

# ANNUAL REPORT 2019





## Contents

Our Mission	4
Letter from the CEO	7
Our Mission in Action	8-9
2019 Demographics and Revenue Review	10-13
Discovery World Impact by Numbers	14-15
2019 Year in Review	16-19
Community Day	20-21
The Lower Mezzanine	22-23
Roger & Judy Smith Family Pilot House	24-25
2019 Membership in Review	26
Membership in the Form of Giving	27
The S/V <i>Denis Sullivan</i>	28-29
The Kohl's Design It! Lab	30-31
Exploration in the Reiman Aquarium	32-33
Education: Repeat STEM Educational Opportunities for Schools and Students in Underserved Areas	34
Education: Program for Inquiry and Science Instruction (PISI)	35
Education: Summer Camp	36-37
Grateful for Volunteerism	38-39
2019 Discovery World Gala	40-41
2019 Discovery World Gala Donors	42-45
2019 Discovery World Donors	46-47
Ways to Give	48
2019 Board of Directors	49
Board of Director Impact in 2019	50-51



# Our Mission

Discovery World provides fun and educational experiences through interactive exhibits and educational programs for families and students in Milwaukee, the region, and the state of Wisconsin. We generate excitement for Science, Technology, Engineering, Math (STEM), freshwater education, and careers in the minds of children and young people, while playing a vital role in the workforce development pipeline.





# Letter from the CEO



**...we are proud to say that we have deepened existing partnerships, created new ones, fostered young minds, and made more people aware of who we are and what we do.**



Dear Friends of Discovery World,

As we reflect on our 36th year, it gives us great pleasure to see the joy and excitement that Discovery World brings to our guests each and every day. This year brought significant change to our organization, and I am thrilled to have joined the Discovery World family and am proud we can be a community resource here in Milwaukee and across the region. As members of the Discovery World family, we are fortunate to be able to mingle amongst the families, school groups, and summer campers while they are exploring, learning and having fun on our exhibit floor, in our lab spaces, and on our grounds. I am thankful to our guests, members, partners, and supporters as we continue our efforts to transform Science, Technology, Engineering, Math (STEM), and freshwater education.

Within our mission, we invoke the sentiment that Discovery World exists to inspire the next generation of engineers, designers, scientists, inventors, and community leaders. We also encourage collaboration amongst corporate partners, educators, and community members to achieve a larger goal – provide all children with access to quality educational experiences and resources that will allow them to flourish now and in adulthood.

As the year came to a close, we reflected on our accomplishments and we are proud to say that we have deepened existing partnerships, created new ones, fostered young minds, and made more people aware of who we are and what we do. We are advancing our work thanks to the support that we receive from our Board of Directors, our corporation and foundation partners, our loyal members, our hardworking volunteers, and the patrons who choose us as their destination for the day. We are stronger for our ability to grow our Access Fund to support increased opportunities for school group visits, family trips, and summer camp participants who come to Discovery World via scholarship. Removing the barriers to participation and aligning our efforts with the needs of our audiences remains a focal point of our priorities now – and in the future.

As you learn more about our accomplishments from 2019, please remember that we are so grateful for your support. Our annual report celebrates our accomplishments together – partners, families, organizations, schools, volunteers, staff, donors and – most importantly – kids who make every day at Discovery World the best day yet.

Look how far we have come...and imagine how far we will go in the next decade! On behalf of our family, we thank you for your loyalty, support, and commitment to Discovery World. The best is yet to come!

Sincerely,

Bryan Wunar, President and CEO, and the rest of the Discovery World family



Our Mission in Action



paying it forward means...

Giving access to fun and learning for everyone in our community

The Discovery World Access Fund gives children, families, and students accessibility to admission and educational programming at Discovery World. Our goal is to open our doors to the entire community, regardless of their financial status, to inspire the next generation of engineers, designers, scientists, and innovators.

giving means...

Providing a child the chance to pursue their dreams

Judson's Story...

A tentative start

The Structural Engineer camp in the Kohl's Design It! Lab is in the running for my personal favorite camp in the whole wide world. In the summer of 2016, one student in particular stood out. He came to our Discovery World camps on a scholarship and was recommended by a teacher at his elementary school. In the morning on first day of camp, he pulled me aside to quietly ask if other students in the camp were there on a scholarship too. He feared he wouldn't have the engineering understanding that other students may have. By the afternoon, he moved from his seat at a table in the classroom to a seat at the counter in order to have a better view of each lesson presentation. From that spot, it was also easier for him to ask questions while working on projects and assignments.

The engineer begins to emerge

The big project for the week was creating skyscraper models and he gave me the impression he had been thinking about building design for a very long time. He made a few building sketches, jotted down the materials he would want to build with, and had notes on making his building energy efficient. For the project, he poured his own concrete foundation base on the structure, designed and built a different theme for each level of the building, and topped it off with a clock tower.

A new horizon opens up

As the students learned about structural integrity, they weighed and mixed their own concrete columns to be tested for strength at the Milwaukee School of Engineering (MSOE). Into the blend, campers combined bizarre materials such as feathers, straws, noodles, and even beads with their concrete.

This particular camper was beyond thrilled to check out MSOE. He had never heard of MSOE before and had no idea there was a whole school dedicated to learning about engineering. In the 20-minute walk from Discovery World to MSOE, he imagined all the equipment the engineers might be able to show him and all the projects around the world they might have worked on. Once we entered the lab where the column crush test was to take place, his eyes lit up. The room had 6-foot thick walls, it was filled with hardcore machinery, industrial testing equipment, and multiple engineering professors who were eager to answer his many questions. He raced up to our educator, Lizzie, to tell us how excited he was to be in that space. This was a big deal.

A personal victory

His turn came to test his column. His personal concrete mix had feathers and a few straws that he weighed and added to the mix just a few days prior. It won the class strength test (surpassing more than 10,000 lbs.)! On the last day, campers presented projects and discussed what they learned. He told us how he felt every single emotion during the week. He mentioned his personal struggles and how he overcame fears, his love of the project challenges, and the sheer happiness he felt. This last day is also when all students are able to showcase their knowledge from the week to their parents for a "Camp Gallery." His father came in and couldn't wait to see the skyscraper his son had been talking about every evening. The father let us know how much he raved about camp and how badly he wanted to grow up to be an engineer.

He will make an incredible engineer. I'm sure of it.

- Written by Meghan Langmyer, Summer Camp Educator

2019 Demographics and Revenue Review



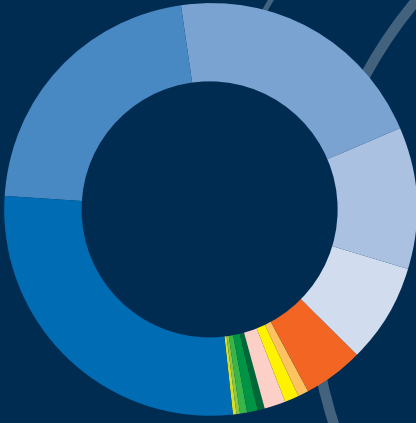
Revenue Numbers		
Contributions	2,423,288	31%
Admissions	1,723,965	22%
Membership	953,376	12%
Programs	1,176,649	15%
Catering/Events/Rentals	861,424	11%
Gift Shop & Parking	600,637	8%
Totals	7,739,339	100%



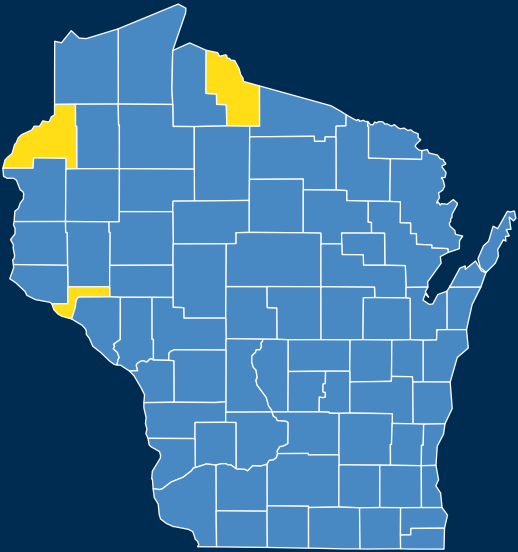
Wisconsin County Attendance

Over 300,000 people visited Discovery World in 2019, and Discovery World hosted visitors from all 50 United States and 27 countries. Of the 96% of visitors and groups who supplied a zip code, 95% reported residing in the Midwest; 82% were from Wisconsin, 10% from Illinois, & >1% respectively from Minnesota, Iowa, Michigan, Indiana, Ohio & Missouri. Discovery World welcomed visitors from 69 of Wisconsin's 72 counties for museum admission, programs, and events.

County	TOTAL
Milwaukee	49%
Waukesha	17%
Ozaukee	5%
Racine	4%
Other	25%



Free Community Access		
Earth Day Admission	7848	
Field Trip Admission	6133	
Field Trip Educational Programming	5879	
Kohl's Design It! Workshop Programming	3138	
Educators	2219	
Veteran/Military Admission (Blue Star 1042, Purple Heart 62, Vet/Military & Veteran's Day 276)	1380	
Mother's Day	213	
Father's Day	271	
Summer Camp Scholarships	463	
Girls & STEM Admission	217	
Seniors in September	214	
Sensory Friendly Sunday	153	
Membership	69	
Big Brothers Big Sisters Admission (Free littles only)	50	



County	TOTAL	County	TOTAL	County	TOTAL
Milwaukee	99998	Oconto	293	Richland	50
Waukesha	34636	Dunn	267	Dunn	49
Ozaukee	9685	Juneau	252	Clark	41
Racine	8925	La Crosse	233	Lafayette	41
Dane	8858	Calumet	217	Trempealeau	41
Washington	7026	Eau Claire	207	Bayfield	34
Kenosha	5798	Taylor	184	Marquette	30
Sheboygan	3866	Oneida	167	Price	24
Walworth	3631	Monroe	163	Washburn	23
Outagamie	2940	Marinette	156	Waushara	23
Brown	2595	Green	137	Barron	22
Jefferson	2244	Shawano	136	Douglas	21
Winnebago	2053	Green Lake	124	Pierce	21
Dodge	2002	Kewaunee	112	Polk	19
Rock	1636	Iowa	97	Adams	17
Fond Du Lac	1610	Vernon	97	Ashland	15
Manitowoc	846	Grant	85	Menominee	11
Columbia	762	Jackson	82	Florence	9
Marathon	645	Saint Croix	77	Rusk	9
Waupaca	457	Forest	68	Sawyer	7
Sauk	404	Chippewa	65	Buffalo	5
Door	354	Vilas	64	Burnett	0
Portage	324	Crawford	59	Iron	0
Wood	295	Langlade	57	Pepin	0



# Demographics and Revenue Review

## Student Free and Reduced Lunch Program (FRLP) Eligibility

In 2019, most schools who visited Discovery World through School Field Trip Admission, as well as targeted educational programming (including Discovery World's SHARP Literacy Program, and MPS Learning Journey Program) received some level of FRLP. Of the schools who share their eligibility numbers with us, 33% of student visitors fall within the high level of FRLP eligibility, meaning more than 75% of the school's student population qualifies for the Free and Reduced Lunch Program.

### FRLP Eligibility

Low - 25% or Less	8,870	19.91%
Mid-Low - 25.1 to 50%	10,416	23.38%
Mid-High - 50.1 to 75%	3,625	8.14%
High - More than 75%	14,689	32.97%
Unknown	6,954	15.61%

*(Travel Tour Service, Homeschool Group, Private & Public schools without data listed)*

## Group Admission

In 2019, nearly 70,000 people visited Discovery World through group admission. School visits comprise 83% of the museum's group admission visitors and group visits such as other nonprofit organizations, day care centers, and kids clubs make up 17% of Discovery World's group admission visitors.

### Student Admission

Elementary School	29,461
Middle School	14,015
High School	1,735



2019 Discovery World's Impact by Numbers

130,000

SQUARE-FEET OF EDUCATIONAL SPACE, INCLUDING:  
CLASSROOMS, LABS, THEATER, EXHIBITS, & STUDIOS



2,136

TEACHERS AND  
EDUCATORS IN  
THE EDUCATOR'S  
COMMUNITY



2,754

CUB SCOUTS, SCOUTS BSA  
& GIRL SCOUTS WHO CAME  
FOR HANDS-ON WORKSHOPS  
AND LEARNING EXPERIENCES



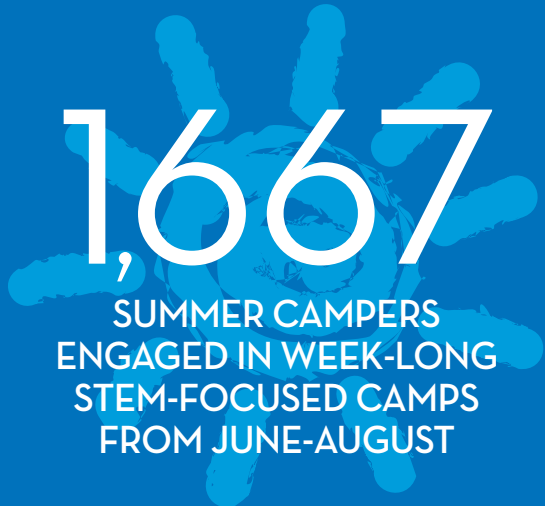
OVER  
300,000

TOTAL VISITORS FROM ALL 50 STATES



1,667

SUMMER CAMPERS  
ENGAGED IN WEEK-LONG  
STEM-FOCUSED CAMPS  
FROM JUNE-AUGUST



10,000

CHILDREN CAME TO  
DISCOVERY WORLD FOR  
EDUCATIONAL PROGRAMMING  
WITH FINANCIAL ASSISTANCE

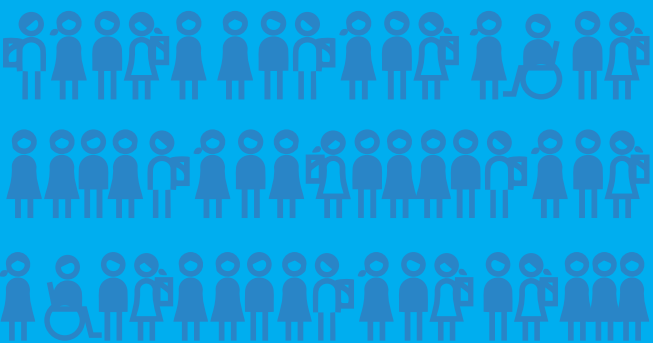


40,636

GUESTS ATTENDED EVENTS HOSTED ONSITE  
AND CATERED BY BARTOLOTTA'S CATERING -  
DISCOVERY WORLD'S ONSITE PARTNER  
AND SUPPORTER

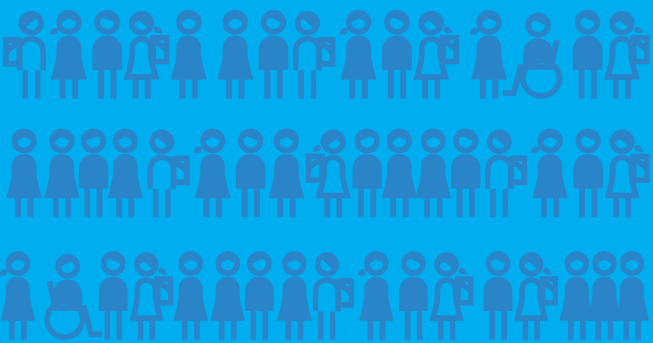


**BARTOLOTTA**  
CATERING & EVENTS



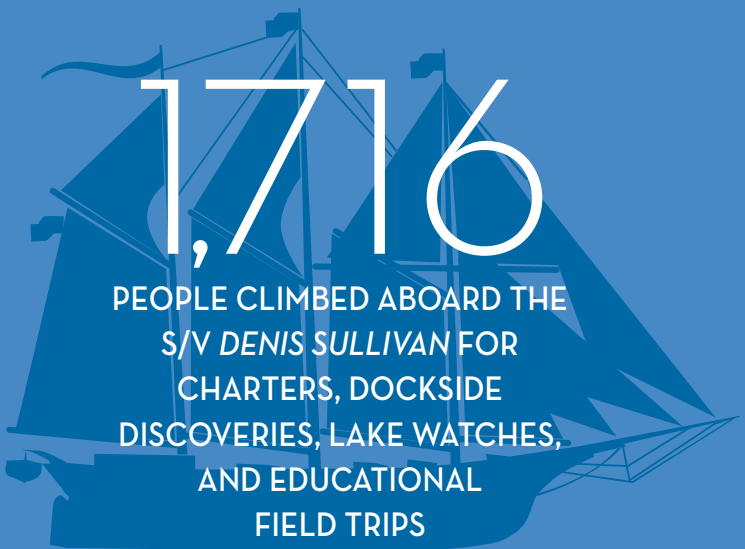
57,909

STUDENTS ATTENDED FIELD  
TRIPS AT DISCOVERY WORLD



1,716

PEOPLE CLIMBED ABOARD THE  
S/V DENIS SULLIVAN FOR  
CHARTERS, DOCKSIDE  
DISCOVERIES, LAKE WATCHES,  
AND EDUCATIONAL  
FIELD TRIPS





# 2019 Year in Review



## JANUARY

- Tony's Creepy Crawly Zoo kicked off its monthly visit bringing guests to the museum to learn all about exotic bugs, and even interact with some of them. **Event Attendance 1,032 for the year.**
- Sensory Friendly Sunday kicked off, our first of these quarterly events, in which we are open from 8-10am for those with sensory needs. These events are free to the attendees thanks to generous sponsors.
- Discovery World participated in the first annual Milwaukee Museum Week along with 15 other Milwaukee museums. The first day of Milwaukee Museum Week was Martin Luther King Jr. Day, and we offered free admission to all kids on that day. **Museum Week attendance: 4,947.**
- The 'Get in the Game' traveling exhibit came to Discovery World and patrons got to meet with professional athletes such as former Olympic gold medalist speed skater Bonnie Blair. The exhibit ran through April.



## FEBRUARY

- Bartolotta Family Food Fest featured six of The Bartolotta Restaurants so guests could sample various delicious items from their menus. *A portion of the proceeds from this event benefited the Steve Atwell Memorial Youth Scholarship.* **Event attendance: 1,405 + over 6,500 food tickets sold.**
- Community organizations and businesses came together to teach the public about how technology plays a role in health with an event called Health, Tech & YOU. **Event attendance: 1,216.**



## MARCH

- Our Development Team hosted members of our Innovator's Circle at Northwestern Mutual's Cream City Labs for an intimate discussion about how they are leading the drive to turn Milwaukee into our nation's next Tech Hub.
- Travel Wisconsin rolled out a new commercial featuring footage of Discovery World and all the fun inside our doors.



## APRIL

- Guests searched Discovery World high and low for treat-filled eggs and rare, highly-coveted gold eggs at our Spring Fling Egg Hunt. **Event attendance: 1,848.**
- Milwaukee Day, April 14th, kicked off the first of six Milwaukee Makers Market events throughout the year featuring local artists on the Discovery World promenade. **Event attendance: 991.**
- Robotics Week featured our partners from Rockwell Automation, FIRST Robotics Teams and professionals in the automation and robotics fields, and community volunteers showcasing robots galore! **Four day event attendance: 4,320.**
- Discovery World welcomed our entire community for FREE to celebrate Earth Day with sponsorship from the U.S. Forest Service. **Event attendance: 7,848.**
- Throughout April, the public was invited to make fun Earth Day projects in the Kohl's Design It! Lab.
- Discovery World opened its doors on Mondays (through Labor Day) for patrons and school groups.



## MAY

- The museum celebrated Love Your Great Lakes Day and the S/V Denis Sullivan Season Kick-Off as we welcomed back the S/V Denis Sullivan from her winter storage. We had freshwater focus groups and organizations educate guests, while the crew of the S/V Denis Sullivan provided free deck tours and taught nautical skills such as rope tying, signal reading, and flag reading. We also debuted our first Discovery World member pop-up lounge, available to all members on Love Your Great Lakes day. **Event attendance: 1,118.**
- Temporary exhibit, 'Mazes and Brain Games' came to Discovery World to test our guests' wit and problem-solving skills.
- Discovery World had the amazing opportunity to host both MPS's annual STEM Fair and STEM Partner Showcase. During these events, hundreds of bright minds got the chance to show off their projects to a panel of judges. **Event attendance: 900**



## JUNE

- The S/V Denis Sullivan participated in a Tall Ships Festival until the end of September.
- Discovery World Members got front row seats to the Big Bang and July 3<sup>rd</sup> fireworks on our dock. **Combined attendance: 1,687.**





# 2019 Year in Review



## JULY

- Live @ the Lakefront packed the outdoor amphitheater for eight weekly live concerts held in conjunction with the Milwaukee Rotary Club.
- We celebrated the 50<sup>th</sup> Anniversary of the Apollo 11 Moon Landing with hands-on activities, displays, and educational experiences.
- Discovery World hosted 600 of our closest friends at our largest fundraiser of the year, our Ignite the Spark Gala.



## AUGUST

- Discovery World officially welcomed our new CEO, Bryan Wunar.
- Summer Camp wrapped up with a tremendous summer under our belts with the best attendance to date!



## SEPTEMBER

- Discovery World welcomed patrons over the age of 60 with complimentary admission during the weekdays for our ‘Seniors in September’ initiative. **Combined attendance: 450 seniors.**
- Discovery World closed for two weeks and modified several exhibits including: the Rockwell exhibit, Great Lakes Future, and the Lower Mezzanine Exhibit Space.



## OCTOBER

- Wizards, Super Heroes, and Time Lords were all in attendance for our 10<sup>th</sup> annual Sci-Fi Family Day. We hosted 25 vendors with their Sci-Fi-themed wares, books, comics, and live performances. **Event attendance: 2,209. .**
- Discovery World hosted our annual Scouting Showcase featuring organizations for Cub Scouts and Scouts BSA to highlight activities that scouts can do in the area. **Event attendance: 1,035.**
- Members Only Halloween Night welcomed costumed members and their guests to explore the exhibits, trick-o-treat, and learn about STEM. **Event attendance: 1,226**



## NOVEMBER

- Our 4<sup>th</sup> annual Girls & STEM event, sponsored by Rockwell Automation, American Family Insurance, and Northwestern Mutual showcased the amazing things that women in our community are doing in STEM-related fields and showed young girls the possibilities awaiting them in STEM-focused careers. **Event attendance 1,575.**
- We launched our new teacher development program, The Program for Inquiry and Science Instruction (PISI), with 20 science teachers from our area's underserved schools.
- Discovery World unveiled a new, temporary 3-D exhibit titled “Heroes of Innovation”, featuring women and minorities who made an impact in STEM fields.



## • DECEMBER

- Santa came to town and spread holiday cheer for all to hear from Black Friday through December.
- Summer Camps officially went on sale for the upcoming summer season.





# Community Day

Discovery World welcomed almost  
**8,000 GUESTS**  
to celebrate Earth Day on May 5, 2019 thanks to  
a generous donation from the U.S. Forest Service  
Eastern Region (USFS). Admission was free for the  
entire day! Guests learned how to care for the Earth  
from Department of Natural Resources (DNR), the  
USFS, and the Learn 2 Fish Foundation. The USFS  
even donated trees of different varieties for patrons  
to take home and plant in their yards.





# The Lower Mezzanine at Discovery World

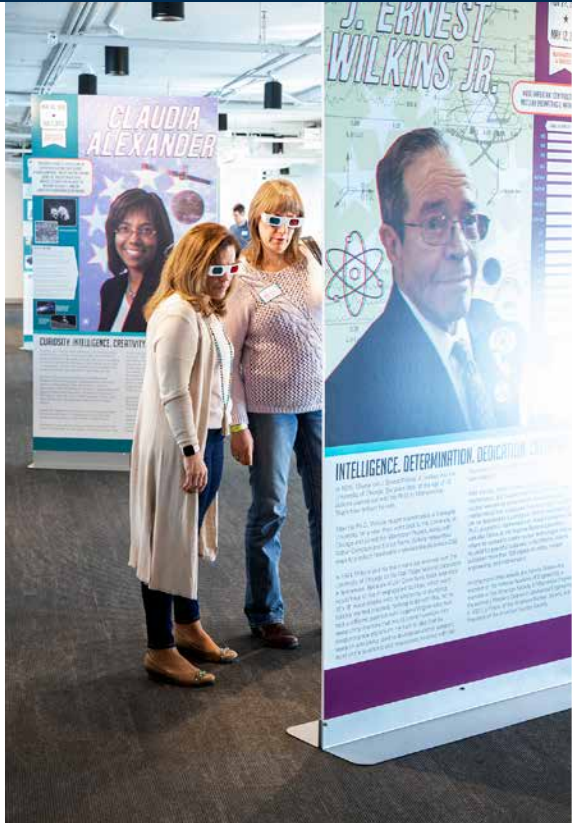
The Lower Mezzanine of the Technology Building, formerly utilized for staff offices, underwent a makeover in 2018 and 2019, and has become a multi-functional, 6500 sq. ft. space. This area of the museum provides for a wonderful event venue, and features the new Health Science Lab.

**2019 Traveling Exhibits:**

*January - April:*  
**Get in the Game Wisconsin Sports Hall of Fame**

*April - Labor Day:*  
**Mazes and Brain Games**

*October - Current:*  
**Heroes of Innovation** - an interactive 3D experience.





# The Roger & Judy Smith Family Pilot House

With a generous \$1 million gift, Roger and Judy Smith have helped to ensure the financial stability of Discovery World and the upkeep of one of the most recognizable structures on Milwaukee’s skyline.

This lakefront beacon now includes programmable LED exterior lighting and in 2020 will include custom fixtures that further complement the architecture of the building.





## 2019 Discovery World Membership in Review

Discovery World continues to delight its members with exceptional experiences thanks to the amazing dedication of its employees, volunteers, and board members!

**39,500 individual adults and children make up our 9,404 Discovery World Membership family.**

We are excited to share that membership increased by 3% in 2019 with steady purchases throughout the year.

### Corporate Partner Employee Membership Discount Program

The Corporate Partner Employee Membership Discount Program was introduced in January 2017 to replace corporate membership cards and simultaneously create meaningful relationships with employees of our corporate partners. Membership discount rates of 10%, 15%, 25% and 50% are calculated based on prior year corporate giving and are reevaluated annually. The discount is provided to employees on any level of new or renewing memberships with evidence of active employment. Discovery World welcomed 1,133 corporate members in 2019.

**For reference, 87% of the new or renewing memberships processed in 2019 were for Family and Family Plus level memberships.**

The membership team visited Southwest Airlines, as well as Kohl's Corporate and Kohl's Innovation Center in 2019. We look forward to creating meaningful connections with our corporate partners and employees in 2020!



Members had a blast enjoying the **Spring Fling Egg Hunt**, **Big Bang Fireworks**, **July 3<sup>rd</sup> Fireworks**, and **Halloween Members Night**.

## Membership in the Form of Giving

Since the introduction of the first complimentary **Guest Pass Card** to one of our community partners in 2018, the opportunity has been expanded to a total of five organizations with six locations in 2019. This year, a total of **1,300 potential admissions** were made available through the cards to the following organizations in support of their missions and we look forward to their visits in 2020 and beyond: Bakari Center, Friendship House, Meta House, Milwaukee County Disability Services Division, Nehemiah Project - Harper House & Trans Center locations, and St. Rose Youth & Family Center.

*NOTE: In late 2019 we reached out to Milwaukee Homeless Vets and look forward to working through the details to enrich the lives of these patriots in 2020 through memberships and/or guest passes.*

- **Seventeen gift memberships** were distributed through new partnerships with Cathedral Center and Ozaukee Family Services in 2019. In addition, we renewed 52 memberships for families that received a gift membership in 2016-18, and have successfully come to visit Discovery World through COA Youth and Family Center, Convergence Resource Center, Fresh Start Learning, Neighborhood House, Silver Spring Neighborhood Center, and United Community Center.
- **Milwaukee County Disability Services Division** provides a variety of services for families of children with disabilities, including opportunities for enriching experiences throughout the community, like Discovery World membership.
- Discovery World created a relationship with Waukesha County Child and Family Services (CLTS Waiver) program to distribute members in a new pilot program.
- Girl Scouts of WI Southeast (GSWISE) offered incentives for cookie sales that included a Discovery World family level membership voucher at higher levels. **Discovery World distributed 138 vouchers.**
- Discovery World partnered with the Cub Scouts and Scouts BSA - Three Harbors Council for their annual popcorn sales incentive. In December 2019, **51 vouchers** were issued with a redemption period through June 30, 2020. Interest has already been expressed by the organization to continue the partnership for fall 2020 popcorn sales.





# Sailing the Great Lakes Aboard the S/V Denis Sullivan



The Sailing Vessel (S/V) Denis Sullivan, Discovery World's tall ship, is a 19th-century re-creation of a three-masted Great Lakes cargo schooner. Captain Tiffany Krihwan oversees the 10-person crew on the 173-ton ship, reaching 137-feet long and holding 10 sails.

The schooner was completed in Milwaukee, Wisconsin in 2000 by professional shipwrights and nearly 400 volunteers. The schooner is a modern educational sailing vessel with two diesel engines, a scientific laboratory, two computer workstations, and modern communication and navigation equipment. The vessel can carry up to 50 passengers on public sails and 21 participants overnight.

The vessel provides an array of genuine maritime experiences, from two-hour day sails for families to multi-day educational sails for students and adults. Water is the world's most precious resource, and the S/V Denis Sullivan provides a unique platform from which to provide marine education, leadership training, and personal development to visitors of all ages.



The crew participated in the Tall Ships Challenge from June - September 2019, visiting Toronto, Buffalo, Cleveland, Bay City, Kenosha, Duluth, and Erie, PA.

The S/V Denis Sullivan sailed all five of the Great Lakes and over 5,000 nautical miles

56,149 guests toured or sailed aboard the schooner during the Tall Ship Challenge

The S/V Denis Sullivan also welcomed patrons for:

4 Adult Adventure Sails

Toronto to Buffalo  
Buffalo to Cleveland  
Duluth to Erie  
Erie to Milwaukee

7 Micro Brew Sails

2 Sprecher Family Sails

Science Under Sail trips with high school students and educators from Minnesota and Wisconsin

4

9 Lake Watch Expeditions

1 Whiskey on the Water Sail

1 Sommelier Sail

13 Family Sails





The Kohl's Design It! Lab and Kohl's Design It! Mobile Lab:  
Discovery World's Maker Space



The Kohl's Design It Lab continued to be one of the most popular areas of the museum in which creativity comes alive, and STEM becomes STEAM. In 2019:

82,378 guests  
were welcomed to the Lab  
for creation and design fun.

The Kohl's Design It!  
Mobile Lab served  
26,487  
students and families  
off-site during the year.

The Kohl's Design It!  
Lab staff created  
48  
new projects for  
guests to make  
in 2019.

Guests created  
almost  
61,000  
projects in the  
Lab onsite at  
Discovery World.

The Kohl's Design It!  
Lab held over of  
60  
programs for  
students in  
underserved  
schools.





# Exploration in the Reiman Aquarium

The Reiman Aquarium is our most popular exhibit and requires constant upkeep, maintenance, and enhancements to keep the exhibit fresh, exciting, and enticing to our visitors. In 2019:

The jellyfish exhibit was installed and filled.

The aquarium team trained seven interns and welcomed over 40 volunteers (combined aquarist assistants and divers) throughout the year.

We received a grant from the PPG Foundation to support the Aquarium Internship Program.

We added new species to the Caribbean tank, including a juvenile cow nose ray.

The reef exhibit was upgraded to now feature animals from the Indo-Pacific.

The aquarists introduced live coral and jaw fish as tank mates for our seahorses.

The folks from the Lakeside Animal Hospital visited the aquarium for animal check-ups!





# Education: Repeat STEM Educational Opportunities for Schools and Students in Underserved Areas

Our Education Team facilitated repeat-visit programs with sponsorships from Johnson Controls and Rockwell Automation for **11** schools and **641** students in 2019. These programs included four to six visits focused on a specific subject while building curriculum from visit-to-visit. Sponsors also underwrote busing for the participating schools.



# Education: Program for Inquiry and Science Instruction (PISI)

Discovery World launched a new professional development program for educators in Milwaukee County who teach, or have been asked to teach, science. PISI offers teachers learning opportunities to grow in their abilities and confidence in leading and creating hands-on activities in their classrooms. Thanks to our generous donors, participation in this program is free of charge. Throughout the program, teachers attend six full-day workshops at Discovery World and receive supplies and equipment to facilitate science activities back in their own classrooms.

- The program officially launched in October 2019 with the inaugural cohort including 20 teachers who teach grade levels between 1st-8th grade in Milwaukee schools.





# Education: Summer Camp – Fun on the Lakefront

Discovery World offers award-winning summer camps focused on hands-on learning experiences in the areas of robotics, freshwater education, automation, fashion design, sailing, anatomy, exploration, and more! Some kids come for one week; some come for the entire summer. We welcomed 1,667 children in 2019 who participated in 110 camps!

We are proud to have given away over 440 scholarships to area students.

- Our Education Team worked with 12 schools and community organizations to distribute scholarships in addition to public scholarships offered through our organization directly.

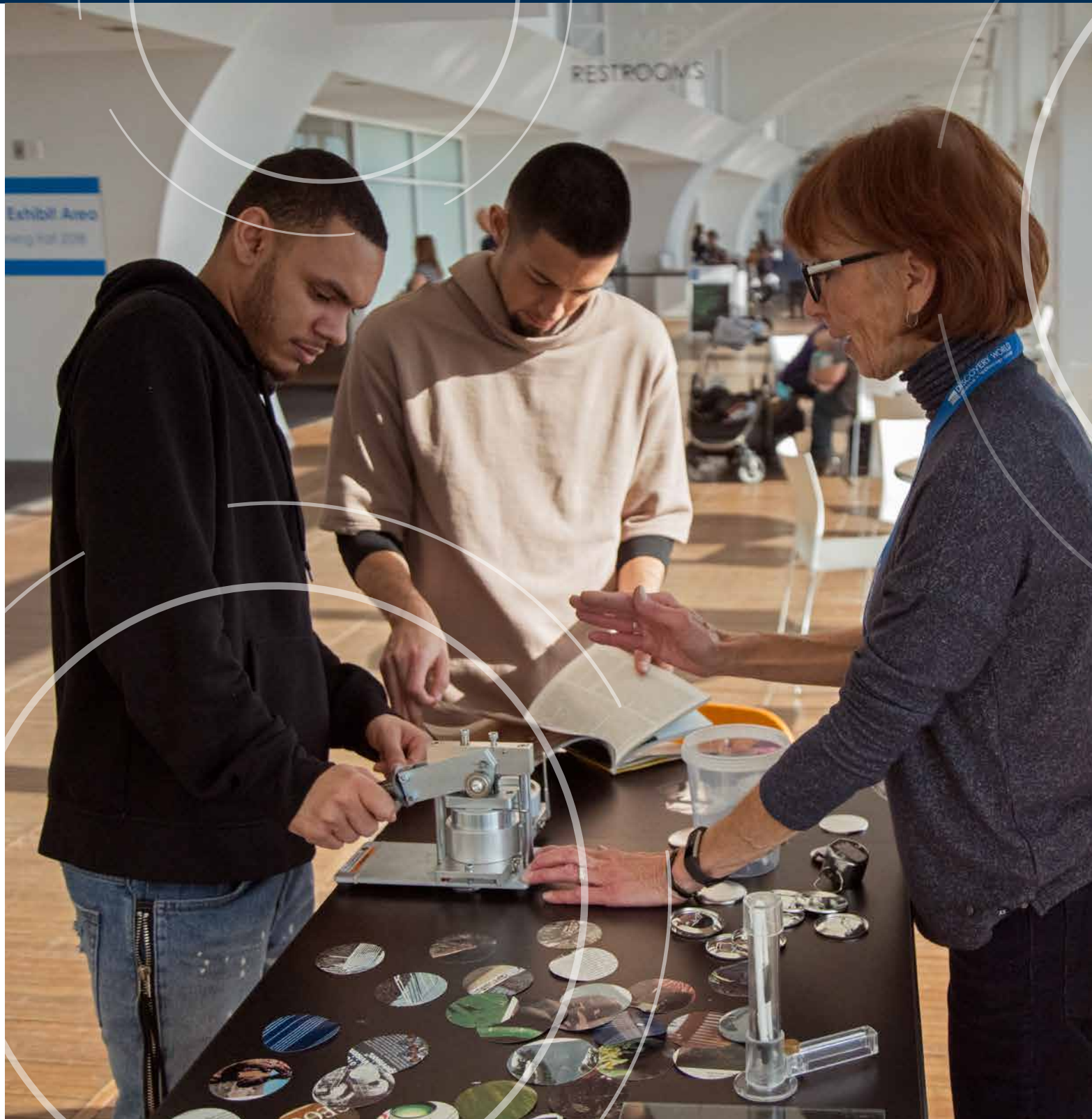




# Grateful for Volunteerism

**In 2019, 477 volunteers donated over 20,000 hours as exhibit docents, divers, tall ship crew members, administrative assistants, event hands, and more. Thank you! We couldn't do it without you!**

*As a 501(c)(3) nonprofit organization, we rely on our dedicated volunteers to help us light the spark of curiosity and ignite a love of Science, Technology, Engineering, and Mathematics (STEM) in children and their families.*





Ignite the Spark Gala – Discovery World’s Largest Fundraising Event!

DISCOVERY WORLD

# Ignite the Spark

*Gala 2019*

Every July, Discovery World hosts its largest fundraiser of the year to assist in our educational programming, specifically our Access Fund. We host our guests to a night of lavish luxury, including: a signature cocktail in an ice luge, gourmet meal from Bartolotta’s Catering, silent auction, live auction, live appeal and raffle, cigar bar, fireworks, live entertainment, extravagant dessert bar, and scrumptious valet gift. In 2019, we honored the late Joe Bartolotta for his commitment to Milwaukee. We also honored former Discovery World CEO Joel Brennan, who in early 2019 ventured to the state capital as newly appointed Secretary of Administration with Governor Tony Evers.





Thank You to our 2019 Gala Donors

About Face Salon	Kristen & Scott Beglinger	Capitol Genealogy	Door County Maritime Museum	Georgia Gapinski	The Ingleside Hotel
Above and Beyond Children's Museum	Timothy & Joanne Behling	Charles & Patricia Carter	DoubleTree by Hilton Hotel Milwaukee Downtown	Diana Garty	Integra Physical Therapy
Acupuncture and Holistic Health Associates	Belle Fiori, Ltd.	Kevin & Rosanna Casper	Dr. Noah's Ark Vet Clinic	Lydia & Nina Garlie	Italian Community Center
Addeo Fit Milwaukee	Linda Benfield	Cave of the Mounds	DryBar Milwaukee	Gathering on the Green	Amanda Jacquart
Adventure Rock	Bentley's Pet Stuff	CBRE	Jon & April Dunn	Erica Gelvan	Robert & Sarah Jansen
Advocate Aurora	Amy Beres	CDI Corporation	EAA Aviation Center	Frederick & Lela Gettelman	JCC Milwaukee
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Babboni Photography	Brian & Nola Brennan	Katrina Cravy	Fleming's Prime Steakhouse & Wine Bar	Ruth Harper	Sang & Jiyeon Kim
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			Gamblers Hockey	Impact 211	Lakeshore Chinooks
			TJ & Kathy Gannon	Indulgence Chocolatiers	Lakeshore Paddle Sports Rentals
			Tom & Joni Gannon	Infinite Gymnastics	Lammi Sports Management
					Varun Laroyia & Radhika Maheshwari



2019 Gala Donors continued

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M3 Insurance	Milwaukee Mariott Downtown	Persian Rug Gallery	Saint Kate - The Arts Hotel	Taliesin Preservation	Howard Wilkins
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Thank You to our 2019 Organization Donors

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Ways To Give



As a science and technology center, we also have a true commitment to expanding learning to our community's youth in Science, Technology, Engineering, and Mathematics (STEM). Our goal is not only to enhance traditional classroom learning, but also to create an excitement for STEM fields in the minds of children, even before heading to high school and beyond.

Discovery World is a private 501(c)(3) nonprofit that relies on generous community partners and individuals to provide more than \$2 million in annual financial support. Your gift will ensure that we can continue to provide exciting experiences and educational programs for Milwaukee, the region, and the state of Wisconsin. To provide a gift to the organization:



**Online**  
To make your one-time donation by credit or debit card, visit: [www.discoveryworld.org/giving](http://www.discoveryworld.org/giving)

**Mail**  
Send your check payable to:  
  
Discovery World  
Attn: Development  
500 North Harbor Drive  
Milwaukee, WI 53202

**Phone**  
Contact Discovery World's Development Department at 414.765.8623

**Email**  
[development@discoveryworld.org](mailto:development@discoveryworld.org)

**Recurring Gift/Monthly Installment**  
A recurring monthly gift is an easy, affordable way to ensure your support for Discovery World. On a day each month of your choosing, a certain amount can be charged to your credit or debit card, dividing your gift over the course of the fiscal year. Contact our Development Department for assistance.



**Matching Gift**  
Double your donation! Please check with your employer to see if they participate in a corporate matching gift program.

**The Founder's Club**  
The Founder's Club recognizes donors who have informed us that they have included a legacy gift to Discovery World in their estate plans, including but not limited to a:

- Will or Bequest
- Living Trust
- Retirement Plan Asset
- Charitable Remainder Trust
- Life Insurance Policy

If you have included Discovery World in your estate plans, please let us know. We would like to thank you for your generosity, make sure the purpose of your gift is understood, and recognize you as a member of our Founder's Club.

Discovery World 2019 Board of Directors

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# Board of Director Impact in 2019

The Discovery World Board of Directors is annually comprised of no less than 12 and no more than 50 local leaders who are dedicated to the sustainability and future vision of our nonprofit’s STEM, marine, and freshwater experiential education mission. The Board meets at Discovery World quarterly, and annual meetings with elections are held each December.

Discovery World Board Directors are elected to three-year, staggered, calendar-year terms by plurality vote. Each Discovery World Board Director is also asked to serve on at least one committee annually. Most Discovery World committees also encourage non-Board representation. In 2019, Discovery World benefited from the advisory volunteer service of Board Directors and community members on the following committees:



### Executive Committee

Maintains close contact with Discovery World leadership and is authorized to act on behalf of the full Board when it is not in session. The Executive Committee helps shape organizational strategic direction and manages progress toward annual and long term goals.

*Chair - Dennis Krakau; Staff Manager - Bryan Wunar*

### Governance & Nominating Committee

Works to ensure effective board processes, structures, and roles. The Committee fulfills the nominating function for the Board and identifies and recommends candidates for Board membership to the Executive Committee. The Committee also directs the Board Assessment process. As necessary, the Committee will also review Board Bylaws and recommend changes to ensure that the operations of the organization are aligned with the governing vision.

*Chair - Mary Jo Layden; Staff Manager - Bryan Wunar*

### Development & Gala Committee

Works in coordination with organizational leadership and staff to meet fundraising goals and build resources for the long-term sustainability of Discovery World. The committee also educates and monitors Board Directors regarding their personal fundraising responsibilities.

*Chair - Jon C. Donahue; Staff Manager - Jennifer Clearwater*

### Finance & Audit Committee

Oversees development of the capital and operating budgets, monitors financial performance, ensures accurate tracking and accountability for funds, monitors financial controls and long-term financial assets, and supervises the annual audit procedures.

*Chair - Varun Laroyia; Staff Manager - Kate Halfwassen*

### Community Outreach Committee

Works to ensure that Discovery World maintains appropriate relationships within and around the Greater Milwaukee Community. The Committee and its members encourage dialogue, program development and definitive action steps that promote Discovery World’s intent to represent the entire community in the delivery of its educational and cultural mission. In addition, members of the Committee will assist in generating public relations activities and responding to events or circumstances that arise in the community which call for an organizational response.

*Chair - Lori Richards; Staff Managers - Amy Panicucci & Paul Fladden*

### Exhibits & Infrastructure Committee

Assist in the development of new exhibits and the renovation or improvement of existing exhibits, along with their integration into educational programming. In addition, the Committee will help ensure that overall building infrastructure is maintained in an appropriate manner.

*Chair - Gary Grunau; Staff Manager - John Emmerich*

### Freshwater Education Committee

Works to ensure that Discovery World exhibits and educational program related to freshwater science reflect current and future workforce challenges. The Committee affirms program direction, assists in making appropriate connections with industry and educational resources, and expands community awareness and support of Discovery World freshwater science program activities.

*Chair - Mustafa Emir; Staff Manager - John Emmerich*

### STEM Education Committee

Helps affirm the Science, Technology, Engineering and Mathematics (STEM) mission of Discovery World and ensures that events, public experiences, and educational programs accurately reflect the commitment to this mission. The Committee affirms program direction, assists in making appropriate connections with industry and educational resources, and expands community awareness of Discovery World STEM program activities.

*Chair - Joe Pfaff; Staff Managers - Larissa Yankovich & Paul Mech*

### Marine Committee

Helps guide logistical and educational processes related to the S/V *Denis Sullivan* and Discovery World marine activities. The Committee helps oversee operation, maintenance and preservation of the S/V *Denis Sullivan* and related equipment.

*Chair - Terrance McMahon; Staff Manager - Tiffany Kirhwan*

To express interest in assisting as a Discovery World Board of Director or act in community service in one of our committees, please contact: Shaq Matthews, Development Administrator, at [smatthews@discoveryworld.org](mailto:smatthews@discoveryworld.org) or 414.765.8623.