

# THE NEW MEXICO MUSEUM OF NATURAL HISTORY FOUNDATION

Annual Report

July 2020 - June 2021



## EXECUTIVE DIRECTOR'S REPORT

### Exceeding Expectations During a Challenging Year

2020 proved to be a challenging year for everyone in our community, and the world around us, but the New Mexico Museum of Natural History Foundation survived!

The committed Foundation Board of Directors, led by Chairman Matt Tracy, helped the Foundation to navigate through difficult waters with their financial stewardship and support of staff.

Our community of donors were generous with gifts to the Annual Fund – allowing the Foundation to exceed set goals by more than \$20,000, and we are grateful.

NatureWorks Museum Store realized great profits during the few months the Museum was open. In addition, staff worked to launch an on-line store featuring everything from locally handmade masks to creative and educational toys and products.



Abigail Eaton,  
Executive Director

Verus Research committed to the sponsorship of the Verus Research DynaTheater, but, due to COVID closures, the Foundation was challenged. In partnership with MacGillivray Freeman film producers, the Foundation created the new STEAM Trek program to virtually share films with students across the state.

Our major fundraisers required flexibility and innovation. Cretaceous Couture Fashions from Home and online auction, A Taste of Tuscany wine tasting, and STEAM Punk: A Virtual Chocolate Fantasy, presented by KPMG, were all adapted into successful virtual events.

As Executive Director, I am thankful to my team, our members, donors, and sponsors for their support of our mission of advancing the educational, scientific, and cultural programs of the New Mexico Museum of Natural History & Science.

## FROM THE NMMNH FOUNDATION CHAIR

Foundation friends and supporters, this past year, while extraordinarily trying and challenging for our community, also brought a number of rewarding moments for the Foundation. We discovered new means to engage as a board, new opportunities to expand our outreach to the entire state of New Mexico, and new ways to have a little fun while carrying out our mission. None of this would have been possible without the incredible commitment from my fellow board members, our creative and dedicated staff, the tremendously generous sponsors that continue to showcase their passion to enrich the education of our fellow New Mexicans, and wonderful partners at the Museum.

It was an unbelievable honor to serve as the Foundation Chair as we navigated this new environment together. And I cannot thank you all enough for the unwavering support you all demonstrated. The future of the Foundation has never been brighter and I very much look forward to seeing what we will accomplish together in 2022 and beyond.



Matthew Tracy,  
2020 Foundation Chair



## MEMBERSHIP

We are happy to report that we are experiencing healthy growth in our membership program since reopening. We are excited to welcome back our members and happy to see new members joining daily. The Foundation staff and Board of Directors would like to thank each of our members who continued their support and maintained their active membership status during the closure. Our membership program stands today at 4,837 members in 1,531 households.

## STEAM PUNK: A VIRTUAL CHOCOLATE FANTASY

The 29th annual Chocolate Fantasy was presented by KPMG and led by Janet and Steve Cook alongside a brilliant steering committee. STEAM Punk: A Virtual Chocolate Fantasy was held on March 6, 2021.



Twelve talented Chocolatiers created spectacular chocolate sculptures which were displayed in the Museum for one month following the event. Guests to the Museum were able to vote on their People's Choice. The winner, Pokeneye Studio's High Tea Mayhem at the Gentlemen's Debate Society: Dirigibigular S.S. Col. COVID vs Sir Snacken Kraken, Esq.

The overall winner of the Chocolate competition was Navajo Technical University's Sheila Begay with a sculpture named Time Punk.

Proceeds from the online auction and support of sponsors and contributors exceeded \$132,000, a very successful 29th Annual Chocolate Fantasy.



## CRETACEOUS COUTURE

In September 2020, 17 friends of the Museum showcased their personal style in the Cretaceous Couture Fashions From Home Virtual Fundraiser presented by Washington Federal Bank.

The fundraiser, chaired by Melissa Gonzales, Janet Cook, and Krista Parker, took on a new style with a virtual runway extravaganza featuring fashions from home. Each model showed off their best fall looks, and the online auction and model participation successfully raised funds in support of the Foundation. The evening grossed over \$27,000.

Thank you to the Chairs, models, and many sponsors.



## STEAM TREK

The Foundation, in partnership with the Museum, MacGillivray Freeman and Giant Screen Films, launched a new program, STEAM Trek.

This program allows teachers to virtually show films normally shown in the Verus Research DynaTheater in their classrooms across the state **at no cost**. By participating in this program, students have the opportunity to see amazing films that they would not have otherwise gotten a chance to see by living out of the metro area. The program uses the power of film to inspire, and educational activities that explore STEAM and cultural topics for every grade level making it easy for educators to provide a complete, well-rounded lesson plan for their students.



The Foundation raised over \$30,000 from donors for this program. This allowed 196 classrooms and over 4,100 students across New Mexico to participate at no cost to the schools or teachers. This program has received national attention and we look forward to seeing it grow in the years ahead.



## A TASTE OF TUSCANY

A Taste of Tuscany was the Foundation's third virtual fundraising event of the year. This event consisted of small gatherings in host homes with Tenuta Torciano winery in Tuscany teaching guests how to taste and pair wine.

Thank you to our hosts –Dr. Mike & Patsy Nelson, Dr. Ramesh & Christina Gopal, Pamela Rice, Laurette Alexander & Tony Byers, Michelle & Reynold Bunzel, and Gloria & Ron Trask.



## NATUREWORKS

NatureWorks successfully launched their online store during the closure. This allowed our store patrons the ability to purchase their favorite science related merchandise from the comfort of their home. We continue to add new products weekly. NatureWorks works has collaborated with local New Mexico artists to showcase products that fit within the mission of the Museum. Supporting NatureWorks helps support the exhibits and programs of the Museum.

Dot and Dash, our NatureWorks ambassadors, welcomed our customers back when the Museum reopened and have become social media sensations! They are very happy to have such an important role in getting the word out that the Museum is the place to be!



# WE COULDN'T DO IT WITHOUT YOU

Thank you to our sponsors and many individual donors!

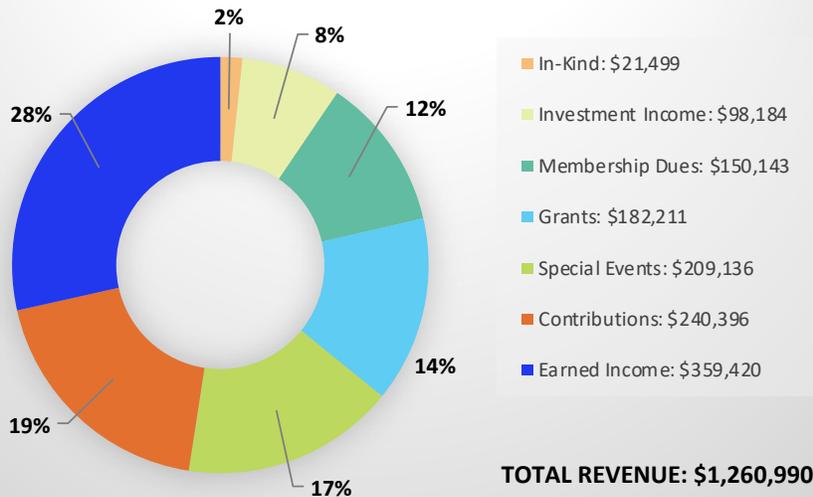


AlbuquerqueJournal

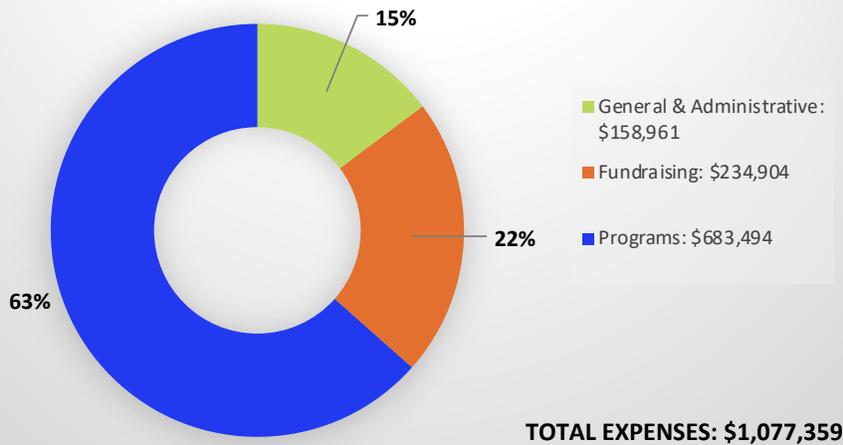


# FINANCIALS

## REVENUE



## EXPENSES



# BOARD OF DIRECTORS

## Chairman

Matt Tracy

## 1st Vice-Chair

Kristina Nguyen

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## Treasurer

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## Members

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Emily Gaffney

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# MUSEUM REPORT

## Margie Marino, Executive Director of the New Mexico Museum of Natural History and Science

I'm pleased to report to our Museum members, friends, and supporters that in spite of the many challenges posed by the 2020-2021 pandemic year, memorable by anyone's standards, the NMMNHS can look back on many accomplishments.

All of the predictions for this year were dire, but since we were way ahead in the leasing and purchasing of exhibit contracts and components, we have three exciting exhibitions to look forward to:

1. The Art of Warner Bros Cartoons
2. DOG: A Science Tail
3. Chocolate

A major renovation at the Sandia Mountain Natural History Center and the Planetarium will serve our visitors for years to come.



Margie Marino,  
NMMNHS Executive  
Director

This would have been exciting enough, but as the Museum moves into its re-accreditation process with the American Alliance of Museums, we've completed a five-year strategic plan with many technical advances, renovations, and upgrades in store. Major changes to the east entrance, improvements to our atrium, volcano upgrades, plans for redesign of the Naturalist Center and Space Science Galleries, have been developed and—miracle of miracles—are even funded in some cases.

We appreciate the role you have all played in carrying out these plans—from providing support, to feedback, and encouragement. The new year promises to be fun, entertaining, and educational and we look forward to seeing you all at the New Mexico Museum of Natural History & Science.

# MUSEUM OUTREACH

The New Mexico Museum of Natural History & Science children and adult virtual online programming reached more than 253,000 statewide. More than 137,000 individuals were touched through webinars, Storytime, programs and classes. DCA *Invite an Educator Program* engaged 605 students across the state

The NMMNH Foundation administered grant funding for many valuable Museum research, outreach, and education initiatives, including NASA *"PUNCH" Outreach Project* (Polarimeter to Unify the Corona and Heliosphere), an educational outreach project seeking to present the theme of "Ancient and Modern Sun Watching" by linking Chaco Canyon archaeoastronomy and the ongoing relationship with the sun by modern Native American people with a current NASA solar mission, NASA's PUNCH Mission, to study the sun's corona. Girl Scouts, NHCC and NM Space History Museum all participated in this program.

Other professional development and early learning includes: *GSK Science in the Summer Engineering Kit*, and *LEAP into Science*.



# MUSEUM CURATOR'S REPORT

## Paleontology

The Museum received \$60,000 in Federal funding for paleontological field inventories and a collection transfer. Two scientific articles received substantial publicity: the "Godzilla Shark," a remarkably complete fossil of a new kind of Pennsylvanian shark from NM, and the Menefeceratops, a new horned dinosaur from the Late Cretaceous rocks in NM.



## Museum Outreach

Museum programming included new Mineral Monday videos, virtual talks, Twitter, and more.

# SANDIA MOUNTAIN NATURAL HISTORY CENTER

In 2021, over 300 Virtual Field Trip Experience programs were provided to public and homeschool students across New Mexico, from Albuquerque, Rio Rancho, and Corrales Public Schools, to Santa Fe, Belen, Grants, Pecos, Anthony, Carlsbad, and even Chicago, IL!

Student and teacher feedback was very positive, with one teacher saying, "I had 25 students total log on. That's the most that have been logged on at one time!!!!"

Bryana, a 5th grade student from Sandia Vista Elementary in Rio Rancho said, "Thank you Mr. Paul for an amazing outdoor virtual field trip. It was such a cool field trip with all the guessing games and teaching us things we did not know. It was such an honor for you to teach us about mountain and nature animals."

The Sandia Mountain Natural History Center received \$35,000 in grant money to continue their exceptional work in the coming year.

## Bioscience Collection

The Museum's Bioscience division completed an upload of approximately 35,000 biological specimens into the online, publicly accessible database Arctos. The department participated on many committees and collaborations with UNM, Smithsonian, and others, and contributed to a scientific publication on the Holarctic ermine.

## Geoscience Collections

Paleontology and mineral specimens were completely moved into Arctos, with over 1,600 specimen photographs added to the database. More than 5,000 specimens collected on US Forest Service Land were accessioned from Dr. Jason Moore, with a guarantee of \$10,000 in funding support for USFS specimens. A generous donation from Mr. Jim Jenks provided 10,000 research quality ammonites and the United States Bureau of Land Management provided \$25,000 in funds to support the donation.

## Space Science

The planetarium completed its renovation, including new seats, carpet, lighting, improved wheelchair accessibility and a t-coil assisted hearing loop. Online presentations included talks on the Artemis moon mission!

