



2023 – 2024 IMPACT REPORT

San Diego Children's Discovery Museum sparks a love of learning so all children can discover their wildest dreams!

Milestones



116,133

Total children & families served.



\$268,149

Subsidized in Access for All admission and memberships, supporting **26,217** children and families.

Doubled Sensory Friendly Morning visitors.



101,434

Visitors served onsite.

2,097

Active memberships.



407

Mobile Children's Museum visits and outings.

12,317

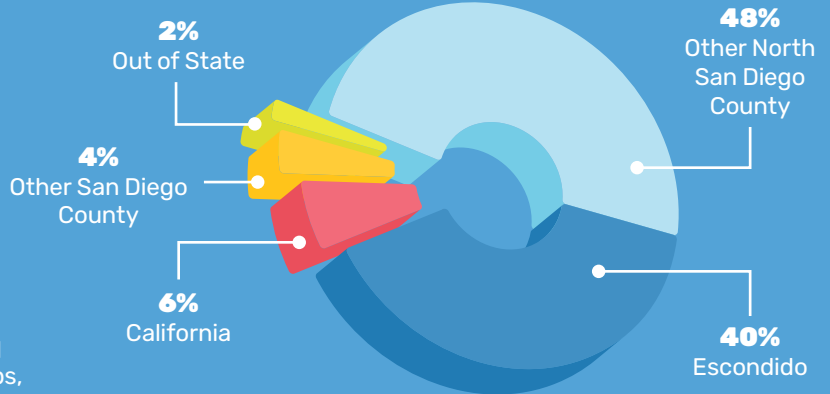
Students served through the Mobile Children's Museum, **84%** of whom are under-resourced.

9 Grade levels served: Infant/Preschool - 5th grade through **11** school districts and partners: MAAC, Escondido Union School District, Boys & Girls Club, Julian Unified School District, and more.



472

Students in Escondido participated in an 8-week after school series of Engineering Workshops resulting in **3,776** interactions.



ZIP code Breakdown



43

Onsite education events including Fun Animal Friday, Nature Night, Space Night, KPBS Kids Events, Baby Storytime, Summer Serenade, and Jimbo's Workshops.



7

New and refreshed exhibits, including Storytime Inventing, Musical Welcome Garden, Mobile Exhibits, and more.



Over **2 million** people reached through social media, website interactions, and virtual programming.



2,375

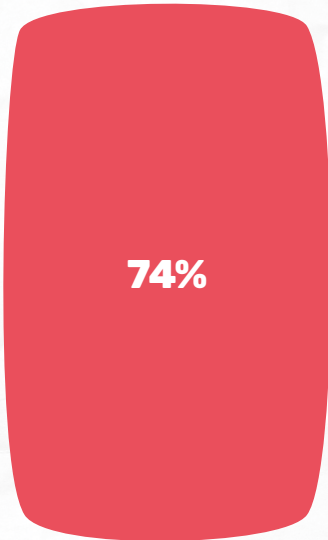
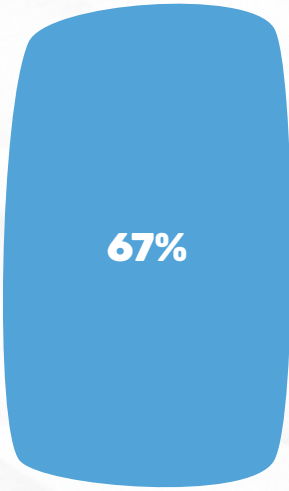
Volunteer hours served by over **300** volunteers.



Financials*

\$2,314,672
Total Revenue

- **\$1,539,598**
67% Grants & Donations
- **\$769,804**
33% Program Service Revenue
- **\$5,270**
0.2% Other Income



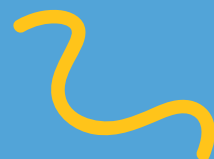
\$2,209,939
Total Expenses

- **\$1,637,714**
74% Programs
- **\$307,119**
14% Administration
- **\$265,106**
12% Operations

*Financial information is based on audited financials from July 2022 - June 2023.

The Growing Need

As the need for high-quality educational enrichment grows, so does the demand for our services. With the support of community partners and generous donors, we will continue serving our community's needs by providing hands-on educational opportunities for ALL children.



What the Community Says

"Being a mom to a child with special needs, I constantly find myself in 'shoulders up' spaces; spaces where I'm on alert for [my son's] personal safety and public staring or judgements. The Museum is a 'shoulders down' space for me. I'm at ease when I enter the space and feel that my child is welcomed exactly as he is."
- **Museum Member**

"[Our daughter] enjoyed all of the activities, especially making her own computer, playing with the circuit and playing with the robots. She came home and said she wants to be an engineer when she grows up and build robots."
- **SDCDM Summer Camp Registrant**

"[The Mobile Children's Museum] promotes team work and collaboration and provides opportunity for kids to be creative and think like an innovator."
- **Carlsbad Unified School District Teacher**