



Annual Report | 2014

The Element of ...

15 24.7.365  
**W**  
Wonder!

15 24.7.365  
**S**  
Surprise!

15 24.7.365  
**C**  
Curiosity!

15 24.7.365  
**D**  
Discovery!

What's **YOUR**  
**Element?**

Michigan  
Science Center  
**2014**  
by the  
**Numbers**

**4,103**  
Families who joined as members

**2,600**  
Kids able to visit MiSci thanks to Indiegogo campaign

**1,255**  
Planetarium shows

**895**  
new Twitter followers

Web page views  
up **11%**  
from  
**2013**

**2,819**  
Birthday party attendees

**526**  
Campers who experienced educational STEM programs

**51**  
Private events

nearly  
**15,000**  
Visitors who took advantage of free admission days

**\$26,000**  
Amount raised on Indiegogo via social media  
**\$6,000**  
over goal!

**31**  
Counties served by our programs

**488**  
Scouts who enjoyed immersive STEM adventures

**1,701**  
IMAX® shows

**68,763**  
Students and teachers who visited

**21,591**  
Facebook fans  
an  
**84%**  
increase

**65,000**  
People reached through outreach and Traveling Science experiences

# Michigan Science Center Board of Directors

As of 12/31/2014

Thomas Stephens,  
Chairman

Tonya Matthews,  
President and CEO

Orlando Bustos,  
Treasurer

Tom MacFarlane,  
Secretary

J. Patrick Conroy

Jacqueline Dedo

Gregory Ioanidis

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Glenda Price

David Ruud

Marianne Schrode

Mark Snyder

Chris Theodore

Frank Venegas

Joseph Walsh

Eileen Weiser

## Letter to our Community

Dear Friends,

2014 was an incredible, electric year for the Michigan Science Center. Our second full year of operation brought increased attendance across the board, incredible new exhibits and even more opportunities to bring our exciting, engaging Traveling Science programs to communities and schools around the state. We remain as passionate as ever in our mission to promote STEM education and to be a hub for science-based discovery throughout the entire region.

Of course, it would be impossible for us to fulfill that mission without the dedicated support of our volunteers, donors and partners. Your generous donations—of time, money, and effort—truly keep the Michigan Science Center moving forward. From our members, to our docents, to our corporate donors, every contribution has been meaningful, impactful and tremendously appreciated. It has been inspiring to see how deep, true and ongoing our community support has been.

This year, we created and strengthened partnerships with organizations as

diverse as NASA, Michigan Metro Parks, The Community Foundation for Southeast Michigan and ITC. We've been able to leverage those relationships and others to create amazing, hands-on exhibits and interactive programs that appeal to learners of all ages. We opened our first live exhibits and welcomed animatronic ice age mammals. We premiered new films, new live stage presentations and new planetarium shows. We brought in scientific experts to answer questions and opened our doors free to the public. We hosted educators, campers and scouts. Our Traveling Science team visited 90 different cities in Michigan and our programs reached hundreds of thousands of individuals across the state.

These past two years have been a time of incredible growth and promise. We eagerly look forward to what is sure to be a bright future. As much as we accomplished in 2014, we're certain that the years ahead will be just as thrilling.

  
Tonya M. Matthews, Ph.D.  
President and CEO

  
Thomas G. Stephens, P.E.  
Chairman of the Board of Directors



# Gala

The Michigan Science Center Gala was held on May 9, 2014. Local celebrity and news anchor Devin Scillian served as master of ceremonies, and our CEO Dr. Tonya Matthews addressed donors and supporters at her inaugural gala. We were excited to welcome keynote speaker Dr. David Gallo, an oceanographer with the Woods Hole Oceanographic Institution. Dr. Gallo kept attendees riveted with his account of cutting-edge discoveries currently being made in the depths of our oceans—and his discussion about the efforts to locate the Malaysian aircraft that vanished in spring of 2014. More than 63 companies, foundations and individuals attended the 2014 gala, making it a big success.



# The Spark

## Igniting Passion for Science

We offer more than 250 hands-on interactive exhibits, live stage shows, five theaters, engaging lab spaces and more. Science comes alive in the hands of our talented staff, offering an experience that visitors can't find anywhere else.

### 2014 Successes

In 2014, we opened several new traveling and permanent exhibits. We welcomed our first live exhibits with *Wish Upon a Butterfly*, which featured an indoor greenhouse filled with hundreds of butterflies, and *Stingray Cove*, featuring four touch tanks filled with sea life thanks to a partnership with Lou's Pet Shop. *Ice Age Unfrozen* sent visitors back in time to walk with animatronic mammals. We also expanded our Rocket Gallery and launched *SunStruck*—a new planetarium show—with a grant from NASA.

Last year we presented more than 2,000 live shows and demonstrations that reached more than 110,000 audience members. We launched several new planetarium shows, created a new live stage show, and introduced guests to chemistry with BASF Kids' Lab.

With mid-winter, spring break and summer camps, aspiring scientists learned about topics ranging from engineering to ecology in a fun, engaging environment.



# The Hub

## Michigan's Center for STEM

The Michigan Science Center is the statewide hub for STEM education, powering innovation and educational content, and acting as a go-to resource for best practices.

### 2014 Successes

Our Traveling Science team, with support from The Community Foundation for Southeast Michigan, served more than 65,000 people in 31 Michigan counties and Michigan. Travel was made possible by Ford, who donated a new van to carry supplies and staff to programs across Michigan.

Our partnerships and special programs—including Educator Open Houses, Special Needs Weeks, scouts and homeschool outreach, Engineering Week, BASF Kids' Lab and Ask the Expert lectures—gave us the ability to engage a wide range of individuals.



# The Neighbor

## Engaging and Inspiring Community Partnerships

Located in the heart of Midtown, Detroit's cultural center, the Michigan Science Center is proud to be part of the city's resurgence and the state-wide community.

### 2014 Successes

One of our most important community partnerships is with our volunteers who help enhance our exhibits, assist us with clerical work and host special events.

We work to engage our local Detroit communities with outreach and accessibility for all, especially those who might not otherwise be able to afford it. In 2014, we offered three free general admission days, including WJLB's annual Coats for Kids Radiothon, Midtown Inc's Noel Night, and MiSci's second birthday on December 26, sponsored by Delphi.

Our Sponsors of Science program, funded by the Berman Foundation and Chrysler made it possible for thousands of underprivileged schoolchildren to visit MiSci. And we hosted more than 50 private and public events in 2014, including educational events such as Construction Science Expo, which brought more than 700 students to MiSci.





## Donor of the Year

The Michigan Science Center is a 501(c)(3) non-profit organization.

We rely on the support of our community, private donors, corporate stakeholders and media partners.

"The Michigan Science Center brings tremendous value to the state," said Gregory Ioanidis, vice president, Business Unit Finance and Rates, ITC Holdings Corp. "ITC is proud

to continue its support of this important institution, which touches the lives of thousands of children and parents each year. In recent years, The Michigan Science Center

has expanded its influence, encouraging an interest in science, technology, engineering and math while enlightening the minds of students throughout the state."

# Corporate, Foundation and Agency Support

The Michigan Science Center is grateful for corporate and foundation support of our mission and programs at all levels. This listing recognizes giving over \$250 (contributed, pledged and in-kind) of Foundation and Corporate Donors during 2014.

### \$200,000 and Above

DTE Energy Foundation  
ITC Holdings Corporation

### \$100,000 - \$199,999

Ford Motor Company  
General Motors Company LLC  
General Motors Foundation  
McGregor Fund  
NASA  
Toyota Motor Engineering & Manufacturing, N.A., Inc.

### \$50,000 - \$99,999

Axalta Coating Systems  
Mandell and Madeleine Berman Foundation  
BorgWarner and BorgWarner Foundation  
Community Foundation for Southeast Michigan  
Consumers Energy Foundation  
Denso International America, Inc.  
The Kresge Foundation  
Lear Corporation  
Nissan North America, Inc.  
Ralph L. and Winifred E. Polk Foundation  
Matilda R. Wilson Fund

### \$25,000 - \$49,999

Aisin World Corp. of America  
Autoliv  
AVL North America

BASF Corporation  
The Chrysler Foundation  
Dassault Systèmes  
The Delphi Foundation  
Detroit Medical Center  
Eisbrenner Public Relations  
The Fred A. and Barbara M. Erb Family Foundation  
Gentherm  
Hudson-Webber Foundation  
Michigan International Speedway  
Newman's Own Foundation  
The Piston Group

### \$10,000 - \$24,999

American Axle & Manufacturing  
Bridgestone Americas  
Cooper Standard and Cooper Standard Foundation  
Dana Holding Corporation  
Eaton Corporation  
Flex-N-Gate Management, LLC  
Honda R & D Americas, Inc.  
The Ideal Group, Inc.  
JTEKT North America  
Linamar Corporation  
Alex and Marie Manoogian Foundation  
Michelin North America, Inc.  
Panasonic Automotive Systems Company of America

Robert Bosch LLC  
Takata/TK Holdings  
TI Automotive  
Tides Foundation  
Siemens PLM Software  
Yazaki North America, Inc.  
ZF Group North American Operations

### \$5,000 - \$9,999

Altair  
The Boston Consulting Group  
Brose North America, Inc.  
Carrier & Gable, Inc.  
ChemicoMays, LLC  
Chrysler Group LLC  
Continental Automotive  
Deloitte & Touche LLP  
DURA Automotive Systems, LLC  
First Merit Bank  
Institute of Museum and Library Services  
KUKA  
Marathon Petroleum Co. LP  
Michigan Economic Development Corporation  
MSX International  
Penske Corporation  
Roush  
Shiloh Industries, Inc.  
Team Detroit  
Visteon Corporation

Warner Norcross & Judd LLP

### \$2,500 - \$4,999

Apparatus Solutions, Inc.  
Comerica Charitable Foundation  
Clark Hill PLC  
Ferndale Electric  
Friends of the Former Detroit Science Center  
Sundberg Ferar Product Innovation Studio

### \$1,000 - \$2,499

Ayco Charitable Foundation  
Consulate of Mexico  
Myron P. Leven Foundation  
Lou's Pet Shop  
Michigan First Foundation  
Spire Integrated Systems, Inc.  
Towers Watson

### \$250 - \$999

The Fulkerson Group  
Henry Ford Health System  
IBM  
JD Norman Industries  
KPMG LLP  
PVS Chemicals, Inc.  
The Elmira L. Rhein Family Foundation  
Rickman Enterprise Group, LLC  
SAE Detroit Section  
Suburban Sports Group

# Individual Donors

The Michigan Science Center is grateful for the support received from all of its individual donors. This listing recognizes giving over \$100 (contributed, pledged, and in-kind) of individual donors and donor-advised funds during 2014.

### \$300,000 and Above

Mr. and Mrs. Cohen

### \$100,000 - \$299,000

Amb. Ron Weiser and the Hon. Eileen Weiser

### \$10,000 - \$99,000

Castaing Family Foundation  
The Mort and Brigitte Harris Foundation  
Tom and Kathi Stephens  
Mr. Frank Venegas and Ms. Laurie Sall

### \$5,000 - \$9,999

Bob and Cathy Anthony  
J. Thomas and Valerie MacFarlane  
Tim and Liz Manganello  
Raj and Wendy Nair  
Joe and Diane Walsh

### \$1,000 - \$4,999

Tom and Mary Asmus  
Orlando and Veronne Bustos  
J. Patrick and Debra Conroy  
Mr. Keith E. Crain  
Jacqui and Donald Dedo  
Cameron and Gail Hosner  
Gregory and Stayruola Ioanidis  
Jim and Lori Issner

Ken and Sherri Kelzer  
Scott and Denise Kunselman  
Jeff and Laurie Makarewicz  
Don and Michele Marvel  
Dr. Tonya Matthews  
Mr. and Mrs. Eugene A. Miller  
Rick and Sandy Nahm  
David and Heidi Ruud  
Thomas and Beverly Schmitt  
Marianne and Robert Schrode  
Larry and Verla Shoup  
Mark and Karen Snyder  
Chris and Tracee Theodore  
Mr. and Mrs. Richard Wagoner  
Ms. Barbara Whittaker

### \$500 - \$999

Mr. John Bukowicz  
Mr. and Mrs. Michael A. Dahl  
Mr. Roger L. Garrett  
Shelly and Chris Otenbaker  
Mr. and Mrs. Alan S. Schwartz  
Kathleen N. Straus and the Honorable Walter Shapero  
Mr. David B. Wohleen

### \$250 - \$499

Mr. and Mrs. Lawrence N. Bluth

Mr. Jeffrey F. Brennan  
Mr. and Mrs. John M. Dankovich  
Mr. and Mrs. Doug Dossin  
Dr. and Mrs. Jean-Claude Elie  
Ms. Marianne Fey  
Mr. Robert Fisher  
Ms. Magda Hernandez  
Mr. and Mrs. Joseph L. Hudson, Jr.  
Mr. Stephen M. Lanier  
Mr. Alvin Saperstein  
Mr. and Mrs. David C. Sharpe

### \$100 - \$249

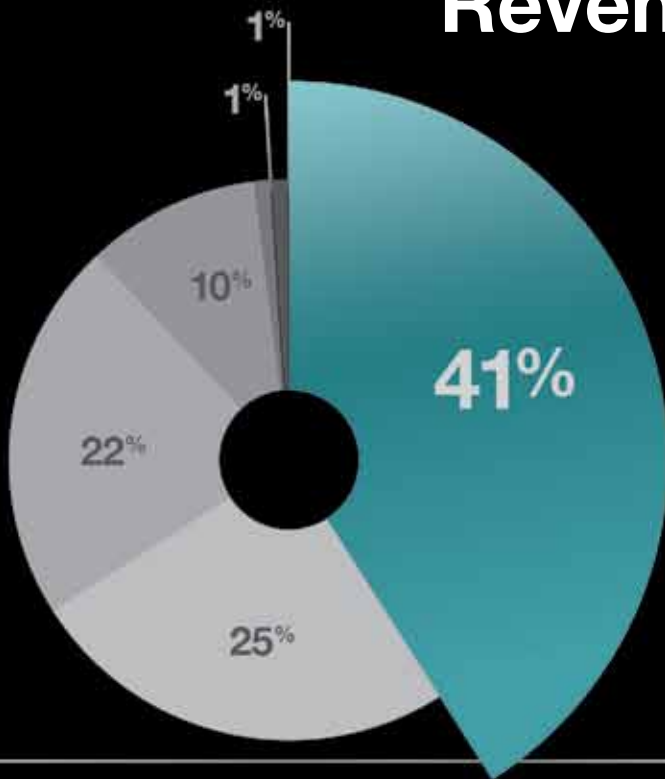
Anonymous  
Dr. and Mrs. John D. Baker  
Ms. Millicent R. Berry  
Mr. Tyrone M. Davenport  
Ms. Trish Dewald  
The Driker Family Foundation  
Mr. Karl L. Fava  
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Mr. and Mrs. Carl P. Steinecker  
Lorna Thomas, M.D.  
John N. Thomson and Irene Lazarchuk Thomson  
Ms. Ava D. Thrower  
Mr. and Mrs. Donald H. Van Hove  
Mr. and Mrs. Dennis L. Wade  
Ms. Patricia Walker



# Revenue and Expenditures

For January 1, 2014 to December 31, 2014 unaudited



## 2014 Revenue

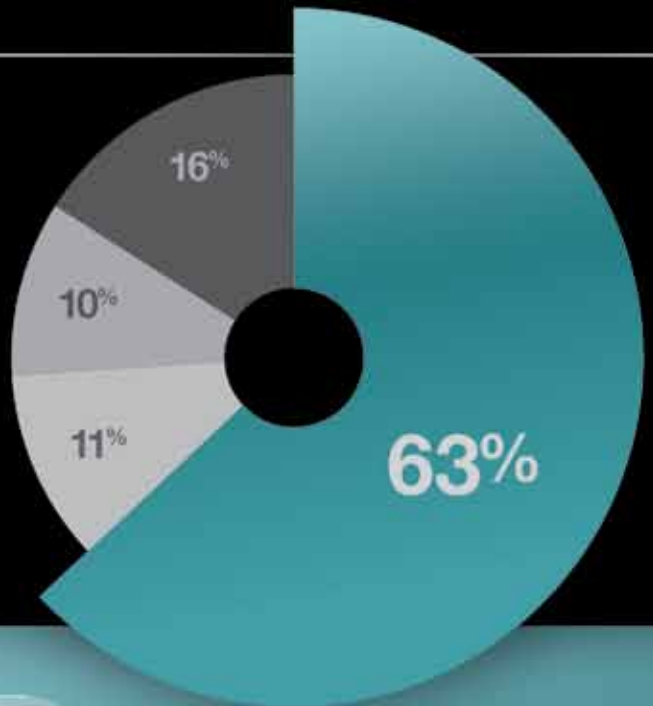
|   |             |
|---|-------------|
| Admissions, Public Programs, Events and Other | \$2,111,916 |
| Foundation and Grants                         | \$1,274,190 |
| Corporate Contributions                       | \$1,159,959 |
| Membership and Individual Giving              | \$517,148   |
| In-Kind Gifts and Support                     | \$51,643    |
| Endowment Draw                                | \$43,657    |

**Total Revenue** **\$5,158,513**

## 2014 Expenditures

|  |             |
|--|-------------|
| Programs, Outreach, Education Technology, Building, Exhibits, Visitor Services and Other | \$3,024,912 |
| Marketing and Public Engagement  | \$555,709   |
| Fundraising and Development  | \$487,979   |
| Administration and Support Services  | \$773,702   |

**Total Expense** **\$4,842,302**



## 2014 Operating Capital, Endowment and Debt

For January 1, 2014 to December 31, 2014 unaudited



|                   |  |
|-------------------|--|
| Operating Capital |  |
| Endowment         |  |
| Debt              |  |



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## Our Mission

The mission of the Michigan Science Center is to inspire children and families to discover, explore and appreciate science, technology, engineering and math in a creative, dynamic learning environment.

