



August 9, 2017

The Harvey E. Najim Family Foundation  
Harvey E. Najim  
613 NW Loop 410, Suite 875  
San Antonio, TX 78216

Dear Mr. Najim:

Thank you for your thoughtful, ongoing commitment to changing educational outcomes for San Antonio's children.

The DoSeum is proud to share that more than a MILLION people have walked (maybe ran) through our doors in two years! It is because of organizations like The Harvey E. Najim Family Foundation that we are able to celebrate community transformation through joyful learning and discovery.

Discovery is the catalyst for joyful learning, and for every aspect of social, emotional and cognitive development in young children. Immersion in the discovery process is also a great leveler of playing fields. To that end, The DoSeum is a place for all children to be the same, regardless of their backgrounds. We are passionately committed to providing equitable opportunities for children to experience our facilities; a key way we do this is through our Free Family Nights. Since opening our new facility in June 2015, The DoSeum has underwritten 36,415 children and their caregivers for Free Family Nights. This translates to tens of thousands of hours of joyful learning and discovery, underwritten by The DoSeum and made possible by the support of our community partners.

San Antonio is a culturally vibrant and inclusive city because of servant leaders like you, Mr. Najim. As we grow our efforts to reach more underserved children and their families, we are grateful for your consideration of a \$50,000 request to support this work.

Joyfully,

Julie Huls  
Interim CEO  
210-572-0603  
jhuls@thedoseum.org

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- **Project Title:** To support The DoSeum's Free Family Nights; by providing free access for families, we encourage them to explore & discover together, filling the gap between formalized school education & informal learning.
- **Amount of funding request:** \$50,000
- **Brief statement of the organization's purpose and history:** The San Antonio Children's Museum was founded in 1995 to create a hands-on educational institution for early learners ages 0-11. Transformed into The DoSeum in 2015, we are considered one of the country's leading children's museums, equipped with engaging STEM-based exhibits that inspire active learning through inquiry and play. Powered by more than 100 staff & 700 volunteers, and serving approximately 400,000 visitors annually, our exhibits and programs invite discovery, spark interest and develop positive attitudes toward learning across critical content areas. Parents and caregivers receive resources and support to extend learning beyond The DoSeum, powerfully impacting their role as their child's first teacher.
- **Project description:** Through Free Family Nights, we are fortunate to provide free admission to The DoSeum on select nights each month. Since opening our new facility in June 2015, The DoSeum has underwritten 36,415 children and their caregivers for Free Family Nights. The primary objective is to encourage children and their caregivers to explore and discover together. We are also passionately committed to providing access to underserved families in our community, and Free Family Nights accomplishes this objective by offering educational opportunities families may not have access to otherwise. In the first half of 2017, we served 10,110 children and their caregivers through Free Family Nights and anticipate serving roughly the same number during the second half of this year.
- **Brief statement of any previous funding received from The Harvey E. Najim Family Foundation:**
  - 2016- \$50,000 for Underwritten Admissions & Outreach
  - 2015- \$50,000 for Underwritten Admissions & Outreach
  - 2014- \$25,000 for Outreach & Mini-Hub
  - 2012- \$2,000,000 for The DoSeum's Capital Campaign (Najim Family Contribution)
- **How the proposed project relates to The Harvey E. Najim Family Foundation's funding priorities:** This investment promotes creativity, exploration and learning for ALL children, aligning with The Najim Family Foundation's core values of education for every child and of believing in every child's dreams. Research shows providing access to quality informal learning opportunities is an important tool for stoking passion for formalized education, and underserved communities have systematically less access to these types of opportunities than their wealthier counterparts (Snellman et al. 2015). Purposeful efforts to provide underserved communities with access to these types of opportunities is an important leveling measure for our community's children.



- **Line-item budget for project in which funds are being requested (this is not your organization's budget):**

Line Item Description	Total Project Fund Allocation	Najim Requested Funds Allocation
<b>Underwritten Admissions</b>	\$ 240,000.00	\$ 50,000.00
Assumes annual Free Family Night attendance of 20,000 at \$12/person admission.		
<b>Total</b>	\$ 240,000.00	\$ 50,000.00

- **Children impacted:**
  - The TOTAL project initiative will impact 20,000 unduplicated children and their caregivers.
  - NFF requested funds will impact 4,167 unduplicated children and their caregivers.
- **Organization total revenue and expenses for current fiscal year:**
  - FY2017 Revenue: \$6,152,039
  - FY2017 Expenses: \$6,191,600
  - (This reflects a planned operating loss of \$39,560. The DoSeum's Spending Policy is to appropriate for distribution each year a percentage of its endowment fund's average fair value based on a 12-quarter rolling average. For the fiscal year ending December 31, 2017, the distribution is projected at a minimum of \$90,000.)
- **Project timeline (beginning and ending dates):** The DoSeum holds Free Family Nights twice a month, year-round.
- **Brief project evaluation criteria:** In 2016, over 20,300 people attended Free Family Nights. Our data collection efforts found the average gross income of Free Family Night attendees last year was \$37,000 (excluding visitors from our zip code). This is significantly lower than San Antonio's 2015 median household income of \$51,150 (source: San Antonio Economic Development Foundation) and reflects our reach into underserved communities with Free Family Nights.

- **List other project funders:**

Greehey Family Foundation	\$50,000	Committed
H-E-B	\$100,000	Pending

- **Contact information of primary and secondary person within organization:**
  - Primary contact: Sara K. Pfeifer, Vice President of Development, 2800 Broadway, San Antonio, TX 78209, spfeifer@thedoseum.org, 210-572-0604
  - Secondary contact: Katie Sirakos, Grants Manager, 2800 Broadway, San Antonio, TX 78209, ksirakos@thedoseum.org, 210-572-0633