Museum of Science®

April 14, 2011

Museum of Science announces its first $250 million capital campaign

Honors Genzyme and Raytheon for contributions to STEM education

BOSTON, Mass.— Today, the Museum of Science, Boston announced its first comprehensive Capital Campaign of $250 million, the largest fundraising effort in its 180-year history. The announcement was made at the Museum's annual gala, The Science Behind the Stars, which honored Cambridge-based Genzyme and Waltham-based Raytheon companies as the Museum's first "Stars of STEM" for their contributions to science, technology, engineering, and mathematics (STEM) education.

"With the leadership of companies like Genzyme and Raytheon, I know we will realize the Museum's ambitious vision of transforming the nation's relationship with science and technology and sparking exploration of the natural and engineered worlds," says MEDITECH president and CEO Howard Messing, chairman of the Museum's board of trustees. "To date, our National Center for Technological Literacy® (NCTL®) has introduced engineering to nearly 1.8 million children in classrooms across the country. Equally important, our core mission as one of the world's most innovative interactive science centers is as vital as ever."

In 2004, the Museum began to explore with key supporters and foundations the possibility of a campaign that would support a new vision and master plan to transform the Museum experience for the 21st century. Funds raised will be dedicated to building compelling new exhibits integrating the natural and designed worlds; enhancing educational programming; upgrading the Museum's public spaces; and "greening" the Museum.

"We have made spectacular progress," says Ioannis Miaoulis, the Museum's president and director. "Together with our benefactors and strategic partners we will realize our vision and reach the broadest possible audience with exciting programs, timely exhibits, and bold initiatives that attract and engage area residents as well as people around the world."

More than 10,000 individuals, corporations, foundations, and the government helped the Museum raise $150 million during the quiet phase of the campaign from 2004 to 2010 -- with the Museum's single largest individual gift being $20 million gift from Sophia and Bernard Gordon. During this phase, exhibitions, programs, and projects have included the NCTL, the Charles Hayden Planetarium, the nation's first rooftop wind turbine lab, and upgrades of the Mugar Omni Theater. Campaign contributions include a $2 million gift from Genzyme Corporation in 2006, which established the Genzyme Biotechnology Education Initiative, the largest single corporate gift in the Museum's history. In addition, Raytheon has been the Museum's longest-standing continuous supporter. On April 6, 2011, Google announced a $1 million award to the Museum for science education, the third gift since 2009 from the company, which has local offices in Cambridge.

Based on the success of the quiet phase, the Museum's board of trustees approved the $250 million campaign, after a feasibility and planning study conducted by The Wayland Group. According to campaign co-chairs Richard Burnes Jr., Museum trustee, former board chair, and general partner, Charles River Ventures, and Gwill York, Museum trustee, and managing director, Lighthouse Capital Partners, the goal is to raise the remaining $100 million by 2015. Fundraising will be from the inside out with programmatic goals inspiring the building's construction and renovation. The plan calls for the Museum to direct $40.7 million to Exhibits and Educational Programs, $33.3 million to Facility Transformation, $15 million to Endowment, and $11 million to the Annual Fund.

At the Museum's February Planetarium opening, New York City Mayor Michael Bloomberg, a Boston native, shared his childhood memories of the Museum, which had sparked his personal donation to the renovation of the Charles Hayden Planetarium. "What I learned from this Museum changed my world. I learned to question, to think. The first-hand impact that an institution like this can have on one person is something I understand. For all the money we spend on education and all we talk about policies, education is one teacher dialoguing with one student. To me that teacher was the Museum of Science."

The campaign will underwrite the Museum's plans to:
• Transform its exhibits and galleries to tell the story of the natural and designed worlds and their extraordinary connections (Green Wing highlighting the natural world and Blue Wing, the engineered one);
• Update and transform its public spaces and amenities, focusing on sustainable systems and materials without enlarging the Museum's footprint;
• Champion the growing integration of engineering into curricula, forming partnerships with museums throughout the world enabling visitors to connect with their counterparts in other countries;
• Develop an expanded role for science centers worldwide as conveners of forums on critical issues that involve citizen discussion and deliberation to inform science and technology policy;
• Maximize use of technology to enhance the onsite and online educational experience with media-rich, personalized interactions.

Educational goals to drive construction: The Museum will create a physical presence communicating the excitement of its mission, enabling the exhibits, programs, and infrastructure it envisions, and enhancing accessibility. Guided by principles of sustainability and universal design, the Museum's innovative educational program for transforming its galleries will drive changes. Examples include:

- ***Hall of Human Life*** - a new kind of educational experience exploring health and human biology. The 10,000-square-foot exhibit will showcase accelerating breakthroughs in biology, as viewed through the evolutionary, anatomical, and environmental lenses in particular. Content for this ever-changing exhibit will draw on the New England's dynamic research community based in academia, healthcare, and business. Logging into an eventual worldwide virtual community, visitors will take biometric measurements of themselves, compare their data to that of other visitors, and respond to "Provocative Questions" to encourage critical thinking.

- ***What is Technology -*** This gallery will help visitors understand what technology is and introduce them to the human-made world with intriguing examples of technologies created as humans engage in engineering skills to solve problems.

- **Charles River Gallery** - an important component in transforming the *New England Habitats* area and opening up the Museum to the river.

More details to follow in Summer 2011.

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About the Museum of Science: One of the world's largest science centers and Boston's most attended cultural institution, the Museum attracts over 1.5 million visitors a year through programs and 700 interactive exhibits. Founded in 1830, the Museum was first to embrace all the sciences under one roof. Highlights include the Thomson Theater of Electricity, Charles Hayden Planetarium, Mugar Omni Theater, Gordon Current Science & Technology Center, 3-D Digital Cinema and Butterfly Garden. Reaching 25,000 teens a year worldwide via the Intel Computer Clubhouse Network, the Museum also leads a 10-year, $41 million National Science Foundation-funded Nanoscale Informal Science Education Network of science museums. The Museum's "Science Is an Activity" exhibit plan has been awarded many NSF grants and influenced science centers worldwide. The NCTL enhances knowledge of engineering and technology for people of all ages. Visit http://www.mos.org.

HALL OF HUMAN LIFE

HELP SHAPE OUR FUTURE.

Museum of Science®

CREATING A MAJOR NEW EDUCATIONAL RESOURCE FOR BOSTON, THE NATION, AND THE WORLD

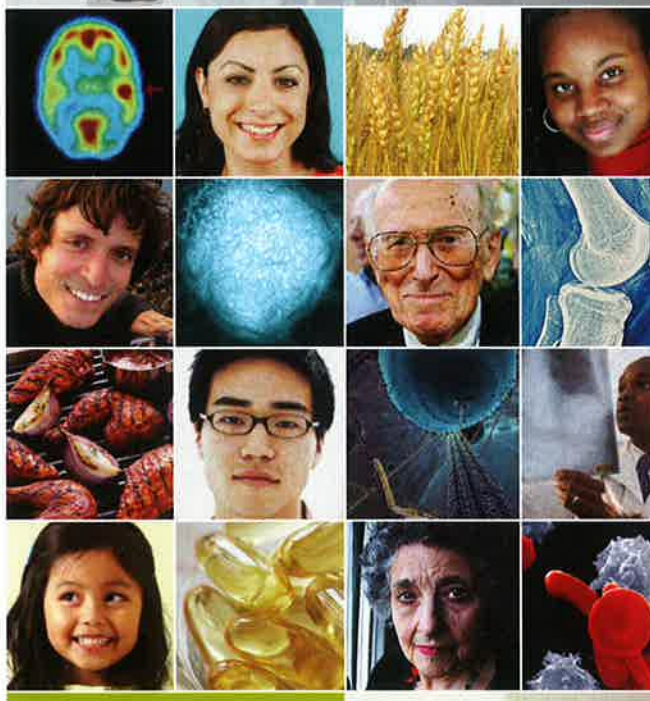
PICTURE 10,000 square feet of exhibit space focused on the most interesting subject in the world: *you*.

PICTURE a museum space like nothing else you've ever seen. One that changes constantly. One to which you and your fellow visitors supply the data. One in which you are challenged by tough questions and given tools to answer those questions. One where you can learn about your body and its place in the natural and human-made environments. One where you can interact with real researchers, engaged in advancing the frontiers of science.

Now **PICTURE** yourself making a gift that will help us build this exciting new resource.

Our goal? $22.9 million

We need your help!



CREATING A MAJOR NEW EDUCATIONAL RESOURCE FOR BOSTON, THE NATION, AND THE WORLD

MUSEUM OF SCIENCE, BOSTON

- Already the most-visited cultural institution—and the second-most-visited public attraction—in New England. (Yes, Fenway Park ranks first.)

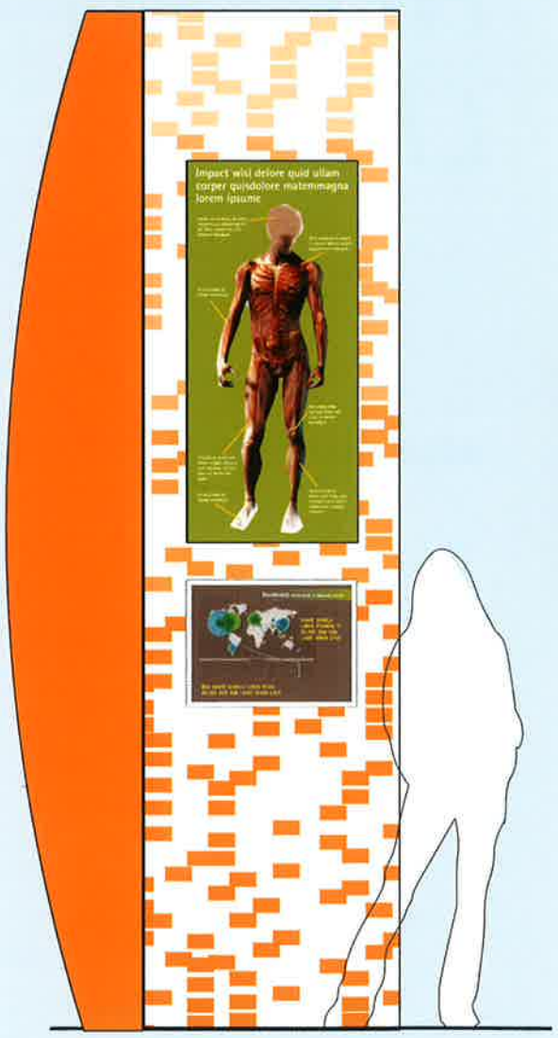
THE *HALL OF HUMAN LIFE*

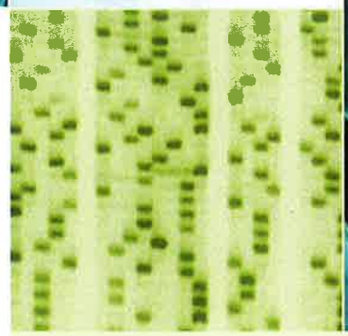
- Soon to be one of the largest, most exciting, challenging, and thought-provoking exhibits ever created by the Museum of Science.

WHY THE *HALL OF HUMAN LIFE?*

Breakthroughs in biology and engineering—and especially at the intersection of those two fields—have led to astounding scientific advances in recent years. Now those innovations are making their way to *us*, affecting our everyday lives. *By 2020, most of our individual healthcare decisions will be based on knowledge of our personal genetics.*

The *Hall of Human Life* (*HHL*) will help people understand their own biology. It will play a leading role in letting people *engage personally* with modern biology and health. In an era of increasingly personalized medicine, *HHL* will reinforce their critical thinking skills. It will help them take control of their lives and shape their future.

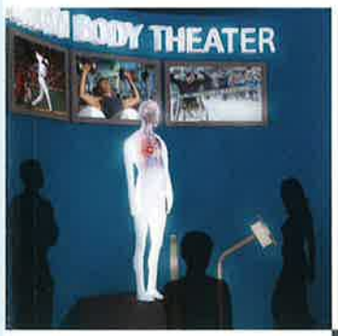




WHY BOSTON, AND WHY THE MUSEUM OF SCIENCE?

Simple: because Boston is home to the largest cluster of life science companies, healthcare organizations, and academic medical centers in the world. The pioneering exhibit we want to create simply couldn't happen anywhere else in the world.

The Museum of Science is uniquely positioned—and uniquely qualified—to draw on Greater Boston's distinguished community of entrepreneurs, scientists, and visionaries. We understand science and technology. We understand how to create a compelling experience for museumgoers of all ages and backgrounds. For the conceptual design of *HHL*, we teamed up with Edwin Schlossberg's New York-based ESI Design.



Explore how five agents of change–physical forces, time, food, living organisms, and social experience–shape and impact our bodies and health.

WHY NOW?

Humans are changing. Yes, we're evolving, but we're also changing in response to an environment that *we are changing*. The natural world and the human-made world are interacting and converging in ways we still don't fully understand.

Meanwhile, the pace of discovery is accelerating. New tools and therapies are becoming available (and affordable) almost every day. Today, more than ever before, people need a way to *make sense* of these tools and therapies. For example: Should I get my DNA sequenced? What should I *do* with that information? Who should I share it with? At the same time, the explosive growth of the communications industry—particularly social media—is raising the stakes for us all. *What's real? What's important?*

WHAT WILL HAPPEN IN THE *HALL OF HUMAN LIFE?*

You will enter *HHL* through a giant cell membrane: our portal to you.

As you experience *HHL*, you will become a member of an evolving, dynamic, participatory community. Using your personalized (yet anonymous) permanent ID card, you will log in, take biometric measurements of yourself, and analyze your personal data in relation to an ever-growing database of other visitors. For example: How does my body respond to light? Are my circadian rhythms different from my friend's or family members'? Do my pupils dilate differently when I see a snake versus a kitten?

You will encounter a "Provocative Question," which is intended to encourage critical thinking and evidence-based decision-making (e.g., should the legal drinking age be lowered to 18?). *These questions will change and evolve over time, like the rest of* HHL.

You will explore five distinct environments—food, physical, living, social, and time—and investigate how changes in each of those environments may change us biologically, and perhaps even shape the future of our species. In each environment, you will answer questions about yourself and contribute more data, both to your own emerging profile and to the larger *HHL* data-set.

Technology will continue to be at the heart of the experience: through podcasts, webcasts, and more, you will engage other museumgoers past and present—in Boston and around the world. You will meet and talk with real engineers, biomedical researchers, and scientists from Boston's world-class universities who are engaged in real-time research, gaining a window on the latest research and technologies.

On future visits, you can compare your former self to your current self—and actually see yourself changing over time. And as other museums join our network—using the software that we will provide them—you can compare yourself to a larger and larger proportion of the entire human community.

"The goal of the ***Hall of Human Life*** is to bridge the gap between what people generally know about their health and biology and the 21st-century knowledge that can inform their daily lives and medical decisions. To accomplish this goal, the Museum of Science is taking a highly collaborative approach. We are seeking input from content experts in virtually every field of the life sciences. We are consulting with medical researchers, physicians, and healthcare policy makers. We are conferring with peer institutions, social scientists, and leaders in the Massachusetts biotech community.

The exhibit, as a result, incorporates diverse perspectives and assembles new information from the frontline of discovery and innovation. In addition, this process has served to form a network of experts who will continue to provide valuable information and analysis for this dynamic exhibit."

Lucy Kirshner
Manager, Discovery Spaces

"The Museum of Science is in the final stages of developing what is sure to be a comprehensive interdisciplinary exhibit on human biology and the factors involved in informing individual and societal healthcare decisions. ***The Hall of Human Life*** will provide perspective on biology, evolution, social experience, and environment that incorporates medical research from around the world and live data from Museum visitors. I have been impressed by the level of thinking and imagination that has gone into the prototypes, and I am excited to see this highly interactive exhibit coming to life before my eyes."

Dr. Timothy Johnson
ABC News Medical Editor (retired)

For more information about the *Hall of Human Life* or to make a gift in support of the project, contact Pamela Jackson at 617-589-0147 or pjackson@mos.org.

Museum of Science.

1 Science Park Boston, MA 02114-1099 **mos.org**

WHAT IS TECHNOLOGY?

INNOVATION IS THE ANSWER

EXPLORING OUR TECHNOLOGICAL ECOSYSTEM

world

Imagine | Innovate | Inspire

The Campaign for the Museum of Science

DEFINING TECHNOLOGY

Serving as the gateway exhibit to the Engineered World, *What Is Technology?* will introduce visitors to technology as the result of the engineering design process, incorporating math and science, but also imagination and, in some cases, art.

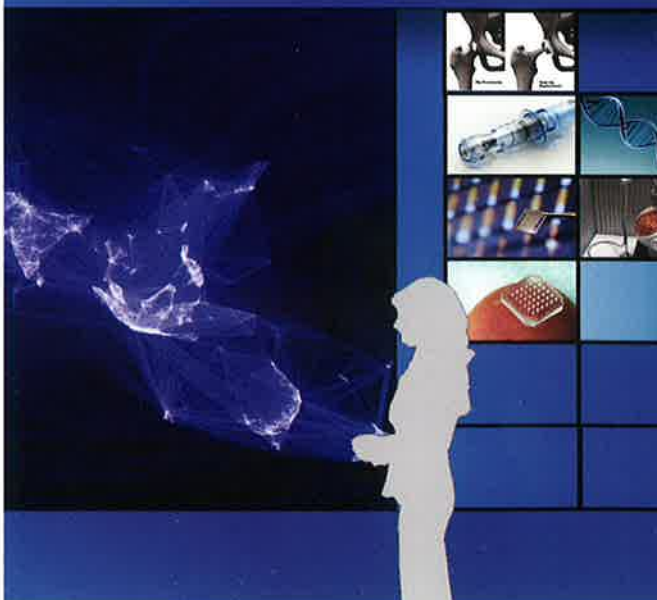
The gallery will be organized by seven basic human needs and wants that inspire the technology we create and define us within the systems we inhabit:

- Food
- Health and Safety
- Shelter and Clothing
- Energy
- Transportation
- Communication
- Entertainment

Our fundraising goal of $5.2 million includes support for facilities infrastructure upgrades, exhibit fabrication, program development, and the refurbishment and relocation of *Mathematica*.

EXPLORING OUR TECHNOLOGICAL ECOSYSTEM

world



THE ENGINEERED WORLD

Human history is a narrative of invention. That story of innovation, told and retold from one resourceful generation to the next, is the story of technology.

What Is Technology?—a new 2,500-square-foot exhibit in development at the Museum of Science—will examine how humankind modifies the natural world, how we engineer our surroundings to meet our wants and needs.

Threads Weave the Space Together

A large-scale graphic wall draws visitors into the gallery space, giving glimpses into the nature and diversity of technology created to meet human needs and wants.

EXPLORING TECHNOLOGY

The Museum of Science provides a foundational educational experience for our visitors, introducing them to new facets of the world they inhabit. Aligned with the Museum's mission to increase technological literacy, *What Is Technology?* will introduce visitors to the human-made world.

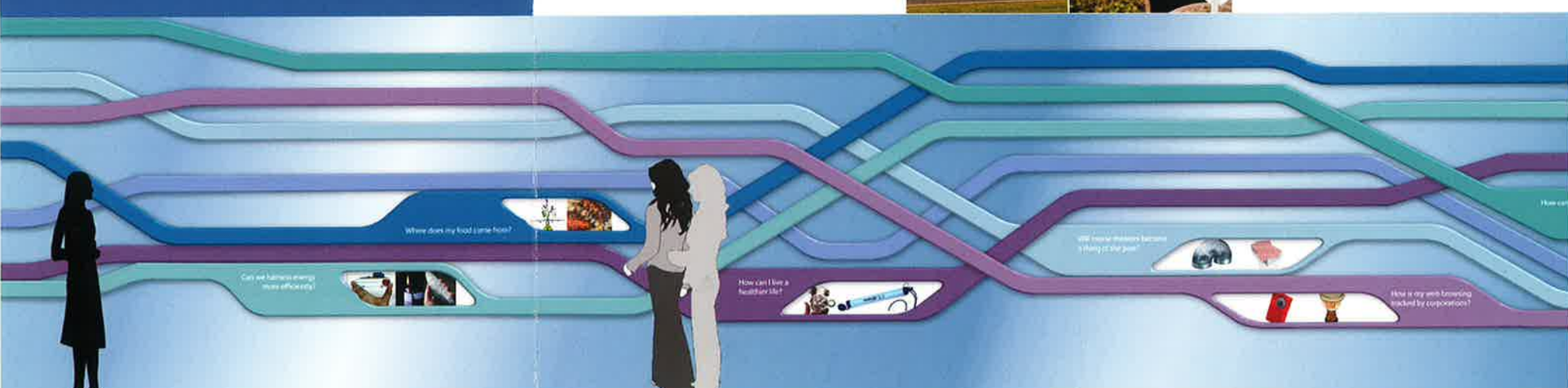
What Is Technology? will reflect the interdependencies between the human-made world and the natural world. We may use technology to give shape to our world in response to our needs and wants, but that process yields both intended and unintended outcomes.

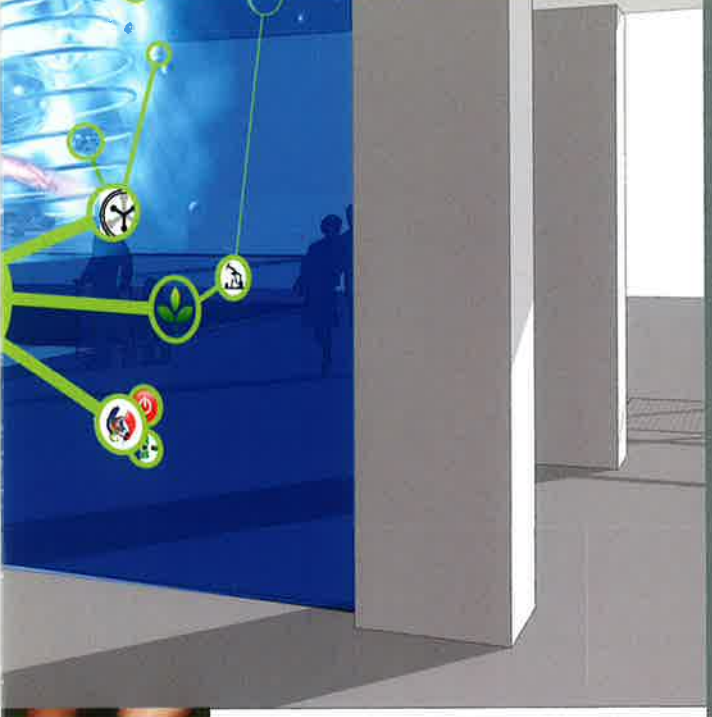
Visitors will learn that problem-solving—addressing human wants and needs—is always at the heart of a new technology. Further, visitors will see how a systems-thinking approach can inform the engineering design process to help sustain our world.

IMMERSIVE EXPERIENCES

A multiperson, multistation augmented reality experience will be at the heart of *What Is Technology?* Visitors will design a community that addresses the seven human needs and wants: food, health and safety, shelter and clothing, energy, transportation, communication, and entertainment. They will make decisions and see—in real time—the consequences of their choices.

The seven needs and wants will also be explored in greater depth through computer-based interactives, tabletop activities, and technology display cases.





TECH COMMUNITY COLLABORATION

The Museum will work closely with industry partners from the business realm, academia, and the public sector to develop content and exhibit interactives. This process will become an innovative form of engagement between the Museum of Science and the region's broad technology community.

These relationships will form the core of the exhibit's content. It will be designed so that featured content may be continually changed, giving visitors access to an experience that is truly cutting edge.

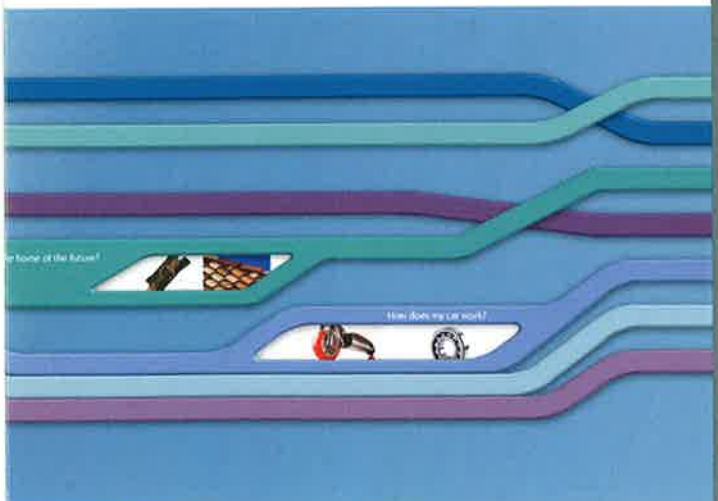


Photo © CyPhy Works

"I consider the day well spent if I get to learn something new."

Trustee Helen Greiner, CEO of CyPhy Works, remembers being shy as a girl in school. She read all the time. She enjoyed math and science. And when she was 11 years old, she saw the film *Star Wars* and fell in love with R2-D2 and the idea of robots. After her father brought home a personal computer, she taught herself how to program and spent hours hacking.

After completing degrees at MIT in mechanical, electrical, and computer science, Helen cofounded iRobot Corporation. iRobot's Roomba is an autonomous vacuuming robot that has been a worldwide hit, selling over 6 million units. iRobot's PackBot has been credited with saving the lives of soldiers and civilians by safely disposing of bombs. Innovation was the key to bringing mobile robots out of the lab and into users' hands. iRobot had to develop the technologies to make affordable, easy to use, high-performance robotic vacuums and highly mobile, rugged, reliable bomb removal robots.

To remain on the cutting edge of robotic innovation, Helen has founded a new company, CyPhy Works, which is creating flying robots. Innovation will again be the key to success.

"The Technology Leadership Council is helping to shape tech-related exhibit and programmatic initiatives encompassed in The Campaign for the Museum of Science. We are excited about the role the Council will play in developing a community of supporters and content partners for the *What Is Technology?* exhibit. We will work closely with the Museum's exhibit and educational teams to create an imaginative space that inspires children and adults to answer the question ***What Is Technology?***"

Paul Egerman and Kurt Melden
Co-Chairs, Technology Leadership Council

For more information regarding *What Is Technology?* or to make a gift in support of the project, please contact Lori Bergeron at 617-589-4209 or lbergeron@mos.org.

TECHNOLOGY LEADERSHIP COUNCIL

Paul Egerman
Health Information Technology Policy Committee
Software Entrepreneur

Kurt Melden
Former Chief Scientist
Juniper Networks

John Abele
Founder
Boston Scientific

Jeffrey Beir
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Founder & CEO at RoadAhead

Rick Burnes
General Partner
Charles River Ventures, Inc.

Mary Ciampa
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Juan Enriquez
Managing Director
Excel Venture Management

Helen Greiner
Chief Executive Officer
CyPhy Works

Rick Grinnell
Cofounder
Fairhaven Capital Partners

Steven Haley
Founder and President
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James McGlennon
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Steve Vinter
Director
Google, Inc.

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Managing Director
Lighthouse Capital Partners

Museum of Science.

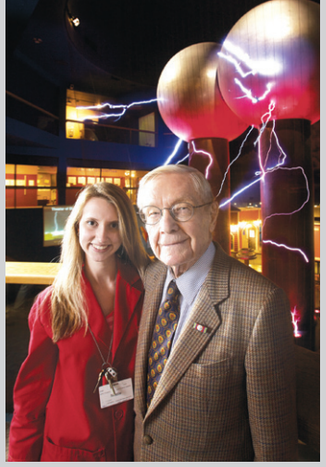
1 Science Park Boston, MA 02114-1099 **mos.org**

ENDOWMENT OPPORTUNITIES

Investing in Discovery and Innovation

Imagine | Innovate | Inspire

The Campaign for the Museum of Science



The Vernon Alden Endowed Internship Fund

"When I was growing up, I had mentors to coach me. Giving young people the chance to have this type of guidance affords me a great deal of satisfaction."

—Dr. Vernon Alden, Museum Lifetime Trustee
with Noelle Perry, 2009 Vernon Alden Intern

ENDOWING DISCOVERY AND INNOVATION

To sustain its mission to transform the nation's relationship with science and technology, the Museum of Science relies upon numerous permanent endowments that support exhibits, educational programs, facilities infrastructure, and community access.

Endowment funds underwrite many of the Museum's most enduring programs, exhibits, and popular attractions, like the Eye Opener, *Cahners ComputerPlace,* the Theater of Electricity, the *Discovery Center,* and so much more. A strong endowment enables the Museum to move forward with master plan projects, secure in the knowledge that permanent resources are in place.

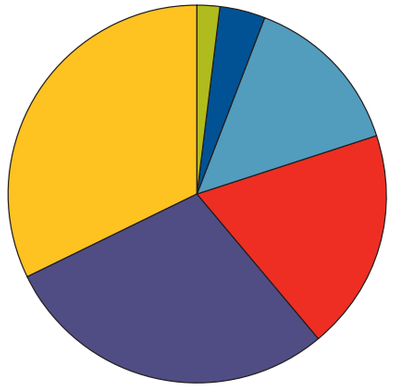
Establishing an Endowed Fund at the Museum of Science

A permanently endowed fund at the Museum of Science provides for a perpetual income source for an area of your interest—exhibits, educational programs, student access, facilities, and more. The principal of your endowment gift will be invested with a goal for long-term growth and stable return. Each year, a portion of your fund's earnings will be spent to meet operational needs at the Museum, with additional earnings invested back into your endowed fund.

You can name the fund for yourself, your family, or a loved one. The Museum will manage the investment and provide regular financial reports on the use of your resources. The Museum will also regularly report on how your endowment is benefiting the Museum community. A named endowment can be created at the Museum of Science with a minimum initial commitment of $100,000, funded over a negotiable period of years.

Endowment Support at a Glance

32%	Exhibit Development and Maintenance
29%	Unrestricted Annual Use and General Operating Support
19%	Miscellaneous—Awards, Facilities, Research, Technology, and Multi-Purpose Funds
14%	Educational Programs
4%	Student Access, Internships, Scholarships, and Fellowships
2%	Library Acquisitions and New Media



Endowed Giving Opportunities

$10 Million	*Museum President's Position*
$5 Million	*Facility Endowment*
$1 – $3 Million	*Exhibit Development Staff Positions*
$500,000	*Science/Technology/Engineering Education Staff Positions*
$100,000	*Internships, Educator Development, Exhibit Maintenance, Live Animal Care, Student Access, and More*

The Campaign for the Museum of Science seeks endowment gifts to support exhibit development, facilities enhancements, facilities maintenance, internships, fellowships, and directorships.

During the quiet phase of the Campaign, the Museum of Science received endowment commitments totaling $17 million. Our remaining Campaign goal for endowment is $15 million.

MUSEUM OF SCIENCE ENDOWED FUNDS

Student Access, Internships, Scholarships, and Fellowships

Vernon Alden Endowed Internship Fund ▪ Warren Berg Internship Fund ▪ Thornton W. Burgess Fund ▪ Arthur Vining Davis Fellowship Fund ▪ Frank & Cora Dewick Fund ▪ Stephen Elmont Memorial Fund ▪ Joseph Kaplan Funds ▪ Helene & Norman Cahners Fund ▪ Marion L. Decrow Fund ▪ Free Admissions Fund ▪ David H. Holt Memorial Fund ▪ Jenks Omni Admissions Fund ▪ Carl T. Keller Memorial Fund ▪ Christos Kosmidis Discovery Center Endowed Internship Fund ▪ Charles W. Lynn, Jr. Endowment Fund ▪ Bradley E. Marks Memorial Internship Fund ▪ Joan (Paddy) Matloff Scholarship Fund ▪ Charles E. Merrill Fellowship Fund ▪ G. Gardner Monks Memorial Internship Fund ▪ John O'Bryant Scholarship Fund ▪ Kenneth E. Pauley Endowed Internship Fund ▪ Theodore G. Roger L. Nichols Internship Fund ▪ Patterson Fund ▪ Leslie A. Riseberg Endowment Fund ▪ Eleanor and Miles Shore Endowed Internship Fund ▪ George and Virginia Shattuck Fellowship Fund

Educational Programs

Marie E. Carter Funds ▪ Collections Conservation Fund ▪ Computer Clubhouse Fund ▪ Edward Dane Fund ▪ Charles McMahon Discovery Center Fund ▪ Charles McMahon Human Body Connection Fund ▪ Kenneth Olsen Fund ▪ Jane and Neil Pappalardo Fund for Programs ▪ Ned Pearce Memorial Fund ▪ Barbara and Malcolm L. Sherman Fund for Adult Programs ▪ Horace W. Goldsmith Foundation Fund ▪ H.G. & M.R. Anderson Planetarium Maintenance Fund ▪ Joan and Gary Bergstrom Discovery Center Endowment Fund ▪ Romaine R. Bruns Endowment Fund ▪ Cahners ComputerPlace Endowment Fund ▪ Mrs. Edward D. Cole Fund ▪ Karl T. Compton Fund ▪ James A. Cooper Memorial Endowment Fund ▪ Deshpande Fund for Girls in STEM ▪ William. B. and Olive P.T. Farinon Endowment Fund ▪ Barbara "Baba" and Milton "Miltee" Feinberg Endowment Fund for Programs ▪ Genzyme Endowment for Biotechnology Education ▪ William Germeshausen Fund ▪ Gilliland Observatory Fund ▪ Henry and Jean Hall Special Exhibitions Endowed Fund ▪ Harvard Pilgrim Health Care Endowment Fund ▪ William Randolph Hearst Fund ▪ Evelyn M. Jenks Fund ▪ Richard S. Morse Fund ▪ Novack Family Youth Education Fund ▪ Reno Family Foundation Endowed Fund I & II ▪ Susan Saltonstall Fund for Programs ▪ Stepanian Family Technology Education Fund ▪ Joan and Herman Suit Fund for Educational Programs

Exhibit Development and Maintenance

William & Ramona Mercer Endowed Fund ▪ George W. Smith and Robert C. Jordan Fund ▪ Waldo Emerson Forbes Fund ▪ William Brewster Fund ▪ Henry W. Buhler Fund ▪ Francis & Sanda Countway Fund ▪ William C. & Jessie B. Cox Fund ▪ Brit and Alex d'Arbeloff Exhibits Maintenance Fund ▪ Francis Wright Davis Fund ▪ Joseph F. & Clara Ford Fund ▪ Henry Snow Hall, Jr. Fund ▪ Roger Fellowes Hooper ▪ Muriel G.S. Lewis Exhibits Fund ▪ Charles Lund Fund ▪ George and Marjorie Lyon Fund ▪ Frank E. Peabody Fund ▪ Sarah P. Pratt Fund ▪ Edward and Bertha Rose Fund ▪ Alfred and Susan Row Fund ▪ George Willard Smith Fund ▪ Russell and Andrée Stearns Fund ▪ Dr. John D. Houghton Exhibit Fund

Library Acquisition and New Media

Acquisitions Fund ▪ Alice Wellington Lyman Fund ▪ Dr. Marvin C. Grossman Fund ▪ Clement S. Houghton Fund ▪ John K. Howard Fund ▪ John Bernard Swell Jackson Fund ▪ Anita B. Kingan Fund ▪ Isadore "Hank" Levy Fund ▪ Charles S. Minot Fund ▪ John W. Randall Fund ▪ Edith Hall Washburn Fund ▪ Huntington Frothingham Wolcott Fund

Awards, Facilities, Research, Technology, and Multi-Purpose Funds

Carlyle & Constance Holt Fund ▪ Truman S. Casner Fund ▪ The Computer Museum Exhibits/Programs Fund ▪ Robert Dunn Fund ▪ Joanne and Paul Egerman Technology Fund ▪ David W. and Marion S. Ellis Endowment Fund ▪ Ellis/Schmitt President's Discretionary Fund ▪ Sophia and Bernard M. Gordon Fund ▪ Emily C. Hood Fund for the Advancement of Science and Technology ▪ Susan Minns Fund ▪ National Endowment for the Humanities Fund ▪ Gretchen Osgood Warren Fund ▪ Elihu and Clarissa Thomson Fund ▪ William J. Walker Prize Funds ▪ Washburn Award Funds ▪ Julie and Bayard Henry Fund for Research and Evaluation ▪ Museum of Science Maintenance Fund ▪ Bradford and Barbara Washburn Discovery Fund ▪ Barbara and Bradford Washburn Traveling Fellowship Fund ▪ Robert C. Waterston Fund

Unrestricted Annual Use and General Operating Support

Leo and Phyllis Beranek Fund ▪ Jane and John Bradley Endowed Educational Fund ▪ Trustees Discretionary Fund ▪ Edward and Lois Bowles Fund ▪ Francis T. Colby Funds ▪ John A. and Barbara M. Fibiger Endowment Fund ▪ Melville Bell Grosvenor Fund ▪ Emma Gildersleeves Lane Fund ▪ Roger L. Nichols Fund ▪ Edith Morse Robb Fund ▪ F. Carrington Weems Fund ▪ Paul A. Maeder and Gwill E. York Fund

For more information about an endowment gift at the Museum of Science, call **617-589-0181.**

THE ANNUAL FUND

MAKING AN IMMEDIATE IMPACT

"Whenever I bring my grandchildren to the Museum of Science, they hit the concourse running and build up a good head of steam. The Annual Fund gives the Museum that same kind of running momentum from year to year. **I give to the Annual Fund because current-use support goes where the Museum needs it most—** exhibits, educational programs, and day-to-day operations. That kind of energy really makes a difference."

– Brit d'Arbeloff
Honorary Campaign Co-Chair, Trustee Emerita

Imagine | Innovate | Inspire

The Campaign for the Museum of Science

You can make an immediate impact.

Every day, the Annual Fund delivers the unrestricted income needed to maintain your favorite exhibits, offer educational programs for visitors of all ages, and provide for the upkeep and care of our Science Park facilities.

Current-use gifts to the Annual Fund help ensure that the Museum of Science continues to transform the nation's relationship with science and technology.

The Annual Fund is a vital part of the Museum's effort to deliver an amazing educational experience to our members, friends, and guests. Your gifts to the Annual Fund go to work immediately and are essential to the Museum's efforts to inspire children, engage adult learners, and provide resources for educators every year.

Your gifts support Campaign priorities.

All gifts to the Annual Fund count toward the overall $250 million goal of the Campaign for the Museum of Science. During the quiet phase (2004 – 2010) of the Campaign, $16 million was generously donated to the Annual Fund, and the goal for the public phase (through 2015) is $11 million. Maintaining a strong base of annual, unrestricted operating support is essential to the success of the Museum.

Your support leaves its mark.

Donations to the Annual Fund help the Museum of Science support every facet of our daily operations. Here's a quick look at the range of our activities and the impact of our programs each year:

- more than 100,000 school children are inspired by our Traveling Programs
- visitors interact with 700+ innovative exhibits in 130,000 square feet of gallery space
- over 175,000 students enjoy field trips to the Museum
- 120 animals reside in our Live Animal Center and appear in over 5,000 educational programs
- more than 650 community-based organizations benefit from our educational partnerships
- the Museum educates and informs an average of 1.5 million visitors

Donor Recognition

The Annual Fund recognizes donations of $300 and more through our giving societies. In thanks, we offer a range of benefits—such as special access, exclusive events, and extraordinary experiences—to those individuals whose philanthropic gifts make a significant contribution to the Musuem's unrestricted operating budget.

The Innovators

Philanthropic young professionals (up to age 45) who contribute $500 or more annually enjoy networking events with their peers who share an interest in opportunities to develop their nonprofit leadership skills at the Museum of Science.

The Explorers

Friends of the Museum of Science making annual gifts ranging from $300 to $2,499 receive published recognition and exciting benefits, such as Behind-the-Scenes tours, Insiders Gatherings, and invitations to donor appreciation events.

The Discoverers

Annual donations of $2,500 or higher offer additional unique opportunities for patrons to connect to core Museum activities, including exhibit and program showcases, concierge services, and private receptions with Museum experts and guest speakers.

To make your gift to the Annual Fund at the Museum of Science, call us today at **617-589-0370** or go to **mos.org/donate.**

Inspiring Spaces

Rejuvenating Our Landmark Campus and Opening the Yawkey Gallery on the Charles River

Museum of Science.

Imagine | Innovate | Inspire

The Campaign for the Museum of Science

Addition.
Subtraction.
Transformation.

The first comprehensive makeover of the Museum's lobby since its construction will revive the look, feel, and function of this grand space.

Highlighting the Charles River as backdrop, the lobby will feature bold new wall graphics and a dynamic media display on the bridge that spans the Blue and Green Wings.

New windows will be installed on the river side of the lobby from the ground floor to the ceiling. This new glass will be electro-chromatically tinted and connected to solar sensors that control the sunlight coming into the lobby, reducing solar glare and helping the Museum conserve energy.

The Information Booth will be relocated to the corner of the Red Wing entrance, making it visible from the concourse and the street-level entrances. The remodeled box office will incorporate all ticketing, including self-serve kiosks.

The Yawkey Gallery on the Charles River

The Charles River has always been an essential feature of the Museum's iconic lobby. A transformation—to both physical structure and exhibit content—will ensure that the river remains a central experience at the Museum of Science.

Within the Yawkey Gallery, you will be able to see, touch, and experience the natural and engineered world that has emerged in the river and its environs.

A wall of living plants and stonework constructed along the Green Wing side of the gallery will provide a lush and dramatic entrance to the three-story, 5,000-square-foot gallery. On the Blue Wing side, a large-scale map display and smaller individual displays will let visitors interact with imagery and animated 3-D models of the region.

In the lower lobby—at river level—you will see turtles and native fish. There will be a crawl-through tunnel for young visitors. A large interactive table will help visitors explore concepts of land use, dam building, bridges, and engineering on landfill.

A narrative history of the Charles River will detail changes in the health of the watershed over the last 350 years. The causes of pollution will be examined. Efforts to improve the condition of the river will be presented through personal stories and rich data sets.

The Yawkey Gallery on the Charles River promises a learning experience that connects the skills and discoveries of science with the processes and products of engineering. Visitors will use observation and data interpretation skills to learn about the history, current state, and potential futures of the Charles River Watershed.

Greener Spaces

Environmental sustainability is core to the institutional mission of the Museum of Science, so funding green initiatives is a priority of the Campaign for the Museum of Science. Upgrades are being made throughout the Museum to reduce energy consumption and improve overall waste reduction efforts.

Outside, a living green wall will be installed on the five-story parking garage and a cistern will be positioned to collect rain water from the garage roof, complementing the Museum's rooftop Wind Turbine Lab and solar panels. The rainwater will be used in the new concourse restrooms and in the Gordon Current Science & Technology Center, which was plumbed for this purpose when it was constructed in 2005.

To learn more about how you can support the Museum's plans for public spaces and the Yawkey Gallery on the Charles River, please contact Pamela Jackson at 617-589-0147 or pjackson@mos.org.

Environmental Sustainability Committee

Established in 2005, the Environmental Sustainability Committee supports and promotes environmental education and sustainability practices within the Museum and throughout its programming. Members advise the board of trustees on green design concepts, energy conservation and renewable energy, and organizational practices related to sustainability.

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The Museum of Science is beginning extensive renovations of our public spaces to improve the visitor experience, to strengthen our commitment to environmental sustainability, and to deliver our core message on the interdependency of the natural and engineered worlds.

Renewal of the Museum's lobby and the creation of the Yawkey Gallery on the Charles River will usher in a new era at the Museum of Science.

PROJECTED BUDGET

Main Entrance	$2,400,000
Concourse	$2,600,000
Lobby	$3,400,000
Yawkey Gallery	$12,300,000
Greening Initiatives	$2,500,000
Total Estimated Project Costs	**$23,200,000**

"The Museum has a very important mission—to get people interested in science and technology. In the lobby, we really need to focus on 'the wow factor.' We need to use the lobby to get visitors excited about doing the activities inside the Museum. We need eye appeal to draw in visitors and keep them coming back."

Brit d'Arbeloff | ***Trustee Emerita***