

FUNDING APPLICATION

GENERAL INFORMATION

Organization Information

Legal Name: Witte Museum		Federal Tax ID#: 74-1400537		501(c)(3) Public Charity 509 (a)(1)	
Address: 3801 Broadway		City: San Antonio		State: TX	
				Zip Code: 78209	
Website: www.witemuseum.org		Fax: (210) 357-1894		United Way Funded: No	

Fiscal Year: January 01 to December 31
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Head Of Organization

Name: Marise McDermott		Title: President and CEO	
E-Mail Address: marisemcdermott@witemuseum.org		Phone: (210) 357-1894	

Application Contact

Name: Katie Kinder DeBauche	Title: VP of Development	E-Mail Address: katiEDEbauche@witemuseum.org	Phone: (210) 357-1894
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Previous Najim Funding

Year	Funding \$
2014	\$10,000
2015	\$20,000
2016	\$25,000
2017	\$40,000
2018	\$50,000
2019	\$56,000
Total	\$201,000

Has the organization applied to the Najim Family Foundation in the past and been declined? Yes 2013
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Grant Amount Requested \$: \$87,764	Total Project Budget \$: \$244,967	Organization's Annual budget \$: \$11,514,136
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Mission Statement:
The Witte Museum inspires people to shape the future of Texas through transformative and relevant experiences in nature, science and culture.

PROJECT INFORMATION

Program / Project Title:

To support K-12, live distance learning educational offerings, museum campus afternoon programming, virtual museum field trips and professional development for educators.

PROJECT TIMELINE

Start Date	End Date
01/01/2021	12/31/2021

Harvey E. Najim Family Foundation Priorities:

Education

Education Priorities:

Elementary to High School

Program / Project Description:

The Witte Museum is deeply grateful to the Najim Family Foundation for your powerful educational partnership. Together we have expanded the Witte's dynamic STEM programming, increased outreach to Title 1 schools in San Antonio and surrounding counties, and introduced the Witte's new online educational platform, Witte Where You Are. The Witte respectfully requests \$87,764 to support K-12, live distance learning educational offerings, museum campus afternoon programming, virtual museum field trips and professional development for educators. Funds from the Foundation would be utilized to purchase equipment including computers, cameras, editing software, and other audio/visual needs; underwrite virtual field trip experiences; live distance learning programming and, when permissible, on-campus field trips with in-person programming; and develop science, technology, engineering and math (STEM) distance learning curriculum.

The COVID-19 pandemic era has created new challenges for institutions, while also presenting new opportunities for innovative museums like the Witte Museum. During the Museum's nine-week closure, the Witte Team continued to serve children and people of all ages with free Witte Where You Are (WWYA) distance learning programs. Featuring online educational programming with InterActors, Curators and Educators sharing the Witte's award-winning Nature, Science and Culture curriculum as well as behind-the-scenes virtual tours, WWYA serves the educational needs of the community, especially as schools are closed and field trips are cancelled. Each program includes investigations, recipes, and activities to encourage exploration from home. Online videos include popular demonstrations, like "Ropes and Brands," led by Cowboy Jeremy with downloadable instructions for making your own brand using a few pipe cleaners, "Super You! Keeping Your Immune System Strong Through Self-Care" utilizing content from the H-E-B Body Adventure, or "The Water Cycle Dance," featuring STEM Education Manager, Sarah Rowley, and Tiny Tex, the Witte's T-Rex mascot. With over 525,000 virtual visitors since March 2020, the WWYA programs have illustrated the need for relevant educational content. The Witte Team continues to create new WWYA interactive videos to meet the need for free educational content for children of all ages.

After the success of the pivot to virtual with WWYA, the Witte Education Team reimagined traditional in-person summer camps and launched Virtual Summer Camps for children ages 6-8 and 9-12. Three different Camp themes, with different content and investigations for each week, were offered on a rotating schedule for the 10 weeks of summer. Camp themes included "Dino Explorers," digging deeper into the world of prehistoric creatures; "Witte Unlocked," offering a closer look at nature, science, and culture; and "Choosey CHEFs," teaching campers how to prepare food, write recipes, and more. All virtual camp participants received a "Witte Box of Wonders," a large box containing needed supplies for activities and experiments.

The Witte Museum believes that hybrid learning experiences are the way of the future during this pandemic era. While we are hopeful the pandemic will abate soon, the Witte anticipates a decline in the number of in-person school field trips, programs and events. Continued access to science-based and enriching educational content is critically important. Live remote learning experiences and virtual field trips will allow students to experience the Witte from their home or school classroom.

Support from the Najim Family Foundation will provide needed funds to professionalize equipment for live remote content and underwrite distance learning curriculum for students and professional development for educators. The Witte Museum has successfully created the prototype for engaging live and pre-recorded distance learning experiences, with already high evaluation marks from students, parents and teachers. The Witte is currently offering afternoon programming and live distance learning programs, but the plan is to increase the offerings by more than 50 percent, which will mean more equipment and technology. With increased technology, future plans also include creating virtual field trips for school-aged children and providing teacher professional development.

School holidays will offer additional opportunities to engage children. The Witte has scheduled "Wild About Pollinators" on October 12, 2020 in a virtual format. The day will include live interactions with Witte Educators and Curators, as well as a "Witte Box of Wonders," containing all the materials needed to complete hands-on activities. Plans are being developed for virtual one-day camps on November 23 and 24, 2020 as well as the week of December 28, 2020.

Specifically, to meet the need for robust and enriching remote learning, the Witte will soon offer three types of distance learning educational tracks for students of all grade levels. "Live Distance Learning" features a 45-minute program, Q&A with a Museum Educator and program worksheets. Topics include STEM: Texas Rocks! (K-8), Texas Wild: Wild Habitats (Grades 3-5), Health & Wellness: Muscle Mechanics (Grades 6-8), Texas Wild: Nature's Network (Grades 9-12) and more. "Live Distance Learning - Enhanced" features all aspects of the "Live Distance Learning" program with the addition of an activity kit. Programs include Texas Rocks! (K-8) and Pre-History: Painting the Pecos (Grades 4-7). "Live Distance Learning - Special Programming" features a 30-minute performance by a Gallery Theater InterActor, Q&A and program worksheets. Programs include Health and Wellness: Captain Calcium, Texas History: Ropes and Brands, Dinosaurs: Agujaceratops Talks and more.

The Witte Museum is committed to offering safe and transformative educational experiences to encourage lifelong learning. Should we be able to host field trips on the museum campus, we will transition this support to do so. We would be honored to continue the partnership with the Najim Family Foundation to provide students and teachers with enriched and layered learning experiences in nature, science and culture.

Evaluation Plan:

The Witte uses established quantitative and qualitative evaluation procedures to evaluate exhibitions and programs that help confirm our educational and cultural programming is relevant, engaging and meets visitor needs and interests. For in-person attendance, the Witte collects demographic, ZIP Code, and other data through a Point-of-Sale system at Admissions to help track visitorship.

To evaluate distance learning programs and virtual field trips, the Witte will track virtual attendance and offer teacher and student surveys. Visitor and teacher surveys and attendance data are monitored on an ongoing basis by the Education Team and Senior Management Team, with oversight from the Museum's Board of Trustees.

Plans to sustain project beyond the term of this request:

The Witte will continue to offer pre-recorded Witte Where You Are content. Witte Where You Are is now a signature educational program and currently provides high-quality content at no cost. However, to ensure operational excellence and high quality educational content and delivery, the Witte will expand content offerings with fee-based programs.

Before the pandemic, the need for in-person field trip scholarship underwriting was ubiquitous. Without advertising, the Witte Museum received numerous requests for field trip scholarships. Now, the Witte anticipates a decline in in-person field trips as schools face uncertainty with reopening and budget constraints and an increase in requests for virtual field trip scholarships. With scholarship demand alongside corresponding increases in production costs, programmatic material and supply needs, the Witte will continue to seek underwriting for the scholarship and program costs from private foundations, individuals, and companies, and proceeds from signature special events will continue to support these initiatives.

Children Impacted:

How many unduplicated children will the TOTAL PROJECT INITIATIVE impact?

How many unduplicated children will NFF REQUESTED FUNDS impact?

20,000

14,000

Please provide the percentage of each group below that will be served by the project in which funds are being requested. Do not leave any area blank. If that specific group will not be served, include zero. The percentage should total 100%.

A. Population Served Age		B. Population Served Ethnicity	
Infants (0-5)	0%	African American	7%
Children (6-13)	80%	Asian American	1%
Young Adults (14-18)	20%	Caucasian	43%
TOTAL:	100%	Hispanic/Latino	49%
		Native American	0%
		Other and Define	0%
		TOTAL:	100%

City Council District for Which Children are Being Served:

District1, District2, District3, District4, District5, District6, District7, District8, District9, District10

Line item Budget:

Line Item Description	Total Project Funds Allocation	Najim Funds Allocation
Technology (4 iPads, 2 Apple TVs, 2 GoPro Bundles, 1 DSLR Sony Alpha A60000 Camera, 1 Panasonic Lumix GH5 Camera, Rode Audio Equipment, Green Scen, 1 iMac, 2 MacBooks, 2 PC laptops, 2 GoPro Media Mods and Lights, 2 iPhone 11 Pro	\$14,764	\$14,764
Connect2Texas Membership	\$2,500	\$2,500
Program Supplies	\$5,000	\$5,000
In person field trips: Cost of general admission & 1 STEM or H-E-B science program for 3,000 students (\$5 general admission + \$3 program)	\$24,000	\$24,000
In person field trips: Bus reimbursement for 25 buses (estimated at \$160 per bus)	\$4,000	\$4,000
Distance Learning: Cost of Distance Learning for 200 classes of 25 students (\$25 per class)	\$5,000	\$5,000
Distance Learning: Cost of Enhanced Distance Learning for 200 classes (\$35 per class + \$3 per student)	\$25,000	\$25,000
Distance Learning: Cost of Special Programming for 100 groups of 60 (\$75 per session for groups of 60 students)	\$7,500	\$7,500

30% of Public Programs staff salaries	\$157,203	\$12,236
TOTAL:	\$244,967	\$100,000
OTHER FUNDING RESOURCES		
For Project being Requested: Funding sources and amounts, pending and committed.		
PROJECT - PENDING		
Funder Name	Amount Requested	
University Health System	\$40,000	
TOTAL:	\$40,000	
PROJECT - COMMITTED		
Funder Name	Amount Requested	
Dooley Family Foundation	\$8,800	
H-E-B (HEBBA Operations, not distance learning specific)	\$150,000	
TOTAL:	\$158,800	
Other funding sources and amounts, pending and committed not specific to this request.		
ALL OTHER ORGANIZATION REQUESTS - PENDING		
Funder Name	Amount Requested	
Capital Group	\$30,000	
Dickson-Allen	\$150,000	
Cowden Foundation	\$10,000	
Ed Rachal Foundation	\$50,000	
East Foundation	\$25,000	
Fiesta San Antonio Commission	\$5,000	
TOTAL:	\$270,000	
ALL OTHER ORGANIZATION REQUESTS - COMMITTED		
Funder Name	Amount Requested	
Alcocer LLC	\$10,000	
Caesar Kleberg Foundation	\$10,000	
Greehey Family Foundation	\$10,000	
GulfTex Energy	\$10,000	
Gunn Family Foundation	\$10,000	
Las Aguilas	\$10,000	
The Gambrinus Company	\$10,000	
The Marshall T. Steves Sr. Foundation	\$10,000	
Wells Fargo Foundation	\$10,000	
Carol Lee Jones Educational and Cultural Fund	\$10,000	
Humanities Texas	\$12,500	
Roy W. and Helen S. Quillin Foundation	\$14,000	

Frost Bank Charitable Foundation	\$15,000
Jefferson Bank	\$15,000
Wells Fargo Advisors LLC - Lone Star Complex	\$15,000
George Weldon Sheffield Charitable Fund	\$16,927
Marcia and Otto Koehler Foundation	\$20,000
The Summerlee Foundation	\$20,000
University Health System	\$20,000
Valero Energy Foundation	\$20,000
NuStar Energy LP	\$25,000
The Betty Stieren Kelso Foundation	\$25,000
Texas Farm Credit	\$30,000
William Knox Holt Foundation	\$30,000
East Foundation	\$40,000
The Brown Foundation	\$40,000
The Elizabeth Huth Coates Charitable Foundation	\$50,000
The Mays Family Foundation	\$50,000
Traylor Ranches	\$50,000
Bank of America Foundation	\$55,000
The Scott Petty Foundation	\$70,000
Bolner's Fiesta Products Inc	\$75,000
Kronkosky Charitable Foundation	\$75,000
Russell Hill Rogers Fund for the Arts	\$85,000
H-E-B	\$170,000
TOTAL:	\$1,138,427

BOARD OF DIRECTORS

What percentage of your board contributes financially to the organization?

100%

If Board giving is not at 100%, please explain why?

NA

How are board members expected to participate in your organization?

Members of the Witte Museum Board of Trustees are volunteers who give of their time, personal connections, and financial resources to the Witte. Trustees are asked to become members of the Quillin Society (\$1,200/year) and to make a stretch gift to the Museum's operations or capital projects; stretch gifts are determined by each Board member personally. Trustees serve on sub-committees of the Board (Facilities, Finance, Collections, Development, etc.). Board service is limited to two consecutive three-year terms; Executive Committee members serve in their leadership roles for two years and may be re-elected. Trustees are expected to attend all Trustee Meetings. The Executive Committee meets once per month; the full Board meets every other month.

LIST OF BOARD DIRECTORS

Name & Office Held	Corporate Affiliation
JJ Feik	Feik Enterprises

Dirk Elmendorf	r26D
Ryan Berg	Lee Michaels Fine Jewelry
Jack Stein	Community Volunteer
Don Gonzales	Estrada Hinojosa & Co.
Bill Anderson	H-E-B, San Antonio
Walter Embrey	Embrey Partners
Mary Arno	Retired Physician
Jesse Travis	Fusion Advisors
Michael Bolner	Bolner's Fiesta Products
Mark H. Metcalfe	Wells Fargo Advisors
Mary West Traylor	Sola Vaca Ranch
Eddie Aldrete	IBC Bank
Inigo Arzac	World Affairs Council
Heather Chandler	Innovative Media Group
David Dunham	Texas Monthly Magazine
Rob Finney	Commerce Capital Partners, LLC
Bryan Grundhoefer	WeliMed
Eric Honeyman	Valero Energy Corporation
Robert Hunt	Hunt Consulting Group
Rob Killen	Kaufman/Killen
Susan Naylor	The Will Smith Foundation
Amy Rhodes	Capital Group/American Funds
Elizabeth West	Community Volunteer
Magaly Chocano	Swab Development
Joe McLaughlan	KPMG
Rob Sigman	Veterinary Growth Partners
Buddy Morris	Spire Risk Management
Peggy Walker	Bank of America/US Trust
Signature	
Marise McDermott	