Together, we made a bold decision to move a beloved museum to the water’s edge. Our new home is nothing less than spectacular, and you—your faith in the Exploratorium and its mission—made it possible.
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Distinguished Collaborators since 1969
Strategic Partnerships & Alliances since 1969
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To Our Donors and Friends,

First, please let me say thank you. We’ve just had one of the most extraordinary years of our existence, and you helped make it happen.

I know that Annual Reports aren’t always the most compelling of reads, but this one is not simply a recap of a busy year. Rather, it traces the excitement and drama of an incredible period of transformation for us. None of this could have happened without you.

This report acknowledges your support, trust, and belief in us. It honors the accomplishments of our work together. It documents the achievement of some of our most far-reaching hopes and dreams and traces the steps we took together—imagining the future, planning for it, sometimes fighting for it—and then building it, animating it, and filling it with the people and experiences that have brought it to life.

Our new environment has inspired new connections, partnerships, and initiatives. It’s given us a platform to make the kinds of local and global impacts we have always seen in our future. With your support, we’ve already begun deepening inroads into arts programming, expanding our role in global outreach, making new investments in education and learning through our Bowers Education Center, and creating new opportunities to explore the landscape and environment in our Fisher Bay Observatory Gallery and Terrace.

On the face of it, these may seem like very different initiatives, but for the Exploratorium, art, science, education, and outreach are all of a piece. The arts, for example, have always been central to the Exploratorium experience. Our founder, Frank Oppenheimer, saw art and science as two sides of a coin—two creative ways of looking at the world. From the museum’s earliest days, artists, educators, scientists, tinkers, technicians, and others have worked side by side, learning from one another’s skills and points of view. Our community’s long held belief in these innovative juxtapositions, and our commitment to them today, has given the Exploratorium some of its most successful, and most elegant, exhibits—from Bob Miller’s iconic Sun Painting (1975), which mesmerized visitors at the early museum (and still does), to Fujiko Nakaya’s Fog Bridge #72494 (2013), which delights visitors at Pier 15 today.

Now, with new facilities and a renewed dedication to our roots, we’re once again bringing arts to the fore with the creation of our new Center for Art and Inquiry. The Tactile Dome, first created in 1971 by artists August Coppola and Carl Day, has been rebuilt for a 21st-century audience. Our Cinema Arts program is just beginning to explore the potential of our state-of-the-art Kanbar Forum. And the Tinkering Studio today brings the possibilities of creative expression to all our visitors.

Our multi-million dollar investment in exhibits and new programs at home are precisely the source of our most recent international efforts and innovations. The experience of personal exploration in our Tinkering Studio has become a hallmark of our new Global Studios initiative—an effort that’s transforming the work we do with governments, museums, hospitals, libraries, and other educational institutions around the world. Today, we know that more than 2,500 Exploratorium exhibits are in 600 locations worldwide, attracting over 180 million...
visitors a year. By tailoring our creative capital, expertise, programs, and exhibits to the needs of each partner, our Global Studios efforts, both locally and globally, are directly addressing our goal of changing the way the world learns. Like our exhibits, our educational programs focus on needs both in our own backyard and on the world stage. We know, for instance, that besides the participants who come from all over the world to attend our Institute for Inquiry (IFI) programs, many more have downloaded IFI workshop materials, available free-of-charge on our website. Educators from Afghanistan, Guatemala, Poland, Qatar, Romania, Bangladesh—the list goes on and on—are bringing our vision to educators in search of innovative resources and information.

We’re also addressing this need by developing innovative online learning programs and free apps such as Sound Uncovered and Color Uncovered, now downloaded more than 1.5 million times. Our award-winning website offers resources to the public, no matter where they are. Closer to home, our Teacher Institute now delivers more hours of training for middle- and high-school science teachers than any other institution in the Bay Area. Incredibly, 90 percent of new teachers trained here have stayed in the profession five years or longer, compared to the national average of less than 60 percent: a very telling statistic.

Of course, these are the teachers we get to work with one-on-one. Just as important are the educators who bring students here on field trips. This year, thanks to the generosity of PG&E, Exploratorium access is free to Title I schools, and our friends at Genentech have made free access available to all California public school teachers as well.

And that brings us back to home base—the incredible public learning laboratory and campus we’ve created here and the spectacular environment in which we find ourselves.

As much as we see ourselves affecting the world, the world has a profound effect on us, as well. Here at Pier 15, there’s an exciting urban environment at our front door.

New exhibits about human interaction in our Osher West Gallery, as well as new environments onsite and along the Embarcadero, Market Street, and the Mission District, are investigating this very public face of our new home.

Our backyard, on the other hand, is populated by some very different types of life forms—the varied and fascinating microbial creatures of San Francisco Bay. With cutting-edge facilities supporting our research, easy access to the bay, and growing partnerships, we’ve begun strands of work that promise amazing insights and opportunities.

Just in the past few months, for example, we’ve worked with the Port of San Francisco and the Coast Guard to host the Bell M. Shimada, NOAA’s deep-ocean research vessel; the ARC Gloria, spectacular flagship of the Columbian Navy; Rainbow Warrior, the celebrated Greenpeace ship; and Falkor, the Schmidt Ocean Institute’s remarkable research vessel.

We love to say that the Exploratorium will never be “done.” In this extraordinary year, this credo has never been more visible. In a campus and environment devoted to experimentation, and a location and community that teaches us something new every day, we are an ongoing experiment—one that yields exciting discoveries and new questions by the minute.

Your support of our new home was essential to our move, and your ongoing gifts are essential to our success. We could not do this important work without you. I look forward to working with you as we face the future together.

Sincerely,

Dennis M. Bartels, PhD
Dear Donors and Friends,

A decade of planning, countless hours of work, and unflinching dedication by our community of donors have finally come to fruition. It took everyone’s help to make it happen, but with your incredible support, we’ve done it! Our new home at Pier 15 opened on April 17 with excitement and fanfare, featuring everything from a high-profile dedication ceremony with San Francisco Mayor Ed Lee, Lt. Governor Gavin Newsom, and other dignitaries to celebrations and presentations that revealed the creativity of this remarkable institution. The response from the public and the press has been overwhelmingly enthusiastic, and we are ecstatic to be so well received.

Besides showcasing our new home, our grand opening gave us a chance to continue to demonstrate why the Exploratorium is a uniquely valuable institution, not just for our local community, but also for a worldwide audience. Already, our influence extends throughout the Bay Area and around the globe—as it should. Our new home is a platform that allows us to multiply our impact—through teacher professional development; exhibit development for global institutions; and new, unique community-based programming. We take our goal of changing the way the world learns seriously, and we are gratified that you believe in our work and have a joint stake in our success.

We truly appreciate your support. We’re proud to be the centerpiece of a waterfront renaissance—an important part of the renewal of one of San Francisco’s most vibrant urban areas. The outpouring of generosity from our donors has been nothing short of phenomenal, transcending expectations and generations.

Donors at every level contributed to our new home and continue to show their enthusiasm by participating in ways we could never have imagined, becoming part of the deep content research, innovation, and dynamic programming that makes this place truly one of a kind. Like our audience and staff, our donors are becoming more and more a part of our active community. You want to know what’s going on, see what’s next, be a part of it. And that’s what we want, too. No matter when you come, there will be something new and special. We hope you will visit us often, whether for a Thursday evening “date night” at our adults-only After Dark series, on a weekend with your family, or at one of our many lectures and forums.

Whether you are attracted to our work in the arts, sciences, or education—or the intersection of all three—we want you to feel welcome at the Exploratorium. This is your home as much as it is ours. We wouldn’t be here today without your generous support. With our ongoing partnership, we can make the Exploratorium’s extraordinary vision a reality.

We are grateful for your support and participation and excited to see what the future holds. The work we do is vital. We hope you’ll be there with us as we lead the way forward.

Sincerely,

George W. Cogan
Chairman, Board of Directors
Thanks to the generous support of so many, the new Exploratorium at Pier 15 opened on April 17, 2013. We are deeply grateful for their involvement in building our new home and supporting our journey to the piers.
Every year, thousands of educators bring hands-on science to their classrooms through our teacher education programs and hundreds of Bay Area high school students develop leadership skills while investigating scientific phenomena with Exploratorium visitors.
WHEN SHE CAME TO US IN 2011, SHAWNETEL OKONKWO was a City College of San Francisco student interested in the biological sciences. As a Living Systems intern, Shawntel worked alongside scientists and technicians studying a variety of organisms including fish, plants, insects, and cells. She learned to operate and maintain state-of-the-art lab equipment, took on a project involving a bioluminescent marine microorganism that caught her interest, and created and presented a demonstration for an Exploratorium After Dark event.

This Exploratorium internship had a huge impact on Shawntel. This year, she’s graduating from a four-year institution, conducting research at UCSF, applying for graduate school, and a National Science Foundation fellowship, has co-authored one paper, and will soon be first author of another. The unique environment and access to top-notch laboratory equipment in our lab gave Shawntel an opportunity to explore, first-hand, a career in science.
Art & Creativity

OUR SPECTACULAR NEW ENVIRONMENT is inspiring, and our arts programs are taking full advantage. Our opening at Pier 15 marked the debut of Fujiko Nakaya’s Fog Bridge #72494. The installation, which shrouds visitors in ghostly mist, was an instant hit and has become an iconic element of our new home.

Fog Bridge artist Fujiko Nakaya has been creating fog sculptures for over 40 years, but her experience at the Exploratorium had an incredible impact on her. Nakaya has said that she often seeks out environments for her sculptures where she can block or control the wind, which allows her to sculpt the fog into the desired shape and density. Our location on the windy San Francisco waterfront presented a unique challenge for Nakaya—one, she admits, she was initially very worried about. While working on this site-specific project, Nakaya eventually gave in to the natural environment at Pier 15 and now says that she embraces the wind, which creates a beautiful dialogue with the fog.

Art and science converge in our interdisciplinary approach to seeing and understanding the world. Collaborations between scientists and world-renowned artists result in long-lasting exhibits for the museum floor and unforgettable performances in our public spaces.
From cutting-edge oceanic and climate research at Pier 15 to tinkering in Saudi Arabia, the Exploratorium’s impact transcends boundaries. Forming partnerships across cultures and continents broadens our influence on formal and informal learning and builds a strong global community of educators and learners.

JUST AS MEANINGFUL AS OUR WORK AROUND THE GLOBE, our partnerships here in San Francisco allow us to bring the Exploratorium experience to people who might not otherwise have access to it.

Our Global Studies staff is hard at work collaborating with the world-renowned Child Life Department of UCSF Benioff Children’s Hospital. Exploratorium evaluators, educators, and exhibit developers are creating exhibits and experiences that will become integral parts of UCSF’s new children’s hospital in Mission Bay. The project weaves learning and play throughout the complex, and museum educators will help train and support hospital school staff.

“This collaboration is full of great potential to make children’s lives better and gives us an opportunity to export our ideas and practices outside the museum’s walls,” says Exploratorium science educator Modesto Tamez. “We can hardly wait to see the children, parents, and hospital staff to play, work, and learn in the new space. We have always believed art and science are everywhere. This will be further proof.”

Sidney J. Kass and Susie Langdon Kass
Scott Kaufman and Beika Barlow
Leen R. Leonardis/Thomas N. Wilson Trust
The McWilliams Family
Vera and Ken Menil
Dat and Joanne D. Nguyen
Judie and Mike O’Shea
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David and Sharon Robb
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Robina and John Ricciello
Julie and Christopher Ridley
Howard and Ginger Robin
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James and Mary Sapio
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Our thanks to the friends who made generous contributions to the Exploratorium between January 1, 2012, and June 30, 2013. Their generosity provided much-needed resources which helped deepen our impact on science education and interactive learning during this incredible period of transition.
MAY 2012
A contingent of Tibetan monks and nuns spend two weeks at the Exploratorium creating the World of Your Senses, an exhibition exploring human sensory perceptions from both Tibetan Buddhist and Western scientific perspectives.

David and Glenda Blakes
John and Leslie McGowan
Buffington C. and George A. Miller
Wax et al.
Robert Money
Claire Perry
Dr. Barbara C. Reckinger
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Scott Sevakeen and Bettina Steffen
Serpier Singh and Sebi Her
Martin and Elizabeth Teply
Joseph and Edith Tuber
Kathie Troyan
Unsworth Family
Dr. James S. Whitehead and
Wm. Liu Whitehead
Ares and Keith Wolf
David A. Wildenberg
Ares and Harold Worrell
Rish Yonash
$5,000 to $9,999

Rich Yonash
Anita and Ronald Wornick
David A. Wollenberg
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Sanjeev Singh and Shirli Hee
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Robert Rosner and Julie Goldman
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Maura and Robert Morey
Buffington C. and George A. Miller
John and Leslie McQuown
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Ray and Dagmar Dolby Family Fund
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Lee and Amy Christel
Charles and Paola Casey
Barbara Carbone and Gregg Lyman
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May 8   2012
Exploratorium.

Cultural Program, an annual science festival in
features Osher Fellow Reggie Watts performing an improvised
on the red planet.

Exploratorium hosts a
Curiosity and broadcasts over
20 live webcasts following
the rover’s initial landing and
exploration of Mars. One webcast
features Osher Fellow Reggie
Watts performing an improvised
song about the red planet.

AUGUST 2012

The final Awards Dinner at the Palace of Fine Arts honors
past honorees from 40 years of the annual event including
Carl Sagan, Francis Crick, Stephen Jay Gould, Gordon Moore,
and Frances Allen. Mythbuster Adam Savage joins as a
master of ceremonies, recounting his favorite memories of the
Exploratorium.

The Tinkering Studio recreates several exhibits
and a tinkering workspace at the Saudi Aramco
Exploratorium.

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Recirculate hourly through the system. An estimated 73,800 gallons of water and Cooling System, which uses bay water to regulate the facility’s temperature, is turned on. An estimated 73,800 gallons of water equivalent to removing 5,910 cars emissions by 33,150 tons over the museum’s electricity demands. According to estimates provided by the U.S. Environmental Protection Agency, the SunPower solar power system will reduce carbon dioxide emissions by 33,150 tons over the 30-year lifetime of the system—equivalent to removing 5,910 cars from California’s highways.

**SEPTEMBER 19, 2012**
Construction crews complete the installation of 5.8% high-efficiency SunPower solar panels on the roof of Pier 15. The system is designed to ultimately generate 100% of the museum’s electricity demands. According to estimates provided by the U.S. Environmental Protection Agency, the SunPower solar power system will reduce carbon dioxide emissions by 33,150 tons over the 30-year lifetime of the system—equivalent to removing 5,910 cars from California’s highways.

**AUgust 14, 2012**
"Nobody ever flunked a science museum." —Frank Oppenheimer

On this day 100 years ago, Exploratorium founder Frank Oppenheimer was born in New York City. The museum dedicates the next 12 months to recognizing Frank, his vision, and his impact on informal science education and museums.

On the Lab's last day, the Bio Lab moves to Pier 15. The system is designed to generate 100% of the museum’s electricity demands.
JANUARY 2, 2013

On the Exploratorium’s last day at the Palace of Fine Arts, 9,755 people visit the museum—an all-time attendance record.

FEBRUARY 12, 2013

Moving to the Piers, #72494, the Exploratorium’s last inaugural piece created for Over Fog Bridge, is the inaugural piece created for Over Fog Bridge. The installation of #72494, the Exploratorium’s second free large-scale public artwork, is created in collaboration with architecture and design curator Henry Doherty for the museum’s new home. Fog Bridge to the inaugural piece created for Over Fog Bridge, is the annual program of large-scale public artworks.

JANUARY-AUGUST 2013

Exploratorium members and donors say farewell to the Palace of Fine Arts with one final party at the museum’s iconic first home.

On the Exploratorium’s second last day, fog rolls in around us, debuts to acclaim. As of this writing, nearly 200,000 people have downloaded the app.

FEBRUARY 25, 2013

Artist Paola Nakaoka visits the Exploratorium during the installation of Fog Bridge. #72494, her immersive art piece created in collaboration with architects and design curator Henry Doherty for the museum’s new home. Fog Bridge to the inaugural piece created for Over Fog Bridge, is the annual program of large-scale public artworks.

FEBRUARY 2013

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O P E N I N G C E L E B R A T I O N S
A P R I L 1 3, 2 0 1 3
Edward Behrns of the New York Times calls the new Exploratorium “immovable” and “existentially original,” and asserts that it remains “the most important science museum to have opened since the mid-20th century because of the nature of its exhibits, its wide-ranging influence and its sophisticated teacher training program.”
Exploratorium at Pier 15.

During a handful of special preview days, members and more.

growing plants, crystals, smoke, Obscura Digital, which wrapped by creative technology innovators and immersive digital projections luminaries; performances by Gavin Newsom, and other local included speeches by Mayor Opening Day festivities aPrIL 17, 2013 May–now through the generosity of the Bernard Osher Foundation.

plankton poetry workshop that combines the science of microscopic Juan Felipe Herrera, California’s Poet Laureate, is the first Osher...

through the summer of 2014.

The exhibition will remain at the museum through the summer of 2014.
The museum’s partnership with NOAA results in the Bell W. Shimada being the first ship to dock at Pier 15. This 209-foot, state-of-the-art research vessel monitors protected species, conserves marine habitats, conducts oceanographic research, and surveys marine animal populations.

JUNE 28, 2013

The museum’s partnership with NOAA results in the Bell W. Shimada being the first ship to dock at Pier 15. This 209-foot, state-of-the-art research vessel monitors protected species, conserves marine habitats, conducts oceanographic research, and surveys marine animal populations.

JULY 20, 2013

Market Days, a summertime series of free, open-air mini-festivals, kick off with the theme of Local Motion—a celebration of the myriad ways people, machines, and animals get around.

Silsa Ruder
Michelle and Doug Rendall
Mrs. Jane A. Ruenks
Jack and Maria Elena Ratinoff
Julie and Joseph Shastri
Susan Rennie and Michael Gaddy
Venkatesh and Keelin Reddy
Martin Reddy and Genevieve Vidanes
Mary A. Rayner
Sandy and Scott Rechtshaffen
Martin Reddy and Geoneile Vidanes
Verdure and Keelin Reddy
Susan Rennie and Michael Gaddy
Venkatesh and Keelin Reddy
Susan Rennie and Michael Gaddy
Venkatesh and Keelin Reddy
The Forum now hosts new sound- and music-related events. The Forum now hosts new sound- and music-related events.

The recently rebuilt Tactile Dome opens first to Exploratorium donors and then to the general public. The newly rebuilt Tactile Dome opens first to Exploratorium donors and then to the general public.

The Exploratorium in collaboration with UCSC Benioff Children’s Hospital to provide 20 signature exhibits and experiences for the toddlers, which provides care for critically ill children and their families.

The Soundscapes, extensive Cinema series such as Resonance and Dome’s total darkness. The Soundscapes, extensive Cinema series such as Resonance and Dome’s total darkness.

The Society of Hispanic Professional Engineers (SHPE), the American Society of Civil Engineers, and the Exploratorium host more than 8,000 visitors during Engineering Explorations (aka the first five days of Oct 11), offering family-friendly programs that celebrate the contributions engineering makes to our world.

The contributions engineering makes to our world. The contributions engineering makes to our world.

OCTOBER 22, 2013

SEPTEMBER 20, 2013

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The contributions engineering makes to our world. The contributions engineering makes to our world.
OCTOBER 18, 2013
A set of dramatically curved, gravity-defying benches by artist Jeppe Hein are commissioned by the Exploratorium and installed temporarily in the public areas between Piers 15 and 17.

Christopher and Conney Wing
Crystal Wing and Frank Melks
Jean and Jeffrey Wong
Lanri Wong and James Nguyen
Lily Wong and Edward Westling
Marlon Wong
Lisa Wood and Matthew Nebel
Frank Woods
Morgan and Harry Wood
William Woods
Brenda and Wade Wooten
Patricia and Roy Wooten
Ray and Cynthia Wright
Ms. M. L. Wright and Mr. Ian Reeves
Silver and Kai Win Wu
Michael Wu and Jennifer Huan
Calin and Emily Wu Yee
Josephine Y. Wunderlich
Mrs. Adeline Wu-Ratner
Wendy Xue
Andrea Yang
Irene Yang and Joseph Lee
Chelsea Yarbrough
Lily and John Yap
Scott and Vincent Yara
Will and Samantha Yee
Jean Yee and Lawrence Sheng
Susan Yee and Grace Yee
Victoria Yee
Flower Yee
Kathy Yen and Alice Lee
Eleanor S. Yee
Doris and Clifford Yokomizu
Christine Yonekawa
Michael Yost and Sandra Rennie
Caroline and Joe Yost
Katerina and George Young
Kathy Y. Fu
Sue K. Yoo
Sandra and Jack Yuen
Alexander Yull-Perot
Kerry and Tim Zachistos
Karen and Jamie Zaninovich
Kristine and Robert Zehner
Jon Zimmerman
Lopez and Pamela Zurosky
Joshua Jutkewitz and Carolyn Farman
Bil and Diane Zuendt
Chaired by Sandy Otellini and Fannie Allen, the Exploratorium’s Opening Gala, held on April 12, 2013, raised $2.2 million to support the museum’s educational programs. We are grateful for all who contributed and joined us to celebrate our opening at Pier 15.

Opening Gala Donors

$100,000 or more
Susie and Riley Bechtel
John and Ann Doerr
Sakurako and William S. Fisher
Intel Corporation
Sandy and Paul Otellini
Charles and Helen Schwab
Michelle Yee and Reid Hoffman

$50,000 to $99,999
William K. Bowes, Jr. Foundation
Sandy and Paul Otellini
Eileen and Jude Laspa/Bechtel
PG&E
Diane B. Wilsey

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Ravin and Alka Agrawal
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Asset Management Company
Autodesk
Bain & Company
Carol Bartz and Bill Marr
Sergey Brin and Anne Wojcicki
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April and Paul Buchheit
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Since its founding in 1969, the Exploratorium has been fortunate to collaborate with a wide variety of local and internationally recognized organizations, institutions, and individuals. Above: Dennis Bartels and Wendy Schmidt celebrate the docking of the Schmidt Ocean Institute’s Falkor at Pier 15.
**Financials**

### Operating Revenue and Expenses

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private Contributions</td>
<td>$49,073,839</td>
<td>$24,298,066</td>
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<tr>
<td>Government Grants</td>
<td>$1,824,911</td>
<td>$2,099,733</td>
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<tr>
<td>Earned Income</td>
<td>$13,420,221</td>
<td>$11,619,780</td>
</tr>
<tr>
<td><strong>Total Operating Revenue</strong></td>
<td>$65,310,971</td>
<td>$38,017,579</td>
</tr>
<tr>
<td><strong>Operating Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor, Learner, and Educator Programs</td>
<td>$24,379,034</td>
<td>$23,145,111</td>
</tr>
<tr>
<td>Admissions and Other</td>
<td>$1,869,152</td>
<td>$945,053</td>
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<tr>
<td>Store Expenses</td>
<td>$1,442,447</td>
<td>$1,125,623</td>
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<tr>
<td>Support Services</td>
<td>$7,712,320</td>
<td>$3,910,710</td>
</tr>
<tr>
<td>Fundraising and Membership Operations</td>
<td>$4,976,721</td>
<td>$3,262,095</td>
</tr>
<tr>
<td><strong>Total Operating Expenses</strong></td>
<td>$53,124,386</td>
<td>$40,310,545</td>
</tr>
</tbody>
</table>

### Financial Position

**Assets**
- Cash and Cash Equivalents: $4,884,173, $7,478,362
- Receivables: $31,969,293, $29,999,643
- Other: $9,973,558, $10,776,891
- Investments: $35,140,615, $31,291,960
- Property and Equipment: $207,027,447, $161,750,727

**Total Assets**: $278,995,086, $231,227,583

**Liabilities**
- Accounts Payable: $10,923,816, $11,226,453
- Other Accrued Expenses: $4,836,301, $3,835,724
- Deferred Revenue: $3,025,120, $622,365
- Other Long-term Liabilities: $108,358,999, $77,399,231

**Total Liabilities**: $128,946,036, $93,063,773

**Net Assets**
- Unrestricted: $123,569,206, $20,144,730
- Temporarily Restricted: $6,825,449, $102,482,685
- Permanently Restricted: $11,656,395, $15,556,395

**Total Net Assets**: $132,049,050, $108,359,231

**Total Liabilities and Net Assets**: $278,995,086, $231,227,583

### Annual Gifts to the Exploratorium

- FY10: $3.5m
- FY11: $3.3m
- FY12: $3.8m
- FY13: $8.2m

### Revenue

- 75% Private Contributions
- 4% Government Grants
- 21% Earned Income

### Expenses

**Program Services**
- 46% Visitor, Learner, and Educator Programs
- 11% Exhibit Services
- 4% Admissions and Other
- 3% Store Expenses

**Support Services**
- 15% General and Administrative
- 9% Fundraising and Membership
- 12% Operations
Thank you for your ongoing commitment to the Exploratorium. We look forward to sharing all of the opportunities that our new home provides to the community of San Francisco, the State of California, across the country, and beyond as we change the way the world learns.

As an Individual donor, please be sure to take advantage of your special benefits including express entry during open hours, discounted parking in the nearby Levi’s Plaza, and exclusive invitations to engage with Exploratorium scientists and artists. Learn more about your benefits or how to become a donor by visiting us online or calling the Development Office at 415.528.4866.

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