Making a Difference
We need to improve education a lot….If the education system doesn’t change, it’s not pretty to think where the country will be in 20 years. But historically, we’ve been willing to fix the things we need to fix. This one may be the toughest ever.

- William H. Gates III
2010 Bower Award for Business Leadership Recipient
speaking to students at the Science Leadership Academy
April 29, 2010
The Liquid Air Show
The Bartol Atrium is both the gateway to the science museum and a town square where science demonstrations like the perennial favorite Liquid Air Show draw visitors to the amphitheater-like steps for introductory lessons in basic science. High above, and just out of view, the museum’s SkyBike offers would-be cyclists a lesson in physics.
In 2005 the National Academies in Washington issued a report called “Rising Above the Gathering Storm: Energizing and Employing America for a Brighter Economic Future.” This report led to the America Competes Act of 2007, which increased funding for the basic science research that underlies the nation’s industrial economy and provided recommendations for improving K-12 science education — such as training more teachers in science and math and encouraging teachers to obtain advanced degrees. Unfortunately, the mandates in education have gone largely unheeded and unfunded, in part because of the nation’s financial crisis.

The Academies’ second report, “The Gathering Storm: Rapidly Approaching Category 5,” was released in September 2010. Its conclusions are disturbing. The report states “that in spite of the efforts of both those in government and the private sector, the outlook for America to compete for quality jobs has further deteriorated over the past five years.” The nation’s 14,000 public school systems show little improvement, especially in science and math, while other nations have markedly progressed. Results released in December from the Program for International Student Assessment, which was administered in 65 industrialized countries, were equally disconcerting, placing U.S. students 31st in math, 17th in reading, and 23rd in science.

These conclusions underscore the relevance of the many things that The Franklin Institute does on a daily basis through museum programs and exhibits, outreach efforts, a magnet high school — Science Leadership Academy, professional development for teachers, minority mentoring, partnerships, and online resources. Together, these initiatives help the Institute to fulfill its mandate—to create a curiosity and passion for learning about science in individuals and an engaged and informed community-at-large.

Partnerships As a Core Strategy

The Franklin Institute is currently engaged in nearly a dozen collaborative programs including LEAP into Science, an after school science literacy program run in conjunction with the Free Library of Philadelphia; Communities of Learning for Urban Environments and Science, community-based family science programs held in charter schools, churches and community centers; a partnership with the Center for Nanoscale Science at The Pennsylvania State University; and the Science Leadership Academy [SLA], developed and operated in partnership with the School District of Philadelphia.

The Institute’s stellar track record of producing effective informal science education programs — many as collaborative efforts — has earned it a position as a longtime recipient of important federal funding. The Philadelphia Science Festival and the Urban Climate Education Partnership, major collaborative programs which received grants in 2010, are just two of the five Institute programs currently funded wholly or in part by the National Science Foundation [NSF].

In September 2010 the Institute announced the inaugural Philadelphia Science Festival, scheduled for April 15 to 28, 2011. This program, inspired by the Science Festival Alliance—the Institute’s partnership with the MIT Museum, the University of California, San Francisco, and the University of California, San Diego is intended to serve as a model for science festivals throughout the country. A remarkable 105 Philadelphia organizations enthusiastically signed on to take part in the citywide program spearheaded by The Franklin Institute. More than 150 programs, mostly free, will be offered in museums, schools, libraries, public spaces such as community centers, as well as universities throughout the Philadelphia area. Generous funding to supplement the initial National Science Foundation grant has been received from the festival’s presenting sponsor The Dow Chemical Company and a cadre of other corporate and academic supporters.

Under a second NSF grant, The Franklin Institute is the regional coordinator for the Urban Climate Change Education Partnership. This collaborative enterprise will connect climate scientists, experts in how people learn, and formal and informal science educators to create and implement an effective climate change education program for five densely populated East Coast urban centers, including Philadelphia.

Of the Institute’s ongoing partnerships, nothing spells success like the Science Leadership Academy. In June 2010 SLA graduated its first class. The entire senior class graduated, versus the school district average of 57 percent. All but one student are headed to recognized colleges and universities including the University of Pennsylvania, Princeton, Drexel, Temple, University of Colorado, University of Pittsburgh, Bard, Widener, St. Johns, and Babson to name just a few. One student will enter the military before continuing his education. In aggregate, students received more than $4 million in merit scholarships, including one Gates Millennium Scholar whose entire four years of college will be funded by the Bill & Melinda Gates Foundation. The Institute is extraordinarily proud of this school — cited by Apple as one of four national models of excellence (the only high school) for its application of computer technology in education and named in 2010, by the Ladies Home Journal, as one of the “10 most amazing schools in the U.S.” SLA principal Chris Lehmann has been nationally recognized for his vision and leadership, and both he and SLA faculty have been invited to present at the prestigious TEDx conferences.
2010 – A Remarkably Good Year

By all accounts, The Franklin Institute had a remarkably good year in 2010, achieving a balanced budget—the 13th time in the past 16 years. Major funding increased as the Institute received more than $1 million in new grants from the National Science Foundation for educational initiatives, and unrestricted giving, special event revenues, and sponsorship receipts all exceeded their respective goals. The Institute is especially pleased to have once again received a generous three-year unrestricted operating grant totaling $720,000 from the Philadelphia Cultural Leadership Program of The Pew Charitable Trusts. This highly competitive grant program recognizes the Institute’s excellence in operations, fiscal management, programming, and community leadership.

Individual, foundation, and corporate support are increasingly important, since the Commonwealth of Pennsylvania has been forced to considerably reduce its support of most non-profit cultural institutions. Nevertheless, the Institute received a total of $482,074 from the Commonwealth, including $100,000 from the Department of Community and Economic Development in recognition of the Institute’s impact on tourism in Pennsylvania. This public operating support is critical to the Institute maintaining the many services it provides to the community. Other operating support came from admissions, programs and operations, unrestricted contributions, the $575,000 netted from The Franklin Institute Awards Dinner (see page 30), and another $105,000 netted from the opening reception for Cleopatra: The Search for the Last Queen of Egypt. The success of the latter two, coming on the heels of one the most difficult economic periods in the nation’s history, must be credited to the Institute’s extraordinarily dedicated volunteer leaders and their committees.

The Institute’s $64.7 million capital campaign—Inspire Science—continues to progress well. Construction documents for the 53,000-square-foot addition have been completed, and all necessary City approvals have been obtained. Thanks to a generous $5 million grant made possible through the Commonwealth’s Redevelopment Assistance Capital Program, campaign funds committed or in-hand totaled $41.8 million at year end. (Further campaign details begin on page 25.)

Admission revenue improved significantly over the previous year, as 892,804 visitors were drawn to two new core exhibits—Electricity and Changing Earth, as well as Body Worlds 2 & The Brain and Cleopatra: The Search for the Last Queen of Egypt. The Institute was the only major cultural institution in Philadelphia to experience increased attendance in 2010. School group attendance increased from the previous year, even as many districts faced across-the-board budget cuts and time constraints from mandatory testing schedules. Of the 195,848 school children who visited in 2010, more than 21,507 received free admission, while the others benefited from deeply reduced admission rates for schools. In addition to museum visitors, the Institute impacted the lives of more than 320,000 additional students, teachers, and families through a wide range of partnerships and outreach efforts, and provided science content and program information to more than 13 million people utilizing the Institute’s website.

Fulfilling Our Mission

The Franklin Institute serves as both venue and catalyst for exploration of core science, new technologies, and scientific topics of importance to the general public. In addition to keeping exhibit content relevant, staff is also focused on producing integrated programming that leverages the wealth of expertise available among employees and volunteers to provide meaningful experiences for those visiting the museum, attending symposia, or participating in collaborative or outreach programs. Making possible the achievements of the past, present, and future is the Institute’s dedicated Board of Trustees, talented staff, and an army of more than 500 volunteers. We are extremely grateful to all for ensuring that The Franklin Institute is a vibrant resource to the mid-Atlantic region and visitors from around the globe. Sadly, the Institute lost one of its true champions in 2010—Trustee and Capital Campaign Vice Chair Frank Baldino, Jr. As a friend and Trustee, he brought the perspective of scientist, businessman, and entrepreneur, and his entrepreneurial spirit was matched by his strong philanthropic drive. His enduring legacy is one of creativity, generosity, leadership, and a passionate belief in the transformative powers of science to make the world a better place.
Electricity, one of the first two exhibits funded by the Inspire Science campaign, opened on March 27. Its hands-on exhibitry offers visitors creative translations of electricity from basic circuitry to transmission to creating energy plans for communities. The exhibit’s popularity is testament to its success.
Science Museum
Body Worlds 2 & The Brain

This full "explosion" of the human body is representative of the dramatic presentation of anatomy in Body Worlds 2 & The Brain. But more than just an anatomy lesson, the Body Worlds exhibits have provided some of the strongest possible messages to visitors on the importance of healthy lifestyles and the consequences of abuse through smoking and obesity.
2010 was rich with exhibits, films, and onsite programming, as well as innovative informal science education outreach and research projects with significant implications for Philadelphia and other cities now and in the future. There was exciting progress in many areas—from exhibits that engage visitors in environmental issues and energy generation, to setting plans in place for the first science festival, to enlightening audiences about the limitless possibilities for nanotechnology.

Exhibits
The Institute presented a wide variety of new and special exhibits in 2010. The spring spotlight focused on two well-received new core exhibits—Changing Earth, generously supported by The Hamilton Family Foundation, The Sunoco Foundation, and 6ABC, and Electricity, made possible with the support of PECO and Electricians I.B.E.W. Local Union #98. These exhibits, both of which opened on March 27, were the first developed as part of a 10 year plan to rebuild or replace all of the Institute's core exhibits.

Changing Earth and Electricity reflect The Franklin Institute's belief that the best way to face today's local and global challenges is to start by exploring and understanding the science at their core. These two highly interactive green exhibits were developed in tandem and together are helping visitors explore and understand the interconnected nature of lifestyles, technology, and the environment.

The Institute's core exhibits were augmented with major traveling exhibitions. The year began with the continuation of Body Worlds 2 & The Brain sponsored by Main Line Health. This highly educational exhibition about human anatomy, the brain, and new medical understanding of its functions opened October 17, 2009 and continued through April 18, 2010, attracting 174,564 visitors in 2010 and 268,150 by closing.

Cleopatra: The Search for the Last Queen of Egypt, organized by National Geographic and Arts and Exhibitions International, with the cooperation of the Egyptian Supreme Council of Antiquities and the European Institute for Underwater Archaeology, began its installation in May with the arrival of a pair of 16-foot-tall, four-ton statues of a Ptolemaic king and queen from Cleopatra’s palace, sunken in the Mediterranean for the past 1,600 years. The exhibit, which opened to the public on June 5, was built around the underwater excavations and astounding artifacts recovered by French underwater archaeologist Franck Goddio and the land explorations of Egypt's then Secretary General of the Supreme Council of Antiquities, Dr. Zahi Hawass. Onsite the Cleopatra experience was enhanced not only by an audio tour and extensive video feed throughout, but also by the Institute's first time use of social tagging so that visitors could use mobile communication devices to access additional information or share the exhibit experience with friends in real time. The Cleopatra exhibit was sponsored by Hilti, Egypt Air, PECO, and 6ABC.

Cleopatra was embraced regionally, attracting 54 promotional partners, from five star hotels to supermarkets—the most of any exhibit ever presented by the Institute. Evening programs at the Institute, such as a presentation by Duane Roller, author of Cleopatra: A Biography, and related programs at the Free Library, Rutgers University, and the Penn Museum, further enhanced the "Cleopatra Experience" in the Delaware Valley.

In addition to funding major new and traveling exhibits, The Franklin Institute dedicated resources to refurbishing and improving existing core exhibits, including KidScience, the museum's core exhibit dedicated to younger audiences, and renovating food service areas including Franklin Foodworks Express in the Bartol Atrium. The Franklin Institute's newest interactive adventure swung in through a window of The Franklin Air Show. Adventure Flight, a 12-seat, 4-D full experience.
motion simulator, began operation October 15, enabling passengers to experience some of the sensations of flight. During the year some 41,000 people took advantage of the two flight simulators, as well as the popular SkyBike in the Bartol Atrium.

**Onsite and Traveling Education Programs**

While many school programs, outreach, and partnership activities change frequently, other initiatives have extreme longevity, evolving and reinventing themselves along the way. The Traveling Science Show, the premier program of its kind in the Mid-Atlantic States, has been taking science on the road since approximately 1938. This year, shows were presented to 225,578 students and adults in seven states from Virginia to Connecticut. The Traveling Science Show team had the special opportunity to represent the Institute at the 2010 National Boy Scout Jambooree in Virginia, an annual outing attended by tens of thousands of scouts and leaders. By providing the Institute’s trademark live science shows and interactive activities, staff helped scouts experience science principles and introduced leaders to The Franklin Institute as a valuable educational resource for their troops. Camp-In, the signature overnight program, celebrated its 25th anniversary in 2010, welcoming 8,111 youngsters ages 6-12, many of them scouts.

Discovery Camp completed its 16th year and is now a year round program with Winter Break and Spring Break camps, as well as the popular School’s Out Camp for single day enrollment on school holidays like Columbus Day and Martin Luther King Day. Summer and spring camps provided a variety of science experiences to more than 500 youngsters who enrolled in a total of 1,264 sessions. The new Pre-K Discovery Camp program introduced in 2010 proved very successful and will be expanded in 2011. Additionally, through the PNC Grow Up Great with Science program, funded by the PNC Foundation, the Institute delivered professional development for 50 Head Start teachers and, in 2010, provided museum experiences for 2,025 pre-schoolers enrolled in Head Start programs throughout the region.

**New Education Initiatives Attract Federal Support**

Education programs, both stand-alone and as collaborations, moved forward thanks to a combination of public and private funding. In 2010 the Institute received five significant program grants for education outreach. The Institute for Museum and Library Services and the National Science Foundation [NSF] awarded funding for Communities of Learning for Urban Environments and Science, a five-year program targeting family science learning in Philadelphia and Camden. This is the fifth NSF grant received by the successful 20-year-old collaborative which, in addition to The Franklin Institute, includes the New Jersey Academy for Aquatic Sciences, the Philadelphia Zoo, the Academy of Natural Sciences, and ten community-based organizations.

The Institute also received a Climate Change Education Partnership Phase I planning grant from NSF to lead a team of partners in developing educational programs that focus on climate changes specific to urban dwellers in Philadelphia, Pittsburgh, Queens, NY, and the District of Columbia. Locally, the Institute will work to establish collaborations with formal and informal science education initiatives already engaging in some form of climate change education. The Institute leads an impressive team that includes: Center for Climate Systems Research at Columbia University; New York Hall of Science; University of Pittsburgh Center for Learning in Out of School Environments; Carnegie Museum of Natural History; the Marian Koshland Science Museum of the National Academy of Sciences; and the Association of Science-Technology Centers.

The third NSF-funded program builds on the Institute’s ongoing work in collaboration with The Pennsylvania State University, developing educational programs and materials to increase awareness and understanding of the important field of nanotechnology. Through a partnership with the Museum of Science in Boston, the Nanoscale Informal Science Education Network [NISE Net] received NSF funding to develop exhibits and programming about nanotechnology and engineering. NISE Net is a national community of informal science educators and researchers; the Institute serves as NISE Net’s coordinator for the Mid-Atlantic regional hub, supporting partners south to West Virginia and west through Ohio.

In addition, in partnership with Giant Screen Films, the Institute received funding from NSF to create educational content material to support the study, analysis, and understanding of tornado formation and spread. This multi-year grant will precipitate important content for which curriculum material can be developed to enrich the K-12 community in the understanding of weather formation in general and specifically tornados.

**Theaters**

The educational experience at The Franklin Institute is enhanced through the offerings of its three theaters. The world-famous Fels Planetarium remains a popular attraction. Its eye-popping deep space explorations continually provide the ultimate astronomy lessons. Highlights included *Black Holes: The Other Side of Infinity* and *Moon Shot: The New Lunar Age.*

The Tuttleman IMAX® Theater and Franklin Theater have dual roles, screening mission-related films by day, and new release commercial films in the evening, drawing additional revenue as well as new audiences to the Institute for first class theater experiences. Audiences in the Tuttleman IMAX enjoyed educational films like *Under the Sea; The Human Body and To the Limit* to complement the Body Worlds exhibit; *Forces of Nature; Hubble; Arabia; and Mummies: Secrets of the Pharaohs*—to augment the Cleopatra experience. Commercial films included *Avatar,* *Iron Man 2,* *The Twilight Saga: Eclipse,* *Inception,* and *Harry Potter and the Deathly Hallows.* Franklin Theater

**The Cleopatra experience was enhanced by the Institute’s first time use of social tagging so that visitors could use mobile communication devices to access additional information or share the exhibit experience with friends in real time.**

Clockwise from upper left—visitors glimpse the artifacts buried beneath the sea through the transparent entry floor; small artifact recovered from Cleopatra’s submerged palace; diver with torso of giant statue ultimately brought to the surface; school students view recovered figurines, possibly representing deities.
attracted school groups and families with educational 3D shows that included a shorter version of Mummies, as well as family-friendly special releases such as Disneynature's Oceans, Conquest of Everest, Toy Story 3, and Tangled, as well as an animation festival for children in the fall.

**Serving Its Audiences**

Total museum attendance for 2010 was 892,804, an increase of more than 62,000 visitors over the previous year despite the fact that both family and school budgets were still very much under pressure. Through its ACCESS Program the Institute offers financial assistance to qualifying Philadelphia public schools and Title I schools from outside the city (schools in which at least 50 percent of students qualify for the free lunch program) by providing free general admission from October through March. Special programs and events such as Earth Day, Race Car Day, and College Day on the Parkway typically increased attendance, and Target Community Nights, in the program's fifth year, welcomed 15,564 families from underserved communities to the museum and to take part in related programs, free of admission. Night Skies in the Observatory programs, which feature live night sky observations from the Joel N. Bloom Observatory, were attended by 1,523 members and non-members from throughout the tri-state region.

The Institute took a number of steps to improve customer service, increase efficiency and enhance the museum experience for visi-
tors. Advance ticketing operations were brought in-house so the Institute’s experienced call center representatives could better service customers, providing information on exhibits, films, and special programs to make museum visits as rewarding as possible.

Looking Ahead
Through its exhibits, theaters, programs, and partnerships, The Franklin Institute is both venue and catalyst for exploring new ideas. By drawing upon and integrating its diverse strengths and expertise, the Institute looks to continually enhance education programs for schools and the general public, elevating life-enhancing museum experiences into pivotal moments in science learning, the impact of which will extend far beyond the museum doors.

• Changing Earth
Changing Earth, contiguous with Electricity, is a powerful companion exhibit. Funded through the Inspire Science campaign, it offers powerful lessons in environmental realities, as well as options and alternatives for the future. Together these two new exhibits are valuable teaching tools for school groups and individual visitors.
A Legacy of Science, Education, and Innovation

Science Leadership Academy provides a vibrant, project-based learning environment with emphasis on inquiry, research, collaboration, presentation, and reflection. Its 2010 graduation rate was 100%.
Partnerships for Achieving Careers in Technology and Science began as a program for high school students, but gradually expanded downward to include elementary school, initially because younger siblings wanted to accompany their teenage brothers and sisters to Saturday and summer programs.
Partnerships for Achieving Careers in Technology and Science

The PACTS Science in the City program emphasizes architecture and science and technology as they pertain to urban life. Here the instructor, an architect, works with students. The 17-year-old PACTS program, which has helped prepare hundreds of students for continuing education, is evolving into an even stronger college preparatory program in STEM education.
For years, the educational programs from organizations like The Franklin Institute have been described as informal science education [ISE]. The name implies that informal science education is supplemental and, therefore, not as important as formal learning in schools. The Franklin Institute takes a different position. Research has shown that most people learn more outside of school from places like The Franklin Institute than in traditional classroom settings. **Experiences like science workshops, internships, mentoring programs, after school science enrichment, family trips, and museum visits can combine to kick-start lifelong interests, positively influence academic achievement, and sometimes lead to formal advanced study.** In short, Franklin Institute programs today are ESSENTIAL science education. The efficacy of “informal” programs such as those provided via the Institute is compounded by life experiences and the myriad opportunities for science exploration available today in the media and on the Internet... any time, day or night. The power of informal science environments has truly become a 21st century keystone to both general science literacy and a society with increased capability in science, technology, engineering, and mathematics—the STEM disciplines.
The Science Leadership Academy

Opposite page — The school’s project-based learning environment has enabled students to explore topics from varying perspectives, including hands-on constructs like this upgraded catapult — itself a lesson in physics and mechanics.

Below — The Science Leadership Academy classroom and laboratory facilities allow for independent and group study in a modern environment that is conducive to real academic immersion.

Bill Gates, recipient of the Bower Award for Business Leadership, shakes hands with SLA graduating senior Angeleah Adams, as SLA principal Chris Lehmann (center) looks on.

The Science Leadership Academy

The Science Leadership Academy [SLA] has leveraged the Institute’s tested and powerful informal science microenvironment to produce a creative science, technology, and entrepreneurship high school, as well as a national model for effective inquiry-based education.

Inspired by The Franklin Institute and formed and managed as a partnership between the Institute and the School District of Philadelphia, SLA has a rigorous, inquiry-driven college preparatory curriculum. Students at SLA learn in a project-based environment where the core values of inquiry, research, collaboration, presentation, and reflection are emphasized in all classes with the overarching goal of creating 21st century citizens.

SLA admitted its first freshman class in 2006. With the class of 2010 having graduated, SLA has delivered on a promise to: create solid entrepreneurial skill sets and experiences for every SLA student; create a research and development school for the School District of Philadelphia and the wider educational macro environment; infuse technology as a useful tool to increase effective learning for every SLA student; build resources for educational community leadership; engage parents in the education and experience of their child; and ultimately provide an effective alternative environment to prepare students for college. With only one exception, every senior from SLA’s first graduating class entered recognized colleges and universities, receiving more than $4 million in scholarships. The one student who did not immediately pursue college entered the military. The rapid success of SLA has led to several awards and inclusion in a television special showcasing the effective use of technology for educational support.

YOUTH CENTERED — CITIZEN BUILDING

From minority outreach and gender and family specific programs, to public forums and the much lauded Franklin Institute Awards Program where the world’s greatest scientific minds are recognized, the landscape of science education carved out by the Institute is both enriching and transformative. Nowhere is the amalgamation of these richly diverse yet synergistic programs more evident than in the establishment of a premier magnet public high school and the growth of a leadership program for minority youth.

Partnerships for Achieving Careers in Technology and Science [PACTS]

Throughout the past 17 years, the PACTS program has continued to evolve as a model for youth leadership and career development for underserved students. As the program entered its 18th year, staff began instituting changes to best leverage limited resources and longitudinally measure PACTS’ impact on its target audience. PACTS has grown into a two-tier program. PACTS Immersion engages underserved students in varied informal science programs at The Franklin Institute to give them exposure to professional careers, as well as to teach life skills that help students to matriculate into college and succeed in the future. The new tier, called the STEM Scholars Program, prepares a group of highly motivated underserved students for college, with the goal of increasing matriculation into STEM disciplines in college and ultimately on to careers in science. The STEM Scholars Program will be launched in 2011 with a rigorous academic year program and an intensive summer STEM research experience. The program will be conducted in collaboration with research scientists and science experts from our partnering regional colleges, universities, and industry members.

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The LEAP into Science

The LEAP program, funded by the National Science Foundation, is a Franklin Institute-Free Library of Philadelphia after school science and literacy program for urban youth and families. Now operating in 28 Free Library branches in Philadelphia, it is staffed by a schooled team of adult and teen after school leaders, pictured here, who themselves receive ongoing hands-on training in science and presentation techniques. In fall 2011 the program will expand to 10 additional sites nationwide.

The Franklin Institute continually plays a significant role in helping to organize the pedagogical learning platform, as well as supporting SLA through weekly classes taught by museum staff; internship opportunities; access to public forums and special programming around exhibits; college scholarship support from Trustees; and the involvement of the Ambassadors, a community of professionals with education and leadership expertise who help students gain entrée to corporate and organizational internships and mentoring opportunities. The effective blending and cross-pollination of programs results in the Institute having multiple channels of educational impact. This was exemplified through the Awards Program during which the 2010 Bower Business Award Laureate, Bill Gates, spent an afternoon at SLA, enjoying a student-led site visit and conducting an hour long question and answer session with the student body. Experiences such as these highlight the vitality and infinite possibilities of an academic-cultural partnership such as SLA. The Institute looks forward to increasing this substantive footprint on the regional public education system.

TEACHERS AND TECHNOLOGY: THE INSTITUTE’S FOOTPRINT ON PROFESSIONAL DEVELOPMENT

In light of a reassessment of the landscape of teacher professional development [PD] during the past year, the Institute has restructured its PD initiatives, becoming more innovative and strategic, and including the expansion of its catchment area to school districts outside of Philadelphia. In the past year, the Institute provided teacher professional development to both Philadelphia and Pittsburgh middle school teachers, and continued partnering with the PECO Energizing Energy Program to develop a middle school curriculum and offer teacher training throughout the five county region in energy use and conservation with the goal of engaging whole communities in effective use of energy resources.

The Institute’s Educational Technology department demonstrated its leadership in educational content development by winning competitive, multi-year federal grants to produce education materials around the science of natural climate wonders, such as the formation of tornados. The Institute has also entered into licensing agreements for its valuable body of work including, for example, with McGraw Hill to share videos of Franklin Institute Award-winning Laureates for the publisher’s comprehensive online encyclopedia, Access Science.

In addition, the Science Leadership Academy continued the successful EduCon conference on education and innovation hosted in partnership with The Franklin Institute. The conference centers on marrying the best progressive pedagogical ideas with 21st century tools and also features appearances by a range of education and technological luminaries. Completing its third year in 2010, EduCon is devoted to creating a conversational environment for educators from around the world to teach, think, and learn how to improve their own practices, as well as inform the larger dialogue on education. The 2010 conference attracted educators and non-educators from 34 states and four countries. Succeeding without vendors or sponsors, the conference is also presented virtually, with web streaming and chat rooms attracting an estimated 5,000 unique visitors and growing every year.

DIFFERENT STROKES IN SCIENCE EDUCATION

Beyond the bustle of the science museum, The Franklin Institute is engaged in unique outreach initiatives for youth, as well as collaborative partnerships with other organizations including not only the School District of Philadelphia, but also local universities, the Delaware Valley Association for the Education of Young Children, and the Free Library of Philadelphia. The Institute’s ongoing LEAP into Science Program, an after school science literacy program developed in partnership with the Free Library and funded by the National Science Foundation, was expanded to 28 library branches. Such collaborations are an increasingly important means of sharing Institute expertise in informal science learning with other educational and cultural institutions to provide a broader audience of children and adults with more effective and far reaching science programs than any single organization might accomplish.

A Community of Science, Family and Culture

Innovation and transformation cannot endure in vacuums of isolated successes, but require diffusion and penetration to a wider audience to have an impact. This philosophy is reflected in The Franklin Institute’s mission and is a goal for all of its work. The Institute has numerous ongoing public forums covering topics ranging from the future of genomics and the promise of vaccines to an examination of race and the science behind anthropology. These forums allow for the apolitical distillation of cutting-edge scientific and social concepts to a broad and inclusive community of professionals, para-professionals, and lay audiences.

The Institute’s Wellness Education Task Force develops timely health science education programming. Its Vaccine Education Forum Series is the product of the Institute’s partnership with the Penn Genome Frontiers Institute, was expanded to 28 library branches. Such collaborations are an increasingly important means of sharing Institute expertise in informal science learning with other educational and cultural institutions to provide a broader audience of children and adults with more effective and far reaching science programs than any single organization might accomplish.

The Institute’s Out of Africa Task Force is responsible for developing programs that engage visitors in thought-provoking issues surrounding the science of race and related topics. The title “Out of Africa” is a celebration of the birth place of humanity. The program aims to be inclusive, generate dialogue, and bridge communities by developing intelligent, creative adult programs which speak to the “Out of Africa” concept, support a cadre of Institute exhibitions such as Race and Cleopatra, and involve traditionally underrepresented communities in these and other science programs, underscoring the Institute’s commitment to inspiring a passion for learning about science and technology for all people.
Every year, Award Laureates take part in the Laureates’ Laboratory where they can explain their work to museum visitors, especially students, in ways that all can understand. Here Laureate JoAnne Stubbe from MIT explains how DNA can be affected by various biochemical processes in the body—some good, some bad.

The Out of Africa Lecture Series, which began in the summer of 2007 to support the King Tut exhibit, continues to offer successful, intellectually stimulating programs that create dialogue within the Philadelphia community. Topics have included: The Politics of Slavery and Race in America (2008); Can or Should America be Color Blind? and Audacious Freedom: Beyond Race and Racism (2009); and Cleopatra’s Other Sisters (2010). Speakers for the latter program, which centered on Cleopatra and the queens of Africa who preceded her, featured Dr. Molefi Kete Asante and Dr. Ama Mazama, from Temple University, and Dr. D. Zizwe Poe from Lincoln University. Previous programs have included distinguished scholars including Dr. Cornel West from Princeton University and Dr. Alan Goodman from Hampshire College.

A CELEBRATION OF GREATNESS

For almost two centuries, The Franklin Institute has championed the recognition of the greatest contributors to scientific and innovative enterprise. Since 1824 the Institute has identified, celebrated, and awarded nonpareil scientific achievement by individuals from around the world. The Franklin Institute Awards Program is one of the oldest, most comprehensive scientific awards programs in the world, selecting winners in seven disciplines from physics and electrical engineering to chemistry and earth sciences. Luminaries such as Marie Curie, Francis Crick, Jane Goodall, and Stephen Hawking have all been recipients of these prestigious awards.

On April 29 more than 775 friends and supporters attended the 2010 Franklin Institute Awards Ceremony and Dinner, the culmination of a full week of events. CBS Sunday Morning host Charles Osgood was Master of Ceremonies for the evening event. Bill Gates was the 2010 recipient of the Bower Award for Business Leadership for both his creation and role in Microsoft Corporation and for his unprecedented philanthropy. During the ceremony, Mr. Gates addressed the capacity audience about the promise of science and technology and the importance of innovation in helping to address humanity’s greatest issues. Thanks to the efforts of the event’s co-chairs—Sandra Baldino and Ira Lubert—the dinner netted $575,000. The Awards Ceremony and Dinner were again presented by Bank of America.

Awards Week also featured a series of symposia and lectures held at the Institute, the University of Pennsylvania, and Drexel, Temple, and Villanova universities, which enabled internationally distinguished Laureates to share discoveries, insights, and experiences with academic and lay audiences. Of particular note, Awards Week also provides unique opportunities for students to interact with these world class scientists. The Laureates participated in Laureates’ Laboratory, presenting interactive demonstrations of their work for students visiting the museum, and Meet the Scientists, an annual question and answer program moderated by PACTS students, providing 300 middle and high school youngsters with the opportunity to interact with some of the world’s leading scientists. Awards Week was generously underwritten by Cephalon and The Lubert Family Foundation.

Along with the Awards Program, The Franklin Institute communicates scientific discovery through another legacy vehicle—The Journal of The Franklin Institute—America’s second oldest peer reviewed journal in continuous publication. Throughout the past two centuries, The Journal of The Franklin Institute has published original articles by scientific greats including Albert Einstein, Max Planck, Harry Rosen, Alexander Bell, and Thomas Edison, just to name a few. In its modern electronic format, the Journal focuses on applied mathematics and communicates innovations in fields ranging from sensor materials for radar and electronic industries to applied mathematical computations for cancer research and genomics. During 2010 The Journal of The Franklin Institute underwent review and restructuring to insure that its content is germane to its defined fields in 21st century science and technology. With a new editor taking the helm in 2011, the Journal will begin implementing changes to carry it into its 185th year and beyond.

Looking Forward

The Franklin Institute has a long tradition of public education in science and technology, as well as encouraging achievement through public recognition. Today, through a diversity of initiatives directed at students, their families, and their teachers, the Institute has clearly established itself as a leader in informal and formal STEM education. As SLA prepares upcoming classes for college, and as entities like the new STEM Scholars Program channel students toward pursuing careers in science, The Franklin Institute strives to nurture the next generation of scientists, innovators, and inspiring science teachers that the United States so desperately needs to achieve a better quality of life and to insure its ability to address issues of global import.
2010 Award Laureates

2010 Bower Award and Prize for Achievement in Science
W. Richard Peltier, FRSC
University of Toronto
Toronto, Canada
For fundamental advances in the understanding of Earth Systems, by demonstrating profound interconnections between surface climate variability, as evidenced in the hydrosphere and cryosphere, and the internal properties and dynamics of the solid Earth.
Sponsor: Gene C. Ulmer, Ph.D.
Temple University

2010 Bower Award for Business Leadership
William H. Gates III
Microsoft Corporation
Redmond, Washington
For co-founding Microsoft Corporation and providing the visionary leadership that enabled it to become a global innovator in business and personal computing. Through his philanthropic work with the Bill & Melinda Gates Foundation, Mr. Gates has made major contributions toward improving access to healthcare and education for those in need throughout the world.
Sponsor: Stuart Pittel, Ph.D.
Temple University

2010 Benjamin Franklin Medal in Chemistry
JoAnne Stubbe, Ph.D.
Massachusetts Institute of Technology
Cambridge, Massachusetts
For uncovering the intricate processes by which cells safely use free radicals, for developing new cancer treatments, and for improving the production of environmentally-friendly biodegradable polymers.
Sponsor: Amos Smith, Ph.D.
University of Pennsylvania

2010 Benjamin Franklin Medal in Computer and Cognitive Science
Shafiria Goldwasser, Ph.D.
Massachusetts Institute of Technology
Cambridge, Massachusetts
Weizmann Institute of Science
Rehovot, Israel
For her fundamental contributions to the theoretical foundation of modern cryptography, which led to techniques that can guarantee secure access to the internet.
Sponsor: Jeremy Johnson, Ph.D.
Drexel University

2010 Benjamin Franklin Medal in Electrical Engineering
Gerhard M. Sessler, Dr. rer. nat.
Darmstadt University of Technology
Darmstadt, Germany
James E. West
Johns Hopkins University
Baltimore, Maryland
For the invention and development of the first practical electret microphone, which can inexpensively be made small enough to fit into cellular phones, digital cameras, and other portable devices.
Sponsors: Lawrence W. Dobbins Consultant and Charles Kapps, Ph.D.
Temple University

2010 Benjamin Franklin Medal in Life Science
Peter C. Nowell, M.D.
University of Pennsylvania School of Medicine
Philadelphia, Pennsylvania
For the discovery that alterations to chromosomes can cause cancer, and further research leading to the development of a therapy that now cures 95% of individuals with chronic myelogenous leukemia.
Sponsor: Donald Silberberg, M.D.
University of Pennsylvania School of Medicine

2010 Benjamin Franklin Medal in Physics
J. Ignacio Cirac, Ph.D.
Max-Planck Institute for Quantum Optics
Garching, Germany
David J. Wineland, Ph.D.
National Institute of Standards and Technology
Boulder, Colorado
Peter Zoller, Ph.D.
University of Innsbruck
Austrian Academy of Sciences
Innsbruck, Austria
For their theoretical proposal and experimental realization of the first device that performs elementary computer-logic operations using the quantum properties of individual atoms.
Sponsor: Krzysztof Szalewicz, Ph.D.
University of Delaware

2010 Benjamin Franklin Medal in Mechanical Engineering
D. Brian Spalding, FRAS, FREng
Concentration Heat & Momentum Limited (CHAM)
London, England
For his seminal contributions to the computer modeling of fluid flow, creating the practice of computational fluid dynamics (CFD) in industry, and paving the path for the widespread application of CFD to the design of objects from airplanes to heart valves.
Sponsor: Gerard Jones, Ph.D.
Villanova University

2010 Award Laureates
Seated (left to right): James E. West, David J. Wineland, Peter Zoller, Peter C. Nowell, William H. Gates III, W. Richard Peltier, JoAnne Stubbe
Standing are: D. Brian Spalding, J. Ignacio Cirac, Shafiria Goldwasser, Gerhard M. Sessler, Marsha R. Perelman, Dennis M. Wint

<table>
<thead>
<tr>
<th></th>
<th>2010 Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
<th>2009 Total</th>
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<tr>
<td><strong>Revenue, support, and investment income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Admissions fees</td>
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<td>$</td>
<td>$</td>
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<td>Ancillary activities</td>
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<td></td>
<td>3,667,537</td>
<td>3,268,683</td>
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<td>Museum projects</td>
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<td>239,000</td>
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<td>2,302,504</td>
<td>1,394,701</td>
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<td>Educational programs and services</td>
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<td></td>
<td>1,522,306</td>
<td>1,575,155</td>
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<tr>
<td>Other</td>
<td>9,372</td>
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<td></td>
<td>9,372</td>
<td>47,308</td>
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<tr>
<td><strong>Total program revenue</strong></td>
<td>16,513,026</td>
<td>239,000</td>
<td></td>
<td>16,752,026</td>
<td>14,875,798</td>
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<tr>
<td>Support</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Annual giving</td>
<td>3,516,424</td>
<td>1,074,424</td>
<td></td>
<td>4,590,848</td>
<td>4,025,778</td>
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<tr>
<td>In-kind contributions</td>
<td>53,000</td>
<td>26,500</td>
<td></td>
<td>79,500</td>
<td>70,325</td>
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<td>Government appropriations and grants</td>
<td>574,761</td>
<td>506,584</td>
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<td>1,081,345</td>
<td>170,170</td>
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<td>Contributions—capital campaigns</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bequests and other contributions</td>
<td></td>
<td></td>
<td>97,149</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total support</strong></td>
<td>4,144,185</td>
<td>2,395,749</td>
<td>97,149</td>
<td>6,637,083</td>
<td>6,242,490</td>
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<td>Endowment income designated for current operations</td>
<td>1,558,048</td>
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<td></td>
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<tr>
<td><strong>Net assets released from restrictions—satisfaction of purpose restrictions</strong></td>
<td>1,938,657</td>
<td>(1,938,657)</td>
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<td></td>
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</tr>
<tr>
<td><strong>Total revenue, support, operating investment income, and net assets released from restrictions</strong></td>
<td>24,153,916</td>
<td>696,092</td>
<td>97,149</td>
<td>24,947,157</td>
<td>23,158,359</td>
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<tr>
<td><strong>Expenses</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Program expenses</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Museum operations</td>
<td>13,886,283</td>
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<td></td>
<td>13,886,283</td>
<td>14,125,060</td>
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<tr>
<td>Ancillary activities</td>
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<td>1,897,266</td>
<td>1,738,916</td>
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<td>Museum projects</td>
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<td>3,601,260</td>
<td>2,791,545</td>
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<td>Educational programs and services</td>
<td>1,082,329</td>
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<td>1,082,329</td>
<td>1,089,453</td>
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<td><strong>Total program expenses</strong></td>
<td>20,467,138</td>
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<td>20,467,138</td>
<td>19,744,974</td>
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<tr>
<td>Interest</td>
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<td>657,529</td>
<td>692,220</td>
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<tr>
<td>Development—capital campaigns</td>
<td>734,689</td>
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<td>734,689</td>
<td>558,177</td>
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<tr>
<td>General development</td>
<td>913,801</td>
<td></td>
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<td>913,801</td>
<td>882,911</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td>22,773,157</td>
<td></td>
<td></td>
<td>22,773,157</td>
<td>21,878,282</td>
</tr>
<tr>
<td>Operating income before depreciation</td>
<td>1,380,759</td>
<td>696,092</td>
<td>97,149</td>
<td>2,174,000</td>
<td>1,280,077</td>
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<tr>
<td><strong>Depreciation and amortization</strong></td>
<td>6,625,704</td>
<td></td>
<td></td>
<td>6,625,704</td>
<td>6,253,224</td>
</tr>
<tr>
<td>Operating income (loss)</td>
<td>(5,244,945)</td>
<td>696,092</td>
<td>97,149</td>
<td>(4,451,704)</td>
<td>(4,973,147)</td>
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<tr>
<td><strong>Non-operating income, expenses and releases</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net assets released from restrictions—satisfaction of purpose restrictions</td>
<td>3,338,527</td>
<td>(3,338,527)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Endowment return net of amounts designated for current operations</td>
<td>465,059</td>
<td>1,153,986</td>
<td></td>
<td>1,619,045</td>
<td>5,005,189</td>
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<tr>
<td>Net actuarial gain on defined benefit retirement plan</td>
<td>2,571</td>
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<td></td>
<td>2,571</td>
<td>653,339</td>
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<tr>
<td>Unrealized gain (loss) on interest rate swap</td>
<td>(479,519)</td>
<td></td>
<td></td>
<td>(479,519)</td>
<td>1,546,445</td>
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<tr>
<td>Change in value of investments held by third parties</td>
<td></td>
<td>1,071,533</td>
<td></td>
<td>1,071,533</td>
<td>1,632,888</td>
</tr>
<tr>
<td><strong>Total non-operating income, expenses and releases</strong></td>
<td>3,328,638</td>
<td>(2,184,541)</td>
<td>1,071,533</td>
<td>2,213,630</td>
<td>8,837,881</td>
</tr>
<tr>
<td><strong>Increase (decrease) in net assets</strong></td>
<td>(1,918,307)</td>
<td>(1,488,449)</td>
<td>1,168,682</td>
<td>(2,238,074)</td>
<td>3,864,714</td>
</tr>
<tr>
<td><strong>Net assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beginning of year</td>
<td>66,865,163</td>
<td>36,976,986</td>
<td>13,187,608</td>
<td>117,029,757</td>
<td>113,165,043</td>
</tr>
<tr>
<td>End of year</td>
<td>$ 64,946,856</td>
<td>$ 35,488,537</td>
<td>$ 14,356,290</td>
<td>$ 114,791,683</td>
<td>$ 117,029,757</td>
</tr>
</tbody>
</table>

22
## Statements of Financial Position
### December 31, 2010 and 2009

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$ 11,271,436</td>
<td>$ 9,003,285</td>
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<tr>
<td>Accounts receivable, net</td>
<td>3,548,565</td>
<td>1,241,935</td>
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<tr>
<td>Pledges receivable, net</td>
<td>6,046,936</td>
<td>9,689,268</td>
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<tr>
<td>Inventory</td>
<td>233,858</td>
<td>283,040</td>
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<tr>
<td>Prepaid and other current assets</td>
<td>683,822</td>
<td>533,867</td>
</tr>
<tr>
<td>Pooled investments</td>
<td>34,065,273</td>
<td>32,817,151</td>
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<tr>
<td>Beneficial interest in perpetual trusts</td>
<td>11,916,819</td>
<td>10,748,137</td>
</tr>
<tr>
<td>Property, buildings and equipment, net</td>
<td>71,401,465</td>
<td>75,086,972</td>
</tr>
<tr>
<td>Deferred loan costs, net</td>
<td>163,054</td>
<td>168,143</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>$ 139,331,228</td>
<td>$ 139,571,798</td>
</tr>
<tr>
<td><strong>Liabilities and net assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$ 4,618,616</td>
<td>$ 4,903,107</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>4,043,935</td>
<td>1,092,120</td>
</tr>
<tr>
<td>Long-term debt</td>
<td>15,877,394</td>
<td>16,546,814</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>24,539,545</td>
<td>22,542,041</td>
</tr>
<tr>
<td><strong>Net assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>64,946,856</td>
<td>66,865,163</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>35,488,537</td>
<td>36,976,986</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>14,356,290</td>
<td>13,187,608</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>114,791,683</td>
<td>117,029,757</td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>$ 139,331,228</td>
<td>$ 139,571,798</td>
</tr>
</tbody>
</table>
The Franklin Institute is extraordinarily grateful to those who support its mission each year. The children and families who have the opportunity to become engaged with science activities and excited to learn about the field, and the educators who hone their techniques and resources thanks to Institute tools and training, could not do so without the generosity of the Institute’s members, donors, and volunteers. The importance of the Institute’s partnership with these groups simply cannot be overstated. Ongoing program and special project support from many individuals, corporations, foundations and government agencies provides vital resources to fuel the dynamic exhibits and programs that educate, delight, and inspire the millions of visitors to The Franklin Institute museum, website, and outreach and education programs each year.

In 2010 community members invested more than $6.5 million in the Institute’s programs. This includes $3.08 million in unrestricted funding, $2.69 million directed for special projects and event expenses, and $739,500 in corporate sponsorship.

The Franklin Institute is appreciative of the private and public support it has received from the exemplary donors and partners listed in the following pages. All lists reflect gifts the Institute received as of December 31, 2010, unless otherwise noted.

In Sincere Appreciation

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• The Franklin Air Show

A 12-seat full motion flight simulator (left) joined the Wright Brothers’ 1911 Wright Model B Flyer and jet trainer in The Franklin Air Show, providing visitors with yet another perspective on flight.
The 2010 calendar year came to a close on a strong note for the *Inspire Science* campaign, with more than $7.7 million in new contributions raised during the year. Launched in late 2006 and announced publicly in 2008, *Inspire Science* is a $64.7 million fundraising initiative to finance the transformation of the Institute’s ambitious vision for the future into a reality, thereby furthering the Institute’s mission to inspire a passion for learning about science and technology. Donors to *Inspire Science* have successfully funded the creation of two new engaging educational exhibits and a complete refurbishment of the Benjamin Franklin National Memorial.

The Institute looks forward to initiating construction of a new 53,000 square foot building housing a climate controlled traveling exhibit gallery and a state-of-the-art exhibit on the human brain in the near future. The endeavors made possible by donors to *Inspire Science* will ensure that The Franklin Institute remains a world-class science center and a strong economic driver for the region. Expanded educational and programming areas, as well as upgrades to existing facilities and exhibits, will benefit the region’s youth, families, students, and educators. In addition, exhibit content on the human brain and a brand new traveling exhibit gallery will attract the attention of the global community. The Institute is incredibly grateful for the outstanding leadership and dedication of the volunteers who are heading this ambitious campaign. As of March 1, 2011, the Institute had raised more than $45 million for *Inspire Science* through the outstanding support of its Board of Trustees and the philanthropic community.

Strategic Plan—*Inspire Science*
The Franklin Institute is thankful for the leadership of The Franklin Society Board and its Co-Chairs Chris Berrettini and Randy Ronning. Their steadfast counsel and dedication to maintaining an existing program for members of The Franklin Society has proven to be an extraordinary asset to The Franklin Institute. Their tenure comes to a close in 2010, we are grateful for all that they have done and are pleased to welcome Kevin Roller as the Chair of the Franklin Board in 2011. We look forward to working with all of the members of the Franklin Board and appreciate their continued personal commitment to the Institute’s mission.

Kevin N. Roller, Chair
Mrs. Gary J. Anderson
William J. Avery
Sandra K. Baldwin
Christine H. Berrettini
Ann E. Calvert
F. Stewart DeBruecker
Patricia A. Ganno
Toni Garrison, Ex-Officio
J. Barton Riley
Joseph W. Rogers, Jr.
Randy S. Ronning
Barbara Mozoín Seegul
Ann R. Sorgenti
R. Greg Surowcik
Lisa Weber Yakulis
Gordon H. Wilder
Dennis M. Wint, Ex-Officio

Individual Donors

The Franklin Institute is grateful to the following individuals who have generously provided unrestricted support in 2010.

The Benefactor Society

Franklin Fellows $25,000 and above
Mr. and Mrs. John T. Fries
Dr. and Mrs. Donald L. Caplan
D. Walter Cohen
Patricia and Gerard Cuddy
Ms. Elizabeth H. Gemmill
Julie and Mitch Gerstein
Mr. and Mrs. Arnold Giraberson
Eric Hafer
Robert P. and Barbara S. Haupfuhser
Mr. and Mrs. Paul C. Heintz
Joan and Irwin Jacobs
Helen M. and Henry K. Justi
Josephine Klein
Barbara and John Kowalczyk
Chris and Lori Kuebler
Sandra and David Marshall
The McLeanContributorship
Mr. and Mrs. John Nugent
Donna and William Oliver
Louise and Alan Reed
Dr. and Mrs. Donald J. Rosato
Bruce and Elizabeth Rubin
Karl F. and Patsy Rutgers
Dr. and Mrs. William J. Stalkamp
Joan N. Stern
Mr. and Mrs. Kenneth S. Sweet, Jr.
Jay H. Tolson
Kathleen Troncaltti
Dr. S. Jay and Gall Turley Hirsh
Mr. and Mrs. James A. Urruh
David and Evelyn White
Gordon and Diana Wilder
Robert G. and Rosalind White Williams
Paul and Marcia Woodruff
Mr. Joseph Zoll and Dr. Kathy Zoll

Ambassador Circle $10,000–$14,999
Anonymous (2)
Mr. and Mrs. G. Amsterdam*
Amsterdam Foundation
Mr. and Mrs. William J. Avery
Mr. and Mrs. Frank C. Baker
Mr. and Mrs. Lydia Bakshi
Mr. and Mrs. Paul Baron*
Suzanne F. Boda
Drs. Raza and Sabina Bokhari
Mr. and Mrs. J. Mahlon Buck, Jr.
Patricia and Gerard Cuddy
Mr. and Mrs. Kevin F. Donohoe
Mr. and Mrs. William L. Graham
Martyn and Grete Greenacre
Josephine Klein
John and Barbara Kowalczyk
Frances S. Middleton
Neubauer Family Foundation
Mr. and Mrs. Joseph W. Rogers, Jr.
Edward M. Satell
Bryant and Andrew Scott
Joan N. Stern
Mr. and Mrs. David R. White
Mr. and Mrs. Harold L. Yoh III
Mr. and Mrs. Dennis Zeleny

Celestial Circle $5,000–$9,999
Anonymous (2)
Mr. and Mrs. David J. Berkman
Mr. and Mrs. Peter K. Clossen
Rodney and Evelyn Day Trust
Mr. John K. Desmond, Jr.
Mr. and Mrs. Philip J. Dunford
Michael C. Forman and Jennifer S. Rice
Ms. Elizabeth H. Gemmill
Carole and Emilio Gravagno
John Otto Haas and Janet F. Haas
Mr. and Mrs. Paul C. Heintz
Ms. Elaine Levitt and Mr. Joel Gershman
The McClung Family
Mr. and Mrs. Robert S. McNamara
The MOSI Foundation
Drs. Bonnie and Paul Orfitti
Arnette and Chuck Parenti
Louise H. and Alan L. Reed
Jay and Gretchen Riley
Mr. and Mrs. Herbert F. Rorer
Mr. and Mrs. Ernest Scheller, Jr.
Mr. and Mrs. Samuel Sidewaker
The Sidewaker Family Foundation Inc.
Mr. and Mrs. C. Morgan Simpson
Jay H. Tolson
Anne, Calum, and Duncan Ungurah
Tina Wells
Mr. and Mrs. Gordon H. Wilder
Dennis M. Wint, Ph.D.

Baldwin Circle $2,500–$4,999
Mr. and Mrs. Harris C. Aller, Jr.
Gary J. and Kathryn Z. Anderson
Dr. and Mrs. Wade H. Berrettini
Victoria and Christopher Bone
Renee B. Booth, Ph.D.
Mr. and Mrs. Jon A. Boscia
Mr. and Mrs. James M. Buck, III
Mr. and Mrs. William C. Buck
Mr. and Mrs. Jay H. Calvert, Jr.
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The Institute welcomed two new sponsors to the museum in 2010 through partnerships with K¹² Inc. and AT&T. As the nation's largest provider of curriculum and online education programs, K¹² Inc. teamed up with the Institute as Presenting Sponsor of The Sports Challenge exhibit. AT&T activated its brand through the Presenting Sponsorship of the Cell Phone Disco Wall, an LED art installation in the new Electricity exhibit that lights up when visitors use their cell phones.

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A look at the giant Tesla coil from below.
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List as of December 1, 2010

* Deceased
The Night Skies in the Observatory program, held on the first Thursday of the month, draws families and astronomy enthusiasts from the tri-state region.