2014 Annual Report
Wow! What a year 2014 has been. Our workshops, exhibits, and camps continue to stand alone in their ability to excite and engage elementary students in engineering. We’re extending our work with new and existing partnerships with academic and corporate supporters. I’m thrilled to report that this year our group and public programs reached more students, families, and teachers with engaging and exciting engineering learning experiences than ever before.

In total, The Works Museum served nearly 75,000 people from communities across Minnesota in fiscal year 2014. This is truly amazing when just five years ago we served 41,000 people. Our amazing growth speaks to many things. There is a demand in our community for our interactive learning experiences and the unique opportunities we give children to design, create, build, and innovate. There is loyal and growing support from many dedicated individuals, corporations, foundations, and even the Minnesota Department of Education recognizing the importance of our work. Last, but certainly not least, I want to recognize the talented and professional staff I have the privilege of working with every day. It is their passion and commitment to our mission and to providing elementary engineering education to all children that makes all our accomplishments possible.

I’m excited for you to read this report, calling out in more detail some of our signature projects from this year. I invite you to stay tuned and stay in touch with The Works Museum. We have even more great things coming in 2015 and we can’t wait to share them with you!

Jill Measells
CEO, The Works Museum

Inspiring the next generation of innovators, engineers, and creative problem solvers.
Anyone walking into The Works Museum is immediately greeted by a 30-foot tall example of innovative engineering in motion – our very own K’Nex Ball Machine. This machine was completed by guest engineer and University of Minnesota student Austin Granger, in December 2013. Its construction is a wonderful story of how persistence, creativity, and donor generosity resulted in a fantastic addition to the Museum that inspires and awes visitors daily.

In the summer of 2013, a longtime supporter, Don Craighead, saw a profile of a young man who builds K’Nex sculptures in his dorm rooms. Don was immediately attracted to the engineering and design embodied by this work. He knew one of Austin’s K’Nex constructions had to be at The Works Museum. Conversations happened with Don, Austin, and staff at The Works Museum, and six months later the Ball Machine was unveiled!

Perhaps unveiled is the wrong word. Austin built the entire exhibit in our public lobby, with visitors of all ages observing his process, asking him questions, and occasionally lending a helping hand. Austin used 100,000 donated K’Nex pieces to construct this machine. Austin’s persistence in building this amazing creation inspired the people watching him build and continues to inspire all the visitors who see it in action.

FY14 Highlights:

74,845 total visitors
10% increase in attendance
The Works Museum’s members are essential to making our mission a reality. Members see our impact on the children in their lives. Members value how our programs ignite children’s natural curiosity. In short, members are among our closest friends and most loyal supporters. This year, we introduced Innovators Club, our new premier membership program, to give members and donors a way to make an even bigger difference for kids in our community. More than 50 families have already joined the club.

Innovators Club memberships start at $200 per year and include all our household member benefits. Club members also receive perks such as free or discounted admission to other museums around the country and advance registration for summer camp. As gift size increases, so do the benefits. Even with this added value, members’ biggest impact is the sustaining support their gifts provide. Innovators Club is truly the best way for individuals to show their support for our mission and help us build brighter futures for all children.

Innovators Club – Your Membership Matters

1,007 student campers  15% increase in camp enrollment
The Works Museum enjoyed record breaking attendance this fiscal year in many categories. Over 1000 students enrolled in summer and school release day camps, shattering our previous record by more than 15%. Total Museum attendance rose to a new high of 74,845, exceeding our previous record making a deeper impact in engineering education in our community.

What’s driving this success? We believe much of it comes from our increasing number of special programs and new, more relevant camp choices. We introduced several new weekend activity days this year, from a Rainbow Loom Meet-Up to woodworking activities in partnership with American Workshop. Perennial favorites like Tech Take Apart were also on the calendar. All told, nearly every month featured a special activity, many unique to The Works Museum. Visitors responded. Attendance increased by 250% on these special days over our standard weekend visitor numbers! We introduced six new camps last summer as well. All were popular, but Code Camp, which engages kids in computer coding, sequencing, and logic, met with huge demand.

These successes tell us what our visitors and members want, and we’re responding by giving them more. This summer, parents will see 20 new camps for their children to enjoy, exploring topics like architecture and electricity, and of course, coding! We’re also continuing to expand our weekend activities to give our visitors fun and unique ways to experience engineering. 

**Attendance**

The Works Museum enjoyed record breaking attendance this fiscal year in many categories. Over 1000 students enrolled in summer and school release day camps, shattering our previous record by more than 15%. Total Museum attendance rose to a new high of 74,845, exceeding our previous record making a deeper impact in engineering education in our community.

What’s driving this success? We believe much of it comes from our increasing number of special programs and new, more relevant camp choices. We introduced several new weekend activity days this year, from a Rainbow Loom Meet-Up to woodworking activities in partnership with American Workshop. Perennial favorites like Tech Take Apart were also on the calendar. All told, nearly every month featured a special activity, many unique to The Works Museum. Visitors responded. Attendance increased by 250% on these special days over our standard weekend visitor numbers! We introduced six new camps last summer as well. All were popular, but Code Camp, which engages kids in computer coding, sequencing, and logic, met with huge demand.

These successes tell us what our visitors and members want, and we’re responding by giving them more. This summer, parents will see 20 new camps for their children to enjoy, exploring topics like architecture and electricity, and of course, coding! We’re also continuing to expand our weekend activities to give our visitors fun and unique ways to experience engineering.

8,898 people at Family Engineering Nights  619 group visits
Thank You to Our Generous Donors

$25,000 +
3M
Donaldson Company, Inc.
Robert Fayfield
Minnesota Department of Education
RGK Foundation
Rucker Family Charitable Trust
Schott Foundation

$20,000 - $24,999

Donaldson Company, Inc.
Robert Fayfield
Minnesota Department of Education
RGK Foundation
Rucker Family Charitable Trust
Schott Foundation

$15,000 - $24,999

Emerson Process Management
Ingersoll Rand Charitable Foundation
The Pentair Foundation

$10,000 - $14,999

ATK
BNSF Railway Foundation
Caroline’s Kids Foundation
CenturyLink
Cities 97
Easton Family Foundation
Ecolab
Leroy and Ruth Fingerson
Flint Hills Resources
Grainger
Elizabeth Grant
Hardenburgh Foundation
H.B. Fuller Company Foundation
Larry Jodsaas
John Larsen Foundation

$5,000 - $14,999

Katy Kolbeck
Margaret Leppik
St. Jude Medical Foundation
William D. Radichel Foundation

$2,500 - $4,999

Boston Scientific
The Digital River Foundation
The Dorsey and Whitney Foundation
Dow Chemical Company
Charitable Contributions
Express Scripts Foundation
Anita Hall and Larry Frost
Kinder Morgan Foundation
Margaret Rivers Fund
Minneapolis Rotary Foundation
Multi-Tech Systems, Inc.
Julianne and Stephen Prager
Stephen and Joanne Rempe
Shakopee Mdewakanton Sioux Community Foundation
Sunrise Banks
Symantec

$1,000 - $2,499

Emily Ahachich
Archie D. and Bertha H. Walker Foundation
Keith and Kristy Beckman
BRAAS Company
Brocade
Caterpillar Foundation
The Craighead Family Fund
FiberPop Solutions
General Mills
George H. Rucker Realty Corp
Great River Energy
H.E. and Helen Warren Foundation
K12
The Klevar Family Charitable Fund
Lakeland Foundation
Lillian Wright and C. Emil Berglund Foundation
Luci Locsin
Messerli and Kramer Foundation
Minnesota Energy Resources
Jamie Nafziger-White
NewTown Solutions
Patterson Thuente
ProtoLabs Foundation
Peter and Sara Ribbens
Kerry and Erika Rosenhagen
Zina and Tony Scheuerman
Thomson Reuters
Xcel Energy

$500 - $999

One Anonymous Donor
Bloomington Heritage Days
Chainalytics
Enestvedt and Christensen
INCOSE - North Star Chapter
Integrated Decisions and Systems, Inc.
Brad Johnson
Peter Leppik and Carla Hennes
Mathnasium
MaxBotix
Mutual of America
PTC
Eric and Brenda Raney
Richard W. and Jean Illsley Clarke Fund of The Minneapolis Foundation
Mark and Mary Sigmond
Chuck and Lynda Whittemore

In-Kind Donors
Dorsey & Whitney LLP
Grainger
Ray McDonald
Papa John’s
Renovo Data Services
TLC Electronics Inc.
The Toro Company
Xcel Energy
Statement of Financials

Assets
- Cash: $191,979
- Accounts and Contributions Receivable, Net: $35,447
- Other Assets: $15,860
- Property and Equipment, Net: $2,178,101
- **Total Assets**: $2,421,387

Liabilities and Net Assets
- Current Liabilities: $146,443
- Long Term Notes Payable: $1,617,105
- **Total Liabilities**: $1,763,548

Net Assets
- Unrestricted: $493,293
- Temporarily Restricted: $164,546
- **Total Net Assets**: $657,839

Audited financial reports are available upon request from Brenda Raney at brenda@theworks.org.

Board of Trustees

- Emily Ahachich
  - Xcel Energy Inc.
- Kristy Beckman
  - H.B. Fuller Company
- Anita Hall
  - General Mills
- Katy Kolbeck
  - President/CEO, Dunham (retired)
- Peggy Leppik
  - Former State Representative for Golden Valley, MN
- Dane J. London
  - Pentair
- Jamie Nafziger – Vice Chair & Secretary
  - Dorsey & Whitney LLP
- Doug Paulson
  - Minnesota Department of Education
- Steve Rempe
  - Boston Scientific
- Kerry Rosenhagen, Treasurer
  - Chainalytics
- Derek P. Rucker – Board Chair
  - Seagate
- Zina Scheuerman
  - 3M
- Chuck Whittemore
  - Magenic Technologies, Inc.

Key Staff

- Jill Measells, CEO
- Sarah Curtis, Marketing Manager
- Steve Sigmond, CFO
- Brenda Raney, Sr. Director of Development
- Kit Wilhite, Sr. Director of Learning Experiences
Engineering fun