2018 Annual Report

SANTA CRUZ MUSEUM of natural history

July 1, 2017 – June 30, 2018

FOUNDED IN
1905

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Connecting People with Nature and Science to Inspire Stewardship of the Natural World

Directors' Message

Dear Museum Friend,

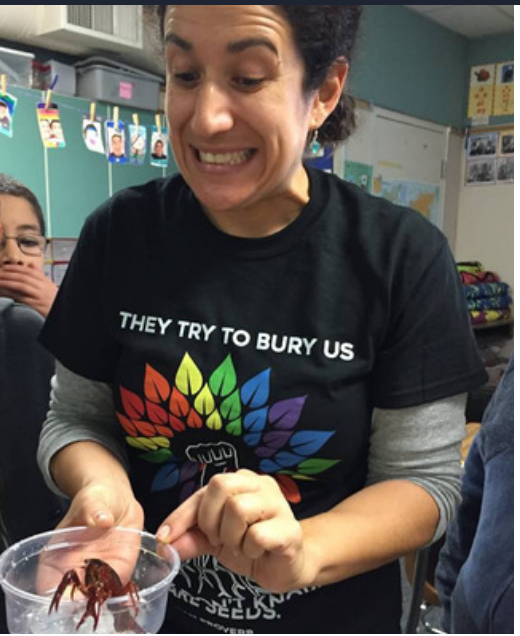
We are proud to share our 2018 Annual Report covering July 2017 through June 2018. We have much to celebrate with another banner year of great programs, high attendance and invaluable support. In addition, this year our Staff and Board completed a comprehensive strategic planning process to define and articulate the Museum's main initiatives for the next three years. We look forward to achieving the goals we've set before us.

In all that we do, the Museum strives to connect people with the natural world and help them to better understand, appreciate, and steward it. This report focuses on some of the people whose lives the Museum has impacted or who have helped us serve the community this year. In learning their stories, we hope you'll share in our celebration of a great year. Thank you to all who appear in this Annual Report and everyone who supports our Museum!

Donna Meyers
President, Board of Directors

Heather Moffat McCoy
Executive Director

Science Education



For Julie Vallens, Teacher at Amesti School, Museum resources helped her students think like scientists.

The Museum's school programs nurture citizen scientists, support Next Generation Science Standards and English Language Learners, and cultivate the next generation of environmental stewards. This approach has helped empower Pajaro Valley Unified School District teacher Julie Vallens to teach science in the classroom. "The program and resources offered by the Museum boost my confidence (and lower my stress levels!) because they are well-vetted, expertly prepared, and researched."

Science Education

6,886

K-12 students served by Museum nature-based school programs

285

Number of hours youth spent outdoors through Museum school programs

11,240

Number of scientific observations made by students at Neary Lagoon

3,530

K-12 students experiencing hands-on learning in the classroom with Education Kits

Exhibits

The premier *Summer Art Series* highlighted three different artists each month of summer. *Rocks and Waves*, curated by historian Frank Perry, featured iconic natural bridges past and present. *The Art of Nature* captivated visitors with natural drawings, artwork by the afterschool program Kids in Nature, and intricate bee illustrations by UCSC's science illustration students. *Collections Close-Up*, a monthly rotation of items from our collection of over 16,000 specimens and artifacts, put objects on a pedestal and shared insights about their history and relevance to our region.

Collections

Maggie Hames, Webster Fellow and future museum anthropologist, helped us preserve and share our collection of native basketry.

The Museum's collection of natural specimens and ethnographic and historic artifacts serves as a resource for academic study. UCSC student Maggie Hames spent 330 hours this year researching our basketry collection and taking high-resolution photos. Her fellowship was made possible by the Helen and Will Webster Foundation in partnership with the Kenneth S. Norris Center for Natural History. Maggie says, "I was so lucky to learn about the native peoples of California through their baskets. The experience was extremely formative for me; I'm thinking of pursuing a career in museums because of my internship."

Environmental Stewardship

Earth Stewards like Isaac Lincoln helped us grow our environmental impact.

The Museum reaffirmed its commitment to environmental stewardship through beach cleanups, educating the community about citizen science, and our program for high school students, the Earth Stewards Project. Isaac Lincoln was offered a position on the summer trail crew for Santa Cruz City Parks and Recreation after demonstrating leadership during his Earth Stewards internship with the Museum. "Earth Stewards helped me learn to be a part of a team," says Isaac. "I learned how to manage and motivate people. I felt pride in getting the job done." Isaac also said he learned about the natural world he's working to steward. "I never knew there were more than a thousand species of grass!"

Environmental Impact of Earth Stewards in Our City Parks

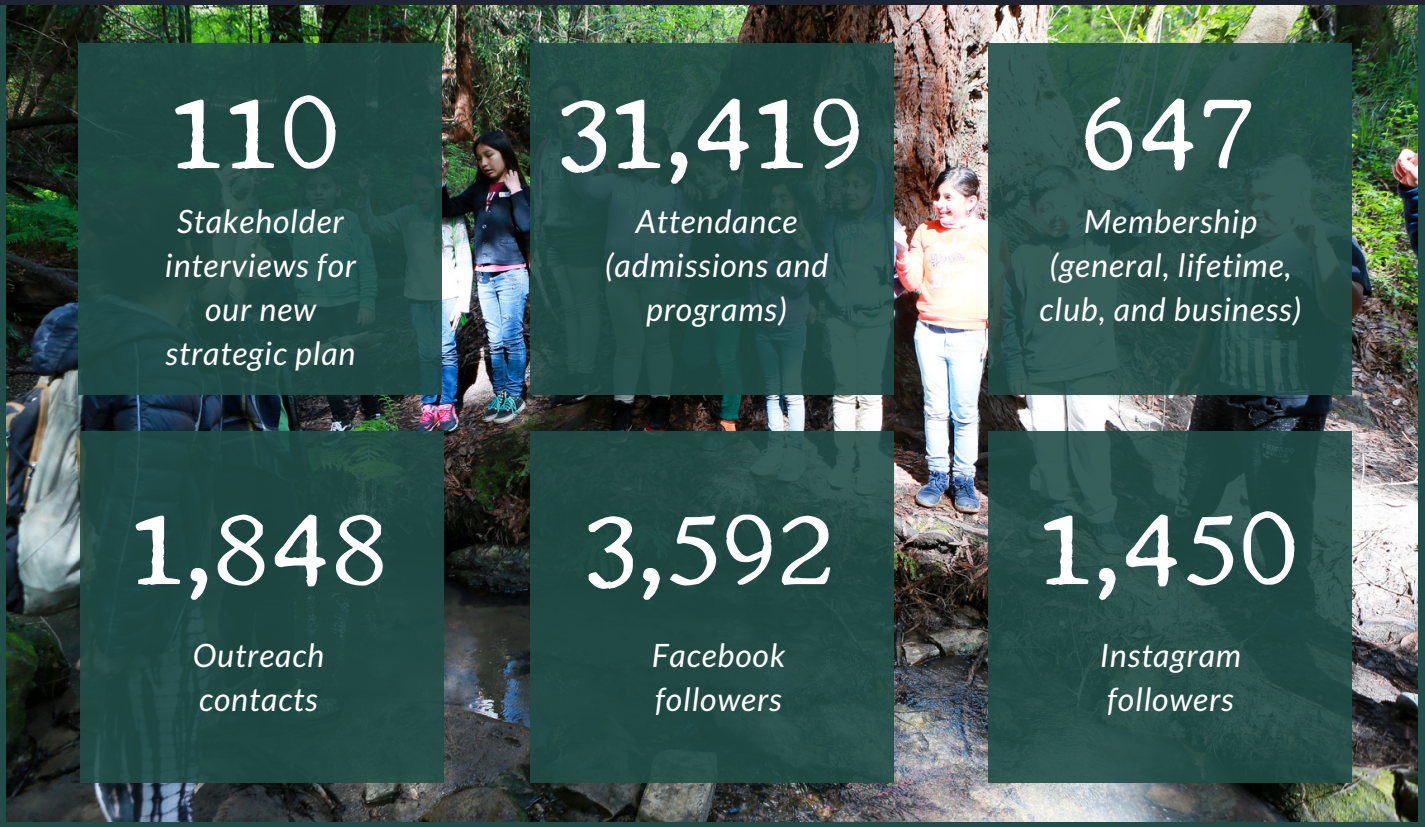
Native plants planted: 840	Pounds of invasive species removed : 736	Feet of trail treated for erosion: 2,779	Feet of fencing installed at Harvey West: 64

Community & Outreach

The Museum provided community experiences with hands-on learning, environmental stewardship, and strong neighborhood connections.

Clockwise from upper left: Outreach events like the ***Migration Festival at Natural Bridges*** and ***Bay View Elementary's Fiesta de las Artes*** took our "Mobile Museum" all over Santa Cruz; in collaboration with Groundswell Coastal Ecology, the City of Santa Cruz, Museum Volunteers, and Earth Stewards Project, we reduced water use with a **demonstration garden** in our former front lawn featuring native plants and a path that improved accessibility for visitors; we celebrated the summer season with Seabright Neighbors during the ***First Annual Seabright Neighborhood Night;*** during monthly ***"Rockin' Pop-Up"*** events, Museum visitors had their geologic finds identified by UCSC geology graduate students.

By the Numbers



110

Stakeholder interviews for our new strategic plan

31,419

Attendance (admissions and programs)

647

Membership (general, lifetime, club, and business)

1,848

Outreach contacts

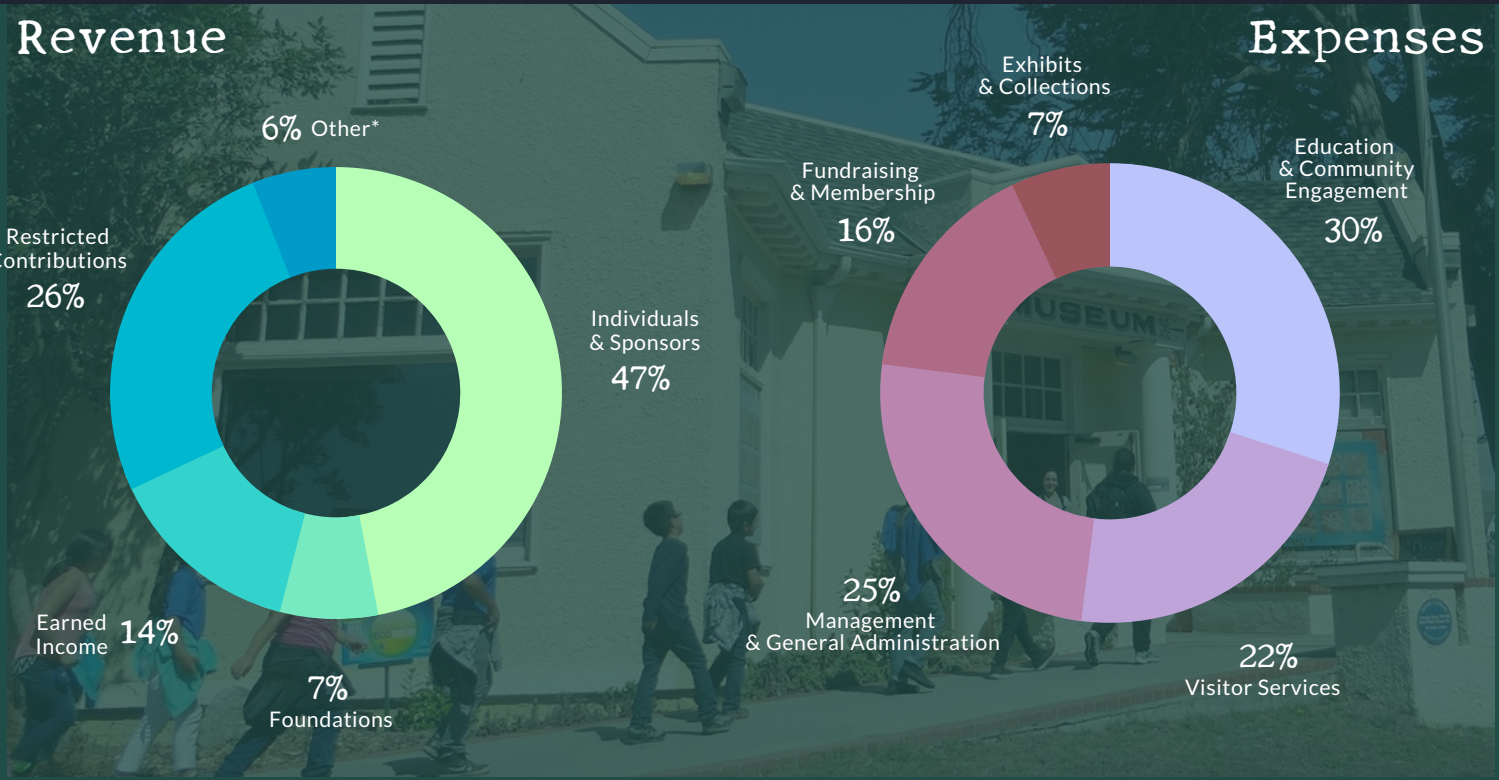
3,592

Facebook followers

1,450

Instagram followers

Financial Health



- Organizational budget was $828,156
- Individual donations increased nearly fivefold
- We doubled our grant applications and business sponsorship partners

*Includes facility rentals and fees

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Volunteers, Docents and Interns

Garden Volunteer, Museum Supporter, and 2018 Laura Hecox Naturalist Award winner Nancy Lenz (left) embodies the spirit of volunteerism. "When I joined the Museum as a volunteer in the 1990s, I wanted to make a difference. And as volunteers, we have. To go far, go together."

Dana Bagshaw
Michelle Ballou
Glenn Bartz
Mackenzie Baughman
Miranda Bello
Natalie Belton
Jeb Bishop
Lauren Bower
Jennifer Brennan
Eileen Broughton
Aliya Cacanindin
Jade Campana
Maggie Chan
Gavin Chen
Jaime Jeongmin Choi
Kyler Christian
Kathleen Church
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Daniel Crews
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Tyler Falls
Timea Farkas
Linda Fessette
Christine Flynn
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Laura Goessl
Alyssa Gonzalez
Tyler Green
Maggie Hames
Andrew Hansen
Emily Harmon
Karen Hill
Angelica Horsman
Lynn Houser
Kris Houser
Kye Hurley
Olivia Irons
Sally Iverson
Emily Johnson
Samantha Jones
Donna Karolchik
Brenna Keeler
Harriet Kennedy
Marla King
Gregory Kolar
Margaret Lacey
Jon Lecomte
Gloria Lee
Nancy Lenz
Patrick Lenz
Alice Lim
Violet Lingenfelter
Erika Lougee
Cynthia Luu
Skye Mak
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Fallon McMahon
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Mikayla Peterson
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Jonash Pogaoan
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Alexandra Race
Molly Ressler
Penny Rich
Courtney Richardson
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Mrunal Sathe
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Sagan Shimpfky
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Lightkeeper Society
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$5,000+

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Anonymous 2
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Anonymous 3
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Michael and Shelly Woolf

"I give to the Santa Cruz Museum of Natural History because of its deep commitment to educating our young people and adults alike about our precious natural resources and inspiring them to be good stewards of nature," says Julie Packard, longtime Museum donor and executive director of the Monterey Bay Aquarium. "Although the Museum already achieves so much with limited resources as a community-supported nonprofit, I urge you to join me in helping the organization build its capacity, reduce barriers to science education, and promote hands-on learning."

July 1, 2017 – June 30, 2018

$100-$249

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-Follow us on Facebook, Instagram, Twitter, or sign up for our online newsletter

-Become a volunteer

-Tell three friends about the Museum

-Donate to our Annual Appeal

-Become a Business Partner

-Plan a legacy gift to the Museum and ensure generations to come will benefit from our science education programs

Santa Cruz Museum of Natural History
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