



ANNUAL REPORT 2011



LETTER from the CEO



Dear McWane Science Center Friends and Family:

Looking back over our accomplishments in 2011, I can say that I am proud to be part of this wonderful organization and a member of its incredible staff! We renovated the Deep Discovery area in the aquarium, built our own summer exhibit "Imagination Lab" and opened the "Science of Swish" exhibit in the fall. We also had a wonderful traveling exhibit, "Eat Well Play Well," about the importance of eating healthy and exercise. This tied in well with a new program "Healthy Change in Your Community Challenge" where six groups of children worked throughout the year developing "healthy" programs to introduce in their communities. We also were awarded our first two competitive federal grants from IMLS and NSF.

In September our CEO, Tim Ritchie, left after 7 years to go to San Jose and take the helm of The Tech Museum. It has been a great honor for me to serve as Interim CEO. For those of you that do not know me, I am McWane Science Center's Chief Financial Officer and I have been with McWane for seven years. While my normal responsibilities are mainly in the areas of Finance, HR and IT, serving in this Interim position has given me the opportunity to know my science center — your science center — a little more intimately.

I have gained a better understanding of the impact that our organization, with your support and guidance, has on the education of our children. I understand the role that McWane Science Center plays in bringing families together to make

lasting memories. I have seen the sparks in our visitors' eyes when they "get it." I now know that our programs and exhibits do inspire our future scientists, engineers, inventors, innovators, teachers and community leaders.

This made me wonder, "Do our donors and friends know the various services that we provide to our community, our state and our region?" In this report, you will attain a clear picture of our 2011 finances, but you will also see information scattered throughout about our various programs and services that you might not know already. Please take a look at these, ask questions and come and see for yourself the science center that you helped create.

McWane Science Center is more than an entertainment venue for the Greater Birmingham area. We are an exciting and vital informal learning institution for the community that brings science to life and makes learning an adventure for thousands of children. Thank you for helping us "change lives through science and wonder" in 2011.

Gratefully,

Amy Chauvin, Interim President and CEO

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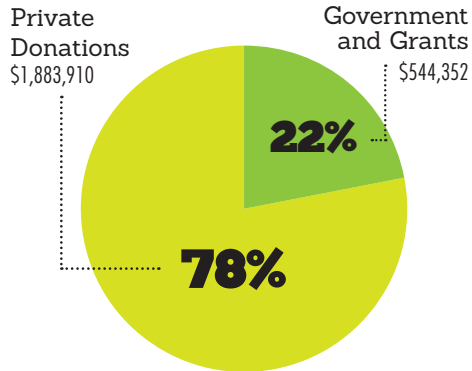
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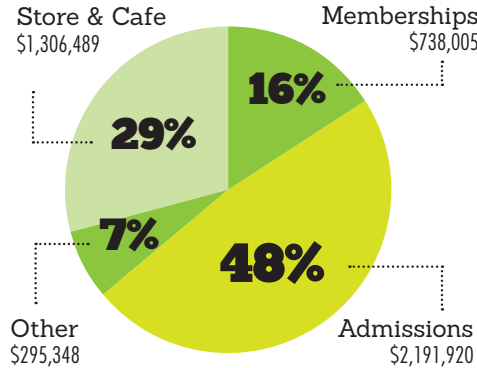
FACTS & FIGURES

Contributed Revenue



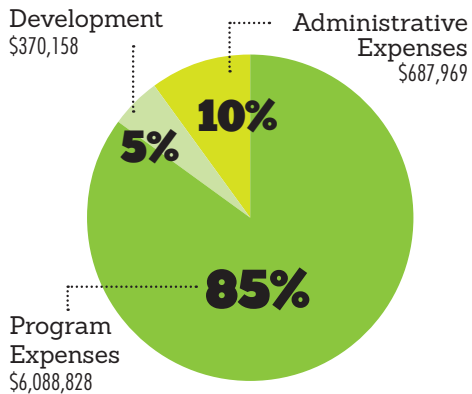
TOTAL CONTRIBUTED REVENUE:
\$2,428,262

Earned Revenue



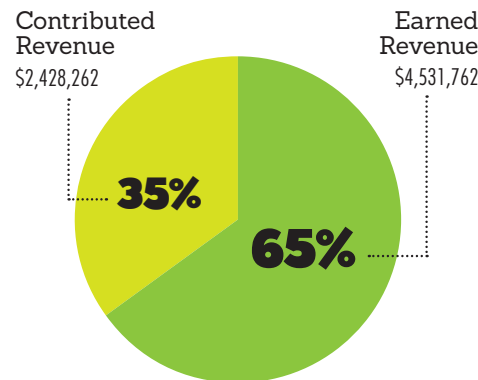
TOTAL EARNED REVENUE:
\$4,531,762

Expense Allocation



TOTAL EXPENSES:
\$7,146,955

Contributed vs. Earned Revenue



TOTAL REVENUE:
\$6,960,024



DID YOU KNOW?

Hundreds of middle and high school students in our community count on McWane Science Center and UAB COD to provide their science labs. The Altec/Styslinger Foundation GENEius Laboratory and Labworks at McWane Science Center provide students with state-of-the-art learning environments that include the latest science technology and equipment. UAB educators work directly with students and teachers to provide advanced science laboratory experiences that are unavailable anywhere else.

ATTENDANCE

ON SITE:	359,989
OUTREACH:	22,065

TOTAL ATTENDANCE: 382,054

Total visitors from field trips: 90,248

ARCHIMEDES SOCIETY

The Archimedes Society of McWane Science Center is a group of loyal supporters whose central vision is to foster a community that embraces science literacy and innovation. These individuals make personal gifts of \$5,000 or greater to the organization annually. As a result, McWane Science Center continues to “change lives through science and wonder.”

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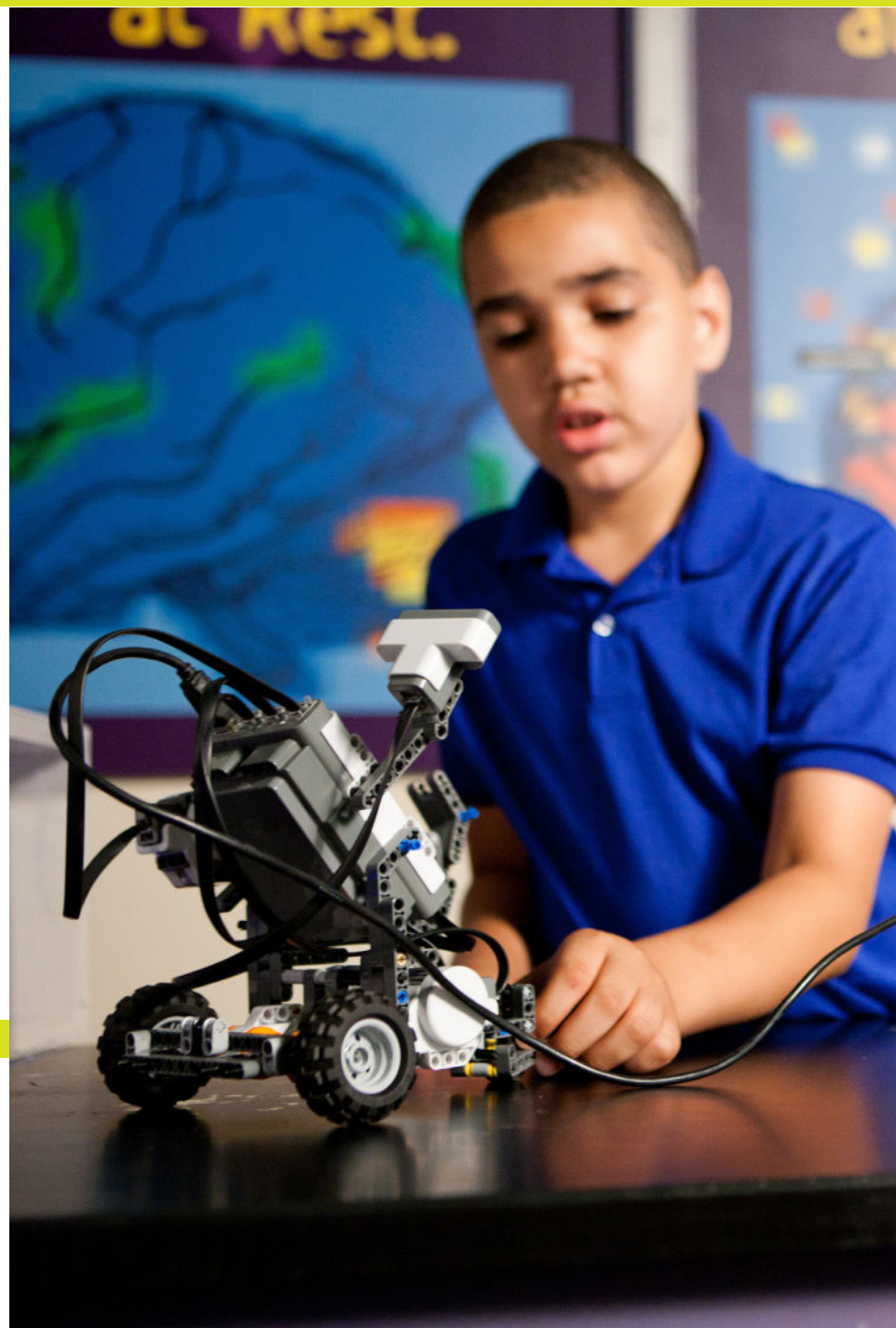
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DID YOU KNOW?

McWane Science Center has established a Science Education Partnership program with two local schools — Restoration Academy and W. J. Christian. The Science Education Partnership is a school year-long collaboration that immerses McWane in science content delivery for participating schools — providing:

- Teacher training
- One-on-one teacher consultation
- Classroom-based, hands-on outreach programs
- Science labs, programs and field trips at McWane



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McWane Science Center hosts the Celebrate Science Exhibit Design Challenge, serving over 350 students annually. The Celebrate Science program promotes scientific learning in classrooms by challenging students to design their own prototype exhibit for McWane Science Center.



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