What a year! From collections, to events, to exhibits, to admissions, in 2014, the San Diego Museum of Man had 12 months of awesomeness!

As you can see in the following pages, in 2014 all of our important metrics were up, up, up.

We opened a great new exhibit in *Monsters!*, and we set the pieces in motion for new exhibits in 2015, including the phenomenally successful launch of California Tower tours on January 1.

What does it take to make all this happen? Well, besides a great staff, a supportive board of trustees, lots of curious and eager visitors, partnership with the City of San Diego and the Park and Recreation staff of Balboa Park, it takes *you*. Thank you so much for your support in 2014.

Now, as we celebrate our 100th year as a cultural institution, we see 2015 as the stepping stone to the next 100 years.

Wait until you see what we have planned!

With warm wishes,

Micah D. Parzen, Ph.D., J.D.

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**FINANCIALS**

<table>
<thead>
<tr>
<th>FY13</th>
<th>FY14</th>
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<tr>
<td>$159,847 OPERATING SURPLUS</td>
<td>$425,794 OPERATING SURPLUS</td>
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**YOU ALL GIVE GENEROUSLY!**

- $908,035 in contributed revenue for FY13
- $1,223,942 in contributed revenue for FY14

Including grants, individual and corporate donations, and government funding.

We trimmed a little: between fiscal years 2014 and 2015, we cut our drinking-water expenses by 79% and our copier costs by 34%.
They’re coming from all over!

72% of the Museum’s visitors come from outside of Southern California.

**VISITORS**

Y’ALL COME: MORE THAN 180,557 PEOPLE VISITED THE MUSEUM IN 2014, AN ANNUAL INCREASE OF 12%.

**WE’RE #1!**

66% of visitors surveyed said the Museum was their first stop in Balboa Park—and 76% said we were the first place they paid to enter.

The top 3 questions our visitor services associates are asked:

1) Can I go up in the tower?
2) Is this a church?
3) Where’s the Tortilla Lady?

*Answers:* 1) Yes! Now you can. 2) It has never been a church. 3) Diana Montoya retired in 2007 after 40 years of dedicated service.

Young adults think we’re cool:

58% of our visitors are aged between 18 and 44. That same age range makes up just 33% of the nation overall.

Howdy! Marc Lonn, the jovial fellow who greets folks on the California Plaza, talked to more than 20,800 visitors this past year.

¡Hola!

The number of Spanish-speaking visitors to our website increased 246% in just a year. Spanish-speakers now make up 14% of our online audience.

What can we say: we like to see kids in the Museum! More than 46,162 kids came to the Museum last year, and that’s not even counting the summer campers. That’s an increase of 13% over fiscal year 2013.

All told, at the end of the year we had more than 14,549 followers on Twitter, Facebook, and Google+, up 66% over 2013.
Kids get creative in *Monsters!* by building their own crazy creatures on our giant magnet wall.

60 CREATURES

They’re friendly, mostly. More than 60 creatures inhabit the brand new *Monsters!* exhibit we opened in October.

Kids get creative in *Monsters!* by building their own crazy creatures on our giant magnet wall.
3 MAJOR EXHIBITS ARE PLANNED TO OPEN IN THE NEXT 24 MONTHS.

Kids enjoy hands-on fun learning about archaeology and exploring Ancient Egypt in our newly renovated Adventure Kids in Egypt.

“THE TORTURE EXHIBIT AT THE MUSEUM OF MAN HERE IN SAN DIEGO HAS BEEN ONE OF THE MOST DISTURRING AND EDUCATIONAL EXPERIENCES IN MY LIFE.”
—Madeline Pacheco, @mrs_checo on Twitter

INSTRUMENTS OF TORTURE

Getting real: more than 58,860 visitors learned about modern and ancient torture in the Instruments of Torture exhibit.

This wall in BEERology features many words for “beer” in languages spoken all over the world. Flipping up the wooden panels reveals cool facts and history about beer.

“THE MUMMY EXHIBIT IS AWESOME! LOVE READING THE STORIES! IT’S GREAT TO LEARN WHERE THESE Mummies WERE FOUND AND WHERE THEY CAME FROM.”
—Anna R. on Yelp

We’ve been talking about race since 1915, when a series of busts sculpted by the Belgian sculptor M. Louis Mascré went on display in the Science and Education Building as part of the Panama-California Exposition. Opening May 2015.
### $100,000 AND ABOVE

- City of San Diego Commission for Arts and Culture
- Council on Library and Information Resources
- McKenno Long & Aldridge LLP
- The Legler Benbough Foundation

### $50,000 - $99,999

- The Donald C. & Elizabeth M. Dickinson Foundation
- Hervey Family Non-endowment Fund at The San Diego Foundation
- Mrs. Joan Jacobs & Dr. Irwin M. Jacobs
- Mr. & Mrs. Ron Neely
- The Parker Foundation
- Jerome D. & Anne Evenson Ryan in Memory of Bea Evenson
- Dr. Seuss Fund at The San Diego Foundation

### $25,000 - $49,999

- Anonymous
- Beyster Family Foundation Fund IV at The San Diego Foundation
- County of San Diego Neighborhood Reinvestment Program
- Mr. & Mrs. Robert Hayes
- The Estate of John Lissack
- Price Philanthropies Foundation
- Ms. Jean Stein
- Sycuan Band of the Kumeyaay Nation

### $10,000 - $24,999

- Anonymous
- County of San Diego Community Enhancement Program
- Ellen Browning Scripps Foundation
- Mrs. Stephanie G. Friedrich & Mr. Roman Friedrich
- Gem Foundation
- Mr. Jason Hartley
- Mr. Don Howells & Ms. Denise Carabet
- Mrs. Nora Jaffe
- Kenneth and Harle Montgomery Foundation
- The Loughridge Family
- Mandell Weiss Charitable Trust
- Nissan Foundation
- Mr. & Mrs. James Peterson
- Ms. Aline Koppel
- Takahashi Family Fund at The San Diego Foundation
- Galinson Family Foundation at the Jewish Community Foundation
- The Seth Sprague Educational and Charitable Foundation
- U.S. Bancorp Foundation
- Viejas Band of Kumeyaay Indians
- Mr. & Mrs. Dean Wilson

### $5,000 - $9,999

- The Balboa Park Conservancy
- Bank of Southern California
- Barona Band of Mission Indians
- Dr. & Mrs. Hugo Barrera
- Mrs. Karen Berger & Dr. Wolfgang Berger
- Mr. Charles & Mrs. Charlotte Bird
- Bill, Marilyn, Mike, Brian and Betsy Boggs
- The Bowden Family Foundation
- Dr. Edwin Chen & Mrs. Hope Carlson Chen
- Mr. James Carr
- Ms. Nancy Carol Carter
- Dr. Kuan-Cheng Chen & Dr. Le Chau Chen
- Cohn Restaurant Group- David & Lesley Cohn
- Collinsworth, Specht & Calkins, LLP
- Mr. Peter Davis & Mr. Billy Pease
- The Dawe Family
- The Dubick Family
- Dr. Bernard J. Eggertsen & Ms. Florence Nemkov
- Dr. Nicholas M. Fintzelberg, Ph.D.
- Mr. Ben Garcia & Mr. Scott Fabianek
- Mr. & Mrs. Bill Geppert
- The Girl Scouts
- Dr. Irma Gigli
- Ms. Kimberly Godwin & Mr. Nate Heller
- The Heller Foundation of San Diego
- Mr. William S. Lerach & Ms. Michelle Ciccarelli Lerach
- Mr. & Mrs. Kevin W. Midlam, Ret.
- Mr. Pat Minton & Mr. Greg Strange
- Ms. Edie Munk
- Mr. Abe Ordover & Ms. Eleanor Musick
- Ms. Judith Parzen
- Dr. & Mrs. Micah Parzen
- Dr. Rick Peters
- Mr. Scott Peters
- Mr. Aaron & Mrs. Monica Phariss
- Dade, Drake & Nan Pieper
- Procopio, Cory, Hargreaves, and Savitch LLP
- Dr. Ida K. Rigby & Mr. John Sturla
- Mr. & Mrs. Frank Rogozienski
- Mr. Jerry Schneider
- Bruce Shank / Sister Gaia Love
- Sheppard Mullin
- Mr. Harris Steinberg
- Mrs. Linda & Mr. Ken Sumner
- Union Bank

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Thank you for supporting the Museum of Man.
YOUR SUPPORT MAKES OUR PROGRAMS AND EXHIBITS POSSIBLE

You are part of a community that supports the Museum's ability to offer outstanding experiences and learning opportunities to more than 180,000 people a year.
A Japanese Army officer's saddle, dating to around 1850, one of the items inventoried in 2015.
One explosive device was investigated by the fire department just in case it contained gunpowder. A whaling harpoon turned out to be harmless (unless you can throw it like Queequeg from *Moby Dick*).

Collections

Among the unusual items inventoried were:
- A Tibetan libation bowl made from a human skull
- A harmonium from India, an organ-like musical instrument with a bellows and keyboard
- A large basket-shaped green Polynesian sea sponge

School’s out, but the learning is still underway:

More than 10,900 students visited the Museum with their classes. That’s a lot of little brains soaking up knowledge from 182 schools.

Happy Campers

More than 109 summer campers spent their days with us, learning about superheroes, monsters, and Ancient Egypt.

By the numbers

- More than 7481 objects were inventoried in 2014 as part of a massive re-inventorying of everything in our Collections.
- More than 3233 new records were made
- More than 6982 records were cleaned up.
- 3 mummies and 3 shrunken heads from our collections are traveling the country as part of the *Mummies of the World* exhibit.

Education

To help make sure as many kids as possible had a chance to come to the Museum, we provided $22,994 in scholarships and buses.
10 countries were represented in our weekend-long Folk Art Market, including Rwanda, Laos, Ecuador, Swaziland, India, Namibia, Mexico, Kyrgyzstan, Peru, and Bolivia.

Empowering Women Folk Art Market

More than double! The ten international women-run artisanal cooperatives in July’s Folk Art Market raised more than $60,000 to beat their goal twice-over for the two-day event.

90% of the sales went directly to the artisans

10% went to the International Folk Art Alliance to help more artists in the future.

More than 1500 people visited the market.

"WE WILL NOT FORGET THE PEOPLE WHO ALL CAME TOGETHER TO MAKE THIS EVENT HAPPEN."

—Sengjan from Ock Pop Tok, a woman-run artisanal cooperative in Lao PDR, and a participant in July’s Folk Art Market.

We know how to party! In 2014, we had more than 17,500 attendees to 50 events, including beer tastings, exhibit openings, and Tower After Hours. They love craft brews, too: they drank more than 10,130 beers from 19 breweries.

Guests enjoy craft beer, great food, and a fun atmosphere at our after-hours beer tasting events.

Here’s to happy unions: we had more than 48 wedding parties in the museum last year.

The PASACAT dance troupe performs a beautiful Philippine folk dance at the opening reception of Empowering Women: Artisan Cooperatives that Transform Communities.
“THERE’S A WOMEN’S COOPERATIVE FROM MY CITY IN BOLIVIA IN THE EXHIBIT. IT MEANS SO MUCH TO ME AS A WOMAN THAT PEOPLE SUPPORT US IN BUSINESS. IT GIVES ME CHILLS.”

—An attendee commenting on the Empowering Women Folk Art Market
“Something for everybody in your whole family.” “The exhibits drew me in. I couldn’t just take a cursory glance. They begged to be explored.”

“The best history of humankind... How we relate to each other despite our racial or cultural differences. That's the universal lesson.”

“I know about these things but some of the exhibits are so unique and the connection that the museum draws between them is great. I’ve never been to a place like this.”

“Beautiful exhibits in a beautiful building.”

— Marauder M. from Yelp