



2019 Annual Report

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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 excited to share our 2019 Annual Report covering July 2018 through June 2019. This year, with the support of our community, we have been able to grow as leaders in education. We have invested in expanding and improving our programming for all audiences, increasing access and relevance, and helping growing numbers of people find their connection to nature.

This was the kick-off year of our new Strategic Plan, which lays a path toward the Museum's future as a resource and leader in science education, nature connection, and environmental stewardship. Thank you to all who appear in this Annual Report and to everyone who supports the work we do at the Museum!



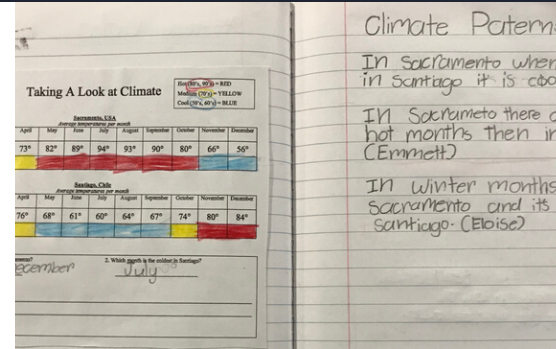
J.M. Brown
President, Board of Directors



Felicia B. Van Stolk
Executive Director

Science Education

This year our focus on working with and for teachers has helped to enrich our programs and promote science literacy across the county. Through collaborative work with local districts and other environmental education (EE) partners, the Museum helped to deepen the impact of field trips and environmental literacy in the classroom.



"These are field trips I have always taken my students on, but now I am developing fully integrated and fleshed out experiences in context where the field trip is a featured part of a greater learning sequence and my students are really grounding these experiences. The EE partners have been so enthusiastic and committed to developing the curriculum and teaching connected to their institutions. This is smart community integration and I am so on board."

~ Teacher partner for the Santa Cruz County Office of Education Teacher Leadership Institute.

Science Education

7,163

K-12 students and their parents served by Museum nature-based school programs

245

Number of hours youth spent outdoors through Museum school programs

152.5

Number of staff hours spent working directly with teachers to enhance environmental education in the classroom

1,094

K-12 students received free transportation and/or programs through our scholarship program



Exhibits



The Museum celebrated its 30th year of showcasing science illustration with this year's *The Art of Nature* exhibit. Through this hallmark exhibit - as well as Ann E. Thiermann's *Pathways Through Our Parks*, and our third annual *Summer Art Series* - we were able to celebrate many connections to nature and science through the arts.

"It is vital for scientists to be able to communicate their research and ideas in a way that resonates with the public. Through *The Art of Nature* exhibit and its associated programming, the Santa Cruz Museum of Natural History is fulfilling a much needed role as not only an exhibition venue, but a facilitator of dialogue between science, art, and the community."

~Emily Underwood, *Art of Nature* artist and workshop leader



Upper left: The 2019 *Laura Hecox Naturalist Award* recipient, Megan Gnekow, has helped to curate *The Art of Nature* exhibit for many years.

Left: *Dynamic Investigation Stations* added hands-on elements to our main exhibits.

Collections



We have prioritized enhanced stewardship of our collections to increase access and longevity. We have promoted physical preservation through infrastructure upgrades and increased conservation capacity, while advancing technological capacity through a software system that enables comprehensive collections management.

Digitization of over 700 records, spanning decades of museum collections, promotes continued public access and study.

Our ornithology collection has been carefully reviewed, and many specimens received restoration and preservation treatments.



Environmental Stewardship

Earth Stewards Project

Twenty five Earth Stewards Project students served 191.5 hours at 7 sites doing a range of stewardship projects, including trail maintenance and planting of native species.



Beach Cleanups

One hundred fifteen Museum volunteers removed over 170 pounds of trash and recycling from Seabright Beach, our adopted site.



Green Team

Staff performed a waste audit to identify areas that the Museum can improve sustainability practices such as providing reusable or compostable dishes at events.



Community & Outreach



Our local partnerships help to provide new dynamic opportunities for our community to connect with nature and science.



Clockwise from upper left: The annual *Museum of the Macabre* Halloween celebration featured students from the Norris Center performing "live" taxidermy demonstrations. We made our monthly *Naturalist Night* lectures free with admission to reduce barriers to access, and have seen an 84% increase in attendance. Community events such as Earth Day and the Monterey Bay Birding Festival in Watsonville took our *Mobile Museum* all over the county. New after-school programs provide opportunities for continued learning at the Nueva Vista Community Center in the Beach Flats neighborhood.

By the Numbers

3,616

*Hours served by
volunteers*

32,122

*People who attended
programs or visited
the Museum*

478

Museum Members

2,202

*Community members
engaged through
public outreach*

4,000

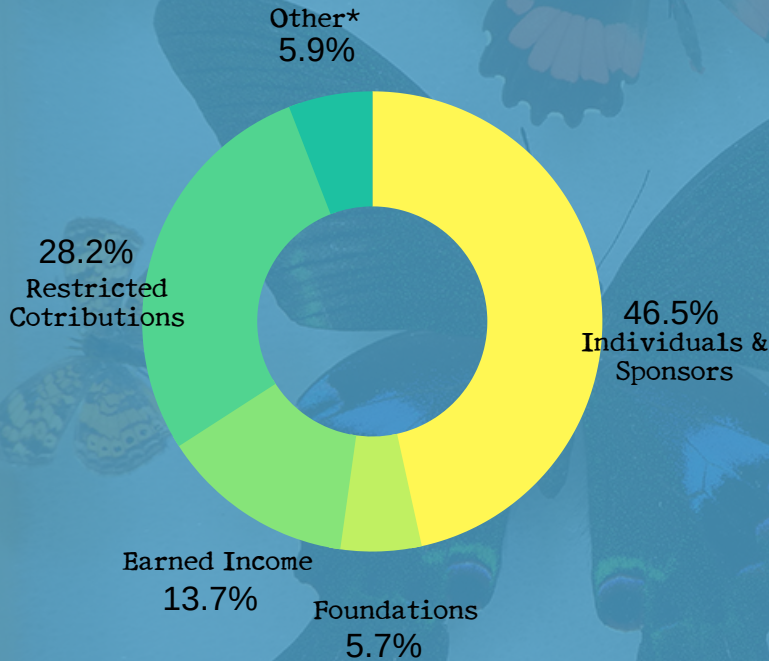
*Facebook
followers*

1,900

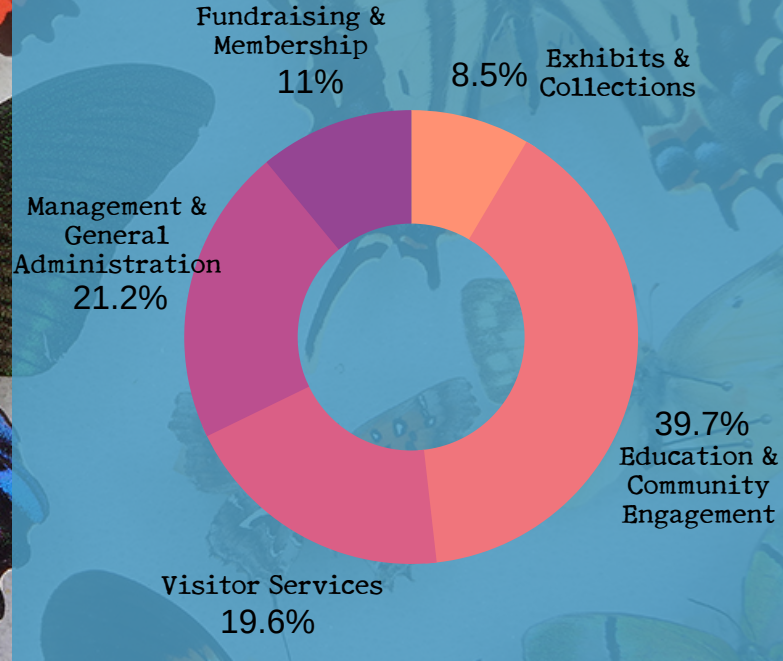
*Instagram
followers*



Revenue



Expenses



- Operational budget was \$819,782
- Revenue from individual donations increased by 50%
- Increased investment in Education and Community Engagement by 32%

**Includes facility rentals and fees*

Board of Directors

Staff



*No longer with the Museum at the time of printing. We are grateful for their contributions.

Our Community of Supporters

Lightkeeper Society

Planned Giving Program

Glenn C. Joy and Kathleen Willott

Robert Stephens

\$5,000+

Anonymous 1

Anonymous 2

Applewood Fund at the Community

Foundation Santa Cruz County

Cathleen and Terry Eckhardt

David & Lucile Packard Foundation

Donna Meyers and Roberta Hunter

Eckhardt Chandler Fund

The Good Times

Monterey Peninsula Foundation, Host of
the AT&T Pebble Beach Pro-Am

The Nicholson Family Foundation

Penelope S. Rich Charitable Fund

Penny Rich and Bill Hill

The Robert Stephens Non-endowed

Donor-Advised Fund at Community

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Santa Cruz Beach Boardwalk

\$1,000-\$4,999

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The Ortiz Family Fund

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Anonymous 3

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Seabright Neighborhood Association

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Universal City Studios

William and Laurie Davis

\$250-\$499

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Hilary Benton and David Williams

Ingrid Parker and Greg Gilbert

Integrity Wines

Jay and Jennifer Johnson

Joanne Curby

John and Sara Blakeslee

Kent and Marie Imai

Lexi White and Jeb Bishop

Linda and Rock Wilshusen

Marlene Mirassou and Steve Houlihan

Mary Ellen Irons

Nancy Lewis and Mike Morton

Paul Koch

Rainbow Mitchell-Fox

Sara Smith

Steve and Julia Davenport

Susan Bertken Slinger

Traci Bliss

Werner Properties, Inc.



"It's so nice to have the Museum in our neighborhood. It's unique, it's intimate, I like the wildlife, and I like the new and different exhibits!"

~Penny Rich, contributor and volunteer.

Pictured above with Volunteer Coordinator, Maura Connolly.

July 1, 2018 - June 30, 2019

\$100-\$249

Anonymous 4
Andrea London
Andrea and Don Rich
Ann Rogers
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Gary Griggs and Deepika Shrestha Ross

Ginger and Jim Tolonen
Ginnie Mickelson
Gloria and Louis Dioszegi
Gloria Lee
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Janet Schwind
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John and Merrill Hambricht
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Julie Kimball
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La Posta
Laurie King
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Lili Wenzel Beggs and Tom Beggs
Lisa and Tim Robinson
Lisa and Tom Coleman
Lisa Michelle Williams and Lloyd Tabb
Lulu Carpenter's
Margaret Gordon

Margaret Perham and Richard Griffith
Mari Tustin
Marjorie Davis
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Michael and Frances Bolte
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Michael and Judith Orbach
Michael and Toby Alexander
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Tony and Rachel Elliot
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Vivian and Harry Snyder
Walter and Jan Rilliet
William and Patricia Mazzera
Windy Oaks Estate
Woodstock's Pizza

Special Thanks to the City of Santa Cruz and
Amber Hogge of Busy Bee Services



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

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(831) 420-6115 • santacruzmuseum.org
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