FOUNDED IN 1905

Connecting People with Nature and Science to Inspire Stewardship of the Natural World
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
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."
<table>
<thead>
<tr>
<th><strong>Science Education</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>6,886</strong> K-12 students served by Museum nature-based school programs</td>
</tr>
<tr>
<td><strong>285</strong> Number of hours youth spent outdoors through Museum school programs</td>
</tr>
<tr>
<td><strong>11,240</strong> Number of scientific observations made by students at Neary Lagoon</td>
</tr>
<tr>
<td><strong>3,530</strong> K-12 students experiencing hands-on learning in the classroom with Education Kits</td>
</tr>
</tbody>
</table>
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.
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."
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

**Revenue**
- **Earned Income**: 14%
- **Foundations**: 7%
- **Individuals & Sponsors**: 47%
- **Restricted Contributions**: 26%
- **Other***: 6%

**Expenses**
- **Visitor Services**: 22%
- **Exhibits & Collections**: 7%
- **Fundraising & Membership**: 16%
- **Management & General Administration**: 25%
- **Education & Community Engagement**: 30%

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

*Includes facility rentals and fees
Board of Directors:

Donna Meyers, President
Gage Dayton, Vice President
Susan Pearce, Secretary
Laura Smith, Treasurer
J.M. Brown
Steve Davenport
Rick Jones
Steve Mandel
Juliana Rebagliati

Staff:

Kathleen Aston
Liz Broughton
J.M. Brown
Maura Connolly
Ami Davis
Marisa Gomez
Ariel Hunter
Spencer Klinefelter

Meredith Jacobson
Heather Moffat McCoy
Charlotte Rose
Felicia Van Stolk
Mary A. Verutti
Angela Ward
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."
Our Community of Supporters

Lightkeeper Society
Planned Giving Program
Glenn C. Joy and Kathleen Willott
Robert Stephens

$5,000+
Anonymous 1
Anonymous 2
The Applewood Fund at the Community Foundation Santa Cruz County
California Humanities, a non-profit partner of the National Endowment for the Humanities
City of Santa Cruz
Community Foundation Santa Cruz County
Good Times
Helen and Will Webster Foundation
Rick and Cole Jones
Donna Meierers and Roberta Hunter
Monterey Peninsula Foundation, host of the AT&T Pebble Beach Pro-Am
Penny Rich and Bill Hill
The Robert Stephens Nonendowed Donor-Advised Fund at Community Foundation Santa Cruz County
Santa Cruz Beach Boardwalk

$500-$999
Bay Photo Lab
William and Laurie Davis
Gage Dayton
Daryl Dichek and Kenneth Smith
Dream Inn
Gateway School
Gayle’s Bakery & Rosticceria
Stephen Green and Masako Oghihara
Harper Street Ink Fund at Community Foundation Santa Cruz County
Ann and Dobie Jenkins, in honor of Kris Beall
Nancy Lenz
Lifestyle Culinary Arts
Susan Maresco
Miller Maxfield, Inc.
Joe and Sara Mikles
Jane Orbuchi and Bryan Cockel
Frank and Jill Perry
Lise Peterson and Donald Peattie
Plantonic
Save Our Shores
Seabright Neighborhood Association
Ser Winery
Bob and Carol Simpkins
Jim and Ginger Tolonen
UCSC Greenhouses
Jerry and Robynn Walters
Todd and Corinne Wipke
Stuart and Lisa Woolf

$250-$499
Marty Ackerman
Hilary Bentley and David Williams
Traci Bliss
Christine Bunting and Richard Wohlfeiler
Elizabeth Clifton and David Doolin
Bill and Cloy Codaiga
Conservation Collaborative
Diane and Donald Cooley
Joanne Curby
Cypress Ag Consulting
Julia and Steve Davenport
Discretion Brewing
Susan and Alan Hill
Integrity Wines
Mary Ellen Irons
Jay and Jennifer Johnson
Kevin Keedy and Paul Edwards
Paul Koch
Frans Lanting and Chris Eckstrom
Heather M. and Carter McCoy
Cynthia and Bill Mathews
Marlene Mirassou and Steve Houlihan
Rainbow Mitchell-Fox
Glenn Nelson and Julia Fuerst
Phyliss Norris
Irene Osterbrock
Bonnie and Mark Overgaard
Pacific Edge Climbing Gym
Rock Projektbau and Linda Wilhusen
Peter and Rita Prindle
Robert Russell and Elsa Garmire
Sante Adairius Rustic Ales
Sentihein Printers, Inc.
Silver Mountain Vineyard
Susan Bertken Slinger
Mary Lou Stewart
Ruth and Raf Strudley
Aurora Marcela Torres, D.D.S.
Vanguard Realtors
Brandywine Wines
Jana Weir and Josh Fodor
Steve Werner
Lexi White and Jeb Bishop
Windy Oaks Estate
John and M.P. Woolf
Michael and Shelly Woolf

Our 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.”
$100-$249
John and Jenny Anderson
Ruth Antolini
Rodney Athision
Lili Wenzel Beggs and Tom Beggs
Carrie Birkhofer
Pattie Blade
Sara and John Blakeslee
Donald Bowman
Mari and Ryan Brandt
Tracey and Joe Brookshier
Phillip Broughton
J.M. Brown and Brian Arao
Nancy Brown
Patty Brown and Paul Fleischman
Evy Cambridge
Chardonnay Charters
Roy and Jan Christian
Ceil Cirillo and Irwin Kaplan
May and Michael Clark
Rachael Clouser
Sondra and Terrence Cohelan
Mike and Myriam Cohen
Tom and Lisa Coleman
Bob Correa and Denny Carroll
Joan Courneen
Robin and Brett Cox
Eileen Cross
Kay Cumming
Anna Davenport
Ami Davis and Ken Moodie
Marjorie Davis
Marvin and Elaine Del Chiaro
Bruce and Heidi Donald

Gloria Lee
Mary Ann Leer and Jules Resnick
Margaret A. Leonard and Clare Shells
Nancy Lewis and Mike Morton
Nancy Ley
Dorothy and Norm Lien
Linda Locklin
Amy Locks and Kevin Klein
Michael Loik
John McClure
Bruce and Shannon McFarland
Bryan Mairs
Gerry Mandel
Kristen Marinovic
Amey Mathews and Matthew Mustapick
William and Patricia Mazzeria
Greg and Sue Mendell
Ginnie Mickelson
Judy Moon and Robert Otness
Dania Moss
Peggy O’Laughlin
Kathleen M. Benz Olsen and Johnny Simmons
Michael and Judith Orbach
Richard Orser and Elizabeth Orser-Cataldi
Palace Business Solutions
Jan Palla
Ingrid Parker and Greg Gilbert
Susan Parker
David and Linda Patterson
Margaret Perham and Richard Griffith
The Picnic Basket
Carrie Pomeroay and Andy Fisher
Andrea and Don Rich
Walter and Jan Rilliet
Buz and Kate Roberts
Lisa and Tim Robinson
Gerry Rodman
Jim Rolens and Debra Spencer
Elizabeth and Marco Romanini
Kathleen Rose and Paul Schoellhamer
Dorothy Ruby
Santa Cruz Shakespeare
Santa Cruz Warriors
Thomas and Georgia Schuttish
Janet Schwind
Peter and Celia Scott
Carol Scurch
Seabright Brewery
Alicia Sherrin and Matthew Mosher
Brigid and Bill Simpkins
Henry Smith III and Kerry Beth Hosley
Sones Cellars
Any Spear and Joe Walsh
Catherine Steele
Mary Lou Stewart
Gabrielle Stocker
John Thomas and Audrey Trautwein
Terri Thomas
Melissa Thompson
Mari Tustin
Richard Van Stolk and Lorraine Bongolan
Grace Voss
Candace Waage and Alan Hiromura
Mike Wallis
Mary Wells
David-Ladd Wilson and Mary Lee Crooks
Sue Wilson
Thomas Wilson
Nancy Woolf
Sarah and Chris Woolf
Wrigley Company

Includes in-kind sponsors. Please contact us about any unintended mistakes or omissions: development@santacruzmuseum.org
Your contribution supports science education and environmental stewardship in the community.

- Join or renew as a Member
- Visit often and see special exhibits on science and art, Santa Cruz native animals and plants, and local geology
- 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
1305 East Cliff Drive • Santa Cruz, CA 95062
831.420.6115 • santacruzmuseum.org
Tax ID 94-2427733