

Full STEAM Ahead!

2024 Impact Report

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report at:



Dear MOXI Families and Friends,

MOXI is growing up, thanks to you.

As we celebrate seven years of sparking curiosity in Santa Barbara and beyond, we're proud of the impact your support has made.

With over **one million guests** through our doors, MOXI has become a hub of exploration, learning, and joyful discovery. In 2024, we expanded camps, deepened school partnerships, and extended our reach – making hands-on STEAM learning more accessible than ever.

Your generosity fuels this momentum. You're not just supporting a museum – you're investing in the future of young innovators, thinkers, and creators.

We're moving full STEAM ahead – with you by our side.

To continued exploration,

Robin Gose, Ed.D.
President + CEO

Kelly Almeroth
Board Chair



One
million
minds
ignited.

880

Plush Snowballs



20,000 visitors
engaged with
program carts on the
museum floor



**28 Science Nights
+ Community
Outreach Events**

0

**Do Not Touch
Signs**

14

**Temporary
Exhibit
Experiences**



7,361
Students who
visited on free
or discounted
field trips

Endless ways to play.

Improved Guest Experiences

Striving for excellence in customer service, we introduced a streamlined ticketing portal, weekly Saturday morning Member playtimes, and a Mamava lactation pod.

Informed by an Exhibit Master Plan, the reimagined Light Track powered up as MOXI's first major exhibit transformation. This first installation was made possible by MOXI's Board of Directors and showcases the museum's commitment to evolving and enhancing its educational experiences.

In 2024, MOXI launched its first **Kids Museum Advisory Committee** (KMAC) as a way of capturing and integrating kids' voices, ideas, and imagination into the museum's programs. KMAC's first cohort of 10 members between the ages of 6 and 10 helped evaluate and brainstorm new exhibit ideas.

Growing Programs

MOXI's **Field Trip** program offers free and discounted visits for Title I schools, making educational experiences accessible to more students across the Central Coast.

In addition to field trips, schools can experience **Engineering Exploration Labs**, MOXI's facilitated, hands-on engineering programs designed to equip and inspire students to be the next generation of creative problem solvers. New in 2024 was "Home Tweet Home," an engineering design challenge that empowers K-2 students to understand how their personal choices can support a healthier planet.

Deeper Community Impact

MOXI has now made **engaging afterschool STEAM programming** available to every fifth and sixth grade site in the Santa Barbara Unified, Goleta Unified, and Hope School Districts.

Thanks to the Harold McAlister Charitable Trust, Hearst Foundations, Towbes Foundation, and U.S. Bank for supporting MOXI's 2024 afterschool program.

In response to the increasing need for **trauma-informed practices** while serving children, the education team at MOXI received training from Project:Camp in preparation to implement pop-up camps for children experiencing widespread disasters. The MOXI team is now the largest response team in Santa Barbara County, and the first preparedness-trained counselors that have ever been deployed in a disaster, serving as a case study for both Project:Camp and Santa Barbara County.

Increasing Reach

A new, permanent interactive experience is now open at Santa Barbara Airport. Passengers can explore hands-on sensory experiences with an Airplane Color Mixing Wheel, Talk Tubes, and a Spinning Ball Wall while waiting to board a flight.

Made possible thanks to sponsorship by the Audacious Foundation and Visit Santa Barbara.

MOXI's **Community Access Program** (formerly the Community Partner Membership Program) partners with local nonprofits, libraries, and community service organizations to provide passes to the museum, enabling their constituents to visit at no cost and opening our doors to the community.

MOXI passes can now be found at public libraries throughout the county, from Carpinteria to Santa Maria.

At MOXI, we build lasting relationships with visitors by creating meaningful, joyful experiences that grow with each return visit.

In 2024, we strengthened these connections by growing our programs and exhibits, deepening our community impact, enhancing the visitor experience, and reaching new audiences.



4,173

individuals visited MOXI thanks to the Community Access Program - more than double the number in 2023!



"Supporting MOXI's Exhibit Master Plan was an investment in the future of hands-on learning and innovation. We are proud to support MOXI's mission as it evolves to engage even more young minds in this exciting, dynamic environment."

- The Ann Jackson Family Foundation

"The staff at MOXI demonstrated extraordinary compassion, flexibility, and commitment to community well-being. They transform crisis into care, and reflect the very best of what community partnership can be."

- Suzanne Grimesey, MFT, PIO/Chief of Strategy and Community Engagement, Santa Barbara County Department of Behavioral Wellness



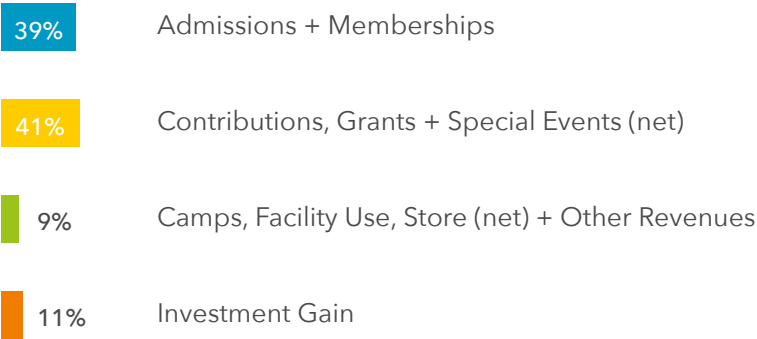
MOXI's work is recognized as an approved Environmental Partner by **1% for the Planet**.

As a Certified Green Business - and an organization that is passionate about planetary health - we're proud to be part of this distinguished network.

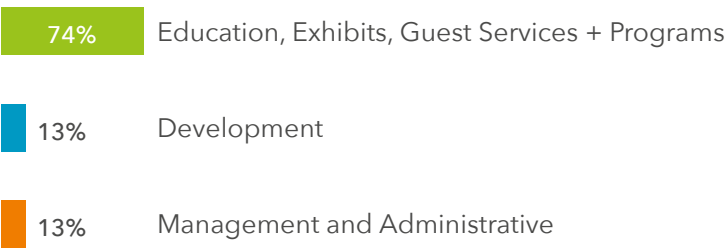
2024 Financials

Strong Admissions, Membership, and Educational programs remain the cornerstone of MOXI's operating revenue in 2024, complemented by increased contributed income from our dedicated donor community. This diversified revenue portfolio provides a stable foundation as we embark on strategic investments to enhance our exhibit offerings.

Total Revenue: \$4,613,381



Total Expenses: \$5,293,676



Thank you for helping us grow!

See our full list of supporters and view the interactive report at moxi.org/2024-annual-report.

Join us today in ensuring quality STEAM education for today's children and future generations at moxi.org.

View the full report at:



MOXI's mission is to ignite learning through interactive experiences in science + creativity. As a 501(c)(3) nonprofit organization, MOXI depends on the generous support of the community to fund its programs + exhibits. **Tax ID #77-0252722**