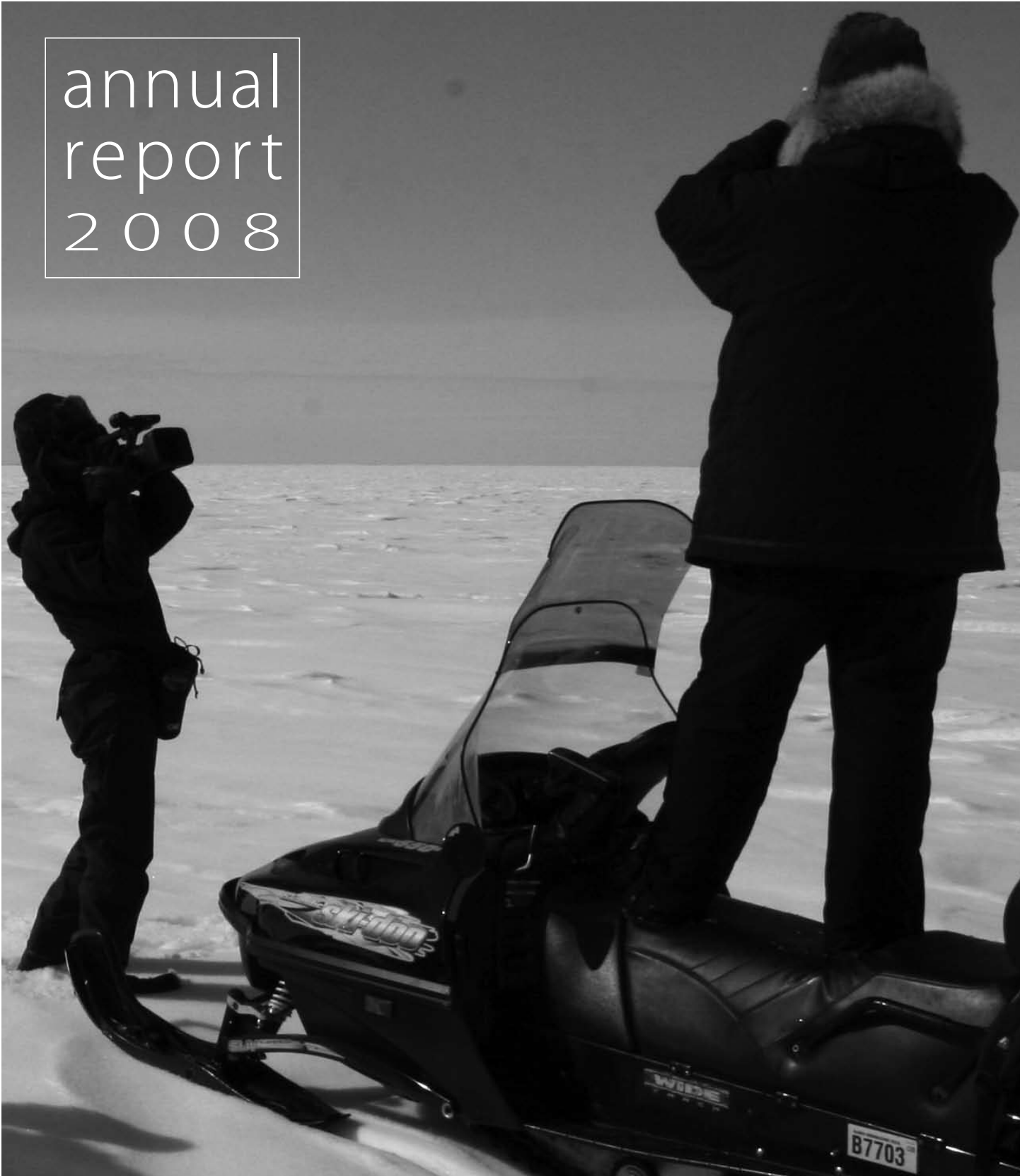


annual  
report  
2008



3601 Lyon Street | San Francisco, CA 94123-1099 | 415-563-7337

[www.exploratorium.edu](http://www.exploratorium.edu)

expl  ratorium®  
the museum of science,  
art and human perception

## Facts and Figures

---

Last year, 600,000 people visited the Exploratorium.

The Exploratorium Web site, [www.exploratorium.edu](http://www.exploratorium.edu), received 28 million visits.

Currently 12,000 individuals and families are Exploratorium members.

Over the course of the year, the Exploratorium hosted 45,000 visitors on Free Wednesdays—the first Wednesday of every month.

An estimated 6,000 teachers from 47 states annually participate in Exploratorium-designed workshops.

Educational Outreach offers free workshops to 5,000 underserved children and families.

The Explainer Program hires and trains up to 75 high school students each year.

Approximately 50,000 copies of Exploratorium-developed publications were sold last year, with 28 titles in print.

The Exploratorium's network of partners includes 12 museums in the United States.

More than 145 million people experience Exploratorium exhibits at 124 worldwide locations, such as Paris, Beijing, and Tokyo.

## Officers

George W. Cogan, Chairman  
Sakurako Fisher, Vice-Chair  
Sandra L. Otellini, Vice-Chair  
Vincent L. Ricci, Secretary  
Lynn C. Fritz, Treasurer

## Directors

Ravin Agrawal  
Gary Bengier  
Ann S. Bowers  
William K. Bowes, Jr., Chairman Emeritus  
Shona L. Brown  
G. Steven Burrill  
Barbara Carbone  
Kevin P. Connors  
Elizabeth Asip Evans  
William S. Fisher  
Adele J. Goldberg  
Scott Hindes  
Michael R. Jacobson  
F. Van Kasper, Chairman Emeritus  
Richard Laiderman  
Jude P. Laspa  
Divesh Makan  
Kenneth G. Moore  
Akshata N. Murty  
Ruediger Naumann-Etienne  
James Y. Richardson  
Philip Rosedale  
E. Payson Smith, Jr.  
H. Marcia Smolens  
Jay S. Welker

## Directors Emeriti

William K. Coblentz  
Paul M. Cook  
Peter C. Wendell

## Ex Officio

Dennis M. Bartels

## Advisory Council

Bruce M. Alberts  
Natalie Angier  
Paul Berg  
J. Michael Bishop  
Goéry Delacôte  
Ann Druyan  
Kamran Elahian  
James F. Gibbons  
Donald A. Glaser  
Frances Hellman  
Daniel E. Koshland, Jr., in memoriam  
C. Richard Kramlich  
Gordon E. Moore  
Arno Penzias  
William J. Rutter  
Larry W. Sonsini  
Les Vadasz  
Bill Viola  
Brenda Way

## Senior Staff

Dennis M. Bartels, PhD  
*Executive Director*

Bill Booth  
*Interim Director of Business Development*

Ann Dabovich  
*Director of Development*

Joyce M. Gardella  
*Director of Marketing and Communication*

Jeff Hamilton  
*Director of Community and Government Relations*

Kua Patten  
*Director of Exhibit Services*

Tom Rockwell  
*Director of Exhibits and Associate Director for Program*

Robert J. Semper, PhD  
*Executive Associate Director  
Director of Program*

Kristina Hooper Woolsey, PhD  
*Director of the Capital Project*

Laura R. Zander  
*Chief Operating Officer*

For information about contributions to the Exploratorium, please contact the Development Department at (415) 561-0385. Online donations can be made at [www.exploratorium.edu/donate](http://www.exploratorium.edu/donate).



## Donors

### **\$500,000 and up**

National Institutes of Health NCRR SEPA  
National Science Foundation

### **\$250,000 to \$499,999**

Stephen Bechtel Fund  
Grants for the Arts/San Francisco Hotel  
Tax Fund  
Gordon and Betty Moore Foundation  
NASA  
The Noyce Foundation  
U.S. Department of Education FIE

### **\$100,000 to \$249,999**

William K. Bowes, Jr. Foundation  
Vadasz Family Foundation

### **\$50,000 to \$99,999**

Amgen Inc.  
The Bengier Foundation  
Sakurako and William Fisher/Schwab  
Charitable Fund  
Clarence E. Heller Charitable Foundation  
Koret Foundation  
The Robert N. Noyce Fund/Vanguard  
Charitable Endowment Program  
Ed and Camille Penhoet/Gordon and  
Betty Moore Foundation  
Estate of Walter P. Quintin, Jr.  
SynCo Bio Partners B. V.  
Synergenics LLC  
Wells Fargo Foundation  
Anonymous/Schwab Charitable Fund

### **\$25,000 to \$49,999**

American Express  
Barkley Fund  
Bechtel Group Foundation  
Burrill & Company  
The G. Steven Burrill Family  
Dan and Stacey Case Family Foundation  
Chevron Corporation  
George W. Cogan and  
Mary Frances Allen  
Kevin P. Connors/Goldman Sachs  
Philanthropic Fund  
William V. Dahlgren Estate  
Sheila Duignan and Mike Wilkins  
Doris and Donald Fisher/Schwab  
Charitable Fund  
Lynn C. Fritz Family Philanthropic Fund/  
San Francisco Foundation  
The David B. Gold Foundation  
The Kimball Foundation  
Marin Community Foundation

McBean Family Foundation  
Betty and Gordon Moore  
National Endowment for the Arts  
The Robert and Helen Odell Fund  
Sandy and Paul Otellini  
Sandy and Jeanne Robertson  
The P. Valenzuela and B. Mendez  
Foundation  
Washington Mutual  
Wender Weis Foundation for Children  
Anonymous

### **\$10,000 to \$24,999**

Adobe Systems Incorporated  
Ravin and Alka Agrawal  
Alta Partners  
Asset Management Company  
Bain & Company, Inc.  
Bank of America  
Carol Bartz and Bill Marr/Schwab  
Charitable Fund  
Bechtel Group, Inc.  
Beckman Coulter Foundation  
Crescent Porter Hale Foundation  
Dodge & Cox  
Bill and Barbara Edwards  
EHDD Architecture  
Dana and Bob Emery  
Epstein/Roth Foundation  
Estate of Gabriel K. Espinda, Jr.  
Luke Evnin and Deann Wright Fund/  
San Francisco Foundation  
Donald and Lynn Glaser  
Harvey and Gail Glasser  
Richard & Rhoda Goldman Fund  
Goldman Sachs & Co.  
Google, Inc.  
Walter and Elise Haas Fund  
The Hellman Family Foundation  
Peter Hertzmann and Jill Chinen  
The Barrett and Margaret Hinds  
Foundation  
Dirk and Charlene Kabcenell Foundation  
Merrill and Van Kasper  
KPMG, LLP  
Richard Laiderman and Jung-Wha Song  
Mr. and Mrs. Jude P. Laspa  
Laura and Gary Lauder Philanthropic  
Fund/Jewish Community  
Endowment Fund  
Divesh and Diksha Makan  
Miranda Lux Foundation  
McKesson Foundation  
McKesson HBOC  
The Joseph R. McMicking Foundation  
Burt and Deedee McMurtry  
The Moody's Foundation



Ken and Kris Moore  
 Akshata Narayan Murty  
 Ruediger Naumann-Etienne  
 and Annette Campbell-White  
 Novartis  
 The David and Lucile Packard  
 Foundation  
 Vincent L. and Jean Ricci and Ricci  
 Family Fund/Fidelity Charitable  
 Gift Fund  
 Scaler Foundation, Inc.  
 Charles Schwab & Co., Inc.  
 The Simons Foundation  
 H. Marcia Smolens  
 The Morris Stulsaft Foundation  
 Symantec  
 Tin Man Fund  
 TomKat Foundation  
 University of California San Francisco  
 VISA  
 Richard C. Warmer  
 Wells Fargo  
 Diane B. Wilsey  
 The Wollenberg Foundation  
 Anonymous/Silicon Valley Community  
 Foundation  
 Anonymous

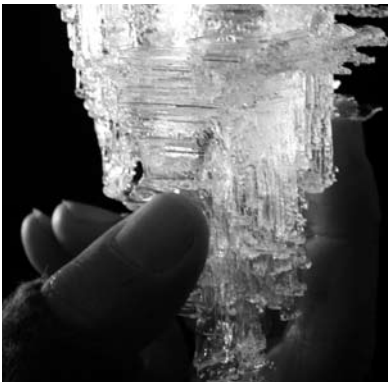
**\$5,000 to \$9,999**

AAAS/Science  
 Alliance of Artists Communities  
 Robert A. Asadorian  
 Liv Baalsrud  
 Gerson and Barbara Bakar Philanthropic  
 Fund/Jewish Community  
 Endowment Fund  
 Kelly and Carrie Barlow  
 Kent and Marie-José Baum  
 G & G Bell Foundation/Silicon Valley  
 Community Foundation  
 Bob and Kathy Burke  
 Cadence Design Systems  
 Caldwell-Fisher Charitable Foundation  
 The John and Nancy Cassidy Family  
 Foundation/Silicon Valley  
 Community Foundation  
 Citigroup  
 Laura and John Fisher/Schwab Fund for  
 Charitable Giving  
 Robert and Elizabeth Fisher/Schwab  
 Charitable Fund  
 The Fogarty Family Foundation/Silicon  
 Valley Community Foundation  
 Jim and Susan Gaither  
 Genentech, Inc.  
 Gilead Sciences  
 The William G. Gilmore Foundation  
 Linda and Jon Gruber

Mimi and Peter Haas Fund  
 Evelyn & Walter Haas, Jr. Fund  
 Insurance Industry Charitable  
 Foundation, Inc.  
 Inverness Research Associates  
 George and Adelaide Keller Foundation  
 Vinod and Neeru Khosla  
 The Kramlich Family  
 Lucasfilm, Ltd.  
 The Mackenzie Family Fund/Silicon  
 Valley Community Foundation  
 John and Leslie McQuown  
 Linda R. & Anthony P. Meier Fund/Silicon  
 Valley Community Foundation  
 Morrison & Foerster LLP  
 New Enterprise Associates  
 Nibbi Brothers General Contractors  
 Novas Software, Inc.  
 Susan and Bill Oberndorf  
 Grace and Roland Perkins  
 The Charlotte Palmer Phillips  
 Foundation, Inc.  
 Arthur Rock and Toni Rembe Rock  
 Rothrock Family Fund/Fidelity Charitable  
 Gift Fund  
 Nick Schulte  
 Stanford University  
 UBS  
 Barbara L. Waldman and Dennis L. Winger  
 Jay and Judy Welker  
 Wilson Meany Sullivan  
 Bill and Diane Zuendt/Schwab  
 Charitable Fund

**\$2,500 to \$4,999**

Alexander & Baldwin Foundation  
 Mary Anne Nyburg Baker and G. Leonard  
 Baker, Jr.  
 Thomas and Johanna Baruch  
 Bench International  
 Kyra and Ken Carson  
 Jack and Mary Carsten/Schwab Charitable  
 Fund  
 Lyman and Carol Casey  
 William K. and Jean Coblentz  
 Joan Danforth  
 Elizabeth and David Evans  
 ExxonMobil Corporation  
 Kristin Kasper Glickman and  
 David Glickman  
 Adrienne S. Herman  
 Harriet Heyman and Michael Moritz Fund/  
 San Francisco Foundation  
 The Hobson Family Foundation  
 James C. Hormel  
 Bill and Jean Lane  
 Larson Family Foundation  
 Tom Lippman



David and Naja Lockwood  
McCall & Associates  
Chris and Michele Meany  
Morgan, Lewis & Bockius LLP  
Morgan Stanley Technology Group  
Peter and Kay Nosler  
Clyde and Janet Ostler  
OTY Group LLC  
William J. and Elizabeth R. Patterson  
Fund/Fidelity Charitable Gift Fund  
Sangamo Biosciences, Inc.  
Schering-Plough Biopharma  
Susan Schuman and Ilene Osherow  
John and Lucretia Sias  
Ellie and Skip Smith, Jr.  
Sybase, Inc.  
The Tate Family Fund/Silicon Valley  
Community Foundation  
ValueAct Capital  
Vector Laboratories, Inc.  
Willy Werby  
Peter B. Wiley and Valerie Barth  
Anonymous/The Jewish Community  
Endowment Fund

**\$1,000 to \$2,499**

The 564 Foundation/JP Morgan  
Charitable Giving Fund  
Bruce and Betty Alberts/Schwab  
Charitable Fund  
Alain Azan  
Adah Bakalinsky  
Craig and Barbara Barrett  
Jack Baylis  
Ray Benton Family Fund/Marin  
Community Foundation  
Paul Berg  
BioMarin Pharmaceutical Inc.  
Joel and Francine Bion  
J. Michael and Kathryn I. Bishop  
Chris and Jennifer Brahm  
The Robert Brownlee Foundation  
John M. Bryan Family Fund  
Dr. and Mrs. Ronald Cape  
CBS 5 TV  
David and Karin Chamberlain  
Anna Chavez and Gene Eidenberg  
Harry Chesley and Suzana Seban  
Dianne and Jeff Child Family Fund/  
Fidelity Charitable Gift Fund  
John Philip Coghlan and Tina Vindum/  
Schwab Charitable Fund  
The Corrigan/Walla Foundation  
R. Tim Coslet  
The Davidow Family Foundation  
Maryon Davies Lewis

Goéry Delacôte and Jacqueline Souchon  
Ken and Donna Derr  
Ray and Dagmar Dolby  
John Donahoe and Eileen Chamberlain  
Peter and Kathy Drake  
The Draper Foundation  
William Draper and Phyllis Draper/  
Schwab Charitable Fund  
Kamran Elahian  
Todd Ellinwood/Wells Fargo Insurance  
Services, Inc.  
Jacqueline and Christian Erdman  
William Evers and Melinda Ellis Evers  
James M. P. Feuille Family Foundation/  
U.S. Charitable Gift Trust  
Frank and Jeanne Fischer  
Mort and Frannie Fleishhacker  
Don and Janie Friend Family  
Philanthropic Fund/Jewish  
Community Endowment Fund  
Alison F. Geballe  
Theodore and Frances Geballe  
The Geschke Foundation/Silicon Valley  
Community Foundation  
Ann and Gordon Getty Foundation  
David Gilmour and Anula Jayasuriya  
Bruce Gilpin and Paul Moreno  
Adele J. Goldberg and Dennis Allison  
John and Marcia Goldman Philanthropic  
Fund/Jewish Community  
Endowment Fund  
Lisa and Douglas Goldman Fund  
Michael and Loren Gordon  
Anthony and Caroline Grant  
Griffith Fund/Pasadena Community  
Foundation  
Garrett Gruener and Amy Slater Family  
Fund/East Bay Community  
Foundation  
Kathryn Hall and Tom Knutsen  
Bob and Ruth Halperin  
Brian Harvey  
James Heeger and Daryl Messinger  
Steven and Randi Herman  
Austin E. Hills  
The Edward E. Hills Fund  
Jon and Sonja Hoel Perkins  
The Home Depot  
Douglas Hope Family Fund/  
Fidelity Charitable Gift Fund  
Hopkins & Carley  
Jerry Hume Family  
Craig W. Johnson  
Franklin P. Johnson, Jr.  
Kahle/Austin Foundation  
Suzy Kellems Dominik  
Brian M. Kincaid



Carolyn Klebanoff and Fred Cohen  
 Paul Klingenstein and Kathy Bole  
 Rebecca Lee  
 Claire Lilienthal School PTA  
 Tom Lockard and Alix Marduel  
 Lucasfilm Foundation  
 The Markkula Foundation  
 Mr. and Mrs. David F. Marquardt  
 Stephanie and Bill Mellin  
 Steven L. Merrill  
 Peggy and Edwin Mihm  
 Dr. Nancy Miller and Mr. Patrick Miller  
 Mills/Dyer Family  
 Mark Mitchell  
 Tina and Hamid Moghadam  
 Moldaw Family Support Foundation 2/  
 Jewish Community Endowment Fund  
 Braden More/R.K. & B.J. Straus Family  
 Foundation  
 Maura and Robert Morey  
 Mason and Anna Morfit  
 The Newmeyer Family  
 NichiBei Bio Inc.  
 Eve Niquette and Charles Pohl/  
 Vanguard Charitable Endowment  
 Program  
 O'Melveny & Myers LLP  
 Glenn and Sherri Osaka  
 John S. Osterweis Philanthropic Fund/  
 Jewish Community Endowment Fund  
 Mr. and Mrs. Will H. Parish  
 Paul F. Pelosi  
 Perforce Foundation/Sam Stafford  
 David and Victoria Polatnick  
 William and Eva Price  
 Jane Rankin  
 Rathmann Family Foundation  
 Jim and Denise Richardson  
 Laurose and Burton Richter  
 Mary K. Robertson Family Fund/  
 Fidelity Charitable Investment Fund  
 Rockwell Collins  
 Philip Rosedale and  
 Yvette Forte Rosedale  
 Gary W. Ross  
 Sage Foundation  
 Sands Family Fund/Silicon Valley  
 Community Foundation  
 Jeannie and Sandro Sangiacomo  
 Jack Schiffhauer  
 Donn and Lynn Schoenmann  
 Bob and Dorothy Scholten  
 Schuler Family Foundation  
 Frank and Paula Carien Schultz  
 The Charles Schwab Foundation  
 Scott and Bettina Setrakian  
 David E. Shaw, PhD

Shustek Dubinsky Family Philanthropic  
 Fund/Jewish Community  
 Endowment Fund  
 Stacy and Holly Smith  
 Madeline and Isaac Stein Family Fund/  
 Silicon Valley Community  
 Foundation  
 Julie Packard and Robert Stephens  
 Roselyne C. Swig  
 Beau Takahara  
 Mr. and Mrs. Frank D. Tatum, Jr.  
 Ralph K. Ungermann  
 Mickey Urdea  
 Brooks Walker, Jr. Fund/The San  
 Francisco Foundation  
 The Walton Family Foundation  
 Judy C. Webb  
 Wienbar Family  
 Amanda Weitman  
 Katherine Welch and Clement Wallace  
 Lynn and Peter Wendell  
 Lisa Wendt and Greg Wendt  
 John Wiley & Sons Inc.  
 Ray and Cynthia Wright  
 Charles Yanofsky  
 Alexander Yuill-Thornton II  
 Kay Yun and Andre Neumann-Loreck  
 Anonymous (3)

**Gifts in Kind**

Adobe Systems Inc.  
 Crystal Geysler Water Company  
 Exponent  
 Foppiano Vineyards  
 Donald Gray  
 Neurosky Inc.  
 Terlato Wines International

The Exploratorium

STATEMENT OF FINANCIAL POSITION

June 30, 2008

(with summarized financial information for May 31, 2007)

	2008	(As restated for change in accounting principle) 2007
ASSETS		
CASH AND CASH EQUIVALENTS	\$ 394,176	\$ 917,329
CURRENT CONTRIBUTIONS RECEIVABLE - NET	8,145,753	11,625,513
ACCOUNTS RECEIVABLE	505,110	379,696
INVENTORY	432,827	376,853
OTHER ASSETS AND PREPAID EXPENSES	318,563	70,951
ASSETS HELD FOR SALE	-	69,722
 INVESTMENTS	 63,315,115	 57,368,602
 LONG-TERM CONTRIBUTIONS RECEIVABLE - NET	 1,200,904	 2,255,211
 CONTRIBUTIONS RECEIVABLE FROM CAPITAL CAMPAIGN - NET	 19,582,419	 8,276,815
 EXHIBIT SERVICES		
Rental Exhibits - net	2,146,595	2,252,385
 EXHIBITS, LEASEHOLD IMPROVEMENTS AND EQUIPMENT:		
Finished exhibits and components - net	1,591,853	1,760,082
Leasehold improvements and equipment at cost - net	145,995	289,834
 CONSTRUCTION IN PROGRESS		
Exhibits	906,056	859,270
Future Site	2,932,394	-
 TOTAL ASSETS	 <u>\$ 101,617,760</u>	 <u>\$ 86,502,263</u>
LIABILITIES AND NET ASSETS		
LIABILITIES:		
Line of credit	\$ -	\$ 409,174
Trade payables	770,317	984,616
Other accrued expenses	2,271,417	1,923,330
Deferred revenue	394,786	606,178
 Total liabilities	 <u>3,436,520</u>	 <u>3,923,298</u>
 NET ASSETS:		
Unrestricted	8,240,459	8,624,041
Temporarily restricted	74,384,386	59,598,529
Permanently restricted	15,556,395	14,356,395
 Total net assets	 <u>98,181,240</u>	 <u>82,578,965</u>
 TOTAL LIABILITIES AND NET ASSETS	 <u>\$ 101,617,760</u>	 <u>\$ 86,502,263</u>

See accompanying notes to the financial statements.

The Exploratorium

STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS

Thirteen Months Ended June, 2008  
(with summarized financial information for the year ended May 31, 2007)

	2008			(As restated for change in accounting principle) 2007	
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Total
<b>OPERATING REVENUE AND SUPPORT:</b>					
Private contributions	\$ 3,172,173	\$ 25,535,216	\$ 1,200,000	\$ 29,907,389	\$ 7,790,577
Government contributions	-	6,700,013	-	6,700,013	8,743,267
Exhibit services	3,059,253	-	-	3,059,253	2,520,131
Admissions and other revenue	5,926,270	-	-	5,926,270	4,429,311
Store sales	1,599,130	-	-	1,599,130	1,475,074
Net assets released from restrictions	16,770,154	(16,770,154)	-	-	-
<b>Total revenue and support</b>	<b>30,526,980</b>	<b>15,465,075</b>	<b>1,200,000</b>	<b>47,192,055</b>	<b>24,958,360</b>
<b>OPERATING EXPENSES:</b>					
<b>Program services:</b>					
Visitor, learner & educator programs	17,139,227	-	-	17,139,227	15,010,533
Exhibit services	3,908,190	-	-	3,908,190	2,641,378
Admissions and other	701,836	-	-	701,836	629,775
Store expenses	1,319,886	-	-	1,319,886	1,199,067
<b>Support services:</b>					
General and administrative	4,437,524	-	-	4,437,524	2,916,311
Fundraising and membership	2,056,720	-	-	2,056,720	1,550,135
Operations	2,209,919	-	-	2,209,919	1,945,249
Future site costs	1,039,860	-	-	1,039,860	2,987,709
<b>Total operating expenses</b>	<b>32,813,162</b>	<b>-</b>	<b>-</b>	<b>32,813,162</b>	<b>28,880,157</b>
<b>CHANGE IN NET ASSETS</b>					
<b>FROM OPERATING ACTIVITIES:</b>	<b>(2,286,182)</b>	<b>15,465,075</b>	<b>1,200,000</b>	<b>14,378,893</b>	<b>(3,921,797)</b>
<b>NON-OPERATING INVESTMENT ACTIVITY:</b>					
Investment income	1,615,056	531,207	-	2,146,263	1,665,251
Net realized gains	1,561,043	1,334,763	-	2,895,806	705,662
Net unrealized gains/(losses)	(1,273,499)	(2,545,188)	-	(3,818,687)	2,265,705
<b>Total non-operating investment activity</b>	<b>1,902,600</b>	<b>(679,218)</b>	<b>-</b>	<b>1,223,382</b>	<b>4,636,618</b>
<b>CHANGE IN NET ASSETS</b>	<b>(383,582)</b>	<b>14,785,857</b>	<b>1,200,000</b>	<b>15,602,275</b>	<b>714,821</b>
<b>NET ASSETS AT BEGINNING OF PERIOD (as restated for change in accounting principle)</b>	<b>8,624,041</b>	<b>59,598,529</b>	<b>14,356,395</b>	<b>82,578,965</b>	<b>81,864,144</b>
<b>NET ASSETS AT END OF PERIOD</b>	<b>\$ 8,240,459</b>	<b>\$ 74,384,386</b>	<b>\$ 15,556,395</b>	<b>\$ 98,181,240</b>	<b>\$ 82,578,965</b>

See accompanying notes to the financial statements.