MISSION
TO INSPIRE THE INVENTIVE GENIUS IN EVERYONE.

VISION
TO INSPIRE AND MOTIVATE OUR CHILDREN TO ACHIEVE THEIR FULL POTENTIAL IN THE FIELDS OF SCIENCE, TECHNOLOGY, MEDICINE AND ENGINEERING.
### 2014 BY THE NUMBERS

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our teacher training courses grew</td>
<td><strong>OVER 900 ALUMNI</strong> who are using their MSI learnings to inspire <strong>198,000 STUDENTS</strong> to participate in science.</td>
</tr>
<tr>
<td><strong>52 FREE DAYS</strong> allowed Illinois residents to experience MSI’s hands-on science exhibitions without cost.</td>
<td><strong>5.5 MILLION USERS</strong> visited msichicago.org—more than any other Chicago museum website.</td>
</tr>
<tr>
<td><strong>86 GIANT MIRRORS</strong> formed a mathematical maze challenge in Numbers in Nature: A Mirror Maze, a new permanent exhibit exploring patterns in the natural world.</td>
<td>Nearly <strong>8,000 STUDENTS AND GUESTS</strong> experimented and explored MSI’s first-ever Black Creativity Innovation Studio, an exciting space that illustrated the process of innovation through hands-on, do-it-yourself making.</td>
</tr>
<tr>
<td>More than <strong>344,000 STUDENTS</strong> visited MSI, making the Museum #1 in Chicago field trips for the sixth year in a row.</td>
<td>Our Science Minors after-school club network grew to <strong>100 SITES</strong> with the capacity to reach more than <strong>9,500 CHILDREN</strong> with hands-on science, right in their communities.</td>
</tr>
<tr>
<td>Our OMNIMAX® projector showed more than <strong>5,400 MILES</strong> of film. That’s the distance from Chicago to Athens!</td>
<td>Nearly <strong>1,400 GUESTS</strong> 3D printed selfies of their heads in the Wanger Family Fab Lab.</td>
</tr>
<tr>
<td><strong>2,400 MIDDLE-SCHOOL STUDENTS</strong> interfaced with NASA scientists in real time through our Mission to Mars Learning Lab.</td>
<td><strong>538 DEDICATED VOLUNTEERS GAVE 42,141 HOURS</strong> of service to MSI: engaging guests, educating students and working behind the scenes to power the Museum.</td>
</tr>
<tr>
<td>Conservators painstakingly restored <strong>1,400 FEET OF TRACK</strong> on The Great Train Story, keeping more than 20 trains whizzing and winding from Chicago to Seattle.</td>
<td><strong>21,000 STUDENTS</strong> dove deeper into science topics by participating in MSI’s Learning Labs—special facilitated experiences for school groups that align with state and national standards.</td>
</tr>
<tr>
<td><strong>7,100 KIDS AND THEIR FAMILIES</strong> played along with MSI and beat the summer brain drain through our 2014 Summer Brain Games program.</td>
<td>Youth in our Science Achievers program inspired and interacted with <strong>25,000 GUESTS</strong> over the course of the year.</td>
</tr>
</tbody>
</table>
STATEMENT OF OPERATING ACTIVITY
FOR THE YEARS ENDED DECEMBER 31, 2014 AND 2013

<table>
<thead>
<tr>
<th>REVENUE AND SUPPORT</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions</td>
<td>$13,569,226</td>
<td>$13,492,826</td>
</tr>
<tr>
<td>Special Exhibits</td>
<td>$2,260,255</td>
<td>$1,663,399</td>
</tr>
<tr>
<td>Museum Stores, Food Services, and Other Ancillary Services</td>
<td>$7,303,417</td>
<td>$7,602,741</td>
</tr>
<tr>
<td>Membership</td>
<td>$4,261,650</td>
<td>$3,450,495</td>
</tr>
<tr>
<td>Government Support</td>
<td>$5,690,148</td>
<td>$5,607,427</td>
</tr>
<tr>
<td>Private Contributions</td>
<td>$6,173,218</td>
<td>$5,843,111</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$3,790,540</td>
<td>$3,553,401</td>
</tr>
<tr>
<td>Other Income</td>
<td>$1,279,542</td>
<td>$1,020,103</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td>$44,327,996</td>
<td>$42,233,503</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Programs</td>
<td>$10,582,300</td>
<td>$12,034,128</td>
</tr>
<tr>
<td>Education Programs</td>
<td>$1,572,111</td>
<td>$1,221,137</td>
</tr>
<tr>
<td>Program Support Services</td>
<td>$5,836,411</td>
<td>$6,063,782</td>
</tr>
<tr>
<td>Management and General</td>
<td>$10,016,765</td>
<td>$9,819,781</td>
</tr>
<tr>
<td>Development and Membership</td>
<td>$3,272,635</td>
<td>$2,656,753</td>
</tr>
<tr>
<td>Marketing</td>
<td>$4,700,165</td>
<td>$5,007,187</td>
</tr>
<tr>
<td>Museum Stores, Food Services, and Other Ancillary Services</td>
<td>$2,766,987</td>
<td>$2,684,292</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>$38,747,374</td>
<td>$39,487,060</td>
</tr>
<tr>
<td><strong>OPERATING INCOME</strong></td>
<td>$5,580,622</td>
<td>$2,746,443</td>
</tr>
</tbody>
</table>

In addition to annual operating expenses, the Museum is proud to fund the Center for the Advancement of Science Education, special exhibitions and other strategic priorities — $15 million (2013) and $14 million (2014). These restricted programs are not included in MSI’s statement of operating activity and are supported through generous philanthropy.
STATEMENT OF OPERATING ACTIVITY
FOR THE YEARS ENDED DECEMBER 31, 2014 AND 2013

REVENUE AND SUPPORT

<table>
<thead>
<tr>
<th>Source</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions and Special Exhibits</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Museum Stores, Food Services and Other Ancillary Services</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Government Support</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>Private Contributions</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Membership</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Investment Income</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Other Income</td>
<td>2%</td>
<td>8%</td>
</tr>
</tbody>
</table>

YEAR ENDED DECEMBER 31, 2014

YEAR ENDED DECEMBER 31, 2013

![Pie charts showing revenue and support for 2014 and 2013]
## Statement of Operating Activity

For the Years Ended December 31, 2014 and 2013

<table>
<thead>
<tr>
<th></th>
<th>Year Ended December 31, 2014</th>
<th>Year Ended December 31, 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Programs</td>
<td>27%</td>
<td>30%</td>
</tr>
<tr>
<td>Education Programs</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Program Support Services</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Management and General</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Development and Membership</td>
<td>26%</td>
<td>15%</td>
</tr>
<tr>
<td>Marketing</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Museum Stores, Food Services and Other Ancillary Services</td>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Expenses**

- Public Programs
- Education Programs
- Program Support Services
- Management and General
- Development and Membership
- Marketing
- Museum Stores, Food Services and Other Ancillary Services