2020 ANNUAL REPORT

Inspiring the next generation of innovators, engineers, and creative problem solvers
OUR MISSION

Our vision is to serve as the primary pathway for elementary-age youth into engineering, technology, and manufacturing careers, ensuring a highly skilled workforce that is representative of our community.
Dear Friends,

Our Fiscal Year 2020 had two distinct chapters. Throughout fall 2019 and early 2020, we saw tremendous momentum and growth across our programs, with school field trips and workshops tracking ahead of projections, summer camps filling at a steady pace, and one of our most successful and high impact Tech Fest events ever taking place in February. With the pandemic’s arrival, the story shifted to one of adaptation and resilience when we had to closed the museum floor and cancel all programming.

In our programs we encourage children to practice engineering habits of mind including persistence and creative problem solving. The challenges of 2020 required us to use these same skills and strategies to meet the evolving needs of our community.

In this report you will read stories from both chapters of our year. A common thread weaves these stories together: our deep commitment to providing high-quality engineering learning experiences for children.

You – our committed donors, members, customers, and community partners – helped make this possible. I cannot thank you enough.

Sincerely,

Jill Measells
CEO, The Works Museum
On February 8, The Works Museum’s 16th annual Tech Fest brought together more than 900 visitors and volunteers for a full day of unique STEM learning experiences. Families immersed themselves in real world engineering topics and learned from local scientists, engineers, and students in various STEM fields.

Sample activities included building catapults and LED flashlights and wands with Burns & McDonnell, exploring sensors with Banner Engineering, monitoring heart rhythms with Abbott, and experimenting with color and light with the 3M Visiting Wizards. Families also met students and faculty from Shattuck St. Mary’s School, the Normandale Rocket Club, and the University of Minnesota. Engineering fun was had by all at this high impact event connecting families to volunteers representing STEM careers!

Dozens of hands-on activities and demonstrations to explore

“It was so well-attended and there were so many organizations that participated”
- Tech Fest Presenter
Launched in 2015, *She Engineers* is The Works Museum’s year-round initiative to increase participation of elementary-age female identifying youth in STEM. Through *She Engineers*, we:

- Host family events where girls and their families explore hands-on activities and meet women working in STEM fields
- Offer small-group workshops and camp sections specifically for girls, following the data that some girls prefer learning in a girls-only environment
- Reduce economic and language barriers to participation.
- Provide reduced or free admission for *She Engineers* programs and translate key materials into Spanish and Somali.

In partnership with Bloomington Public Schools and Voya Financial, Emerson, Smiths Medical, and Xcel Energy, we debuted a new *She Engineers* component to Tech Fest 2020. At the event, 38 female identifying youth and their families from four Bloomington Title 1 Schools attended a breakfast with women working in STEM fields. The girls participated in a workshop and enjoyed Tech Fest with their families. Overall, the program was deemed a success by participants, families, and mentor volunteers. We look forward to expanding our *She Engineers* programming and partnerships in the future.
Since 1995, The Works Museum has provided kid-friendly, interactive K–6 engineering education in the Twin Cities metro area. Our unique engineering learning experiences encourage children to explore their STEM learning potential and inspire them to continue studying and exploring STEM well into their middle and high school years, and beyond.

Programming met our community’s educational needs

- **11** virtual summer camps with Zoom delivery and curbside pick-up of camp supplies
- **24** small group in-person camps
- **4,808** children served through workshops brought directly to essential childcare centers, bringing our hands-on engineering “field trip” experiences to children when they couldn’t come to us
- **22** at-home engineering activities provided for families and educators through our website and social media

Our Geographic Reach

- **60%** Hennepin County
- **13%** Dakota County
- **8%** Ramsey County
- **13%** Rest of the 7-County Area
- **6%** Greater MN/WI
OUR PROGRAMS AND ACTIVITIES

For over 20 years, The Works Museum has been providing essential, informal STEM education to children throughout Minnesota. Our programs and activities bolster kids’ interest in STEM learning, help students see themselves as engineers, to understand how engineering influences their daily lives, and to consider engineering as a possible career path.

Fiscal Year 2020 by the numbers*

- 1,311 member households
- 19,099 students and teachers from 224 schools participated in hands-on Engineering for All K-6 School Workshops on-site at The Works or off-site at their school
- 749 ages 5-13 participated in virtual and small group in-person Summer and School Break Camps
- 9,876 public visitors explored our Museum Experience Gallery
- 130 volunteers donated their time and expertise—from exhibit creation and set-up to program support and special events
- 3,645 children and families participated in discounted or free programming through our Gateway access program
- 906 attendees participated in our Tech Fest family event

* July 7, 2020 – September 30, 2020
SUMMER CAMP 2020

Summer camps engage children in engineering and design experiences while out of school (and bring a healthy dose of fun). With pandemic restrictions in place, our STEM Educators got creative, developing 11 virtual summer camps. Materials were prepped in advance for curb side pick-up, and campers joined educators via Zoom. This opportunity to connect and to engineer together was priceless. A favorite story: parents shared that their daughters, who met during virtual camp, went on to become friends beyond the camp week. Another unexpected impact of virtual camp: campers joined us from as far as Illinois, Florida, and Maryland!

We also hosted a limited number of small-group in person camps at The Works in July and August. Hearing the sound of children laughing and exploring engineering together again warmed all our hearts.

“So many things this summer were canceled. Your programming was one of the very few things we found that was still safe, fun, challenging, engaging and totally worth our time and money. Thanks for your efforts to go virtual!”

- Virtual Summer Camp Parent
When COVID-19 required the closure of our facility and the transition to distance-learning for schools, our STEM Educators quickly responded to schools’ needs for supportive STEM programming. One way we met this need was to bring our science standards-aligned workshops directly to essential childcare facilities across our region. Through these programs, children gained the same hands-on engineering experiences they’d have in field trips to the museum in the safety of their existing pandemic pods. In all, we served 21,790 children with programs brought to them, live virtual workshops, and prerecorded virtual workshops.
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Our sincere apologies for any omissions or errors in our 2020 donor listing. Should you have any questions or concerns please contact a member of our Development Team or email support@theworks.org.
STATEMENT OF FINANCIAL POSITION

Assets
Cash $147,047
Accounts and Contributions Receivable, Net $163,180
Other Assets $6,546
Property and Equipment, Net $2,046,820
Total Assets $2,362,883

Liability and Net Assets
Current Liabilities $183,963
Long Term Notes Payable $1,614,820
Total Liabilities $1,798,784

Net Assets
Unrestricted $442,554
Temporarily Restricted $242,545
Total Net Assets $564,099

Total Liabilities and Net Assets
Audited financial reports are available upon request
support@theworks.org

Expenses Total: $987,651

Revenue Total: $912,302

the Works
Engineering Fun
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