

Annual Report 2020

SCIENCE MUSEUM OF VIRGINIA

Message from the Chief Wonder Officer



2020...It was the best of years. It was the worst of years. It was the age of science. It was the age of Fauci. It was the epoch of belief. It was the epoch of hand sanitizer. It was the season of Giant Insects. It was the season of Zoom. It was the fall/winter of hope. It was the spring/summer of despair.

2020 has been a year like no other. In February the Science Museum of Virginia was on track to reach record attendance, projecting 600,000 guests. Then it happened: the COVID-19 pandemic that continues to impact almost every aspect of our lives.

COVID-19 shut our doors for six months, but it made our mission - to inspire Virginians to enrich their lives through science - even more critical. We went digital to continue to reach families, members, teachers and other audiences with quality STEM content. From blog posts, online lectures and hands-on science activities you can do at home, the Museum made full use of its social media and digital platforms to keep the inspiration going.

When we received word the Museum could reopen to the public, months of planning kicked into high gear. The Museum reopened on September 5 with new procedures, but the same opportunities for guests to question and discover their world. And thus far guests have been appreciative of our new safety measures, excited to return and eager to see what's in store for their favorite Museum.

While the Museum has been a beloved institution for over four decades, we're viewing this reopening as an exciting time to reinvent ourselves. Over the coming months - and likely years - we will be stretching ourselves to find ways to stay true to who we were in the past, while embracing a future that affords new opportunities to engage with our community. And like good scientists, we will test and learn a lot along the way.

Thank you for staying with us along this journey.

A handwritten signature in black ink, appearing to read 'Richard C. Conti'. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Richard C. Conti



One Year of Impact by the Numbers

392,000+ GUESTS, INCLUDING

44,000 Facebook followers

17,000 members receiving emails highlighting digital science activities, videos, demos and articles

7,000 member households

4,889 guests attending Lunch Break Science

3,770 Museums for All memberships and tickets purchased

1,811 individuals participating in digital demos

74 hand sanitizer stations throughout the Museum

32 PurpleAir sensors installed throughout Richmond

29 Maker Mindset tutorials from The Forge

24 fun and healthy Boost! recipes

19 live astronomy shows

13 Science Shorts videos and at-home activities

1 giant mask on Broad Street Station



Financial Information

Science Museum of Virginia Foundation, Inc.

A nonprofit corporation that supports the Science Museum of Virginia
Statement of Activities for the year ended June 30, 2020 (Audited)

Revenues, Gains, and Other Support

Annual giving	\$ 1,417,053
Capital campaign	262,152
Endowment	67,943

Total Contributions 1,747,148

Sponsorships	172,467
Membership, special events, and other	622,829
Investment income (loss)	(39,113)
Net realized and unrealized gains on investments	261,780
Change in value of split interest agreement	7,369

Total Revenues, Gains, and Other Support \$ 2,772,480

Grants and Expenses

Grants to Science Museum of Virginia ("Museum") operations	\$ 1,292,244
Expenditures to or on behalf of Museum	1,693,121
Indirect Museum support	172,377
Management and general	208,012
Fund-raising	630,926

Total Grants and Expenses \$ 3,996,680

Change in net assets \$ (1,224,200)

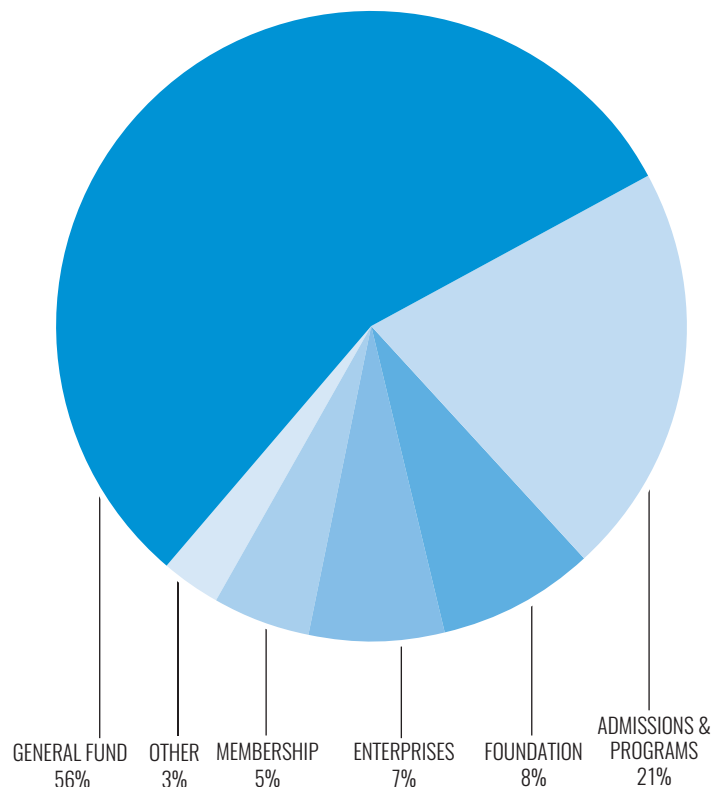
Net assets at beginning of year 22,020,454

Net Assets at End of Year \$ 20,796,254

Science Museum of Virginia Financial Overview

Operating revenue from all sources for the year ended June 30, 2020

Total revenue \$9,842,267



Volunteer Leadership

During the fiscal year ending June 30, 2020.

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