

DISCOVERY WORLD

Annual Report 2022

# OUR MISSION

To inspire generations to discover the wonders of science.

# OUR VISION

A world where every child is empowered to be curious and explore endlessly.



# Letter to the Community

Thank you for being a friend of Discovery World! Your commitment helps create a dynamic environment where every child is empowered to be curious and explore endlessly. This has been a special year of growth, rebuilding, and reevaluation. Seeing the space bustling with guests, school groups engaging with the educators in the labs, and in-person events returning makes me excited for the future.

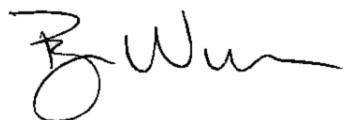
We are growing every day. Attendance and membership numbers not only reached, but exceeded our annual projections for 2022. Community programming has continued while onsite programming has amped back up, meaning our educational efforts are reaching more people than ever. Summer Camp continues to grow and be one of the largest museum-based science summer camps in the country.

Rebuilding takes time, and we want to make sure we get it right. What Discovery World looks like is being reimagined, stronger and better than ever, to make sure you, the children, the families, and the communities served all have a top notch experience interacting with us. Our number one focus for this process is being thoughtful and intentional about what we are reevaluating as an organization.

Reevaluation is important, especially at an exciting time like this. This past year we have taken the time to look at our branding, strategic priorities, and the mission and vision of Discovery World. It is vital that these represent the goals we truly want to accomplish. These changes, both physical and strategic, will lead us into the future.

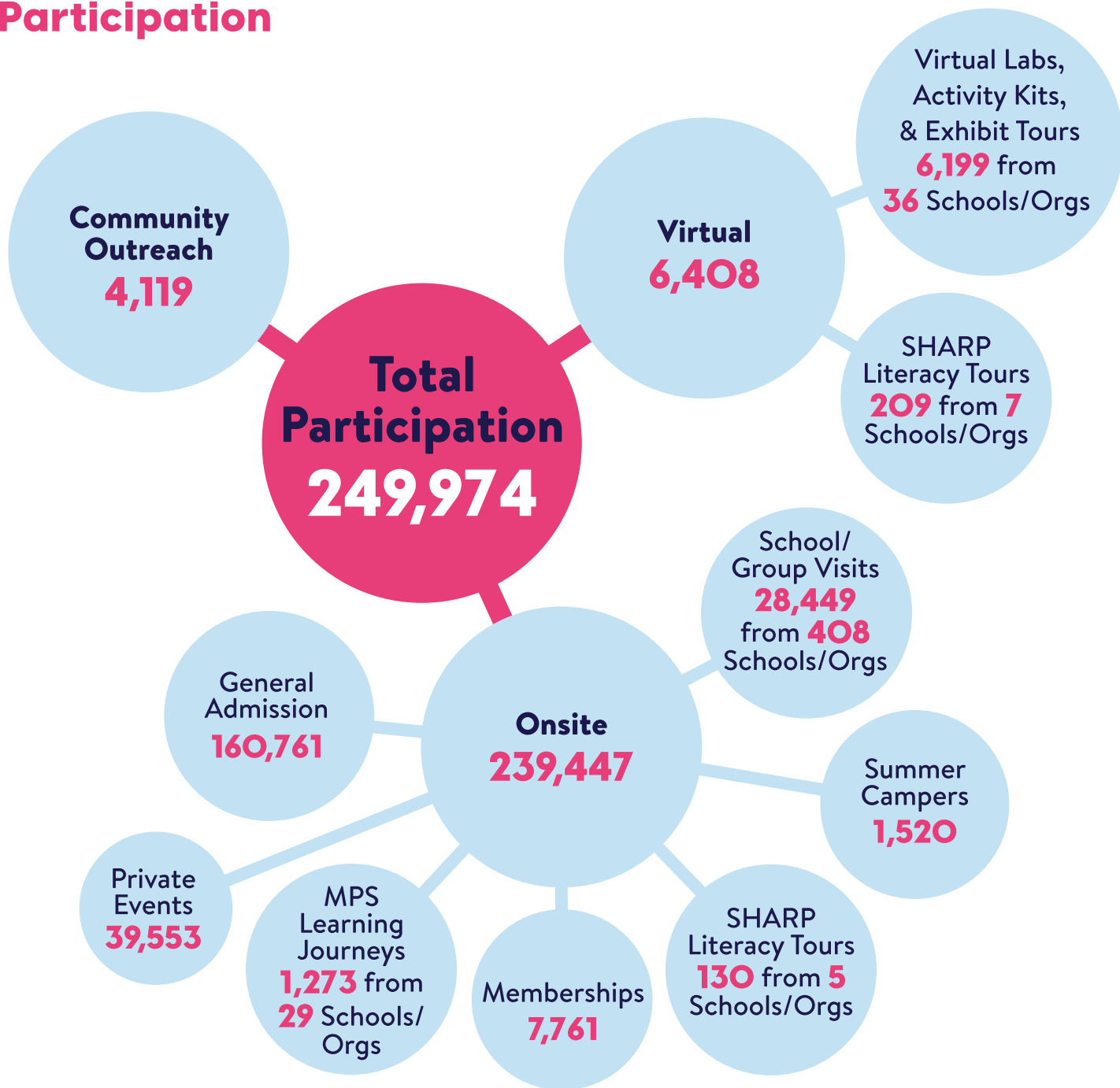
None of this could have been accomplished without the champions we have standing with us. The donors, members, guests, corporate partners, community partners, and everyone else who supports Discovery World make every “Aha” moment possible. For this, I would like to express my deepest gratitude. The future is bright and I am so glad to embark on the journey of inspiring generations to discover the wonders of science with you.

Sincerely,

A handwritten signature in black ink, appearing to read 'B Wunar', with a stylized, flowing script.

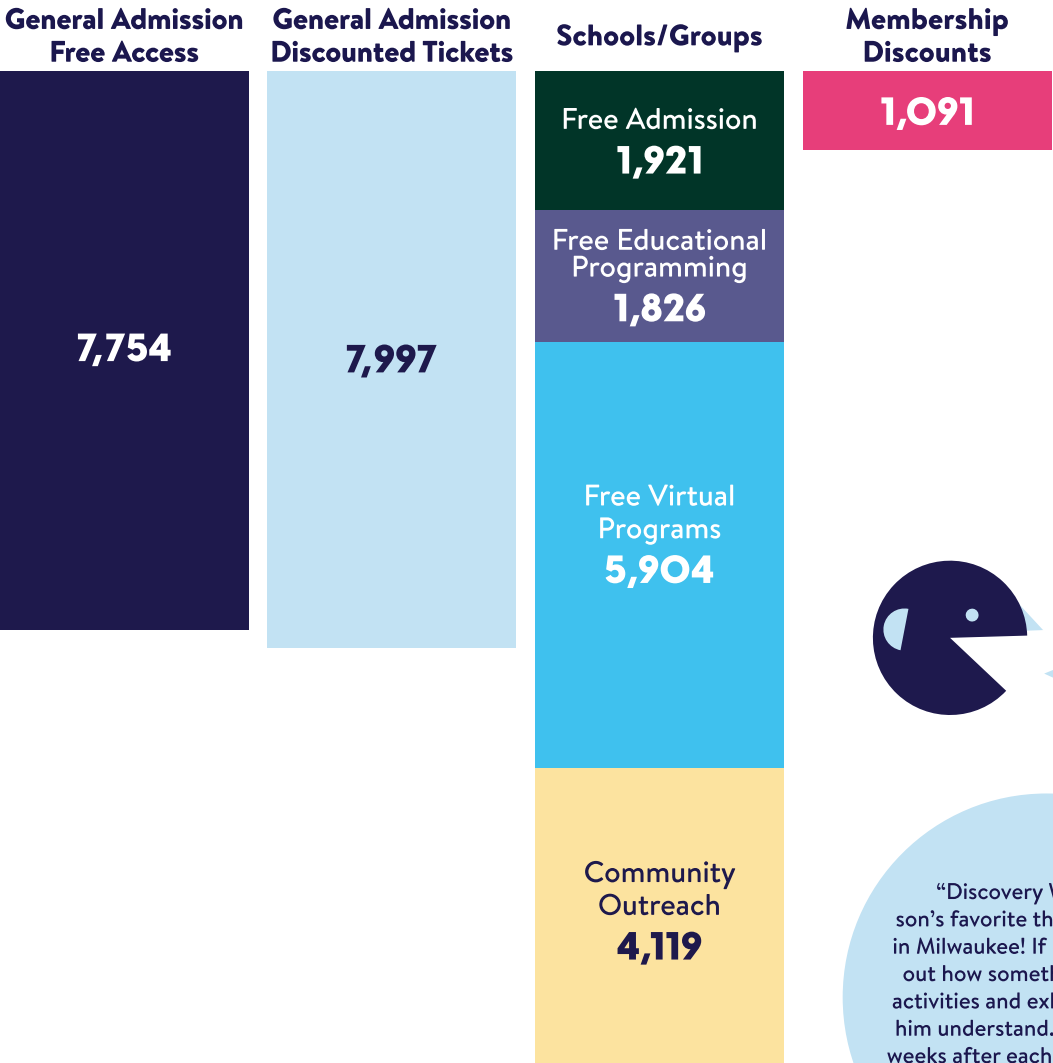
Bryan Wunar  
President and CEO

# Participation

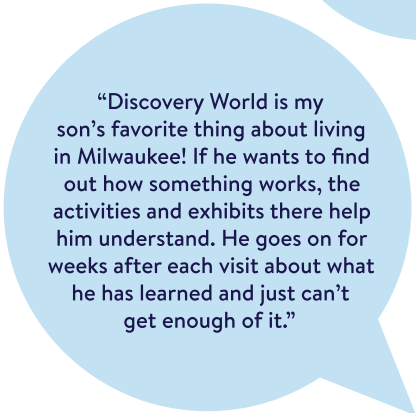




# Free and Reduced Community Access



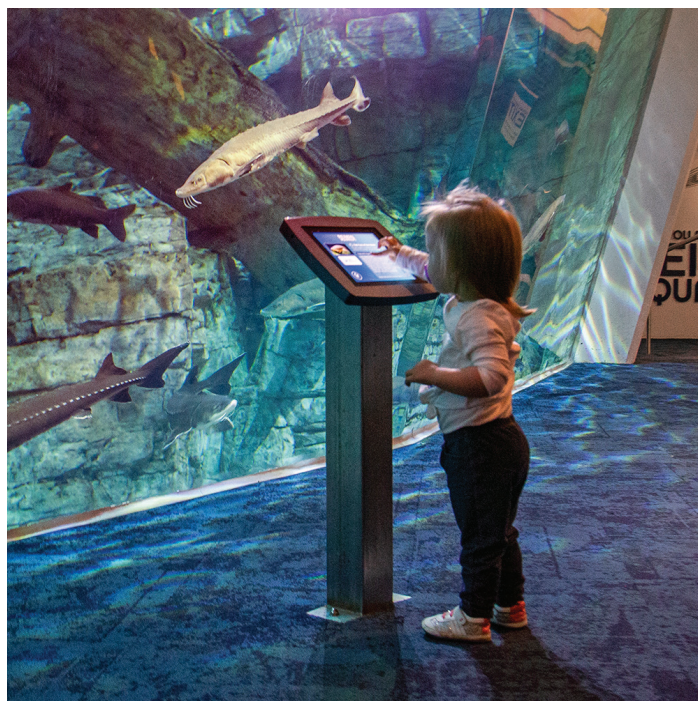
“There are activities for children of all ages to enjoy, from my teenager down to my three year old, and such a great variety of subjects to discover!”



“Discovery World is my son’s favorite thing about living in Milwaukee! If he wants to find out how something works, the activities and exhibits there help him understand. He goes on for weeks after each visit about what he has learned and just can’t get enough of it.”

# Aquarium

Did you know that Discovery World houses the **largest aquarium in Wisconsin**, the **Reiman Aquarium**? The **200,000 gallons of water** here house over **100 different species** of fish, reptiles, amphibians, and invertebrates. These include animals such as the unique Alligator Snapping Turtle, the native Tiger Salamander, the endangered Axolotl, and the Stingrays and Sturgeons you can engage with in the touch tanks. The Lake Michigan Tank (our largest tank at 85,000 gallons and only 59°F) holds only fish native to the lake in our very own backyard.



Discovery World offers amazing opportunities to **volunteer and intern**, gaining hands-on exposure to future careers, while playing a crucial role in enhancing the guest experience. In 2022, the Aquarium offered **seven college interns** an incredible experience, not easily found elsewhere, to be a part of the team. During their combined **1,097 hours** of working and learning alongside the Aquarium staff, they wrapped up having gained a firsthand look into the working life of an Aquarist.



# Aquarium

The **female-led Aquatics team** is truly passionate about the work they do! From caring for every animals' distinct needs, to engaging with guests on the care required and the importance of each of these animals within their environment. Diving in the exhibits, feeding, and handling the animals are the most exciting parts of the job and allow the team to know the animals' behaviors so they can tell when special attention is needed.



# Education

The Discovery World Education team provides an experience second to none not only because of the sheer number of lab spaces available, 10, but the versatility of the programming that can be provided within them. The dedicated educators have an array of backgrounds from robotics and biology to creative design, further providing high caliber and in-depth programming.



**1,520** campers joined in the over **100 camp options** during the **2022 Summer Camp** season, one of the largest museum-based science summer camps in the country. Campers are encouraged to pursue different subject areas to find what they are passionate about. Take one of our college student volunteers, studying architecture, who found her calling in our Jr. Architect camp while growing up. These awe-inspiring science experiences engage youth in our communities while also addressing summer learning loss. The ability for any interested child to be able to participate in Summer Camp is very important and can be seen in the scholarships that were awarded.



# Education

**28,449 attendees** took learning beyond the classroom by participating in an **onsite field trip or school program** encouraging exploration and putting the wonder of science in students' hands. Another **6,199** engaged in **virtual labs, activity kits, or exhibit tours**. These experiences help spark new interests. From learning the history behind the science, to dissecting a chicken foot to see how tendons and ligaments work, to experiencing how coding and robotics is present in daily life, these programs build on what students are learning in the classroom.



**Community outreach** focuses on engaging 1<sup>st</sup> through 8<sup>th</sup> graders in communities who have been historically excluded from science learning opportunities. This program provided **4,119 young science learners** educational activities by meeting them where they are. It is essential to our mission to be accessible for everyone! These outreach programs build familiarity within communities and breakdown barriers to visiting Discovery World.

# Learning Interactions

The first ever **Manufacturing Day** provided 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> grade students with an interactive peak into a variety of manufacturing careers and pathways through demonstrations, a career fair, and a career panel. Partnering with Rockwell Automation, 517 students engaged with over 150 employees and volunteers to provide students with an introduction to the field of manufacturing. The students maneuvered robots through mazes, explored how paint is made, toured emergency vehicles, and more to learn about how local manufacturing companies impact their lives today and could be a viable career path for them in the future.



In celebration of Women's History Month, **Girls & STEM** is a fun-filled day of activities dedicated to making science fun and accessible for everyone. With statistics showing that girls are giving up on STEM education at a young age, Discovery World, in partnership with Rockwell Automation and Northwestern Mutual, look to inspire the women of the future through interactions with female role models. These role models from 22 organizations in the STEM fields provided 1,496 guests with unforgettable interactions and hands-on projects.



# Learning Interactions

What is energy, where does energy go, and how does it get there? The Milwaukee Public Schools Extended Learning Opportunities Program, **Learning Journeys**, engages every 4<sup>th</sup> grade class with Discovery World in the study of light and energy to answer these questions. Each of the 1,273 participants, from 29 different schools, attended two labs focusing on these topics and then were allowed time to interact with exhibits in Les Paul's House of Sound and PowerOn for a self-guided learning experience. Students take content learned in the classroom and see it put into practice, advancing academic skills, and providing insight into professional development.



Observing Lake Michigan, learning how the Great Lakes originated, recreating the life cycle of a salmon, and exploring the aquarium where they can touch a live sturgeon is all part of the incredible experience for **SHARP Literacy** learners. Is it the ocean? For 130 in-person 2<sup>nd</sup> grade participants, and an additional 209 virtual 2<sup>nd</sup> grade participants, seeing Lake Michigan, especially below the surface, is a first time encounter.



# Events

Featuring fireworks and a special tribute to one of Milwaukee's most prominent community leaders and long-time Discovery World supporter, Michael Cudahy, the **2022 Annual Gala** was a fun summer celebration with over 500 of Discovery World's nearest and dearest supporters. The biggest fundraiser of the year, bringing in over \$500,000, this event plays a crucial role in creating and maintaining awe-inspiring exhibits and experiences for guests.



Want to go on an egg hunt throughout Discovery World? The **Spring Fling Egg Hunt** hid over 10,000 eggs, including special golden eggs that could win a prize from the gift shop. For those members who needed a little break, a members lounge located in the theater offered snacks, drinks, and a fun activity. Volunteers are a huge help in preparing for this event by filling and hiding the eggs.

# Events

One of the highest member attended events, **Sci-Fi Family Day**, is Discovery World's family friendly version of Comic-Con. This event is a great opportunity to engage with guests through interactive activities and offering local goods for purchase. It takes the participation of several community partners and is quite the spectacle when it comes to the costumes. This year, there was also a special screening of "No Easy Target", a Star Wars fan film featuring actors with Down Syndrome alongside their peers, with a panel to answer questions.



Trick-or-treat in the exhibits after creating your own bag in the Kohl's Design It! Lab, hangout at the very popular robot maze, hear mermaid myths from Mermaid Echo, experience the awesome magic of a female magician, or watch the Aquarists carve pumpkins underwater. These are just some of the special activities the 888 members who attended could participate in during the **Halloween Members Night**. The largest number of volunteers to date, 30, helped make this event such a success.



# Volunteers

**16** volunteers each gave over **150** hours of time



**1** youth volunteer received the Gold level Presidential Volunteer Service Award for over **100 hours** of service within a year

**417** Volunteers/Interns

**10,181** Volunteer Hours

“As a volunteer, it's fun to interact with both the kids and the animals, and I look forward to every shift.”



**25** College Credit Interns  
Total Hours - **1,564**

“Some of the kids get so excited about the touch tanks that they don't want to leave. Others really bond with the fish and give them names. For a volunteer, it's a lot of fun.”

**5** High School Interns  
Total Hours - **778**

# Financials

## Total Revenue

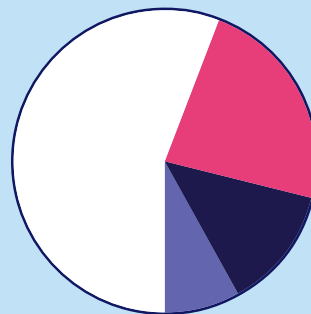
Earned Revenue \$4,309,000

Contributed Revenue \$3,541,000

Private Events/  
Rentals Revenue \$918,000

## Contributed Revenue

- Corporate gifts - 56%
- Government grants - 23%
- Individual gifts - 13%
- Foundation gifts - 8%



*\*A portion of the government grant funding received in 2022 came from one-time grant opportunities*

## Total In-Kind Gifts

From the mentors who engage the young science learners to the aquarium supplies received, every in kind gift helps provide the “Aha” moments Discovery World creates. In 2022, we received a total value of **\$78,613 from in-kind gifts.**

# Looking to the Future

With everything Discovery World accomplished in 2022, it is so exciting to look ahead to 2023. BIG changes are coming, and we are thrilled to share them with you!

On the horizon is the launch of our new strategic priorities, mission, and vision. As a piece of this, our branding will create a new look and awareness.

Keep an eye out for these exciting changes:

- engaging early science learners
- expanding our DEAI work with the KultureCity sensory inclusive site certification
- elevating the guest experience through exhibits and events
- growing school partnerships to serve as a support system for education
- increasing our visibility so more people see Discovery World as their place for fun science learning

These priorities will help Discovery World achieve its mission of inspiring generations to discover the wonders of science.

Further engaging our supporters and guests is another key priority! Animal meet and greets will be returning in the aquarium. Monthly virtual town halls are a great way to engage with our employees on their area of expertise and give you an opportunity to learn more and ask questions.

Access programs continue to grow! The ability for everyone to engage with Discovery World, onsite or through community programs, remains one of our top goals. We continue exploring options and learning how to break down barriers. We want to make sure we are equally accessible to everyone, fulfilling our goal of a world where every child is empowered to be curious and explore endlessly.



# Board of Directors

**Terence McMahon**  
*Chairman*

**Joe Pfaff**  
*Vice Chair*

**Lori Richards**  
*Vice Chair*

**Heather Hipke**  
*Treasurer*

**Bruce Keyes**  
*Secretary*

Kris Baritt

Jayne Hladio

Will Nasgovitz

Tim Behling

Sherry Husa

Adonica Randall

Meg Boyle

Brian Kage

Neil Reigelman

Nicole Cook

Ward Komorowski

Kip Ritchie

Chad Cundiff

Varun Laroyia

Paul Schultz

Dirk Debbink

Mary Jo Layden

Kevin Shaffer

Karen Dettmer

Paul Luber

Jon Simons

Jon C. Donahue

Chad Melnick

Roger Smith

Mustafa Emir

Mark Metzendorf

Jon Spigel

Josh Gimbel

Ryan Michalski

John Stetzenbach

John Goller

John W. Miller

Phil Stollenwerk

Greg Gomez

Bruce Milne

Benjamin Wagner

Karl Gouverneur

Katie Muldoon

Ruth Harper

Amit Nanavati



# Donor Recognition - Corporate & Foundation Gifts

Abaxent LLC	GE Healthcare Foundation	Maple Avenue	Staff Electric Company, Inc
Adient Foundation	Gene & Ruth Posner Foundation	McClone Insurance Group	Terry Kohler Family Foundation
Albert J. & Flora H. Ellinger Foundation, Inc	Generac Power Systems, Inc	Meier Family Foundation	The Bartolotta Restaurants
Alter Trading Corporation	Harley-Davidson Motor Company	Melitta S. and Joan M. Pick Charitable Trust	The Boerke Company, Inc
Andis Foundation	Heartland Advisors, Inc	Midland State Bank	The Cudahy Foundation
Anon Charitable Trust	Heil Family Foundation	MilliporeSigma	The Les Paul Foundation
Anonymous EG Fund	HUSCO International	Milwaukee Bucks LLC	The Milne Family Foundation
AO Smith Foundation, Inc	Jerome J. and Dorothy H. Holz Family Foundation	Milwaukee School of Engineering	The Pentair Foundation
Associated Bank	Jewish Community Foundation (Danni and Shel Gendelman Memorial Endowment)	MR Metzger Family Foundation	The Pitney Bowes Foundation, Inc
Astronautics Corporation of America	JLL Milwaukee	Mueller Communications	The Todd Wehr Foundation Inc.
Badger Meter, Inc	John and Mary Wilson Charitable Foundation	Nasgovitz Family Foundation	The Townsend Foundation
Baird	Johnson Controls	Nicholas Family Foundation	Theodore W. Batterman Family Foundation, Inc.
Bert L. & Patricia S. Steigleder Charitable Trust	Johnson Financial Group	Northwestern Mutual	Union Pacific Foundation
BMO Harris Bank	Johnsonville, LLC	PNC Bank	US Bank
Bridgewood Advisors	JP Cullen	PPC Foundation	USDA Forest Service - Eastern Region
Briggs & Stratton Fund	Kohl's	PPG Industries Foundation	VJS Construction Services
Centene Corporation	Kolaga Family Charitable Trust	Quarles & Brady LLP	von Briesen & Roper, s.c.
Delta Dental	Komatsu Mining Corp Foundation Inc	Ralph Evinrude Foundation, Inc.	WaterStone Bank SSB
Elizabeth Elser Doolittle Charitable Trusts	KPMG LLP	Reiman Foundation, Inc	We Energies Foundation, Inc
Emory T. Clark Family Charitable Foundation	LAB Midwest, LLC	REV Group	William and Janice Godfrey Family Foundation Trust
Eppstein Uhen Architects	LKQ Corporation	Rockwell Automation	William S. Knight Foundation, Inc.
FIS Global	Luedke-Smith Fund	Roller Family Fund	Wisconsin Center District
Foley & Lardner LLP	MahlerClean	RSM US LLP	Wisconsin Department of Administration
Francie Luke Silverman Foundation	Maihaugen Foundation	Schoenleber Foundation, Inc.	
Fund for Lake Michigan	ManpowerGroup	Selzer Ornst Construction Company LLC	
		Southwest Airlines Co	





# Individual Gifts

Rick Bellis  
Ken and Mary Beth Bockhorst  
Ali Briggs  
Nicole and Jack Cook  
Kyle and Laura Crum  
Lisa Cudahy  
Julie Cudahy  
Michael and Jacqueline Cudahy Jr  
Sean Cullen  
Chad and Karen Cundiff  
Jordan and Jennifer Curnes  
Dirk and Teresa Debbink  
Thomas and Deborah Degnan  
Karen and Michael Dettmer  
Coreen and Kurt Dicus-Johnson  
Charlie and Britton Domer  
Jon and Bridget Donahue  
Kristin and Eric Dufek  
Patricia and Paul Ellsworth  
Laura nd Mustafa Emir  
Brian and Julie Gilpin  
Joshua and Julia Gimbel  
Gregory and Kathryn Gomez  
Michael Gordon  
Barb and Tim Graul  
Ruth and Simon Harper  
Heather and Robert Hipke

Karen and Bob Hung  
Sherry Husa  
Claire Huschen  
Robert and Sarah Jansen  
Lisa Johnson  
Brian and Jenny Kage  
Ted and Mary Kellner  
Dennis and Kathy Krakau  
Donald and Mary Jo Layden Jr  
Donald and Barbara Layden Sr  
Paul and Catherine Luber  
Julie and Erin Maddox  
Elaine and Gerald Mainman  
Marshall and Arlene Meier  
Michael and Heather Meinolf  
Ryan and Jamie Michalski  
John and Brigid Miller  
Bruce and Becky Milne  
Donald and Renee Mondano  
Thomas and Renee Morley  
Amit Nanavati  
Will and Madeline Nasgovitz  
Joe and Jane Pfaff  
Anne Marie and Marty Pierce  
Laura and Pedro Pierri  
Corrie Prunuske  
David and Sara Pudlosky

Harvey and Adonica Randall  
John and Lori Richards  
Neil and Erica Riegelman  
Jason and Amanda Schneider  
Paul Schultz  
Annemarie and William Scobey-Polacheck  
Jon Simons  
Roger and Judy Smith  
Mary Ellen and Scott Stanek  
Thaddeus and Kim Stankowski  
Andrea and Philip Stollenwerk  
Kimberly and Grant Thekan  
Arthur and Theresa Verick  
Benjamin and Rachel Wagner  
James Wigdale  
Chris Witkowski  
Bryan Wunar and Nicole Kowrach  
John Zaganczyk  
David and Megan Zelazo

*\*This list represents donors at our major giving level or above*

**KOHL'S**

 **BRADY**

THE *Les Paul*  
FOUNDATION

 **Todd Wehr**  
Foundation

# DISCOVERY WORLD

500 N. Harbor Drive | 414-765-9966  
Milwaukee, WI 53202 | [discoveryworld.org](http://discoveryworld.org)