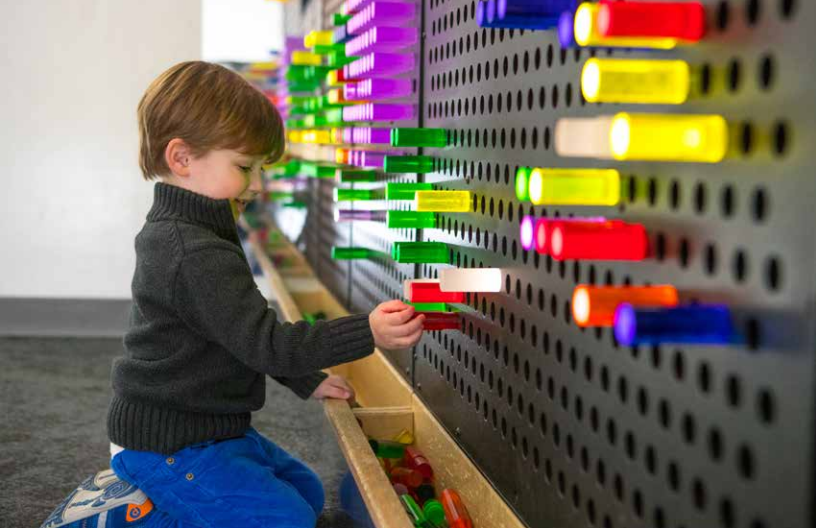




**moxi**  
The Wolf Museum of Exploration + Innovation

# Annual Report

## 2019





# Gratitude Hope Anticipation.

Gratitude, hope + anticipation. These three words have taken on new meaning over the last few months as our community, and the entire world, have faced the unprecedented challenges of the COVID-19 pandemic.

While I remain excited to share with you the amazing achievements, joyful moments + inspiring impact of our STEAM learning programs throughout our community in 2019 – I find myself filled with a renewed sense of **gratitude and appreciation** for MOXI and for you, our guests + supporters. While our staff have worked hard to continue to provide just a small taste of the museum experience for you all via our MOXI@Home initiative, it's simply not the same as being with all of you in our engaging, inspiring, creative space.

Being reminded of what we do best and how much it means to our community gives me great **hope**. As of the printing of this report, we have been closed to the public for more than three months. However, we are planning for reopening, albeit with a variety of new protocols, procedures + adjustments to the MOXI experience to ensure the safety of our guests + staff. The ingenuity, drive, and desire of our staff to get back to work in as “normal” a fashion as we can gives me great **hope and anticipation** that when we do reopen, we will continue to inspire the next generation of problem solvers and that our 2020 annual report will include inspiring statistics, stories, and photos like this one does.

I am also excited to share an overview of our first five-year strategic plan, approved by MOXI's Board of Directors late in 2019. At the start of this year, staff began implementation of this strategic plan which we have dubbed MOXI 2025. It sets a vision and provides the roadmap for achieving ambitious goals for who we want to be and what we want to look like at the start of 2025. Of course, we now acknowledge that, for the time being, we may need to take a slight detour and make some unanticipated stops along the way on this journey. Still, I remain hopeful and anticipate we will achieve great things together with this five-year strategic plan as our north star, guiding our decision-making as we resume regular operations.

For while we know that this pandemic will no doubt have lasting and long impacts, it will not change MOXI's fundamental purpose to serve our community, ignite learning for all, and inspire the next generation. I am confident that any tough decisions and uncomfortable changes to our typical operations will only be temporary. In other words, I remain hopeful and can't wait to see you at MOXI again.

Robin Gose, Ed.D.  
President + CEO

## On behalf of MOXI's Board of Directors, thank you for your continued support of MOXI.

At the time of writing this message, our entire community is facing the unprecedented challenge of a global pandemic and we don't yet know when MOXI will be able to resume serving our community in a safe and effective manner.

What I do know is this. MOXI must remain a vital and important part of our community for years to come. I am proud of the contents of this report - the happy faces, the impressive statistics, and evidence of meaningful advances in STEAM learning opportunities for all in our community. These are all the reasons why I have been proud to serve this organization since 2008.

We are facing many challenges, but we have faced challenges before and I have faith in our leadership and our community to guide us through this crisis and help us emerge in a position of strength and hope. Clearly the single greatest challenge will be remaining a financially responsible and sustainable operation. It will not be easy, and we will need your help. I want to assure you that, with oversight from myself and my board colleagues, the museum's leadership team is doing everything they can to cut expenses and reforecast the remainder of 2020, while remaining at the ready to reopen and serve our mission as soon as we are able to.

I have been a part of this organization since before we had a building, since before we had the dollars committed to even making what you have gotten to enjoy the last three years possible. And those were scary numbers to look at. They seemed insurmountable. They seemed, at times, crazy. But guess what. We made it happen, but we did not do it alone. We did it with you.

Now that our big crazy dream of opening MOXI has been realized, we once again need you to help us reopen and to remain open and thriving. Please consider renewing your Membership, making a gift, and telling 10 friends to do the same. That's how we got here and that's how we will stay here - plain and simple.

Thank you again for everything you have done to help us achieve three back-to-back years of unequivocal success and for everything you will do to ensure MOXI can continue to inspire young innovators and creative minds for generations to come.

*Scott*

Scott Hadley  
President, Board of Directors



**170,000 +**  
Guests Welcomed

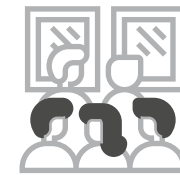


**4,000+**  
Member Households

**220+**  
Happy Campers in our Seasonal Camp Programs

**8**

Participants in the Brand-New Volt Program for Teen Volunteers (Read more on page 15.)

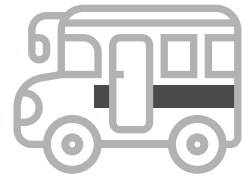


**11**

Temporary Art Installations Opened (Read more on page 10.)



**900+**  
String Art Pieces Made in the Innovation Workshop During Handicraft Theme Months



**15,368**

School Children Visited at Reduced or No Cost, 73% from Title I Schools



**2,999**

Hovercrafts + Lunar Greenhouses Successfully Engineered by Students Participating in MOXI's Engineering Explorations Field Trip Programs (Read more on page 14.)

**11**



Wedding Celebrations Hosted at MOXI

**13**

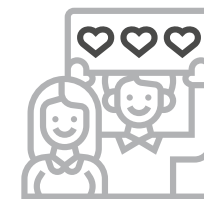
Community Partner Memberships Provided



**874**  
Teachers Admitted for Free

**950+**

Free Tickets Provided to Nonprofits in the Tri-Counties for Fundraising Purposes



**11,500+**  
Followers on Social Media

**600+**

Free Visits Via Nonprofits Who Serve Individuals with Disabilities or Underserved Communities

**36**

Full Scholarships Provided to Local Kids for Week-Long Camps



**\$305,356**

Amount of our Third Grant from the National Science Foundation for Development + Research of Practice-Based Facilitation Strategies (Read more on page 9.)

**10**

Graduates in the 2<sup>nd</sup> Cohort of the MOXI Apprenticeship in Informal STEM Learning (Read more on page 13.)



**107**

Owl Pellet Dissections Completed at our Morbid Curiosity Themed Adults-Only Afterparty Event



Guests Came from all **50 States + 24 Countries**

**JANUARY**

**DPEA Partnership Showcase Opens**

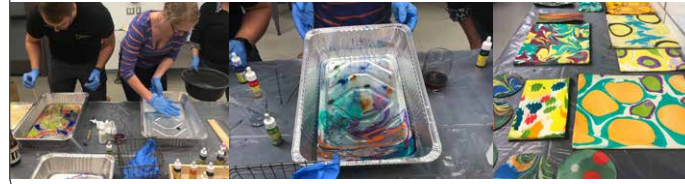
A collection of 6 interactive exhibits designed and fabricated by local high school students is featured in this one-of-a-kind showcase that delighted MOXI guests through April 2019. (Read more on page 8.)



**APRIL**

**Local Makers Share Their Skills in New MakeNight Event Series**

A new series of hands-on skill building and making classes are held at MOXI in winter and spring. The MakeNight events feature everything from jewelry making and block printing to cocktail mixology and stained glass creations. Pictured is a creative marbling with paint event.



**JULY**

**Love is in the Air**

Summer is a popular time to get married in Santa Barbara. We were honored to have 11 couples choose to host their rehearsal or welcome dinners, ceremonies, and receptions at the museum. The highlight for many is saying "I do" under the arched opening of the Towbes Family Lookout Tower and dancing the night away on our glass floor on the rooftop of the Levinson Family Sky Garden.



**OCTOBER**

**MOXI@Night Raises Vital Funds for STEAM Education**

The third annual party with a purpose had a fantastical new theme of "Colorosity," combining a full spectrum of color with surprises to pique guests' curiosity. The evening is MOXI's single biggest source of fundraising annually.



**FEBRUARY**

**MOXI Celebrates Its 2nd Birthday + Women in Science**

MOXI celebrates its 2nd birthday with a special Members-Only Morning featuring a meet and greet with the artist who created a new photo exhibition highlighting the stories and work of female scientists.



**MAY**

**Member Parrty Comes Ashore at MOXI**

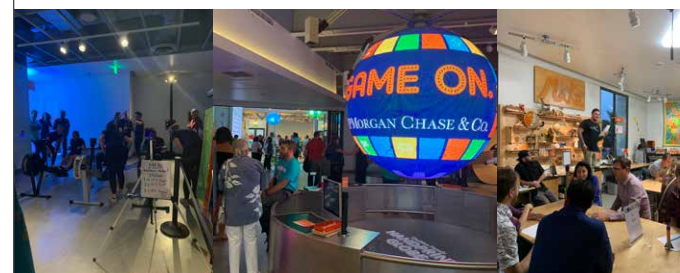
Members fill MOXI with a joyful mutiny of the museum for one night of pirate-themed exploration, discovery, food, drink, music + fun!



**AUGUST**

**Game On at Afterparty Event**

The last adults-only night of the summer features games of chance, card games, trivia, rowing competitions, and insight into the science behind gaming.



**NOVEMBER**

**Technological Relic Appears on Museum Floor**

A 1970's era, decommissioned public telephone booth arrives at MOXI as part of a new temporary installation by Santa Fe-based artist Elizabeth Hellstern. Dubbed the Telepoem Booth, guests can step inside the booth and dial-a-poem.



**MARCH**

**Spring Break Campers Build Speakers with Help from Sonos**

Thanks to a special partnership with Sonos, a globally known speaker company headquartered in Santa Barbara, a group of 9 students spend their spring break learning about sound engineering by building their very own portable speaker.



**JUNE**

**MOXI Goes to Washington**

CEO Robin Gose, Ed. D. and Director of Exhibits Sean O'Brien, Ph.D. are the sole representatives from California in attendance at the 4th Annual Capitol Hill Maker Faire as part of the National Week of Making. (Read more on page 12.)



**SEPTEMBER**

**Students Help Save (Hypothetical) Lunar Colony**

The next Engineering Exploration module in the field trip program series partially funded by a grant from the National Science Foundation is introduced. Students are faced with the challenge of creating a patch for a greenhouse on a lunar colony. (Read more on page 14.)



**DECEMBER**

**Happy Noon Year**

Nearly 1,000 guests join us for two sold-out "Noon Year's Eve" celebrations at the museum featuring a MOXI-fied countdown to 2020 in the courtyard, craft activities, science demos, and a rooftop dance party for all ages.



## DPEA Partnership



MOXI and the Dos Pueblos Engineering Academy (DPEA) took their unique partnership public in early 2019 with the debut of a showcase of six interactive exhibits designed, manufactured, assembled, and installed entirely by students from the local high school. The exhibition in the Simms/Mann Family Foundation Bridge followed nearly 18 months of collaboration between MOXI's Director of Exhibits, Sean O'Brien, and DPEA's Founder and Executive Director, Amir Abo-Shaeer, to make this experience as meaningful as possible for the students. O'Brien spent time with students at their on-campus workshop space as well as on the museum floor helping them to understand the opportunities, challenges, and constraints associated with designing and producing exhibits for busy, interactive science museums like MOXI. Some of the exhibits featured in the showcase were preliminarily tested on the museum floor in the months leading up to the opening, and then adjusted as needed based on issues and guest feedback. On opening day, the students took great pride in their hard work as they spoke with local media and got to see the first guests engaging with their creations. An additional showcase of student-made work debuted at MOXI in January 2020 with the installation of the Interactive Kinetic Ball Machine.

"The Towbes Foundation is a proud supporter of MOXI's partnership with the Dos Pueblos Engineering Academy. These exhibits showcase students' creativity, ingenuity, and problem-solving skills in a venue that inspires learning and discovery for all. This community collaboration is project-based learning at its best and a testament to the true innovation of MOXI."

- The Towbes Foundation

"We are huge advocates for experiential learning, and combining STEM (Science, Tech, Engineering, Mathematics) with Art to create STEAM. The Dos Pueblos Engineering Academy is an exemplar in the country, and MOXI is the perfect place for their exhibits to be showcased."

- Lynda Weinman + Bruce Heavin

## Practice-Based Facilitation



MOXI's educational philosophy is visitor-centered, rather than teacher- or docent-centered, so that guests are empowered to construct their own understanding of objects, occurrences, and phenomena. However, limitations of training and other factors often result in museum staff falling back to more didactic or explanatory methods. To further add to this challenge, staff are often working simultaneously with children and adults of a range of ages, backgrounds, motivations, and goals.

Our solution is a set of methods and intensive staff training which we call practice-based facilitation. In October 2019, MOXI, in collaboration with UC Santa Barbara, was awarded a grant from the National Science Foundation's Advancing Informal STEM Learning program, totaling \$553,997 over three-years. This second multi-year grant from the NSF will help us study the effectiveness of these methods that are essential to the visitor experience at the museum and a key part of the training within the MOXI apprentice program. The methods engage visitors in practices of the STEM disciplines such as making observations, asking questions, constructing explanations, and designing and testing solutions. The research goals of this project are to refine and test these methods, identify the necessary training components to effectively implement the methods, and understand the impact on both facilitators and visitors.

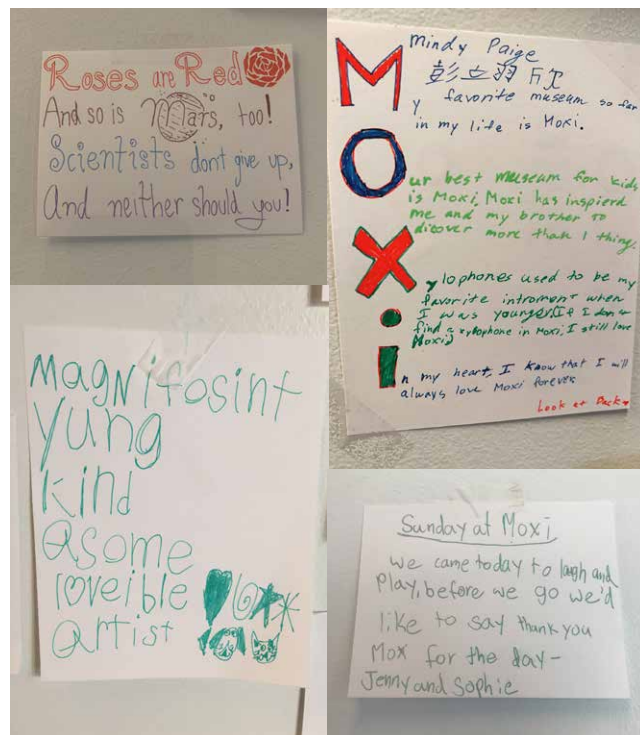
As we continue to train our own staff, we are also sharing our practice-based facilitation strategy and training modules with other museums across the country as they seek to transform their own staffing or docent programs to more effectively engage with their guests.



When asked why MOXI matters to them, **Ralph + Ginny Lewis** shared these inspiring words of unknown origin - "Curiosity is the spark behind the spark of every great idea. The future belongs to the curious." We agree!

## Telepoem Booth

As part of MOXI's series of temporary exhibitions in the Interactive Media Track, a new kind of experience arrived in the Simms/Mann Family Foundation Bridge in November 2019. The Telepoem Booth created by Santa Fe-based artist Elizabeth Hellstern cleverly combined the antiquated technology of a rotary dial phone with the modern tech of MP3 files. It sparked a great deal of curiosity for our younger visitors, many of whom had never seen or used a



rotary or push-button phone, let alone in a booth setting. Interactions between generations were charming to witness. The booth included a phone book-style directory of more than 80 poems, many sourced locally for the MOXI exhibition, allowing visitors to dial-a-poem. Guests were also invited to craft their own poems and contribute to a community poetry wall left on display for the duration of the exhibition.



"The Change Happens Foundation is pleased to support MOXI's Innovation Workshop and the thought-provoking exhibits in the Interactive Media Track - a true nexus of our foundation's top areas of focus: science, education, and the environment. We love how the museum is changing the way STEM education is taught while inspiring the next generation of innovators."

- **Doug and Deborah Troxel,**  
Change Happens Foundation



## Women in Science

A different kind of photo exhibition opened in MOXI's Exploration Hall gallery in 2019. Artist Nicole Berry spent much of 2018 taking portraits and collecting stories from female researchers at the National Center for Ecological Analysis and Synthesis (NCEAS) at UC Santa Barbara. As a result of a unique collaboration between The Squire Foundation, NCEAS, and MOXI, a collection of photos and their associated stories debuted at the museum in February. The intent of the exhibit was to confront many people's preconceived notions about who scientists are and what they "should" look like. Select portraits had headsets next to them that then allowed guests to listen to the voice of that woman, talking about her experience as a scientist or researcher.



## MOXI Highlights Maker Movement + Education on National Stage

As a result of her work at Thinkery in Austin, Texas, MOXI President and CEO Robin Gose was invited to discuss a making outreach program during a panel session at the 4th annual Capitol Hill Maker Faire. This event was hosted by Nation of Makers and the Institute of Museum and Library Services as a part of the National Week of Making (June 21-27, 2019). Director of Exhibits Sean O'Brien staffed a booth during the public portion of the program, where he was able to highlight the variety of making activities available during a visit to MOXI. The trip was also an opportunity to shine a spotlight on the maker movement and the importance of maker-centered education programs like those happening in MOXI's Innovation Workshop.



## Apprentice Program



The second cohort of MOXI apprentices graduated in August 2019. During their time at MOXI, they helped to develop camp and Innovation Workshop curricula, implement and evaluate the Education team's practice-based facilitation model, and dedicated more than 8,000 hours to serving MOXI guests throughout their tenure. They also completed their capstone projects designed to provide MOXI staff with ideas for future innovation in facilitation, exhibits, programs + marketing. The next cohort of apprentices began in fall 2019 and remain on track to complete their coursework and projects remotely in August 2020.



"Edison International is a proud supporter of the MOXI Apprentice Program and its focus on science, technology, engineering, and mathematics (STEM) education. As one of the largest charitable contributors in Southern California, Edison continues to partner with MOXI to brighten your community and build a better tomorrow. We support this valuable program that helps students develop to become future leaders in STEM education."

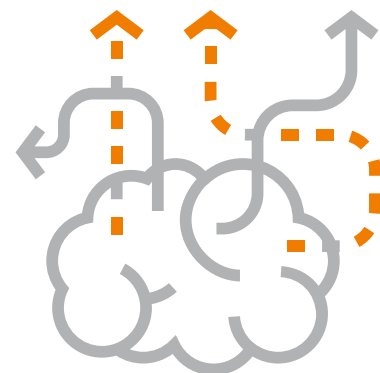
- Southern California Edison

## Engineering Explorations



MOXI's Engineering Exploration programs continued to advance and grow in 2019. Engineering Exploration programs engage students on field trips to MOXI in an engineering design challenge based on a real-world problem. Students are supported in using the practices of science and engineering, as well as the engineering design process to solve the problem through iterative design cycles. Classroom extension activities, developed to align with the field trip, were introduced and evaluated at two elementary schools in the spring and at a third in the fall. A second field trip program was launched at the museum in the fall, during which students collaboratively design a solution to repair a greenhouse on the moon using real tools and materials like infrared cameras. The third field trip program, which focuses on designing earthquake-resistant structures, was prototyped and tested during the end of 2019.

The Engineering Explorations program is made possible by generous grants from the National Science Foundation, Mosher Foundation, Roberto Foundation, and the Walters Family Foundation.



## Introducing the Volts



"The Sea Forward Fund focuses on innovations in ocean research, education, and technology tools, as well as climate change solutions. We are proud to support the Volt program at MOXI that provides teens with meaningful professional development and exciting hands-on STEAM learning experiences and emphasizes 21st century skills."

- **Sea Forward Fund**

Fall 2019 saw the launch of a brand-new volunteer opportunity for area teens. Seeking a way to connect our youngest volunteers with each other and more closely with the museum, we created the Volt program. Volts spend a minimum of 10 hours per month on the museum floor and attend monthly meetings which provide additional training and time to connect with their peers. Topics covered in 2019 included how to facilitate engaging experiences with museum guests and Innovation Workshop equipment and activity introductions. The first cohort of 8 teens also worked together on a new activity for museum guests about chain reactions. They conceived, developed, and prototyped this new activity with limited oversight from MOXI staff and even had the chance to test it with museum guests in early 2020. In spite of the museum closure in March 2020, Volts continue to meet virtually with MOXI staff and anticipate completion of the program before summer.

## Community Partner Memberships

The Community Partner Membership program introduced in 2018 expanded in 2019 to directly serve 13 partners from throughout Santa Barbara and Ventura counties. We work with each new partner to decide how to best meet their constituents' needs to ensure maximum benefit to the organization and maximum impact in our community. In 2019, this meant some organizations were provided with Membership cards that could then be checked out and used by their constituents upon request. Others were provided general admission tickets they could simply provide to their clients to use as they please. This helps ensure free admissions are provided to those in our community who need it most and that it does so in a way that doesn't stigmatize their need and allows them to enjoy the museum just as all our guests do. Examples of organizations that participate in this program include Storyteller Children's Center, Domestic Violence Solutions, CASA, CADA, and Big Brothers Big Sisters of Santa Barbara and Ventura counties.

"The Volentine Family Foundation is pleased to have been a partner with MOXI over the past several years. No matter the age (infant to senior) hands-on education is one of the most valuable and long-lasting learning experiences an individual can have."

- **Nancy Popenhagen, President,**  
Volentine Family Foundation



The late Myatt and Genevieve Volentine, Founders of the Volentine Foundation

## Staff Training with Accessibility Partners

A key part of MOXI's accessibility efforts is ensuring all staff are prepared to welcome and engage with all guests. All floor staff and managers receive training related to mindset, engagement, and MOXI resources during the onboarding process. Additionally in 2019, front-of-house staff and floor managers had the opportunity to participate



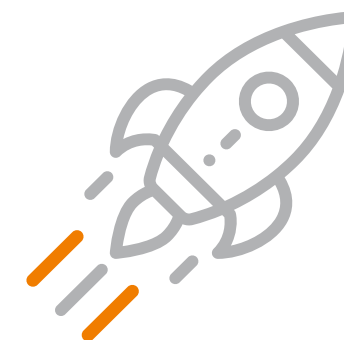
in bi-monthly, 1.5-2 hour sessions with specialists from local partner organizations with expertise in working with individuals with a wide range of disabilities. Topics included hearing and vision loss or impairment, communication tactics, brain injuries, and sensory issues. For instance, a session led by Alpha Resource Center trained MOXI staff on addressing and engaging with those with disabilities using people-first language, assumed competence, and non-verbal tactics.

## Sensory-Friendly Events

In 2019, MOXI prototyped reserving special hours for families and groups with children and adults who are affected by Autism Spectrum Disorder and/or sensory challenges. Changes were made to the museum experience with the intention of making it more accessible and enjoyable for those with autism and sensory-processing issues. For instance, loud exhibits like the Sound Machine and Founding Donor Exhibit were turned off, bright lights were dimmed, and hand air dryers in the restrooms were powered off. Additionally, sensory backpack kits were available as they always are and sensory-friendly printed maps designating potential areas with triggering factors were provided. Guests were also reminded of "Access MOXI" a sensory-friendly app designed to familiarize users with the MOXI experience as well as provide communication tools that can be used during a visit. As a result of positive feedback from the community, MOXI planned on hosting Sensory-Friendly Mornings the first Saturday of each month during the school year beginning in February 2020 (note - schedule disrupted by COVID-19 closure).

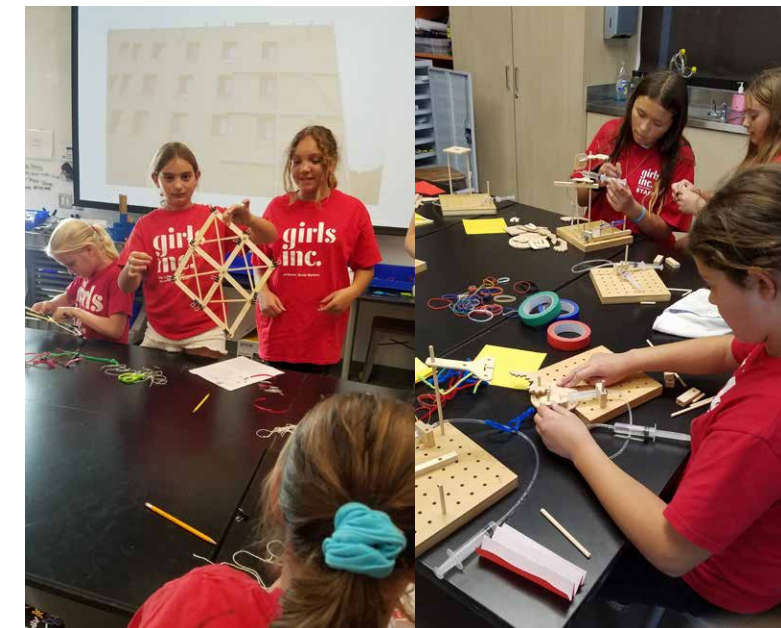
"The Henry Peterson Foundation is so proud of MOXI's commitment to making sure the museum is a welcoming and accessible place for individuals of ALL abilities. We are so pleased to support this incredible community resource!"

- **Henry Peterson Foundation**



## Girls Inc. Afterschool Program

In early 2019, we received a supplemental grant to our first National Science Foundation grant awarded in 2018 (in support of our Engineering Exploration field trip programs). This additional funding allowed us to expand the reach of our Engineering Exploration programs to afterschool groups in need of STEAM learning opportunities. During the school year in 2019, we hosted groups of 10-15 students from the Santa Barbara and Goleta Girls Inc. centers on Tuesdays and Thursdays for hour-long sessions in the Exploration Lab. Students participated in a variety of activities inspired by current and future Engineering Explorations that are under development. From structural engineering and hydraulics to parachutes and circuitry, Girls Inc. participants visited MOXI for 10 weeks to get hands-on with engineering as well as the exhibits on the museum floor.



# Hands-On, Accessible, All-Ages Appeal.

There are many layers to learning at MOXI and varied points of entry to engagement that make MOXI's exhibits accessible + fun for all learners. Let's take a closer look at one of our exhibits, Turntables, that exemplifies the power of learning through active exploration + play.

**Turntables is one of MOXI's most open-ended, interactive exhibits.**

The exhibit is comprised of three tables outfitted with spinning discs that can be controlled by a start button and a dial to adjust speed. By placing a variety of objects in motion on the spinning discs, guests explore the objects' complex and unintuitive pathways, discovering patterns of behavior not typically observed in the linear motions of their daily lives. They make observations and predictions, ask questions, and test their ideas while playing and having fun. Like many of MOXI's exhibits, Turntables also helps guests develop the 21<sup>st</sup> century skills of collaboration, communication, critical thinking + creativity.

## Collaboration:

While you can enjoy Turntables as an individual, some of the most interesting moments happen when guests work together to create mesmerizing movements and patterns. They also can challenge each other (competitively or not) to roll objects along specific paths or hit certain goals using the table graphics.

## Communication:

Much of the communication we hear around the Turntables are questions like, "Whoa, how did you do that?" or "Why did THAT happen?" The ensuing conversations and collaborations add meaningful social moments to the experience.

## Critical Thinking:

Creating different patterns of motion or types of movement across the tables requires close observation and analysis of the objects' behavior in order to achieve different types of movement or to meet certain goals set by the table graphics.

## Creativity:

MOXI staff designed the table graphics with certain games or challenges in mind, but guests interpret them in a variety of ways, leading to creative new uses of the objects and surfaces that make up the exhibit.

**What if I dropped this on to the table with its own spinning motion?**

**How can I get this ball to stay in the middle of the table while it spins?**

New ramps added to tables allow for more precise experimentation and a better experience for toddlers and guests who may lack the fine motor skills to start the motion of a spinning object.

Objects to be used on the tables vary in size, shape, and material.

**Why does this ball keep spinning out of control off the disc?**

MOXI used the Turntables to serve food "in motion" at its annual fundraising gala in 2018.

MOXI's Exhibits team has embraced our values of experimentation and innovation with this exhibit as well - testing new objects, materials, and add-ons to the experience throughout the year. The latest iteration - the graphic appliques that gamify the exhibit - have proven to be especially popular and engaging.

Guests of all ages are drawn to Turntables with limitless options for engagement.

**What happens if I place three balls on at the same time?**



TURNTABLES  
GENEROUSLY SPONSORED BY

**Dr. Ernest and  
Katy Drew**

# Financials.

## Assets

	Total	
	2019	2018
Cash and Cash Equivalents	\$1,479,657	\$1,873,263
Prepaid Expenses	\$23,059	\$21,237
Contributions Receivable, Net	\$591,130	\$1,128,695
Land Lease Contribution Receivable	\$1,997,855	\$2,015,636
Building, Exhibits + Equipment, Net	\$16,957,657	\$18,385,873
Investments	\$4,364,420	\$2,757,759
<b>Total Assets</b>	<b>\$25,413,778</b>	<b>\$26,182,463</b>

## Liabilities + Net Assets

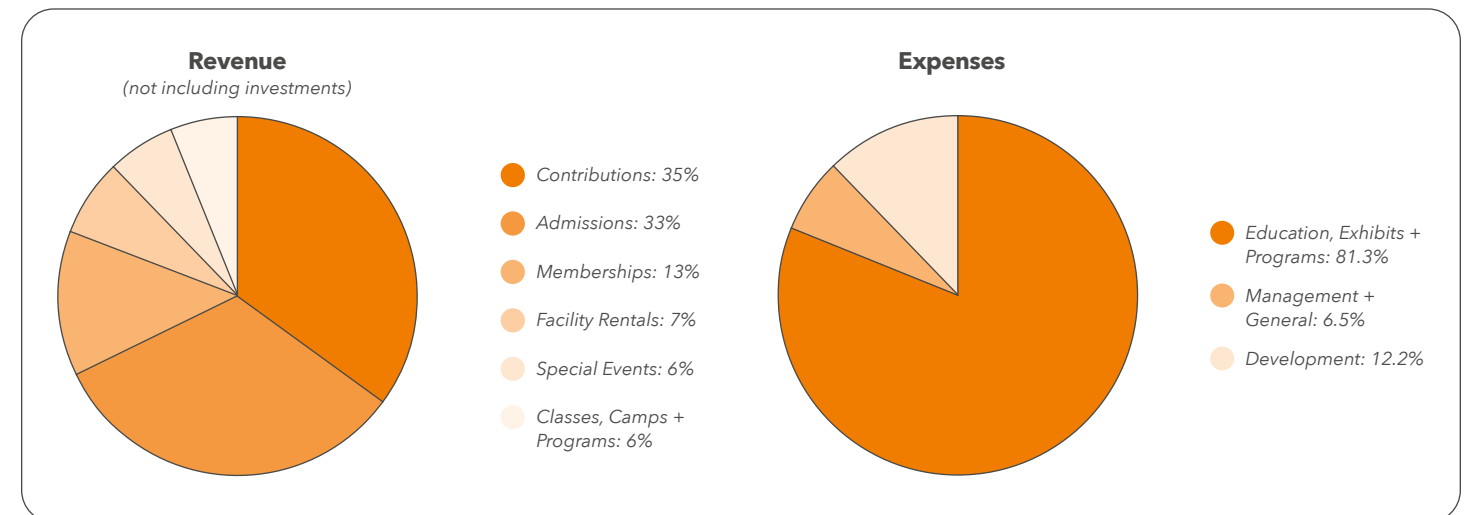
Accounts Payable	\$197,506	\$167,802
Accrued Expenses	\$151,538	\$151,538
Deferred Revenue	\$108,933	\$96,851
<b>Total Liabilities</b>	<b>\$457,977</b>	<b>\$416,191</b>
Without Donor Restriction	\$22,307,335	\$22,505,244
With Donor Restriction	\$2,648,466	\$3,261,028
<b>Total Net Assets</b>	<b>\$24,955,801</b>	<b>\$25,766,272</b>
	<b>\$25,413,778</b>	<b>\$26,182,463</b>

## Support, Revenues + Gains

	Total	
	2019	2018
Contributions	\$1,209,422	\$1,334,775
Admissions	\$1,116,341	\$1,086,838
Memberships	\$436,628	\$503,956
Facility Rentals	\$235,810	\$259,043
Miscellaneous Revenue	\$219,412	\$111,486
Special Events:		
Special Events Gross Proceeds	\$405,130	\$399,488
Direct Special Events Costs	(\$205,119)	(\$159,479)
Net Special Events Proceeds	\$200,011	\$240,009
Investment Gain (loss)	\$584,304	(\$165,701)
Net Assets Released from Restrictions	-	-
<b>Total Support, Revenues, and Gains</b>	<b>\$4,001,928</b>	<b>\$3,370,406</b>

## Expenses

Program Services	\$3,913,224	\$3,764,109
Management + General	\$311,494	\$610,994
Fundraising	\$587,681	\$552,308
<b>Total Expenses</b>	<b>\$4,812,399</b>	<b>\$4,927,411</b>
<b>Increase (Decrease) in Net Assets</b>	<b>(\$810,471)</b>	<b>(\$1,557,005)</b>
<b>Net Assets, Beginning of Year</b>	<b>\$25,766,272</b>	<b>\$27,323,227</b>
<b>Net Assets, End of Year</b>	<b>\$24,955,801</b>	<b>\$25,766,272</b>



# The MOXI Team.

## Staff

- Robin Gose, Ed.D., *President and CEO*
- Jenny Kearns, *CFO and COO*

### Education

- Ron Skinner, *Director of Education*
- Kaia-Joye Wesolowski, *Associate Director of Education*
- Kevin Spracher, *Floor Staff Manager*
- Tarah Connolly, *Curriculum Specialist*
- Lydia Ballantine, *Programs Registration Associate*
- Francesca Sen, *Programs Educator*

### Exhibits

- Sean O'Brien, Ph.D., *Director of Exhibits*
- Simon Mused, *Exhibits Manager*

### Development

- Amanda Allen, *Director of Development*
- Hannah Hultgren, *Corporate and Foundation Relationship Manager*
- Sasha Karlova, *Membership Manager*
- Susan Renehan, *Individual Giving Manager*
- Elizabeth Brock, *Development and Board Coordinator*

### Marketing and Communications

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

### Operations

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

*Staff list as of June 1, 2020.*

## Board of Directors

- Scott Hadley, *President*
- Chris Kroes, *Vice President, General Counsel*
- Susan McMillan, *Secretary*
- Justin Anderson, *Treasurer*
- Jill Levinson, *Immediate Past President*
- Jill Chase, *At Large*
- Alixe Mattingly, *At Large*

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- Nancy Sheldon °
- Fiona Stone
- Andrew Winchester
- Noelle Wolf

*° Indicates Board Member retired from service in December 2019.*



## We Are Grateful. Thank You.

We thank our many generous supporters for ensuring MOXI is a valuable resource for this community, making it possible to ignite learning through interactive experiences in science and creativity.

### Lifetime Giving

MOXI was made possible and continues to thrive 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
- Wolf Family
- The Wood-Claeysens Foundation

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

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- Ella + Scott Brittingham, The Otis Booth Foundation
- Change Happens Foundation
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- Santa Ynez Band of Chumash Indians
- Leanne Schlinger
- Missy + Chuck Sheldon
- Volentine Family Foundation
- Walter J. & Holly O. Thomson Foundation

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- Bank of America
- Bartlett, Pringle & Wolf
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- Bialis Family Foundation
- Judy + Mario Borgatello and Louise + David Borgatello
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- Sea Forward Fund
- Gary Simpson, Santa Barbara Home Improvement Center
- Sonos
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- Williams-Corbett Foundation

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- Margo + Jeff Barbakow
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- Susie + Riley Bechtel
- Bellamy Family
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- Polly + Geoff Bloomingdale
- Tracy + Michael Bollag
- Annette + Richard Caleel
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- Cutler's Artisan Spirits
- Damitz, Brooks, Nightingale, Turner & Morrisset
- Duo Events
- Google
- Islay Events
- Simply Cocktails
- Ventura Rental Party & Events
- WorldViz



\* Indicates donor is deceased.

## Annual Giving

As a private, nonprofit organization, MOXI depends on contributions from individuals, organizations, foundations, and corporations to ensure quality STEAM learning opportunities. During 2019, we were fortunate to receive contributions through Membership, the Education Fund, Innovator Circles of Giving, special projects, and events.

Members of the Catalyst Club are dedicated to MOXI's mission and have demonstrated leadership in committing to making a sustaining impact through generous three-year pledges of support. They play a critical role in providing STEAM education programs and exhibits while ensuring the museum serves the community for generations to come. Members of the Catalyst Club are recognized with .

Thank you to all of the following philanthropic supporters for their generosity and valued impact.

*\* Indicates donor is deceased.*



### \$100,000 +

- Change Happens Foundation
- The Wood-Claeysens Foundation

### \$25,000 - \$99,999

- John Mike + Marcia Cohen
- Dancing Tides Foundation
- Davies Charitable Trust
- Bob Duggan
- Melinda Goodman Kemp + Robert Kemp
- Hagerman Family
- Henry Peterson Foundation
- JPMorgan Chase + Co.
- Jurkowitz + Levinson Families
- Mosher Foundation
- Roberto Foundation
- Rosalyn Rosenthal
- Sonos
- Dick Wolf
- Zegar Family Foundation

### \$10,000 - \$24,999

- Almeroth Family
- Bank of America
- Sarah + Christopher Blanc
- Carsey Family Foundation
- Cox Communications
- Edison International
- Gabler Family


- Lucky One Foundation
- Sue + Bill McKinley
- Kay McMillan
- Susan McMillan
- Muzzy Family 
- QAD
- Rusty's Pizza Parlors, Inc.
- Leanne Schlinger
- Sea Forward Fund
- Sheldon Family 
- The Towbes Foundation
- Volentine Family Foundation
- Walters Family Foundation
- Lynda Weinman + Bruce Heavin
- Wells Fargo Advisors, LLC

### \$5,000 - \$9,999


- Ann Jackson Family Foundation
- Anonymous
- Susie + Riley Bechtel
- Ashley Nichols Blevins
- Jill + Chad Chase
- Susie + Ted Cronin
- Hahn Family, Little One Foundation
- Jennifer + Sean Hecht
- Parker Kopf and Family
- Lewis A. Kingsley Foundation
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- Patty + John MacFarlane
- Alixe + Mark Mattingly
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- Santa Barbara Foundation
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- Randy Solakian + Deanna Solakian Williams
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### \$2,500 - \$4,999

- Arlington Financial Advisors
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- Ventura Rental Party & Events
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- Justin Anderson/ AmeriFlex Santa Barbara
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- Anonymous
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- Gwyn Lurie + Les Firestein
- Diane + Douglas Morgan
- Muller Family
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- Nanette + Henry Nevins
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- Daron Builta + Stephen Schaible
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- Amber + Ben Sprague
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- Amy Wendel + Daniel Meisel
- Angela Wick
- Lisa + David Wolf
- Carolyn + Philip Wyatt
- Laura + Geof Wyatt

### \$500 - \$999

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- Julie Ann Brown
- Annette + Richard Caleel
- Louise + Tim Casey
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- Betty + Stan Hatch
- Katie McNab
- Martin Mitev
- Camille + Scott Muller
- Samuel Pellicori
- Hikaru Phillips
- Julia + John Rodgers
- Eric Sigler
- Sarice + Mark Silverberg
- Isabelle + Emmanuel Stapf
- Rachael + Dave Stein
- Katherine + Matthew Stewart
- Tim Sulger
- Andrew + Jill Winchester
- Paul Zaninovich

**In-Kind**

We extend a special thanks to the businesses and sponsors who generously contributed in 2019 to the many special events and important operational needs making our education programs and exhibits a great success.

- Aesthetics Montecito
- AMS Events
- Ana's Balloon Creations
- Anchor Point IT Solutions
- Justin Anderson/  
AmeriFlex Santa Barbara
- Sheila Aron
- Babcock Winery & Vineyards
- Bella Vista Designs Inc
- Belle de Jour Salon
- Black Market Spirits
- BlueStar Parking
- Boone Graphics
- Jill + Chad Chase
- Coast 2 Coast
- Patricia Connor
- Cox Communications
- Cutler's Artisan Spirits
- Damitz, Brooks, Nightingale,  
Turner & Morrisset
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- Talina Hermann
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- Jaffurs Wine Cellars
- Johnny Was
- Stephen Kasher
- Kings Carey Wines
- Willa Kveta
- Jack Leonard
- LA Partyworks
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- Pacific Painting Co.
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- Triumph Protection Group, Inc.
- Twenty-Four Blackbirds Chocolate,  
LLC
- Union of Concerned Scientists
- Ventura Rental Party & Events
- Noelle Wolf
- Zen Diva Spa



# STRATEGIC PLAN 2025

## moxi

The Wolf Museum of Exploration + Innovation

What will MOXI and its programs look like five years from now? Our first strategic plan which we've dubbed MOXI 2025 charts our course for the next five years by providing us with four areas of focus - our strategic initiatives. Each initiative has its own set of ambitious goals associated with it, all in order to attempt to meet a vision where MOXI empowers kids - and the kid in all of us - to solve our

greatest challenges and prepare for the world of tomorrow. In some ways, given the global challenge we are now facing as a society, this vision seems to have taken on a new level of importance. The next five annual reports from MOXI will offer you updates on our progress toward achieving our goals. To learn more about our strategic plan, visit [moxi.org/2025](https://moxi.org/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.



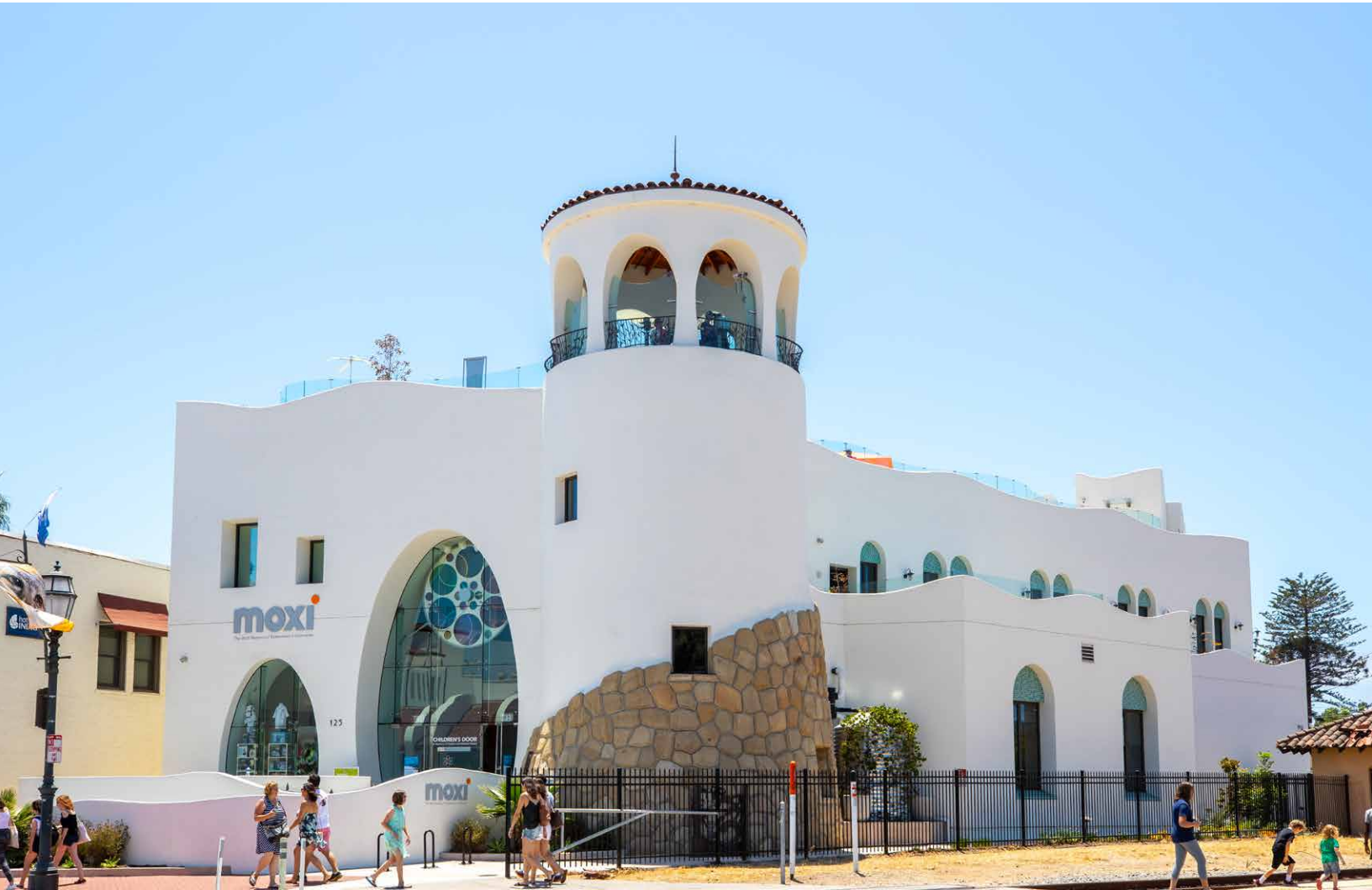
Actively engage and collaborate with local schools.



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



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](https://moxi.org/support).