

IMPACT²⁰²⁰ REPORT

Reimagining the Future

Reimagining how we connect with the community



Dear Friends,

2020 was unlike any year we've ever experienced with a global pandemic that caused us to close our doors for six months. STEM pioneer Alexander Graham Bell famously said, "when one door closes, another door opens." Indeed, faced with the challenge of delivering on our mission to inspire minds without the benefit of our building and exhibits, we seized the opportunity to reimagine how we connect with and make an impact in our community.

We quickly launched multiple online learning opportunities for educators and students who were thrust into the unfamiliar world of remote learning. We adapted our signature TECH Truck program to provide both virtual programming as well as safe in-person experiences. We continued to reach our wider community by expanding our virtual programming, our social media platforms and a world-class online speaker series in partnership with National Geographic. Proudly we launched "The Whynauts," an 11-episode virtual bilingual STEM education series designed for both school and home.

While we expanded digital offerings, our in-person experience remained our primary touchpoint for creating the "ah-ha" moments that inspire a lifelong interest in STEM learning. Upon reopening our doors in September, we were delighted to see visitors once again enchanted by our 11 exhibit halls. There's simply no mask large enough to conceal the joy and enthusiasm shared by our returning visitors and our awaiting staff. We see each visit as a unique opportunity to inspire the next generation of doctors, engineers, inventors and problem solvers.

Those opportunities, however, must be inclusive and accessible to all. Recognizing that representation is an essential component to equity and inclusion, we partnered with the African American Museum, Dallas, to transform our Field Street staircase into an exhibit featuring the work of architect and emerging artist Daniel Gunn. His design beautifully showcased Black leaders with extraordinary achievements STEM.

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In partnership with IF/THEN, the Perot Museum has installed 64 profiles of diverse, female STEM leaders throughout all exhibit halls to achieve 50/50 gender parity for our career inspiration stories found throughout the Museum.

With the generous support of the Perot Foundation, we expanded our Community Partners program beyond its current \$1 admission structure to extend 5,000 yearlong family memberships to those qualifying families for whom the cost of admission is a barrier to access. STEM inspiration should not be limited by one's language, race, zip code or gender, and we will continue to work toward that goal.

Going into 2021, we want to sincerely thank our staff and volunteers for their commitment to our mission through challenging times. We also share our deep gratitude for our board, donors, partners, members and guests for their unwavering support, patience and generosity. Our mission is to inspire minds through nature and science, but in 2020 it was you who inspired us. As we head into our next decade of learning and discovery, we are honored to be taking that journey with you.

DR. LINDA SILVER
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FISCAL YEAR 2020:

THINKING OUTSIDE THE WALLS

It's hard to fathom "normal" times before our world faced a global pandemic. Prior to the events of 2020 reshaping everyone's world, the Museum was focused on another year of inspiring minds through nature and science inside and outside of its walls.

The Museum kicked off the fiscal year with our annual signature fundraising event: **Night at the Museum Ignite**, where we garnered generous support from our corporate and community donors. In those first few months, we saw tens of thousands of people enjoy brand-new guest experiences like the **Origins: Fossils from the Cradle of Humankind** exhibit and the newly opened **Texas Instruments Engineering and Innovation Hall**, a 4,500-square-foot space where a future science, technology, engineering, arts and math (STEM) workforce can explore fresh and innovative content. We also expanded outside the Museum walls, taking more science-based and hands-on discovery experiences to the public through our **TECH Truck** program.

When COVID-19 hit, we shuttered the Museum's doors for six months. Like many people and organizations worldwide, we had to **pivot and rethink** everything about the way we exist. It meant taking the opportunity to explore and refocus our "why." It meant digging into the root of our mission and meeting the needs of our community. At a time when education gaps were widening and our community couldn't step inside the Museum to find inspiration, we knew we needed to bring the inspiration to them.

The Museum stepped up to support our educators, quickly building virtual education programs to fill in the learning gaps as students, teachers and families adjusted to online learning. We built virtual programs so that STEM learning could remain interactive. We continued mobilizing incredible student volunteers through virtual trainings and activities in our **Discovery Corps Teen program**.

When our country underwent a historic racial justice movement, we pledged a **deep commitment to listen, reflect and reimagine every factor of our work** with a diversity, equity, accessibility and inclusion (DEAI) lens. We launched a staff-led DEAI committee, which comprises cross-functional staff at all levels and serves as a key catalyst to integrate this work. This work is just the beginning of a lifetime commitment to ensure the Perot Museum of Nature and Science is an equitable and inclusive place for all.

In September of 2020, we reopened our doors with new safety protocols for guests, employees and volunteers. Despite a challenging year, we celebrated **over 8.7 million visitors since we first opened in 2012.** This year made it clear that we must continue innovating inside and outside the walls of the Museum. As we move into 2021, we are building a vision for the next 10 years and exploring with ourselves, members, donors, guests and our community innovative ways to meet the needs of our communities.





Meeting communities where they are

We have known that our mission to inspire minds through nature and science means looking at the many ways we can bring inspiration into communities. The pandemic ramped up our effort to meet communities where they are and build deeper connections.



[TECH]

TINKER ENGINEER CREATE HACK

TECH Truck: The Mobile Museum Experience

When we shut our doors to visitors, we knew we needed to bring the Museum to them. The pandemic provided an opportunity to expand our **Tinker, Engineer, Create and Hack (TECH) Truck** fleet. Developed in 2015, TECH Trucks serve as a mobile extension of the Museum that travels throughout North Texas to bring hands-on STEM activities and an interactive experience to communities who might not have regular access to it.

The fleet's expanded programming was made possible through a highly competitive grant awarded to the Museum by the U.S. Institute of Museum and Library Services.

The grant made it possible to bring **free STEM education experiences** like one-time hands-on project kits and virtual learning to 22,500 children from Dallas neighborhoods historically afflicted by poverty.

The grant also helped launch a pilot program with 12 partners throughout pre-identified communities to study the measurable impact that ongoing, deep and sustained engagement has on learning. The pilot program ensures that we bring the TECH Truck program where it is **most needed in the community**.

This project was made possible in part by the Institute of Museum and Library Services, City of Dallas Office of Arts and Culture, Nancy and Randy Best, PPG, ExxonMobil, Capital for Kids and Junior League of Dallas.



Building the future of digital learning

The vision to expand our reach beyond the walls of the Museum to students throughout Texas became priority number one this year. We knew we couldn't lose momentum in our efforts to inspire the largest and most diverse STEM workforce in Texas, so the pandemic pushed us to double down and rethink how we deliver innovative, inclusive digital programming.



Reimagining Education in a Pandemic

When the pandemic hit, the Perot Museum of Nature and Science knew it was uniquely equipped to step up and support educators. Since the Museum was closed, staff pivoted and prioritized external outreach, strengthening relationships in the community to take STEM learning outside of the Museum walls and directly into the places that needed it most.

We led focus groups with over 30 school districts across North Texas to help shape virtual learning programs that met critical, priority needs indicated by children and educators. The most urgent need was clear: as the education gap quickly widened, schools needed more enticing STEM educational opportunities.

One of those school districts - DeSoto ISD - joined forces with the Museum early on to pilot a new interactive program that brought science and nature directly to students. The Museum educators engaged over 270 students in real-time, interactive virtual experiences that enhanced and aligned with DeSoto ISD's core curriculum. This virtual educational outreach program then became a cornerstone of our STEM efforts through the remainder of the school year, engaging over 21,000 students in North Texas.

Virtual Experiences Are Here to Stay

The Museum's work to innovate educational resources during the pandemic positioned us to launch our highly anticipated program, The Whynauts, a new series of free, virtual STEM videos for schools and families. The series is offered in English and Spanish and is designed to take children grades kindergarten through 8th on interactive, digitally enhanced journeys through the Museum's exhibit halls and beyond. The Whynauts are just the beginning of our long-term commitment to making STEM education opportunities more accessible to everyone.

The Whynauts was made possible by the Perot Foundation, The Lamar Hunt Family, Lyda Hill Philanthropies' IF/THEN Fund at Texas Women's Foundation, City of Dallas Office of Arts and Culture, Texas Instruments and PetroCap.



NORMA MERRICK SKLAREK

E WILLIAMS

DR SHIRLEY ANN JACKSON

$$= \sum_{\lambda} (\lambda^r + (\lambda + 1) P_{\lambda} \cos \theta)$$

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OTIS FRANK BOYKIN

Rethinking our space from the inside out

This year pushed the Museum to rethink how we used our space – inside and outside – to manifest our commitment to being a welcoming, inclusive and engaging place for all.

Celebrating African American Leaders in STEM

Earlier this year, visitors climbing the iconic multi-story Field Street staircase at the Museum were met with a vibrant, colorful, hand-crafted display of African American leaders who have made momentous contributions to science throughout history.

Local architect and emerging artist Daniel M. Gunn was the winner of the Field Staircase Project – a key initiative from the Museum’s DEAL group, in partnership with the African American Museum, Dallas, to spotlight talent from African American artists in North Texas.

Gunn’s winning design featured the faces of **African American leaders who made their mark in scientific history**: George Washington Carver, Shirley Ann Jackson, Dr. Charles Drew, Katherine Johnson, Mae C. Jemison, Otis Boykin and Mary Winston Jackson. Notably, Gunn also featured lesser-known but equally

impactful artists, like Norma Merrick Sklarek, the first licensed African American woman architect in New York and California, and Paul Revere Williams, the African American architect who is credited for helping shape Los Angeles into the city it is today.

“I was compelled to include these significant figures in architecture because African Americans are not very visible in the field of architecture,” Gunn said. “As a Black STEM professional and artist, I hope my design inspires Black children to pursue a career in architecture and other STEM careers someday.”

Gunn’s design was chosen by a panel of regional arts, education and STEM leaders. He received a \$5,000 prize. The design – reproduced on weatherproof, vinyl materials and professionally installed – was featured through 2021.

Presented by Kroger.





Reflecting on the past to build the future

This year, we recommitted to building an inclusive organization that celebrates and welcomes individuals from all life experiences. As science lovers, we know that reflecting on the stories, the science, the history that brought us here - our origins - can help us better shape the inclusive world we want to see.



Origins: Fossils from the Cradle of Humankind

Over 45,000 visitors came face to face with our ancient ancestors in the world premiere of Origins: Fossils from the Cradle of Humankind, an exhibition created by the Perot Museum of Nature and Science featuring what National Geographic described as **"one of the greatest fossil discoveries of the past half-century."**

The bilingual exhibition ran from October 2019 to March 2020 and featured the fossils of two recently discovered ancient human relatives named "Karabo" (Australopithecus sediba) and "Neo" (Homo naledi). The exhibition took **visitors on a journey of the incredible discoveries** of these species near Johannesburg, South Africa. From the young boy who first stumbled upon the specimen of Australopithecus sediba, to the breathtaking journey of six women scientists - dubbed the "underground astronauts" - who excavated the bones of Homo naledi from a deep and dangerously narrow cave complex.

Visitors of all ages were invited to try the simulated excavation site, an immersive, hands-on experience where they could learn about the ground-penetrating technology used by paleoanthropologists and archaeologists for fossil exploration.

Origins was made possible by a partnership with Professor Lee Berger of the University of Witwatersrand and the National Geographic Society. The exhibition **brought to life years of scientific research** and long-term partnerships tied to the Perot Museum's Center for the Exploration of the Human Journey, a global hub for education, communication and research dissemination in the study of human origins.



Presented by Highland Capital Philanthropies, and in part, by Dallas Tourism Public Improvement District and City of Dallas Office of Arts and Culture.



Texas Instruments Engineering and Innovation Hall Opening

The Texas Instruments Engineering and Innovation Hall revealed a brand-new exhibition, thanks to a \$1.3 million gift from its namesake - the Texas Instruments Foundation. The highly popular 4,500-square-foot space underwent renovations that brought fresh, innovative content, showcasing "**science that makes the world tick**" in English and Spanish.

New features include a ChallENGE Lab (made possible by The Hoglund Foundation), mechanical art, hands-on robot stations, a giant music sequencer and a floor-to-ceiling wind tube experience. Additionally, an entire wall - dubbed the "North Texas Innovators Timeline" - shared digital stories and career inspiration videos of well-known DFW-based engineers like Ross Perot and Jack Kilby.

Night at the Museum: Ignite

Over 1,000 Perot Museum of Nature and Science supporters lit up the night at our annual Night of the Museum: Ignite gala in November 2019. Marlene and John Sughrue chaired our signature fundraising event, with Mary McDermott Cook serving as the honorary event chair. Proceeds from the **gala benefitted the Museum's mission to inspire minds through nature and science** by funding educational programming, student scholarships, Museum operations, traveling exhibitions and research. Guests enjoyed a sneak peek of the updated Texas Instruments Engineering and Innovation Hall, three days ahead of its public unveiling, as well as one-of-a-kind guest experiences, including VR tilt brushing, a moving bolt bar, a flambé crepe station and more.



Financials

Statement of Financial Position as of 9/30/20

ASSETS

Cash and Cash Equivalents	\$24,730,007
Investments	\$23,381,532
Accounts Receivable	\$130,732
Contributions Receivable, Net	\$2,837,057
Prepaid Expenses	\$1,186,990
Property and Equipment, Net	\$123,169,493

TOTAL ASSETS \$175,435,811

LIABILITIES AND NET ASSETS

Accounts Payable and Accrued Expenses	\$2,047,168
Unearned Revenues	\$675,471
Note Payable, Net	\$3,730,829
Total Liabilities	\$6,453,468

NET ASSETS

Without Donor Restrictions	\$152,043,435
With Donor Restrictions	\$16,938,908
Total Net Assets	\$168,982,343

TOTAL LIABILITIES AND NET ASSETS \$175,435,811

ENDOWMENT \$25,126,770
(included in above totals)

Statement of Activities

EARNED REVENUES

Admission Fees	\$ 3,103,779	24%
Membership	\$462,613	4%
Education Program Fees.....	\$752,991	6%
Ancillary	\$1,585,334	12%

Total Earned Revenues **\$5,904,717**

CONTRIBUTED REVENUES

Gifts and Grants.....	\$3,921,674	31%
City of Dallas	\$752,989	6%
In-Kind	\$80,458	1%
Special Events	\$171,282	1%

Total Contributed Revenues **\$4,926,403**

Investment Income/(Loss)	\$1,950,248	15%
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Total Revenues and Support **\$12,781,368**

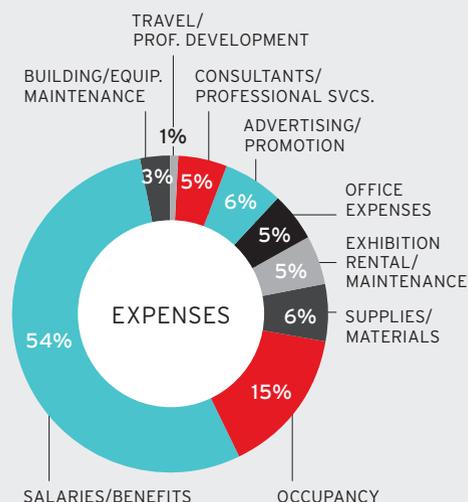
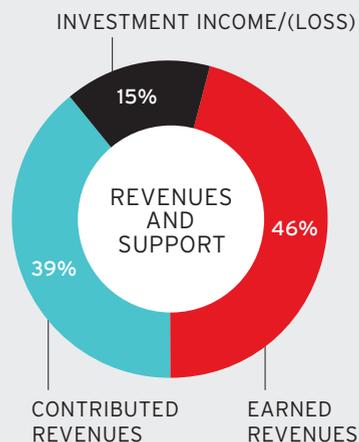
EXPENSES

Salaries and Benefits	\$9,591,247
Travel and Professional Development.....	\$151,516
Consultants and Professional Services.....	\$973,811
Advertising and Promotion	\$1,056,041
Office Expenses	\$939,941
Exhibition Rental and Maintenance	\$847,671
Supplies and Materials	\$1,114,062
Occupancy	\$2,756,045
Building and Equipment Maintenance.....	\$520,051
Total Expenses	\$17,950,385

Change in Net Assets

(13,392,893)

Depreciation/Amortization.....	(\$ 8,223,876)
Net Assets at Beginning of Year	\$182,375,236
Net Assets at End of Year	\$168,982,343



Thank You to Our Donors

We are deeply grateful to all our generous partners - donors, corporations, foundations and volunteers - who make our work possible. A special thanks to those who have contributed \$1,000 or more to the Museum's mission from October 1, 2019 to September 30, 2020.

October 1, 2019-September 30, 2020

\$100,000 AND ABOVE

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