Dear friends,

Thank you for pouring your heart and soul into celebrating our centennial with us. From the opening of the California Tower to our 100th birthday party (and everything in between), you made our success happen—and with flying colors!

We now have one single-minded goal: to transform our beloved and iconic institution into a world-class museum for the San Diego community and far beyond.

Ambitious? Absolutely. And it will take time, no doubt.

But with a much-needed institutional vision designed to bring people together in an increasingly divided world, and an extraordinary board and staff working in tandem, we know we'll do it.

We’re already laying the foundation for our success.

In 2015, we completed a large-scale consumer insight and strategy study, which gives us a new understanding of how to better serve current and future visitors.

We also hired a world-class architect—Alan Maskin of Olson Kundig in Seattle—to help bring out the best of the California Quadrangle. As Alan says, every truly great museum lives in a great building—can you think of one that doesn’t?!—and we’ve got that covered. It’s time for it to shine again.

Finally, we’ve partnered with experts inside and (perhaps more importantly) outside the museum industry to help reimagine every aspect of what we offer.

Our next step involves you. Later this year, we plan to open an experimental exhibit that invites you into our process of reimagination.

In the meantime, we'll continue to push boundaries.

*Cannibals: Myth & Reality*—our fantastic new exhibit that questions everything you think you know about cannibalism—opened March 5, 2016. Please join us for this ground-breaking exploration of the symbolic and real power of the human body to bring us together.

With warm wishes,

George A. Ramirez
Board Chair

Micah Parzen, Ph.D., J.D.
Chief Executive Officer
OUR STAFF IS GROWING
to help fulfill our new vision! The Museum filled 7 new positions this year, including key roles in exhibit development, project management, education, security, visitor services, and more.

9 LANGUAGES SPOKEN BY STAFF MEMBERS
Nine languages are spoken by staff, including English, Spanish, French, Italian, German, Japanese, two dialects of Chinese, and Bambara.

Three babies were born to staff members this year, and two babies are expected to join our Museum family in 2016!

More than 179 volunteers clocked more than 12,300 volunteer hours in 2015. They lead California Tower tours, they make our summer camps possible, and they cheerfully greet guests at events. Thank you, all of you!

FA15 Contributory Revenue $2,844,795
Contributory revenue—including grants, individual and corporate donations, and government funding—was up 132% in fiscal year 2015, largely due to our successful fundraising to reopen the California Tower. The operating surplus for fiscal year 2015 will be a core part of a vigorous effort to update and replace exhibits more frequently, as well as develop and undertake other key parts of serving the Museum’s mission. Thank you! You’re helping us be San Diego’s place to make human connections and explore the human experience.

FA15 Earned Revenue $2,573,325
FY15 Operating Expenses $3,932,546
FY15 Operating Surplus $1,485,574

Most miles biked to and from work by an employee: 1040 by Visitor Services Manager Catherine Lee, who bikes to and from her home in University Heights.

RAINBOW ALERT: This year during the all-staff retreat at Mission Trails Regional Park, a rainbow appeared. Without hesitation, the entire staff ran outside to enjoy it!

100 Years
With three names, hundreds of exhibits and millions of visitors, the Museum has had an extraordinary century. To celebrate, the City of San Diego declared November 14, 2015, San Diego Museum of Man 100th Anniversary Day. Speaker of the Assembly Toni Atkins also submitted to the California Legislature a resolution in recognition of the Museum’s achievements, and the Museum threw a big party with hundreds of honored guests. Here’s to the next 100 years!
Exhibits

“Our Monsters! exhibit continues to be hugely popular. One measure of that is the number of feathers and dragon scales visitors use. More than 30,000 paper feathers have been left on our giant dreamcatcher, each with a worry or fear a visitor would like to forget. More than 10,000 paper dragon scales have been used, too, each of them decorating our beautiful beastie.

In May, we brought back Race: Are We So Different? as a core exhibit. This important addition to the Museum digs into what race really is, and what it is not, and brings to light important questions and opportunities for discussion.

In preparation for the Cannibals: Myth & Reality exhibit which opened in March, staff saved toenail and fingernail clippings to put into the exhibit.

In 2015, we installed the silhouette of a huge white whale on the floor of the Museum. It’s part of an installation by Clement Hanami, who was inspired by a whale bomb lance from our collection to reflect on themes of race in Moby-Dick and in the Museum.

In 2015, the Museum’s Kumeyaay exhibit was expanded to include details of Kumeyaay astronomy and cosmology. This exhibit—the first-ever museum exhibit about Kumeyaay astronomy—was developed by curator and Kumeyaay scholar Michael Connolly Miskwish and Mataam Naka Shin, the San Diego-Panama Exposition Centennial Intertribal Committee.

“The Museum of Man has been my favorite San Diego museum since I was a little girl.... It’s the best there is in San Diego.... Can’t express enough how much I ❤️ this place!”
—Shelly N. via Yelp

INSTRUMENTS OF TORTURE

Since July 2012, almost 220,000 visitors visited the Instruments of Torture exhibit and took in its human rights message: we can be upstanders instead of bystanders when we see injustice. The exhibit closed January 10, 2016.
The collections department catalogued more than 10,000 images in 2015 as part of its ongoing digitization effort. One of our collections interns said that “working on this photo collection is like previewing bits of the most fabulous art history course ever.”

1 MUMMIFIED RAT FOUND
Even more gross! While reorganizing collections storage, our team discovered an inadvertently mummified rat. It's unclear how long the poor creature had been down there. We will NOT be accessioning this mummy!

MORE THAN 100,000 RECORDS IN THE INVENTORY DATABASE
As our team continues the largest inventorying in the Museum’s history, the collections department inventory database now numbers more than 100,000 items.

323 maps from the 1800s to 1960 were catalogued this year, including a giant multipart map from archeologist and anthropologist Malcolm Rogers.

“Popped into the @museumofman this afternoon and really enjoyed it! Lots of great exhibits – from beerology to race.”
—Diane, @Argenplath via Twitter

NUMBER OF INTERNS WHO WOULD RECOMMEND A COLLECTIONS INTERNSHIP TO A FRIEND: 100%
Collections interns do important work for the Museum while developing skills they will use in the field and in their careers.
## Thank you for supporting the Museum of Man!

### $100,000 And Above
- City of San Diego Commission for Arts and Culture
- Google AdWords
- The Legler Benbough Foundation

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- The Donald C. & Elizabeth M. Dickinson Foundation
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Please note: This list includes all contributions from January 1, 2015 through December 31, 2015. 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.
Total museum visitors: MORE THAN 225,000!

More than 225,000 visitors came to the Museum of Man in 2015, a 25% increase over 2014. More than 28,000 came on our free days—December Nights and the third Tuesday of every month.

More than 11,700 students visited the Museum in 2015, either as part of school tours or classes, or as part of School in the Park, an innovative program in which students do classwork on-site with staff experts.

MORE THAN 33,000 VISITORS CLIMBED THE CALIFORNIA TOWER on more than 3800 tours. The Tower reopened on January 1 after being closed to the public for 80 years. The typical Tower Trekk—what we call our volunteer tour guides—has climbed the tower 468 times, equalling more than 58,500 steps. What a workout!

“Love this museum. Used to come as a kid with school and now I take my own kids. Educational, fun, insightful.” —Jen B. via Yelp

WHO ARE OUR VISITORS?

According to extensive research conducted in 2015 by the firm Alexander Babbage, the Museum’s visitorship is slightly more female than male, more than 53% non-white, and has more kids at home than is typical for San Diego. The top two things visitors want from the Museum? To learn something new and to see something cool.

Visitors love our events! Our three beer tastings, three cultural Tower After Hours parties, an exhibit opening, and our 100th anniversary party brought more than 2400 people to the Museum.

156 HATS were made on National Make a Hat Day! We’ve been entertaining our visitors with goofy stuff all year long. No surprise: people like to make hats!

SWEET!

More than 210 pounds of candy have been given out since September, when we started offering visitors a piece at our admissions desk.
To celebrate Micah Parzen’s five years as CEO, Chief Development Officer Hope Carlson led a secret fundraising campaign. During the Evolve event — a 100th birthday party for the Museum — she and Development Manager James Haddan were able to surprise Micah with a check for $111,000. Those funds were donated to the Museum in honor of Micah’s tenure. The surprise honorary campaign will continue through 2016, so there is still time to give! See the moment of surprise here: http://museumofman.org/secret.

At a separate company party, staff and trustees joined together in singing “All You Need Is Love,” which is emblematic of our new direction.

**Thank You to Our Honorary Campaign Donors**

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**LOVE IS IN THE AIR!**

Way up in the air! Since it opened in January 2015, 34 marriage proposals have been made in the California Tower. Everyone said yes!

**FOUR OUT OF FOUR!**

This year, the Museum was proud to receive a four-out-of-four star rating from Charity Navigator, a well-known and respected organization that monitors charities nationwide. Fewer than 25% of organizations receive this rating.

This year we had more than 27 performances in our rotunda at no extra cost to visitors, including a didgeridoo with drum, a guitarist/singer, Native American flutes, and an acappella group.

**GRAND ORCHID**

The Museum was proud to receive the Grand Orchid Award—its highest honor—from the San Diego Architectural Foundation for historical preservation.

This year we had more than 27 performances in our rotunda at no extra cost to visitors, including a didgeridoo with drum, a guitarist/singer, Native American flutes, and an acappella group.

**#lovewins**

In June, the U.S. Supreme Court ruled that the right to marry includes same-sex couples. Museum staff, recognizing it as a great example of how love is at the heart of all great human undertakings, took it upon themselves to borrow rainbow flags from San Diego Pride and hang them on the California Tower. The community was enthusiastic in its thanks to the Museum for recognizing this important civil rights moment.

“#lovewins at the Museum of Man in #balboapark. Absolutely beautiful!”  —@kevc1980 via Instagram

We provided 3441 Title 1 scholarships to students from 47 schools!
Online

In October, the Museum launched a brand-new website, with new visuals, a mobile-ready template, and speedier page loads. Thanks to the folks at Balboa Park Online Collaborative, who helped make it happen!

MORE THAN 462,000 USERS VISITED OUR WEBSITE IN 2015
—racking up more than 1,330,000 page views. That’s a 56% increase in users and a 67% increase in views over last year!

SPANISH-LANGUAGE VISITORS TOTALING MORE THAN 112,000 MADE UP 24% OF OUR WEBSITE TRAFFIC THIS YEAR, AN INCREASE OF 310% OVER 2014!

20,600 FOLLOWERS
By year’s end, we had more than 20,600 people connecting with us on social media. That’s up 42% over 2014. This year we also created the Instagram account @Museumofman to share even more great photos and behind-the-scenes content with our followers.

WHAT PEOPLE ARE SAYING

“When the kids made their way to the bottom of the Tower, they could not stop talking about the tour for days. My older son went online to learn more about the tower and printed out pictures to hang on his bedroom wall.”—“Climb the California Tower at the Museum of Man,” OC Mom Blog

“How many museums have an anthropology focus – and are really insightful about the human condition?”—Nancyolah via TripAdvisor

“Museums used to be boring...until they were filled with beer and food, that is.”—“Pairing Beer, Food, & Education at the San Diego Museum Of Man,” When Beer Met Food blog

“As always, the Museum has some really amazing exhibits that are thought-provoking and very educational. A day well spent with children. Several of the exhibits were so engrossing. You’ll definitely walk away having thought-provoking conversations with your children. It’s always worth the visit. A San Diego must in my humble opinion.”—Ruth J. via Yelp
"Love knows no color, race, religion, culture. Love is simply love."
—From one of two evergreens we put in the rotunda during December Nights so that visitors could decorate them with messages of peace and love.