play, together!

Robin
Robin Gose, Ed.D.
President + CEO



As I write this message, MOXI has finally reopened its doors to the public, after a shift to all online or remote programming for the majority of the past year, and let me tell you... It. Feels. Amazing.

It is my sincere honor and pleasure to lead MOXI's Board of Directors and I am **grateful for the support of all of you** in helping us to weather the unprecedented times from which we have now cautiously emerged. We are ready and excited to resume serving our community in the best ways we know how – through our onsite, interactive learning experiences in science and creativity. And we are ready because of you. Over the past year, more than ever, we had to rely on your kindness and generosity, and you may never fully understand how much those acts and gifts have meant to us.

On the pages that follow, you will see a brief summary of what we were able to achieve as a result of the unique circumstances of 2020. I am so proud of what the MOXI team did to maintain connections with our community and to create distinctive STEAM learning tools and content for our Members to use at home. Your positive feedback has been so important to us.

On behalf of the Board of Directors and the entire MOXI team, **thank you**. We can't wait to see you again soon.

Alixe
Alixe Mattingly
Chair, Board of Directors

2020

A Year of Continued
Connections + Community
Outreach

MOXI may have only been open for a cumulative three months in 2020, but that didn't mean we were wholly shutdown.

While our building's doors were closed, **plenty of work was happening behind the scenes** to ensure we could continue to connect with our community by offering them opportunities to learn and explore their world through **interactive experiences in science + creativity**.

We hope you enjoy this snapshot of things we were able to achieve in spite of everything 2020 threw at us.

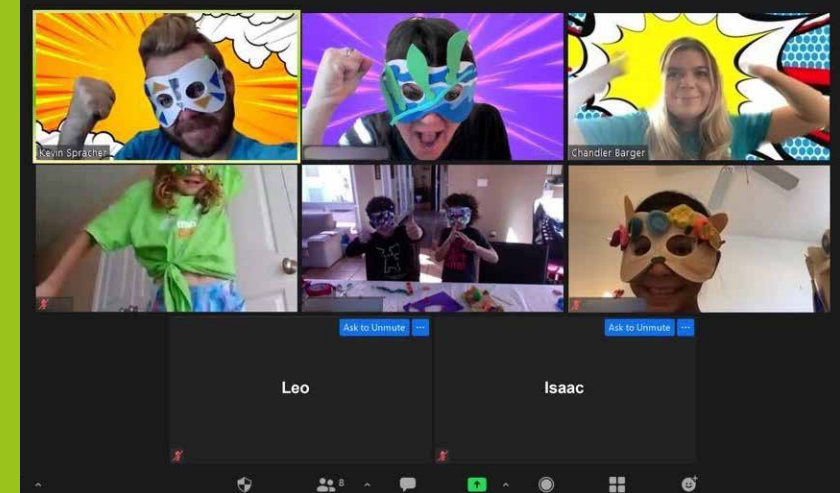
They practiced facilitation strategies during our virtual Thanksgiving Camp (Engineering Superheroes)

and are now also leading our new Virtual Design Labs, virtual field trip programs, launched in February.

MOXI's Apprenticeship in Informal Science Education program continued and recruited new participants.

The third cohort of MOXI apprentices graduated in August 2020, with their final two quarters of coursework, including capstone projects, completed remotely.

While the current cohort have had minimal time on the museum floor since starting in September 2020, they are excited to put their training to use in the coming months before they graduate from the program in August 2021.





The first group of teens in our new Volt program also finished the program remotely,

but not before getting to host an in-person chain reaction collaborative engineering design activity for museum guests in the Exploration Lab in January 2020. While the Volt program is temporarily on hold, we look forward to relaunching this service-learning opportunity for teens in the near future.



As the reality of the pandemic began to set in

and stories of shortages of personal protective equipment came to light, a small network of makers wanted to take action to leverage unused equipment and put innovative minds to work to help. The result? A county-wide effort to produce PPE that local healthcare facilities could put to good use, funded by the Santa Barbara Foundation. MOXI was able to contribute 400 face shields produced in the museum's Innovation Workshop and also served as a distribution hub for the more than 10,000 pieces of PPE that were provided to 50 different organizations and healthcare providers throughout the county.

Like many businesses, we opted to take our retail operation online and also created some all-new MOXI merch + MOXI-made Innovation Workshop Maker Kits

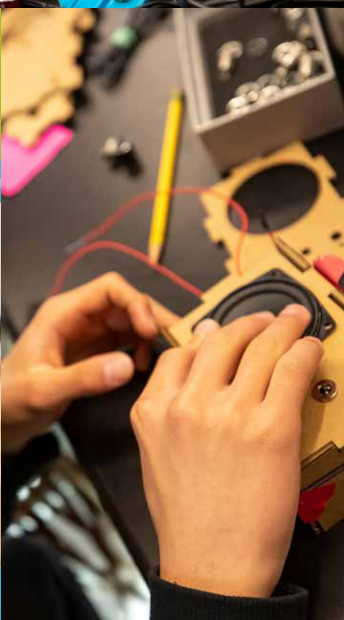
to sell just in time for the holiday season. The online store remains active today, with new products added monthly.

Visit moxi.org/store. All purchases benefit MOXI and Members save 10% every day.



Following in-person workshops and camps held in 2019, we completed our initial partnership with Sonos

to develop a curriculum for a series of speaker design classes for kids. Due to the pandemic, previously planned travel and training for Sonos partners had to be replaced with digital resources, but we look forward to seeing this program launch at nonprofits across the country in the future, thanks to the support of Sonos' Soundwaves program.



Our first virtual fundraiser was rockin' thanks to the support of Katy Perry and her Firework Foundation.

The Rock Star Raffle raised nearly \$100,000 of support for MOXI's educational programs as the museum confronted a significant loss of revenue due to the museum closure. We can't wait to hear how the virtual meeting between our grand prize winners, the Carone Family, and Katy goes!



For the first time ever, MOXI created and curated content and activity prompts

for distribution on its website and social media channels. From videos filmed on phones from the backyards of our staff, to collecting cardboard creations, and celebrating Noon Year's Eve remotely - this was our biggest pandemic pivot, and one that we are excited to leverage going forward.



In the first three months of 2020, we partnered with Kyle's Kitchen restaurants

to highlight MOXI's accessibility and inclusion efforts for those with disabilities. MOXI programs were promoted at the various restaurant locations and a portion of all sales came back to benefit MOXI. Staff held their monthly social hour with friends and family at the Chapala Street location in February. As a result of this partnership, Kyle's Kitchen donated \$4,500 in support of our accessibility initiatives. While our sensory-friendly mornings are temporarily on-hold, we look forward to resuming these events in the future, perhaps as soon as fall 2021.



In early 2021, we formalized our MOXI at Home program

to include printable activity guides, aligned with Next Generation Science Standards making them easily usable by teachers as well as parents and children.



Financials

MOXI’s diligent focus on our operating performance mitigated any substantial losses during the fiscal year ending December 31, 2020. Although we were forced to close our doors for more than 9 months due to the pandemic, our donors stepped up and helped offset significant declines in earned revenue. MOXI applied for and received a PPP loan in the amount of \$333,739.

Our operating losses were just under \$63,000 when removing depreciation and land lease expenses and excluding unrealized gains and capital gifts. The investment return on our quasi-endowment was over 14%. **Thanks to our generous donors, our cash flow was manageable.**

Assets	Total	
	2020	2019
Cash and Cash Equivalents	\$1,602,624	\$1,479,657
Accounts Receivable	\$12,244	\$1,292
Prepaid Expenses	\$27,194	\$21,767
Contributions Receivable, Net	\$337,947	\$591,130
Land Lease Contribution Receivable	\$1,979,395	\$1,997,855
Building, Exhibits + Equipment, Net	\$15,518,819	\$16,957,657
Investments	\$5,066,496	\$4,364,420
Total Assets	\$24,544,719	\$25,413,778

Liabilities + Net Assets		
Accounts Payable	\$33,409	\$86,925
Accrued Payroll and Vacation	\$99,420	\$110,581
Paycheck Protection Program Loan	\$333,779	-
Accrued Expenses	\$151,538	\$151,538
Deferred Revenue	\$119,119	\$108,933
Total Liabilities	\$737,265	\$457,977
Without Donor Restriction	\$21,472,028	\$22,307,335
With Donor Restriction	\$2,335,426	\$2,648,466
Total Net Assets	\$23,807,454	\$24,955,801
	\$24,544,719	\$25,413,778

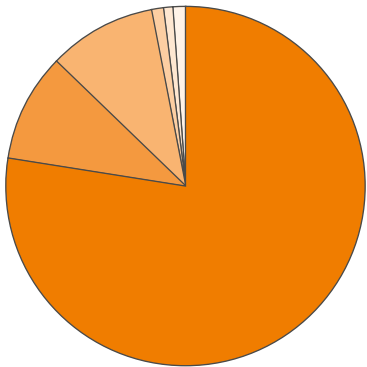
Support, Revenues + Gains

	Total	
	2020	2019
Contributions	\$1,617,324	\$1,209,422
Admissions	\$194,033	\$1,116,341
Memberships	\$149,085	\$436,628
Facility Rentals	\$24,950	\$235,810
Miscellaneous Revenue	\$30,106	\$219,412
Special Events:		
Special Events Gross Proceeds	\$24,000	\$405,130
Direct Special Events Costs	(\$9,413)	(\$205,119)
Net Special Events Proceeds	\$14,587	\$200,011
Investment Gain (loss)	\$544,714	\$584,304
Net Assets Released from Restrictions	-	-
Total Support, Revenues, and Gains	\$2,574,799	\$4,001,928

Expenses

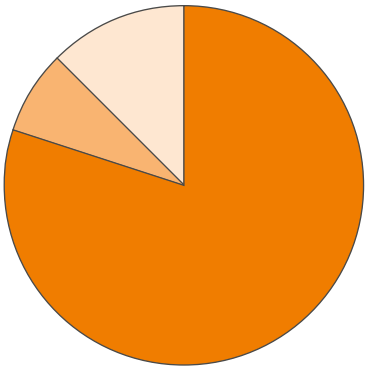
Program Services	\$2,987,353	\$3,913,224
Management + General	\$277,740	\$311,494
Fundraising	\$458,053	\$587,681
Total Expenses	\$3,723,146	\$4,812,399
Increase (Decrease) in Net Assets	(\$1,148,347)	(\$810,471)
Net Assets, Beginning of Year	\$24,955,801	\$25,766,272
Net Assets, End of Year	\$23,807,454	\$24,955,801

Revenue
(not including investments)



- Contributions: 80%
- Admissions: 10%
- Memberships: 10%
- Facility Rentals: >1%
- Special Events: >1%
- Classes, Camps + Programs: >1%

Expenses



- Education, Exhibits + Programs: 80.2%
- Management + General: 7.5%
- Development: 12.3%

MOXI Team

Staff

- Robin Gose, Ed.D., *President and CEO*
- Jenny Kearns, *CFO*
- Elizabeth Brock, *Administrative Coordinator*

Education

- Kaia-Joye Wesolowski, *Director of Learning Experiences*
- Kevin Spracher, *Public Programs Manager*
- Linnea Landgren, *Floor Staff Supervisor*
- Ron Skinner, *Research and Evaluation Specialist*

Operations

- Dan Modglin, *Director of Operations*
- Danielle Lafreniere, *Guest Services Manager*
- Simon Mused, *Exhibits Manager*
- Irene Figueroa, *Custodian*

Development

- Amanda Allen, *Director of Development*
- Sasha Karlova, *Membership Manager*
- Susan Renehan, *Corporate and Foundation Relationship Manager*

Marketing and Communications

- Martha Swanson, *Director of Marketing and Communications*
- Jacqueline Garcia, *Marketing and Graphic Production Specialist*

Staff list as of April 2021.

Board of Directors

- Alixe Mattingly, *Chair*
- Chris Kroes, *Vice Chair, General Counsel*
- Justin Anderson, *Treasurer*
- Susan McMillan, *Secretary*
- Jill Levinson, *At Large*

- Jill Chase, *At Large*
- Kelly Almeroth
- Kristen Blabey
- Josh Blumer
- Marcia Cohen
- Naomi Dewey
- Tyler Duncan
- Julie Farrell
- Scott Hadley °
- Lily Hahn
- Jennifer Hecht
- Richard Hutton
- Stephen Leider
- Kirsten McLaughlin
- Deji Olukotun
- Leanne Schlinger °
- Amber Kaplan Sprague, Ph.D.
- Fiona Stone
- Casey Summar
- Andrew Winchester
- Noelle Wolf

° Indicates Board Member retired from service in December 2020.

MOXI Supporters + Friends

This year, more than ever, we are profoundly grateful to our many generous supporters for ensuring MOXI can ignite learning through interactive experiences in science + creativity for all in our community and beyond. We are honored to recognize those who have made lifetime gifts of \$10,000 or more, annual gifts of \$250 or more, and celebrate those who have had gifts made in their honor on the following pages.

Lifetime Giving

MOXI was made possible and is sustained because of the efforts and generosity of many. Here, we extend a special thank you to those who have made particularly significant or continued contributions to MOXI with lifetime gifts totaling \$10,000 or more.

\$1 million +

- Dancing Tides Foundation
- Jurkowitz Family
- Levinson Family
- Kay McMillan
- Roberto Foundation
- The Wolf Family Foundation
- The Wood-Claeysens Foundation

\$500,000 - \$999,999

- Carsey Family Foundation
- Hagerman Family
- Highland Santa Barbara Foundation Inc.
- Sheldon Family
- The Simms/Mann Family Foundation
- Towbes Family
- Zegar Family Foundation

\$100,000 - \$499,999

- Almeroth Family
- Anonymous

- Sarah + Christopher Blanc
- Ella + Scott Brittingham, The Otis Booth Foundation
- Change Happens Foundation
- Marcia + John Mike Cohen
- Constance Family, WWW Foundation
- Cox Communications
- Craig and Susan McCaw Foundation
- Edison International
- Firework Foundation
- Gabler Family
- Melinda Goodman Kemp + Robert Kemp
- Lois + Richard Gunther
- Hahn Family, Little One Foundation
- Judy + Jeff Henley
- Henry Peterson Foundation
- Mandy + Daniel Hochman
- Cyndee Howard
- Hutton Parker Foundation
- Hollye + Jeff Jacobs Family
- JPMorgan Chase & Co.
- McAlister Family
- Susan McMillan
- Mericos Foundation
- Mercedes Millington + Jack Mithun
- Monica + Timothy Babich Family Foundation
- Montecito Bank & Trust
- Mosher Foundation
- Muzzy Family
- Orfalea Foundation
- QAD
- Sangham Foundation
- Santa Ynez Band of Chumash Indians
- Leanne Schlinger
- Missy + Chuck Sheldon
- Pat* + Dave Tisdale
- Volentine Family Foundation
- Walter J. & Holly O. Thomson Foundation

\$25,000 - \$99,999

- Ann Jackson Family Foundation
- Anonymous
- Bank of America
- Bartlett, Pringle & Wolf

- Arlene* + Barrie Bergman*
- Berti Family
- Bialis Family Foundation
- Judy + Mario Borgatello and Louise + David Borgatello
- Jill + Chad Chase
- Cottage Children's Medical Center
- Davies Charitable Trust
- Deckers Brands
- Dagny + Jim Dehlsen
- Dreier Family
- Katy + Dr. Ernest* Drew
- Bob Duggan
- Energy Partners Fund
- Lynda Fairly
- Friedman Family
- Gainey Family
- Kielle + John Horton
- Iannelli Family
- The June G. Outhwaite Charitable Trust
- Masha + Kevin Keating
- Kind World Foundation
- Lewis A. Kingsley Foundation
- Lillian Lovelace
- Lucky Fund
- Lucky One Foundation
- Lyons Family
- Alixe + Mark Mattingly
- Barbra Mousouris
- Melissa + Stephen Murdoch
- Pieramici Family
- Ragan Family
- Rosalyn Rosenthal
- Rusty's Pizza Parlors, Inc.
- Santa Barbara Foundation
- Schlinger Chrisman Foundation
- Sea Forward Fund
- Gary Simpson, Santa Barbara Home Improvement Center
- Sonos
- The Towbes Foundation
- Alison + Lyle Turner
- Union Bank
- Walters Family Foundation
- Lynda Weinman + Bruce Heavin
- Janet Whalen + Robert Postma
- Williams-Corbett Foundation
- Crystal + Cliff Wyatt



** Indicates donor is deceased.*

\$10,000 - \$24,999

- Aera Energy LLC
- Anonymous
- Armstrong Associates, Inc.
- James Gordon Auchincloss + Belita Ong
- Margo + Jeff Barbakow
- Bardakos-Riley Family
- Susie + Riley Bechtel
- Kara + Christopher Bellamy
- Ashley Nichols Blevins
- Polly + Geoff Bloomingdale
- Tracy + Michael Bollag
- CA Retina Consultants and Research Foundation
- Annette + Richard Caleel
- Louise + Tim Casey
- Virginia Castagnola-Hunter
- Corwin Family + Metropolitan Theatres
- Deanna + James G.P.* Dehlsen
- Egenolf Family
- Ivana + Andrew Firestone
- Anna Getty
- Linda + James Ginsburg
- Emily + Scott Hadley
- Misty + Michael Hammer
- Harcourt Family
- Hinkley Family
- Christine + Michael Holland
- Andrea + Richard Hutton
- Rebecca + John Ingram
- Jewish Communal Fund
- Julia + Frank Ladner
- Lakas Shimizu Philanthropy Fund
- Kristin + William Loomis
- MacDonald Family Foundation
- Patty + John MacFarlane
- Katherine + Judd Malkin
- Martin/Vella Family
- Sue + Bill McKinley
- Morouse Family
- Zoe + Trevor Morris
- Nanette + Henry Nevins
- Margie + Bob Niehaus
- Paskin Family
- Presidio Tile & Stone
- Susannah E. Rake
- Lady Leslie Ridley-Tree
- Pamela + Dr. Timothy Rodgers
- Roger S. Firestone Foundation
- Kyra + Tony Rogers

- Ruby & Rochon Pediatric Dental, Inc.
- Maryan + Dick* Schall
- Elisabeth Schreiber + Steve Wolff
- Jasminka + Dick Shaikewitz
- Bui + Herb Simon
- Roxanna + Randall Solakian
- Judith + Jack Stapelman
- Katherine + Matthew Stewart
- Fiona Stone
- Carrie Towbes + John Lewis
- United Way of Santa Barbara County
- Valleycrest Productions LTD.
- Sue + David Viniar
- Kathy + Bill* Weber
- Wells Fargo Advisors, LLC
- White & Grube Orthodontics
- Wilkie Brothers Foundation
- Carolyn + Phil Wyatt, Wyatt Technologies

In-Kind

- Anchor Point IT Solutions
- Bella Vista Designs Inc
- Conway Family Wines - Deep Sea
- Cox Communications
- Creative Services Catering
- Cutler’s Artisan Spirits
- Damitz, Brooks, Nightingale, Turner & Morrisset
- Duo Events
- Google
- Islay Events
- Simply Cocktails
- Ventura Rental Party & Events
- WorldViz

Annual Giving

As a private, nonprofit organization, MOXI depends on contributions from individuals, organizations, foundations, and corporations to fill the gap between our varied forms of earned revenue and our expenses which help make our programs and experiences accessible to all. In 2020, we received contributions through Membership, the Education Fund, the Innovator Circles of Giving, special projects, and events.

\$100,000 +

- Dancing Tides Foundation
- The Hearst Foundations
- The Wolf Family Foundation
- The Wood-Claeysens Foundation

\$25,000 - \$99,999

- Marcia + John Mike Cohen
- Davies Charitable Trust
- Melinda Goodman Kemp + Robert Kemp
- Lucky One Foundation
- Mosher Foundation
- Roberto Foundation
- Rosalyn Rosenthal
- Leanne Schlinger

\$10,000 - \$24,999

- Almeroth Family
- Ann Jackson Family Foundation
- Anonymous
- Bank of America
- Bartlett, Pringle & Wolf
- Cox Communications
- Edison International
- John C. Mithun Foundation
- Jurkowitz Family
- Levinson Family
- Katherine + Judd Malkin
- Sue + Bill McKinley
- Kay McMillan
- Susan McMillan
- QAD
- Sangham Foundation
- Santa Barbara Foundation
- Sheldon Family
- Pat* + Dave Tisdale

- The Towbes Foundation
- Volentine Family Foundation
- Lynda Weinman + Bruce Heavin
- Williams-Corbett Foundation
- Zegar Family Fund

\$5,000 - \$9,999

- Susie + Riley Bechtel
- Deckers Brands
- Anna Getty
- Greene Family Foundation
- Emily + Scott Hadley
- Andrea + Richard Hutton
- Lewis A. Kingsley Foundation
- Lillian Lovelace
- Alixe + Mark Mattingly
- McAlister Family
- Mithun Family Foundation
- Montecito Bank & Trust
- Nanette + Henry Nevins
- Billy + Rozanne Rosenthal
- Schlinger Chrisman Foundation
- Sue + David Viniar

\$2,500 - \$4,999

- Kara + Christopher Bellamy
- Kyle’s Kitchen
- Muzzy Family
- Kyra + Tony Rogers
- Janis + Bill Spracher
- Union Bank
- Wells Fargo Advisors, LLC
- Crystal + Cliff Wyatt
- Laura + Geof Wyatt

\$1,000 - \$2,499

- AB Design Studio Inc.
- Ioan Allen
- Jill + Corey Anderson
- Kim Marie Atwater
- Kristen + Thomas Blabey
- Captrust Community Foundation
- Mary + Scott Claassen
- Naomi Dewey
- Reece + Christine Duca
- Emmons Family
- Julie + Mason Farrell
- Robin Gose + Chris Mosier
- Hinkley Family
- Daniel + Mandy Hochman
- Hollye + Jeff Jacobs Family
- Tom Kenny

- Parker Kopf + Family
- Ann + Chris Kroes
- Chris Lancashire
- Dorothy Largay
- Laurel Leone + Steve Bellamy
- Lucky Fund
- Sandra Lynne
- Miller Family Fund
- Diane + Douglas Morgan
- Pieramici Family
- Robert K. and Barbara J. Straus Foundation
- Rotary Club of Montecito Foundation
- Maryan Schall
- Missy + Chuck Sheldon
- Ben Sprague
- Carrie Towbes + John Lewis
- Vivi + Paul Tziouvaras
- Michele + Stewart White
- Tobin + Melissa White
- Andrew + Jill Winchester
- Susan + Bruce Worster

\$500 - \$999

- Sheila Aron
- James Gordon Auchincloss + Belita Ong
- Barrie Bergman*
- Bill Burke + NancyBell Coe
- Kathy + Steve Carmel
- Louise + Tim Casey
- Jill + Chad Chase
- Robin + Jim Conerly
- Susan + Phong Do
- Whitney + Tyler Duncan
- The Duva Family
- Gallagher Family
- Donny Hall
- Hixon Family
- Vikki + Rob Hunt
- Vivienne Leebosh
- Karina Leppik
- Betsy + Steve Loranger
- Lumen Wines
- Lorraine McDonnell + Stephen Weatherford
- Minogue Guthy Jackson Family
- Mason + Anna Morfit
- Eileen + Bill Nasif
- Patagonia, Inc.
- Susan + John Renehan

- Yvonne Rochon + David Kramp
- Jeannette + Kevin Root
- Suzanne + John Steed
- Katie Taylor
- Weixel Family
- Amy Windmueller + Mark Frank
- Carolyn + Philip Wyatt
- Alex + Gina Ziegler
- Peter, Cheryl + Anne Ziegler

\$250 - \$499

- Amanda + Simon Allen
- Justin + Jamie Anderson
- Tracy Blois
- Eji Experiences
- Priscilla + Jason Gaines
- Sarah Jenkins
- Betsy Jones Zwick + Family
- Anastasia Puglisi
- Stephen Schaible
- Sinai Charitable Fund
- Jo Vargas
- Zane Wann



This icon recognizes Members of the Catalyst Club, donors who have made a three-year commitment to support MOXI with an annual gift of \$1,000 or more.

* Indicates donor is deceased.

In-Kind

We extend a special thanks to the businesses and sponsors who generously contributed in 2020 to the important operational needs that remained, in spite of, or even created by, the pandemic.

- Anchor Point IT Solutions
- Bill Spracher Engineering, Inc.
- Boone Graphics
- Marcia + John Mike Cohen
- Cox Communications
- Damitz, Brooks, Nightingale, Turner & Morrisset
- Firework Foundation
- Google
- Jurkowitz Family

Honorary + In Memoriam Giving

The following made gifts to MOXI in the name of a friend or loved one.

- *In Honor of Amanda Allen*
Kim Marie Atwater
- *In Memory of Melani Allen*
Ioan Allen
- *In Honor of Burgundy*
Katherine Pforzheimer
- *In Honor of Marcia + John Mike Cohen*
Pamela Neimand
Billy + Rozanne Rosenthal
Roselyn Rosenthal
- *In Honor of Robin Gose*
Anonymous
- *In Honor of his Grandsons*
Bob Marks
- *In Honor of Parker Kopf*
Whitney + Randall Kopf
- *In Honor of Whitney, Randy + Parker Kopf*
Laurel Leone + Steve Bellamy
- *In Honor of Paige Levinson*
Arthur + Belle Jurkowitz
- *In Honor of Alixe Mattingly*
Anonymous
Robert K. and Barbara J. Straus
Foundation
- *In Honor of Jadin Davie Schreiber Wolff*
Jeff Goldstone
Dan + Pani Groen
Mark Kraus
Anne Neubauer
Meryl Peters
- *In Honor of Paul Selwyn*
Laura + Geof Wyatt
- *In Honor of Nancy + Mike Sheldon*
Missy + Chuck Sheldon
- *In Memory of Pat Tisdale*
David Tisdale
- *In Honor of Xeni, Andriana + Natalia Tziouvaras*
Vivi + Paul Tziouvaras
- *In Honor of Dick Wolf*
Anastasia Puglisi

STRATEGIC PLAN 2025

moxi

The Wolf Museum of Exploration + Innovation

MOXI's first five-year strategic plan was approved in late 2019 and staff were beginning to create action plans and doing research toward achieving a variety of goals across our four defined initiatives, or areas of focus, when the pandemic upended our professional and personal lives.

While the pandemic has led us to halt some of the work we started, as it turns out, the timing of our plan, which also included a set of guiding principles to aid us in decision-making proved to be advantageous. We referred to these guiding principles many times over the last year

as we made decisions about budgeting, staffing, and programming.

Upon introducing this plan, in last year's report we said this plan would dictate what MOXI looks like in five years, in 2025. No doubt the exact shapes and lines of that picture may have to change due to the events of the last 16 months, but we will still be a changed place, as MOXI is a place where exploration and innovation are crucial. We remain committed to achieving as many of our established strategic plan goals as we can by 2025.

Strategic Initiatives



Enhance the MOXI facilities and exhibits so they remain current, relevant, and fun.



Develop informal learning programs to expand breadth and depth of learning opportunities.



Actively engage and collaborate with local schools.



Strengthen community and industry partnerships to extend reach and elevate profile of MOXI.

Guiding Principles

These form the foundation for the goals of the plan and are integrated into strategic decisions.



Focus impacts on our target audiences.



Model creative problem-solving.



Leverage available resources.



Make data-informed decisions.



Be inclusive; reflect our community.



Ensure organizational sustainability.



125 State Street
Santa Barbara, CA 93101

Our Mission:

To Ignite Learning
Through Interactive
Experiences in
Science + Creativity.

MOXI, The Wolf Museum of Exploration + Innovation is dedicated to igniting learning through interactive experiences in science and creativity. As a private 501(c)(3) nonprofit organization, MOXI depends on the generous support of the community to fund its programs and exhibits. Join us today in ensuring quality STEAM education in our community and beyond, for today's children and future generations, at moxi.org/support.