Dear Friends,

We are deeply grateful for your continued partnership and support! It has been another couple of amazing years at the Museum. An unprecedented surge in programming, dynamic education outreach, and significant upward momentum—internally and externally—was made possible by the generosity of our supporters, guidance by our passionate Board of Trustees, and hard work by our talented staff. As you will see in this report, the ripple effects of your generosity impacts all we do to inspire human connections by exploring the human experience.

We are excited for 2018 and beyond as the Museum embarks upon a grand transformation – including significant renovations to our lobby and rotunda, along with an upcoming capital campaign! As we stand poised for change, we remain committed to stewarding the priceless cultural resources in our safekeeping, while also focusing on contemporary social issues and popular culture as springboards to exploring what it means to be human – past, present, and future.

Our critical workplace culture initiative – World Peace Starts at Home (WPS@H) - is the platform for our work. We know we cannot create and hold a space of meaningful discourse about topics that really matter for our visitors, if we do not already do so for our staff and board. WPS@H is about how we relate to one another as a staff, how we relate to one another as a board, and how our staff and our board relate to one another as part of a larger community.

We hope this report will illuminate aspects of the Museum’s essential role in the community - as part Town Hall, part center for cross-cultural learning, and part participatory museum. Our new exhibit, PostSecret, is a perfect example with much to teach us about the human condition. The exhibit opens in April and, while you’ll learn more in this report, I guarantee you won’t want to miss it.

With warm wishes,

Micah Parzen, Ph.D., J.D.
Chief Executive Officer
In Memoriam: Mari Lyn Salvador, 1943-2017

Dr. Mari Lyn Salvador served as the Museum’s Chief Executive Officer for five years, from 2004 to 2009. The only woman to serve in this role, and an eminent scholar of Kuna art, Mari Lyn is remembered as a generous colleague, a loyal friend, and a mentor to many in San Diego. Prior to her arrival at the Museum, she was a professor of anthropology at the University of New Mexico, and served as Chief Curator of the University of New Mexico’s Maxwell Museum of Anthropology from 1978 to 2004. Following her tenure at the Museum of Man, Mari Lyn moved to Berkeley, California where she served as Director of the Phoebe A. Hearst Museum of Anthropology from 2010 to 2015 before retiring to Albuquerque, New Mexico. She authored and edited several books, including The Art of Being Kuna, a companion to the seminal exhibition she curated at the University of California, Los Angeles’s Fowler Museum in 1997. She was a life-long advocate for Indigenous self-representation in museums and in collaborative approaches to scholarship.

“I had the privilege of working for Mari Lyn at the Hearst and was able to witness first-hand her passion, humor, love for life (and ice cream), and fierce championing of the Museum’s cultural resources. She was an extremely intelligent and kind person who was enormously respectful of the artists and knowledge-holders with whom she worked. She taught me many things, but the one lesson that I associate with her more than any other is the power of optimism as a leadership tool and a daily choice.”

-Ben Garcia, Deputy Director

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**FINANCIALS**

**FY17**

- Contributory Revenue: $1,456,143
- Earned Revenue: $2,747,648
- Operating Expenses: $4,190,692
- Operating Surplus: $13,098

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We strive to be San Diego’s dynamic place to go to learn from each other, reflect on our place in the world, and build a better community.

**KALEIDOSCOPE**

We are honored to announce that we won The Nonprofit Institute at USD’s 2018 Kaleidoscope Award for Good Governance with North County Lifeline! Thank you to our board, staff, and volunteers for working tirelessly to create an environment of generosity, partnership, and love that is felt throughout our organization.

In 2017, we were awarded the prestigious LEED Gold® certification by the Green Building Certification Institute, making us the highest ranked LEED-certified building in Balboa Park!

For the third year in a row we received a 4-star rating from Charity Navigator, America’s largest and most utilized evaluator of nonprofits. We’re now the fourth highest-rated museum in California and one of only 79 museum nationwide to receive the 4-star rating!

**WE WELCOMED MORE THAN**

**462,400 Visitors**

**TO THE MUSEUM OVER THE LAST TWO YEARS.**

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**Love is in the air!**

We hosted 78 weddings in the last two years as well as numerous proposals in the California Tower.

**37%**

of Museum staff are commuting to and from work using greener alternatives like riding bicycles, walking, and carpooling, which increases indoor and outdoor environmental quality.

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**SINCE RE-OPENING IN 2015**

**AFTER AN 80 YEAR CLOSURE, OVER**

**95,595 Visitors**

**HAVE EXPERIENCED OUR CALIFORNIA TOWER TOURS!**

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Since re-opening in 2015 after an 80 year closure, over 95,595 Visitors have experienced our California Tower tours! In 2017, we were awarded the prestigious LEED Gold certification by the Green Building Certification Institute, making us the highest ranked LEED-certified building in Balboa Park!
“IF YOU WANT TO CHANGE THE WORLD, GO HOME AND LOVE YOUR FAMILY.”
– Mother Teresa

World Peace Starts at Home—WPS@H for short—is our internal work culture initiative. It encompasses professional development, team-building, and more. In the spirit of WPS@H, we’ve:

- Hosted an Annual All-Staff Retreat (a tradition since 2014)
- Sent 39 staff members to regional, state, and national conferences
- Provided all-staff Native American Graves Protection and Repatriation Act, decolonization, and cultural competency trainings
- Implemented a multi-year compensation equity initiative
$100,000 And Above
City of San Diego Commission for Arts and Culture
Price Philanthropies Foundation

$50,000 - $99,999
Anonymous
The Donald C. & Elizabeth M. Dickinson Foundation
Mrs. Mary Dragoo in Memory of Dr. Mick Dragoo*
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Thank you for supporting the Museum of Man!
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We are proud to have partnered with the following in-kind donors:

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- Mr. Alberto Lau
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- Dr. Jason Lau
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- Stone Brewing Co.
- Tarantino Gourmet Sausages
- Viva Pops

*Deceased
**Current Museum of Man Trustee

Please note: This list includes all contributions from January 1, 2016 through December 31, 2017. We strive for perfect accuracy in our acknowledgements and sincerely apologize for any inadvertent errors or omissions. If you see an error or omission, please contact us to let us know.
EXHIBITS
We have reimagined our exhibits to inspire you to think differently about your connection to other people and beings on the planet.

LIVING WITH ANIMALS
Generous financial support and in-kind donations allowed us to amplify our creative efforts with this exhibit.

25 years
the amount of time several windows in the gallery were covered up by false walls. Our team exposed these architectural gems to allow natural light to illuminate the space.

Number of animal figurines hung on the walls:
Two-hundred

1 wolf, 1 pig, and 3 rats serve as the animal "greeters" in the different sections of the exhibit. They’re primarily made of papier mâché; created using recycled newspapers, takeout menus, and travel maps.

CANNIBALS: MYTH & REALITY
We embrace a collaborative creative process that encourages museum stakeholders to spark imagination and help vet potential exhibition topics. A SDMoM trustee suggested this topic and the rest is history!

Got a Secret?
Over 1,000,000 – that’s how many postcards have been submitted to the PostSecret project! You’ll see thousands of them displayed in our new interactive PostSecret exhibit, opening in April 2018, and you’ll be able to add your own secrets anonymously!
CULTURAL RESOURCES

The Collections Department became the Cultural Resources Department to show respect to the communities who created the cultural heritage objects we steward.

BY THE NUMBERS

OVER

25,190 Photographs

WERE Catalogued and digitized by our Archivists as part of a two-year project.

OVER

2,186 Weapons & 4,469 Arrows

Were catalogued, photographed, and rehoused as part of a project funded by a grant by the Institute of Museum and Library Services (IMLS) and private donor support.

OVER

19,800 Records

Were added to our digital database in 2016/2017, pushing our total number of records up to 116,150. Generous donor support made this possible.

Private philanthropy enabled us to purchase and install three hundred and twenty shelves and drawers as part of our new state-of-the-art storage system.

13 Ancient Egyptian pigments

were scanned with an XFR machine by scientists researching the production of glass in the ancient world.

WORKING WITH DESCENDENT COMMUNITIES

Kumeyaay archaeological monitors reviewed 63 archeological sites from within traditional Kumeyaay territories and processed 4,463 previously undocumented objects.

The Museum returned the remains of 139 Ancestors and 1,346 funerary objects to descendant communities in California and Alaska as part of our commitment to partnering with Native and other indigenous peoples under the Native American Graves Protection and Repatriation Act (NAGPRA), and beyond.
We provide exceptional learning opportunities to support school curriculum with content not covered in the classroom. Donor support is vital to our education outreach efforts which make our museum accessible to children and adults who would not otherwise benefit from our programming.

17,599 students from 400 schools and organizations visited the museum to get hands-on learning through our tours, workshops, and classes.

We served 9,777 Title 1 students and awarded 57 bus scholarships and still are unable to meet the needs of underserved communities.

Over 9,852 visitors have attended 47 unique Living with Animals programs since March 2016.

963 adults have participated in new equality and inclusion workshops.

Outreach activities are underway to reach more communities. Stay tuned as funding will be critical to our ongoing efforts!

We know how to party!

More than 2,780 people attended our evening events, which included beer tastings, exhibit opening parties, a summer Olympics-themed game night, and even an animal-themed masquerade.

We love our volunteers!

They clocked a total of 20,504 hours between 2016-2017 doing everything from Tower trekking, assisting with events and programs, and serving as ambassadors to all of our visitors.
DONOR SPOTLIGHT

PRICE PHILANTHROPIES FOUNDATION

School In The Park (SITP), generously funded and supported by Price Philanthropies Foundation, provides opportunities for Woodrow Wilson Middle School and Rosa Parks Elementary School students to visit Balboa Park museums. During numerous week-long visits to our museum, students experience an immersive program leaving them wanting to know more, building more confidence, and feeling they can accomplish their dreams. SITP has played a major role in the development of our city’s youth. There is no other program that provides such an experience.

NISSAN FOUNDATION

SDMoM is a proud recipient of a 2017 Nissan Foundation grant for a project titled: The San Diego Museum of Man: Making San Diego Safe for Human Differences. The grant supports our work to pilot adult programs that complement the Race: Are We So Different? exhibit. In announcing the award, Nissan Foundation President Scott Baker, welcomed the Museum’s work “to foster dialogue around race relations and promote cultural diversity.”

“WE CAN STOP RACISM BY JUST TREATING OTHERS HOW WE WANT TO BE TREATED AND NOT CALLING PEOPLE NAMES JUST BECAUSE THEY LOOK DIFFERENT.”

- Roxanne, a 6th grade student after touring Race: Are We So Different?

“[YOU WANTED US TO TALK ABOUT OUR EXPERIENCE WITH DISCRIMINATION] TO SHOW THAT WE ARE NOT ALONE.”

- SITP Race: Are We So Different? program, 6th grade student, Woodrow Wilson Middle School

“IN THE BEGINNING IT HURT MY FEELINGS, BUT NOW I KNOW MY BROWN SKIN IS BEAUTIFUL. I DON’T REALLY CARE WHAT THAT KID THINKS.”

- Race: Are We So Different? program, 6th grade student, Roger Rowe Elementary School

“THE STUDENTS AND I HAD A GREAT TIME AT THE MUSEUM OF MAN. THE RACE EXHIBIT EXCEEDED MY EXPECTATIONS AND IT PRESENTED THE INFORMATION IN AN ACCESSIBLE WAY. I APPRECIATE ALL THE WORK YOUR TEAM IS DOING!”

- Soraya Ramos, Access Youth Academy