

# REPORT 2018 October Cycle

## GENERAL INFORMATION

### Organization Information

|   |                             |                                       |                           |
|---|-----------------------------|---------------------------------------|---------------------------|
| <b>Legal Name:</b><br>San Antonio Children's Museum (The) |                             | <b>Federal Tax ID#:</b><br>74-2659746 |                           |
| <b>Address:</b><br>2800 Broadway                          | <b>City:</b><br>San Antonio | <b>State:</b><br>Texas                | <b>Zip Code:</b><br>78209 |
| <b>Website:</b><br>www.thedoseum.org                      |                             | <b>Fax:</b><br>(210) 572-0603         |                           |

### Head Of Organization

|  |                                 |
|--|---------------------------------|
| <b>Name:</b><br>Daniel Menelly                   | <b>Title:</b><br>CEO            |
| <b>E-Mail Address:</b><br>dmenelly@thedoseum.org | <b>Phone:</b><br>(210) 572-0633 |

### Application Contact

|  |                                 |  |                                 |
|--|---------------------------------|--|---------------------------------|
| <b>Name:</b><br>Rebecca Kaufmann<br>Podowski | <b>Title:</b><br>Grants Manager | <b>E-Mail Address:</b><br>ksirakos@thedoseum.org | <b>Phone:</b><br>(210) 572-0633 |
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## REPORT INFORMATION

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| <b>Report Funding Cycle:</b><br>2018 October Cycle | <b>Report Date:</b><br>09/16/2019 12:00 am |
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**1: Please include in your report the dollar amount of the funds that were awarded, the date they were funded and what the funds supported.**

|                        |                  |
|------------------------|------------------|
| Awarded Amount: 50,000 | Date: 10/19/2018 |
|------------------------|------------------|

**2: Were the objectives cited in your original proposal met? Please address each started objective and how it was met.**

We increased access and opportunities to engage with STEM subjects and concepts through joyful learning and discovery. We were able to accomplish this by continuing our current array of free and reduced-cost programming and piloting a new accessibility effort: our Doseum For All EBT Discount. This discount, adopted from the Association and Children's Museums and Institute of Museum and Library Science's initiative "Museums for All" provides a near 80% discount on admission for all SNAP recipients (locally, Lonestar and WIC recipients).

**3: Please explain any changes from the original proposal and the circumstances that lead to the modification of the objective.**

No changes were made to the objective. The pilot program "Museums for All" EBT-linked discount will continue throughout the program year under our Doseum For All Discount Program.

**4: What needs were addressed?**

Several needs were met as a result of this gift. First and foremost, low- to moderate income families were provided the opportunity to incorporate repeat STEM experiences in a family-friendly, out-of-school environment for early learners. Early and frequent exposure of STEM concepts are key for competency, and children must be engaged in a variety of ways to meet diverse needs and learning styles. The DoSeum's pilot Museum for All EBT-linked discount program enabled multiple opportunities for exposure to STEM concepts to the families who could benefit most. Additionally, we brought equity into the discount conversation to address restrictions on time so many working families could experience. A free night at the museum does not work for families with caregivers working in the evenings, but by implementing our anytime EBT-linked discount in November of 2018, families gained the opportunity and agency to plan out their DoSeum visits. Most surprisingly, our EBT-linked discount is apparently meeting a previously unmet need within the community. Our initial projections built on surveying of national participation rates and polling locally indicated that about 5% of our DoSeum visitors would be utilizing the EBT discount. Our actuals indicate that number is closer to 9%! Data shows that our hardest-hit zip codes of 78202, 78207, 78208, and 78211 are participating in the EBT-discount. This discount is popular and meaningful to the population we wanted to serve the most, truly enabling The DoSeum to be a place for all.

**5: What method of evaluation did you use to monitor and measure the project's outcome and what are the result?**

We track zip codes and age ranges of guests through our point-of-sale admissions software. An analysis of our admissions data indicated our Doseum For All EBT-linked discount from October 2018 to mid-September 2019 (the time the attendance report was pulled to begin data analysis) served 18,882 individuals currently participating in Lonestar or WIC supplemental nutritional programs, with 9,416 of those individuals being children. The EBT-linked discount reduces the admission price from \$14 to \$3 - this means that for 18,882 individuals, \$207,702.00 in admissions were underwritten. Our top zip codes for attendance spanned the city, ranging from as close as 78209 to as far as 78245 (Far West Side) and 78223 (South/Southeast Side). Of the total SA-area residents attending The DoSeum through this discount, 5,464 of them reside in zip codes with a poverty rate at or higher than the city's average rate of 18.6%. This indicates that word of this program is traveling into the areas where it can be most beneficial. We are eager to review a full year of data in November to see where we can target outreach efforts next.

**6: Do you plan to continue this project, and if so, how do you plan to sustain it?**

Our Doseum For All discounts are considered the mission in action and vital to who we are as an institution. As such, we will continue the current array of Doseum for All admission discounts including the EBT-linked discount. With the available data indicating high popularity, we will increase the budgeted amount for the EBT-linked discount to ensure that this program remains available for all who seek it. The DoSeum continues to sustain its operations and mission primarily through earned income from admissions, proceeds from our stores, birthday parties and facility rentals, accounting for about 70% of our budget. The remaining 30% is sustained through income-raising efforts. While we are fortunate to work with partners that believe in our mission and support our goals, we continue to seek new community partners and funding opportunities sharing our goals of accessibility and equity in access, STEM opportunities, and early childhood education to support our efforts and underwrite these admission discount programs.

**7: Please provide any other comments or information relevant to this grant.**

Our Doseum for All discount program continues to be impactful in our community. The Title I school field trip program, Field Experiences, continues to serve approximately 7,000 area students each year, aligning TEKS testing concepts to exhibits for better comprehension. Our Free Family Nights continues to be a popular resource for families, serving 12,085 individuals during the same time period as our pilot Museum for All EBT Discount. Additionally, we would like to take the time to highlight some of our current community partners we engage with on a regular basis: Our staff brings Goseum, our outreach program, to Haven for Hope, University Children's Hospital, YMCA, Boys and Girls Club and more to combine STEM education with a routine experience and familiar face for children recovering from unstable experiences. Additionally, we are proud to partner with the United Way Emerging Leaders Council and support their mission in building leaders for tomorrow. We continue to maintain a relationship with The Children's Shelter and their guests, ensuring that our most vulnerable populations have a safe place to build joyful positive childhood memories. We are proud to be in the center of a purpose-driven community and look forward to impacting San Antonio families for years to come.

**8: Please provide an updated detailed projected budget with expenses for the received grant. Also include the totals for the budgeted and actual amount. Explain any discrepancies between the budgeted and the actual expenses for the project.**

| <b>Line Item Description</b>                           | <b>Total Project Funds Allocation</b> | <b>Najim Requested Funds</b> | <b>Project Funds Actual</b> | <b>Najim Funds Allocation</b> |
|--|---------------------------------------|------------------------------|-----------------------------|-------------------------------|
| Underwritten Admission for Children & Their Caregivers | \$200,000                             | \$50,000                     | \$207,372                   | \$50,000                      |
| <b>TOTAL:</b>  | <b>\$200,000</b>                      | <b>\$50,000</b>              | <b>\$207,372</b>            | <b>\$50,000</b>               |

**Signature**  
Daniel Menelly