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DEAR FRIENDS AND SUPPORTERS:

The intellectual foundations of The Franklin Institute were laid in 1824, when Samuel Vaughan Merrick and William H. Keating decided to create a place to honor Benjamin Franklin and advance the usefulness of his inventions. In 1932 the cornerstone of the current Franklin Institute building was laid at 20th Street and the Benjamin Franklin Parkway. In the years since, the Institute has expanded and adapted to fit the needs of the times. In 2012 the Institute laid the foundation for the future of informal science education, and the Institute now stands poised for change, ready to open a new chapter in achieving our mission to inspire a passion for learning about science and technology.

The changes taking place this year at the Institute build on the long history of innovation, by Benjamin Franklin and by many others, that drives science and technology forward, and that drives us to keep pace. We have recommitted ourselves to find new ways to communicate with visitors; to provide engaging science education to all citizens, regardless of means; and to make learning about science accessible and indispensable in neighborhoods, in classrooms, and in the public square. Progress toward fulfilling this commitment is made possible by the Institute’s solid foundation of skill and experience, and supported by incredibly generous contributions to all our programs and outreach efforts. Our capital campaign, Inspire Science, exceeded its goal in 2012, raising $65.2 million to invest in the future of science education in the Greater Philadelphia region and beyond. The Franklin Institute is one of the best science centers in the United States because of our individual and collective accomplishments, and our commitment to mission.

2012 was the second best year in the last 20 years because of performance across the entire Institute. It began with The Franklin Institute breaking ground on the new Nicholas and Athena Karabots Pavilion, which will open in June 2014. The new building provides space in which to house a new cutting-edge exhibit on neuroscience and the brain, expanded traveling exhibition space, and more students, teachers, and others who will be served by the extensive expansion of new spaces for learning experiences. Paired with the year of physical construction outside was a year of thinking and planning inside as trustees and staff worked to create a new strategic plan that will serve the Institute from 2013–2018. The plan is a bold response to the critical need for science education outside the Institute’s walls. In 2013, the Institute will begin to transform itself to better connect with its audiences in the spaces where they live, work, and play. Through innovative programming, community engagement, and new digital learning capabilities, the Institute will become the region’s partner for self-directed science and technology learning.
From our signature youth leadership program, partnerships for achieving careers in technology and science, to the Philadelphia Science Festival, to traveling science shows in eight east coast states, the Institute’s work is unique and leads the field.

As a testament to the Institute’s position at the forefront of informal science education, and to the importance of such education to helping prepare science, technology, engineering, and math (STEM)-literate citizens who can tackle emerging opportunities and challenges, the Institute won a slate of new federal grant awards in 2012 from highly competitive agencies including NASA and the National Science Foundation. The range of the Institute’s activities in 2012 is truly impressive, and includes leading a partnership of peer institutions to develop innovations in climate change education, expanding successful afterschool STEM education programs in libraries, and designing and producing state-of-the-art augmented reality exhibit devices.

Between visits to our historic building on the Benjamin Franklin Parkway and a range of outreach programs, nearly 1.2 million people, including museum visitors, residents of the Greater Philadelphia region, and students in schools along the east coast, engaged with creative and exciting science education in 2012. Attendance at the Institute itself was excellent, with 775,611 visitors in 2012, and 147,897 children visited on school-related field trips, many at reduced rates or for free. Four exciting special exhibitions anchored 2012: Giant Mysterious Dinosaurs, Design Zone, Dead Sea Scrolls: Life and Faith in Ancient Times, and Titanic: The Artifact Exhibition. They appealed to audiences young and old, and invited visitors to see the connections among science, history, religion, and everyday life.

The foundations the Institute laid in 2012 will support innovative programs and initiatives that make use of our strengths to open new doors and to foster a greater engagement with science and technology.

The essential knowledge, skills, and wonder that a strong background in science makes possible must be available to everyone. These are connections and experiences that The Franklin Institute has provided for 188 years; they are necessary to the health of our nation, and to our understanding of our world. Thanks to your support the Institute has made great strides toward an expanded vision in 2012, and with your continued generosity we will pursue this vision and make it a reality.

Warmest regards,

Marsha R. Perelman
Chair, Board of Trustees

Dennis M. Wint
President and CEO
Laying The Foundation for the Future

On April 5 the Franklin Institute celebrated the groundbreaking of the Nicholas and Athena Karabots Pavilion with a ceremony that was literally explosive.

Thanks to the gift of $10 million by Nicholas and Athena Karabots and the Karabots Foundation to the Inspire Science campaign in October 2011, the groundbreaking began construction of the 53,000-square-foot addition on the Institute’s south side adjacent to the Benjamin Franklin National Memorial. Scheduled to open in June 2014, the three floors of the Nicholas and Athena Karabots Pavilion will contain a new exhibit, Your Brain, a climate-controlled special exhibit gallery, and a STEM education center that will provide much needed space for programs for students and youth.

At the groundbreaking ceremony, a robot built and controlled by students from the Partnerships for Achieving Careers in Technology and Science (PACTS) program drove a lit candle across the stage and set in motion a fiery chain reaction along an arch of hydrogen-filled balloons. Smoke from another reaction involving liquid nitrogen parted to reveal an image depicting the Institute’s future exhibit projected on the wall of Franklin Hall, and colorful confetti streamed from the ceiling as Ben’s statue and the crowd of invited guests looked on.

Of their incredibly generous gift to the Institute—the largest private contribution in its history—the Karabotses said, “hopefully others will, as well, not forget where they came from and extend their hand by working with or developing programs that encourage our youth, from various walks of life, to apply their energies to what might otherwise have been for them, whether educated or uneducated, unrecognized goals.”
LEADING THE WAY WITH AUGMENTED REALITY

Encountering a scientific phenomenon in an exhibit involves both experiential and interpretive engagement. The experiential part is easy—hands-on fun! The interpretive part often takes deeper thinking or even explanation from someone more knowledgeable in order to understand the science. Might there be a way to use technology to help more learners integrate the two? In 2008, with support from a grant from the National Science Foundation, the Augmented Reality for Interpretive and Experiential Learning (ARIEL) project was launched to answer this question.

Augmented reality technology combines digital and physical objects in response to real-time manipulation by visitors. For example, a stream of air that supports a floating ball demonstrates the Bernoulli Principle of fluid dynamics. Using augmented reality technology, the variable air pressure zones are made visible on a video screen as the visitor manipulates the ball in the airstream, helping the visitor make sense of the phenomenon. (Visit www.fi.edu/ariel to see videos of such devices.) Working with researchers from the University of Pennsylvania’s Graduate School of Education, the ARIEL project team studied the learning impact of using augmented hands-on devices. More than 600 middle school students have participated in the research to determine how technologically enhanced devices may transform the future of informal science exhibit design.

During 2012, the ARIEL project gained widespread attention for both its augmented devices and its learning research. When science museum professionals gathered at the Association of Science-Technology Centers conference, everyone wanted to see the five ARIEL devices in the exhibit hall. Two leading educational research journals published ARIEL research findings and several major international conferences featured presentations of the work.

The addition also makes Sir Isaac’s Loft and the Franklin Foodworks restaurant more accessible, and construction of a new loading dock means that traveling exhibit installation will not interrupt visitors as artifacts are transported to the exhibition galleries. Finally, the building will change the visitor experience by making it possible to navigate across the building without changing elevator banks—a big improvement!

The Nichols and Athena Karabots Pavilion will be LEED (Leadership in Energy and Environmental Design) Certified Silver, ensuring that The Franklin Institute remains a responsible steward of the environment by reducing energy usage and saving operational costs each year.

Perhaps the most exciting ARIEL development during 2012 was the release of a software package that other exhibit developers can use to add digital augmentations to their own devices.

The ARIEL Builder toolkit is an open source software package available for download through the Institute’s website. Through the ARIEL project, The Franklin Institute is leading the field of informal science exhibit development, imagining innovative new ways to use technology to engage learners and transform the future of science exhibits.

INCREASING ACCESSIBILITY

The Franklin Institute’s Mission to Inspire a Passion for Learning About Science and Technology Extends to Everyone.

Physical accessibility is important, and the Institute already provides wheelchair ramps and alternative ways in which visitors can navigate the building. Providing full accessibility, however, involves thinking about more than just the physical aspects of the Institute. All people, regardless of their abilities, should be able to participate in the museum experience. With Dr. Fern Silverman of Temple University, Franklin Institute Senior Exhibit Designer Brad Bartley co-authored an article in The International Journal of the Inclusive Museum with occupational therapists and museum staff from Philadelphia, Chicago, and Boston. The paper examines successful therapist/museum partnerships, models for inclusive programming and exhibit design, and specialized training for museum floor staff. The Institute will continue the important work of examining and increasing accessibility as it strives to welcome all visitors, and to provide everyone with a meaningful and positive experience.

Increasing accessibility means welcoming all visitors to the Franklin Institute, and ensuring that everyone can access exhibits and learn about science and technology in meaningful ways. The Institute will continue to work with partners to develop strategies and programs that make science exhibit accessible to everyone.
HAWK DRAMA!

FOR THE FOURTH CONSECUTIVE YEAR, A PAIR OF RED-TAILED HAWKS MADE THEIR HOME IN A NEST THEY CONSTRUCTED ON A LEDGE ON THE INSTITUTE’S NORTH SIDE.

They raised another family of three chicks to the delight of amateur viewers and professional researchers alike, as thousands watched via live streaming video from a webcam strategically placed to provide a rare glimpse inside the nest. Then, in April, disaster struck. The male hawk, or tiercel, collided with a truck and was killed while hunting near the Schuylkill Expressway.

At a critical point in her hungry eyasses’ lives, suddenly missing her mate, what would the tiercel do? Hawk watchers feared for the family. The Institute provided supplementary feeding until, in an unusual turn of events, the female hawk allowed a new male to help her raise her eyasses. Since red-tailed hawks are monogamous, the appearance and quick acceptance of this new tiercel was an unexpected lifeline. Count on the Institute’s webcam and Philadelphia’s community of “hawkaholics” for updates on the hawk family next year.

PACTS GOES TO CAPITOL HILL

The PACTS program completed its 19th year in 2012, and engaged 125 students in afterschool, weekend, and summer activities in robotics, architecture, environmental studies, and other scientific pursuits. In the past two years, 100 percent of the program’s participants have graduated from high school, a particularly important achievement given the School District of Philadelphia’s graduation rate of only 61 percent. In addition to STEM disciplines, PACTS students learn presentation skills and receive mentoring to help prepare them for future study. All graduating seniors in 2012 are currently attending college, including Temple University, University of the Sciences, Community College of Philadelphia, Eastern Mennonite University, and Penn State University, and the majority are studying STEM disciplines.

In June 2012 PACTS students Chase Roberts and Maya Patton joined students from the Camden Aquarium Urban Science Enrichment Program on a trip to Capitol Hill to meet with US Senators and Representatives. The group met with Representative Chaka Fattah and with staffers from Senator Pat Toomey’s and Senator Robert P. Casey, Jr.’s offices. They also met with New Jersey Senator Frank Lautenberg and Representative Robert Andrews, as well as with staff from the Committee on Science, Space and Technology. Students helped to inform their representatives of the importance of youth programs, especially for inner city students who often do not have the same opportunities suburban students may receive. The trip was also used as a chance to discuss the importance of supporting agencies such as the National Science Foundation, NASA, and the National Oceanic and Atmospheric Administration, which offer a broad range of STEM educational resources for programs like PACTS.

In addition to her trip to DC, Maya Patton presented at two sessions at the Association of Science-Technology Centers annual conference in October in Columbus, Ohio. In a Youth Program Network Workshop, Maya ran two icebreakers with 20 adults and sat on a panel with students from the New Jersey Academy of Aquatic Sciences and California Academy of Sciences. The participants were able to ask the students about the programs they participate in as well as the impact the programs have had on their lives. At another session, Maya demonstrated some of the hands-on activities students explore through PACTS, helping attendees from across the country think about how they might use similar approaches in their own programs.

LEGACY OF SCIENCE PUBLISHING

The Journal of The Franklin Institute is the second oldest peer-reviewed scientific journal in the nation, and has been in continuous publication since 1826. In the past it was one of the most prestigious places to publish major scientific findings, and included articles by such luminaries as Albert Einstein, Thomas Edison, and Edwin Hubble. In its current incarnation, the Journal focuses on engineering and applied mathematics, and its impact factor—a measure reflecting its importance in the field—has grown rapidly.

In the coming years, staff of the Journal will look toward new ideas, especially in the field of digital technology, expanding the Journal’s readership into the future.

GIVING BACK

INSTITUTE SUPPORTERS
ROGER AND LOUISA EGGLESTON

When Roger Egleston came to pick up his granddaughter from a school field trip at the Institute in 2009, it was surprisingly the first time he had been inside the museum. He was impressed not just by the activities and exhibits, but also by the numerous school children enjoying everything and learning at the same time. He decided to sign up for a membership on the spot, and specifically wanted to give back to help even more kids access all that the Institute has to offer. Since then, the Eglestons have become frequent visitors to the Institute, and generous members of The Benefactor Society and the Benjamin Franklin Legacy Society. Louisa especially enjoys visiting with their grandchildren, who love to ride the SkyBike. The Eglestons also enjoy all the special exhibits, particularly the recent Titanic: The Artifact Exhibition.

A Professional Engineer by education and application, Roger most recently worked as Director of the International Division of Johnson Controls. He says, “The Institute is doing a great job teaching kids about technology, which is very important of Johnson Controls. He says, “The Institute is doing a great job teaching kids about technology, which is very important.

It is donors like the Eglestons who make it possible for the Institute to continue to reach as many people as possible with engaging, creative science and technology education.

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In the coming years, staff of the Journal will look toward new ideas, especially in the field of digital technology, expanding the Journal’s readership into the future.
INSPiRE SCiENCE EXCEEDS CAMPAIGN GOAL


After a strong start, however, the campaign faced an uphill climb during the worst recession since the Great Depression. So it was with great pleasure that the Institute was able to announce at the end of 2012 that the campaign had exceeded its revised fundraising goal of $64.7 million, raising a total of $65.2 million in funds to expand both the Institute’s building and programming to reach a broader audience throughout Greater Philadelphia and beyond.
The success of the Inspire Science campaign is thanks to the enormous generosity of the Institute’s partners, donors, and friends, all of whom provided much needed contributions at critical moments.

One especially important moment in 2012 was an incredibly generous gift to fund the Your Brain exhibit from Teva Pharmaceuticals USA, Inc. With this gift, Teva continues the great tradition of support for The Franklin Institute established by Cephalon, Inc., which was acquired by Teva Pharmaceuticals in October 2011. Your Brain, presented by Teva Pharmaceuticals USA, Inc., will be housed in the Frank Baldino, Jr. Gallery, named for Cephalon’s late founder.

Of course the campaign received an enormous boost from the landmark gift by Nicholas and Athena Karabots of $10 million in 2011.

The largest individual or private gift in the Institute’s history, this unprecedented contribution made it possible to begin construction on the building addition. The legacy of the Karabots’ gift will be the creation of even more vital learning opportunities that will change lives and shape the next generation.

Another remarkable gift in 2012 helped propel the campaign to completion: The William Penn Foundation made a grant of $2 million to fund the installation of an advanced climate control system. The new system will allow the Institute to publicly display rare and fragile artifacts, placing the museum at the forefront of the exhibition field, and maintaining Philadelphia’s status as a cultural destination and a vibrant hub of innovation.

As the campaign was tantalizingly close to reaching its goal, The Pew Charitable Trusts, a longtime supporter, reached out with a challenge: if the Institute could raise $2 million in new gifts, Pew would commit another $500,000 in addition to its already significant campaign contributions. The Pew challenge helped to galvanize the Institute’s community of supporters, and the campaign met the challenge within the year.

Chair of the Inspire Science campaign, Don Callaghan, notes: “The community of supporters who made the campaign a success is truly extraordinary. This new space at the Institute will make so much possible for the students, families, and adults the Institute serves. Thanks to the improvements funded by Inspire Science the Institute will continue to lead the nation’s science centers, and will accelerate its mission. The campaign’s success is a major step forward for the Institute and for informal science education in Greater Philadelphia. I am proud to have been asked to lead this campaign. It was a great honor, but the success is largely due to the Institute’s superb staff and the long-standing financial response of our Board and the philanthropic community. My thanks to everyone who made this happen.”
PHILADELPHIA SCIENCE FESTIVAL DRAWS RECORD CROWDS

THIS TEN-DAY, COMMUNITY-WIDE CELEBRATION OF SCIENCE AND IMAGINATION RETURNED FOR A SECOND YEAR IN 2012.

The Philadelphia Science Festival draws together diverse organizations from throughout the region, helping to bring science to individuals and families from every walk of life. In all, 120 organizations joined with the Institute in 2012 in a far-reaching effort to merge science, culture, and the arts through 111 events, the majority of which were free of charge.

Approximately 100,000 people were involved in Festival activities, including 25,000 who came to Logan Circle for the wildly popular Science Carnival.

In a surprise announcement at the Carnival, The Dow Chemical Company renewed its lead sponsorship of the Festival for a third year, and offered a 1:1 challenge grant that, if achieved, would double Dow’s support. The Franklin Institute is grateful to Dow for its generous support and leadership, as well as for the support of many other corporate sponsors and volunteers who made the Festival such a great success.

SAMSON STEM LEARNING INITIATIVE

Often a donor’s vision combines with the Institute’s experience to provide a new avenue for increased access to science education. This was the case with Marvin Samson, who provided funding for the new Samson STEM Learning Initiative in the fall of 2012. The Samson STEM Learning Initiative will integrate in-school and out-of-school enrichment experiences to give underserved students in grades K–8 in the School District of Philadelphia exciting opportunities to learn science all year round. During the school year, Traveling Science Shows will nurture wonder about STEM topics and complement classroom learning. Field trips to The Franklin Institute, supported by pre- and post-visit lessons, will introduce students to a world of science beyond the classroom. During the summer, students supported by Discovery Camp scholarships will spend a special week at the Institute having fun and making friends while learning science.

The Samson STEM Learning Initiative will provide targeted opportunities for students in the key K–8 grades. Programming for this demographic will provide a developmental path for these students, preparing them for successful participation in the Institute’s long-established and highly effective programs for high school students, including PACTS, STEM Scholars, and the Science Leadership Academy.

NEW STEM LEARNING PROGRAMS TAKE ROOT

STEM SCHOLARS—YEAR TWO

The Franklin Institute’s suite of STEM education programs is made up of several distinct but aligned parts, including PACTS, SLA’s Wednesdays@TheFranklin, and STEM Scholars, which entered its second year of providing science enrichment for high-achieving students from underserved schools. The program will add a third cohort in 2013, and the juniors will begin college visits and preparation for college applications. This year, STEM Scholars participated in activities and lectures at the Philadelphia Science Festival and Awards Week, and in the Color of Science (p. 27). Students traveled to the Mütter Museum, the University of Pennsylvania’s Penn Genome Frontier Institute, The Wistar Institute, and Drexel Food Science Labs to experience onsite programming. As the juniors progress into their third year of STEM Scholars, they will begin to focus on the specific STEM area in which they are most interested. Using The Franklin Institute’s contacts, students will be paired with mentors in their chosen fields and will participate alongside them in their research. STEM Scholars is funded thanks to the generosity of Ed Satell and the Satell Family Foundation and Raj Gupta and the UJALA Foundation.

InSPiRE scIENCe EXCEEDS GOAL
A BOLD NEW STRATEGIC PLAN

While visitors in 2012 experienced and learned from the institute’s broad range of programs & exhibits, planning commenced for a bold new vision for the institute’s future.
The new Strategic Plan, which will guide the Institute from 2013–2018, addresses the growing need for better science and technology education throughout society.


As a result of its rich history and the strength of its museum and programmatic offerings, the Institute has the unique ability to reach beyond its physical facility directly into the spaces where Philadelphians are most receptive to science learning experiences.

With many years of experience forging relationships with communities and using digital technologies to empower learning, the Institute will pursue new opportunities that complement and interact with each other in its onsite, offsite, and online programs. By integrating existing and new programs, and convening and building new partnerships, the Institute will serve as Philadelphia’s primary partner in informal STEM learning. The Strategic Plan articulates three goals, described below:

SCIENCE MUSEUM EXPERIENCE
The Institute will continue to provide and improve upon a science museum experience that produces engaging, personally meaningful STEM learning experiences and excellent customer service.

COMMUNITY EXPERIENCE
The Institute will strengthen the STEM learning environment in the neighborhoods where people live, work, and play by creating a critical mass of integrated programs and collaborations.

DIGITAL LEARNING EXPERIENCE
The Institute will develop and refine digital programming to connect with its target audiences, enhance their STEM learning experiences, and further the reach of both onsite and offsite programs.

Look for more information about the Strategic Plan as its exciting goals are put into action in 2013.
INNOVATIVE PROGRAMMING

AT HOME AND ABROAD

Science is a broad term for a category of study that encompasses everything from physics to nanotechnology, and astronomy to physiology.

Choose any of these many branches of science, however, and ask whether The Franklin Institute has related programming: the answer is probably yes. In 2012, Institute programs continued to grow to provide curious learners across the city and around the world with opportunities to explore questions, to experience and understand science phenomena, and to develop the skills to turn themselves into observers, innovators, analysts—in other words, into scientifically literate citizens.
In 2012 many existing programs reached new heights of participation and engagement, while a range of new initiatives came to fruition. Among these new projects, work began on the Climate and Urban Systems Partnership (CUSP), which was awarded a major grant from the National Science Foundation for a five-year, multi-city project focused on engaging urban residents in community-based learning about climate, climate-change science, and the prospects for enhancing urban quality of life through informed responses to a changing Earth. Led by The Franklin Institute, CUSP works through networks of community-based organizations in four urban centers—Philadelphia, Pittsburgh, New York City, and Washington, DC. Look for progress reports on this exciting and important initiative in the coming year.

The Franklin Institute’s LEAP into Science initiative is building community and national partnerships interested in promoting science and literacy learning for children pre-kindergarten through elementary school, and their families.

In collaboration with the Free Library of Philadelphia and the Delaware Valley Association for the Education of Young Children, LEAP into Science is infusing afterschool programs with science content and related children’s literature in neighborhood library branches throughout Philadelphia.

Now in its sixth successful year, LEAP operates locally in 50 Philadelphia branches and nationally in expansion partnerships among public libraries, science museums, children’s museums, school districts, afterschool providers, and public television stations.

This innovative program sponsored by the National Science Foundation and the Institute for Museum and Library Services engages underserved audiences in hands-on science and literacy learning. In March 2012, the program was cited twice as a model of excellence by national leaders in informal science learning during testimony before members of the US House of Representatives.

The PNC Grow Up Great with Science initiative provides Institute-led teacher professional development sessions, field trips, and learning opportunities for children and their families. Through the Grow Up Great with Science program, teachers and administrators at 20 early childhood organizations, including Head Start centers, learn to train fellow teachers and to incorporate inquiry-based learning into their day-to-day curriculum. An independent evaluation ranked the Institute’s training programs among the best of all the organizations partnering with the Grow Up Great with Science initiative.

The Institute launched a meteorology partnership with CBS 3. Now the Official Weather Station of The Franklin Institute, CBS 3 meteorologists regularly host The Weather Show at the Institute and meet with regional teachers at Educators’ Night Out—a preview of field trip experiences for teachers—to discuss the importance of adding meteorology to the curriculum in local schools. As part of the partnership, CBS 3 has installed a weather station near the museum that monitors temperature, humidity, and wind speed and direction around the clock to provide data for both the CBS 3 meteorologists and The Franklin Institute. CBS 3 also brings its Mobile Weather Lab to The Franklin Institute on a regular basis in order to broadcast live from the museum.

Innovative Programming

For the Fourth Consecutive Year, The Franklin Institute Partnered with PNC to Bring Science Education to Our Youngest Citizens and Prospective Scientists: Preschoolers.

Another partnership that continued in 2012 was the Kitchen Science program, produced with the Institute’s exclusive food services provider, Frog Commissary. Kitchen Science educates visitors about the chemistry and nutrition of the ordinary edibles they consume every day through signs throughout Franklin Foodworks and live science demonstrations.

Finally, in a larger-scale collaboration, the number of partnerships that combined to create the 2nd annual Philadelphia Science Festival doubled in 2012. For more information, see p. 17.

Target Community Night continued with great success in 2012, welcoming approximately 12,000 visitors during the year by offering free admission on ten Wednesday evenings.

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EXCITING & PRODUCTIVE PARTNERSHIPS

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EXPANDING SUCCESSFUL PROGRAMS

Programs that continued with great success include the Color of Science, which debuted in 2011. African-Americans, Hispanics, and Native Americans make up just 4 percent of STEM PhDs. One way to help increase minority participation in STEM fields is to offer learners role models they can relate to. The Color of Science, created with The Garvey Institute and organized by The Franklin Institute and the Out of Africa task force, highlights the diversity of the great men and women who have contributed to science as a vehicle to recruit next-generation minority scientists. The Institute hosted the Color of Science on March 23–24, 2012, bringing some of the nation’s foremost scientists of color to speak to students and share their discoveries. The Color of Science combines a live panel session with prominent scientists with student programs and information signs around the Institute. Dr. Frederic Bertley, the program’s organizer and the Institute’s Vice President for Science and Innovation, also launched and regularly appears on the Color of Science radio program, which is broadcast in Philadelphia on WURD.

The Franklin Institute’s Discovery Camp, which engages children in fun science-related activities each summer and during school breaks, is so popular that it has outgrown its space at the Institute. This summer for the first time a second Discovery Camp took place at Valley Forge National Historical Park. Among other science and natural history activities, students calculated the trajectory of musket balls, bringing science to their own communities around the city, reaching nearly 800 families, and connects thousands of people to NASAs vast online resources. The generous donation of telescopes by Celestron supports the project provides resources for the Institute to work with 30 community centers around the city, reaching nearly 800 families, and connects thousands of people to NASAs vast online resources. The generous donation of telescopes by Celestron supports the

City Skies builds on the long history of public astronomy programs produced for the past 20 years under the guidance of Chief Astronomer Derrick Pitts, including the ever-popular Night Skies, monthly star-gazing evenings at the Joel N. Bloom Observatory.

Mess Fest

ON TWO CONSECUTIVE WEEKENDS IN AUGUST, SCIENCE TURNED SLIMY, OOZY, AND EXPLOSIVE DURING THE FRANKLIN INSTITUTE’S NEWLY CREATED PROGRAMMING SERIES, MESS FEST.

Science educators amazed audiences while teaching about gravity, chemical reactions, pressure, and other basic scientific concepts. Mess Fest demonstrations asked: How high will 2,000 colorful balls soar when exploded into the air using ultra-cold liquid nitrogen and steaming hot water? What happens when a watermelon is dropped from 42 feet above the ground? How much liquid soap is needed to create a truly epic “soap bubble monster”? Visitors had plenty of opportunities to watch, learn, and get messy themselves with hands-on activities. Mess Fest was a huge, gloppy, sudsy success, and will return in 2013.

“THE WORLD IN YOUR BACKYARD”

INSTITUTE SUPPORTER REX PARKER

Rex Parker was born and raised in Philadelphia, and he first started visiting the Institute because of his daughter. She was born after he retired from the military in 1954, and he wanted “to expose her to everything that exists.” Karen was about six years old when they began visiting, and Rex still enjoys the Institute’s “spectacular” events and traveling exhibitions. He most enjoys the friendly people he meets at the Institute, saying, “I always feel welcome there.” He describes his relationship with Institute President and CEO Dennis Wint as “second to none,” and praises Dr. Wint for his leadership.

Rex travels a good deal, and enjoys comparing the artifacts he sees at the Institute’s exhibits, such as the sarcophagi in King Tut, to sights he has seen abroad. He joined The Benefactor Society because he felt it was a worthwhile cause, and he was eager to support the Institute’s educational programs. He thinks it’s important for kids to learn the history of the Institute and that it is a resource for them. He says, “The Institute is for conversation, it’s for meeting people, it’s for discussing the events of the world, and it’s at kids’ level. Information is expressed in their terms. They also have to get off their computers and listen. The history lesson introduces you to travel. The Institute is the world in your backyard.”

THROUGH CITY SKIES, PHILADELPHIA- AREA RESIDENTS ARE RECEIVING TELESCOPES AND TRAINING AT COMMUNITY CENTERS AROUND THE CITY, BRINGING SCIENCE TO THEIR OWN STREET CORNERS AND BACKYARDS.

Supported by a new grant from NASA, the project provides resources for the Institute to work with 30 community centers around the city, reaching nearly 800 families, and connects thousands of people to NASAs vast online resources. The generous donation of telescopes by Celestron supports the work this program continues: helping people to learn about and to do science in their own communities.
AN INVESTMENT IN EXHIBITIONS

THE STORY OF TRAVELING EXHIBITS AT THE FRANKLIN INSTITUTE IN 2012 IS TWOFO LD: FIRST, A SLATE OF FOUR EXHIBITS ENGAGED VISITORS OF ALL AGES AND ATTRACTED NEW AUDIENCES TO THE MUSEUM.

Second, Institute-produced exhibits, including Dead Sea Scrolls: Life and Faith in Ancient Times and Identity, are touring nationally. These and other dramatic and innovative experiences will reach audiences across the country.
The year began with *Giant Mysterious Dinosaurs*, a hugely popular exhibit that opened in the Mandell Center in December 2011 and continued through April 2012. Visitors were encouraged to get up close and personal with casts of the fossils of gigantic dinosaurs excavated from such remote regions as Patagonia and the Gobi Desert of Inner Mongolia.

Thanks to the generosity of the Institute’s friends and donors, from January to April visitors could experience the special exhibit *Design Zone* with their general admission ticket. The exhibit asked: What does it take to create the next great video-game? What science goes into making a roller coaster or a skate park with the biggest thrills? How many beats per second does a DJ need to get bodies moving on the dance floor? Visitors discovered the science behind how videogame developers, music producers, roller coaster designers, and other creative problem-solvers do what they do. Created thanks to funding from the National Science Foundation, *Design Zone* was designed and developed by the Oregon Museum of Science and Industry for the Science Museum Exhibit Collaborative (SMEC).

Finally, *Titanic: The Artifact Exhibition* opened to eager visitors from across the city and around the world; 2012 was the 100th anniversary of the sinking of this unfortunate ship.

One of the Institute’s most popular traveling shows, *Titanic* first visited Philadelphia in 2004, and returned in its anniversary year with a new layout in the Mandell Center. Visitors traveled back in time to 1912 as they walked through extensive room recreations from the RMS Titanic, took photos near a full-scale replica of the ship’s Grand Staircase, and learned about passengers with local ties. The exhibition showcased more than 300 artifacts and allowed visitors to explore the ship’s construction, voyage, and artifact rescue efforts. Accompanying the exhibit was the IMAX® film *Titanica*, sponsored by PremierComm and Mitel. Narrated by Leonard Nimoy, *Titanica* is a documentary that presents some of the highest quality images of the ruins of the great ship, as well as personal interviews with two Titanic survivors.

In 2012, the Institute-designed exhibition *Identity: An Exhibition of You*, which debuted in Philadelphia in 2006, became part of an effort to bring science programming to unlikely venues. Since 2007 more than 3 million people have viewed the *Identity* exhibit, which has traveled to Los Angeles, Boston, and Portland, and was on display at Trump Plaza in Atlantic City, among other places. In addition, three smaller-scale exhibits the Institute created, *Forest Journey*, *Nature’s Numbers*, and *Electricity* continue to tour nationally. The Institute is currently working with the Connecticut Science Center to design laboratory space and to develop prototypes for new devices to expand ideas in the *Identity* exhibit.
A POINT OF PRIDE FOR THE FRANKLIN INSTITUTE IS THAT THIS IS A PLACE WHERE PEOPLE LOVE TO WORK. IN 2012 THE INSTITUTE CELEBRATED 25 EMPLOYEES WHO HAVE MORE THAN 20 YEARS OF SERVICE, AND 39 MORE WHO HAVE AT LEAST 10 YEARS.

Human Resources Director Suzette Graves says, “The Institute values professional growth and keeps people challenged. Employees feel free to make suggestions and get involved.” Suzette herself is a 31-year employee, and her favorite exhibit is The Giant Heart. “When I walk through the museum I notice the excitement and surprise on people’s faces, and that makes me very proud.”

Senior Accountant Marilyn Mayo remembers visiting the Institute as a child and then as a young mother bringing her own kids. After seven years in the Finance department, Marilyn says, “I really like the people I work with, and that makes a huge difference. Over the years I’ve seen how the Institute helps the community by inviting in less fortunate children through the ACCESS program and free Target Community Nights. It gives me a sense of accomplishment to work here, and I really believe in our mission.” Marilyn’s favorite exhibits are all the traveling shows that come to the Institute. She explains that friends and neighbors always call and ask what the best part of the new exhibit is before they come to see it.

“STEM education is foundational. You can learn other business skills as you go, but any viable business needs employees who know STEM basics. The Franklin Institute educates people from ages 0 to 100, and exposes kids to science and technology at an early age, which is so important. The great thing about the Institute is that it has something for everyone, and its programs help to grow individuals, families, and the community.”

The Institute is very grateful to US Airways for its continuing support, and for the commitment of all the teams that participated in the 2012 Corporate Challenge.
A TRADITION OF EXCELLENCE

NINE INDIVIDUALS, ALL PIONEERS IN THEIR FIELDS, WERE HONORED FOR THEIR OUTSTANDING DISCOVERIES AND ACHIEVEMENTS IN SCIENCE, TECHNOLOGY, AND BUSINESS DURING THE ANNUAL FRANKLIN INSTITUTE AWARDS CEREMONY AND DINNER.

The sold-out black-tie event at the Institute recognizes the extraordinary work of these individuals and celebrates their significant achievements. Seven Benjamin Franklin Medals and two Bower Awards were bestowed during the gala ceremony and dinner. One of the prizes went to Lonnie Thompson and Ellen Mosley-Thompson, the first husband/wife team since Pierre and Marie Curie in 1909. Among the Laureates, Dr. Louis E. Brus received the $250,000 Bower Award and Prize for Achievement in Science, recognizing his outstanding work in the field of nanochemistry, and John Chambers, chairman and chief executive officer, Cisco Systems, Inc. was presented with the Bower Award for Business Leadership for his achievements during the past sixteen years at the helm of the company and for his philanthropic work. Bob Schieffer, moderator of CBS’s Face the Nation, served as the Ceremony host.

Not pictured: Laureate Jerry Nelson was unable to attend the Awards Ceremony.

A TRADITION OF EXCELLENCE
THE 2012 FRANKLIN INSTITUTE LAUREATES

Lonnie G. Thompson, Ph.D.
Ellen Mosley-Thompson, Ph.D.
The Ohio State University
Columbus, Ohio

BENJAMIN FRANKLIN MEDAL IN EARTH AND ENVIRONMENTAL SCIENCE
For their collective studies of ice cores from around the world which have improved the understanding of Earth’s climate history, including the role of the tropics in global climate change.
Sponsors: Fred Sejrup, Ph.D., University of Pennsylvania; John Wehmiller, Ph.D., University of Delaware

Vladimir Vapnik, Ph.D., NEC Laboratories
Princeton, New Jersey

BENJAMIN FRANKLIN MEDAL IN COMPUTER AND COGNITIVE SCIENCE
For his fundamental contributions to our understanding of machine learning, which allows computers to classify new data based on statistical models derived from earlier examples, and for his invention of widely-used machine learning techniques.
Sponsor: C.J. Taylor, Ph.D., University of Pennsylvania

Jerry Nelson, Ph.D., UC Observatories/Lick Observatory
University of California, Santa Cruz | Santa Cruz, California

BENJAMIN FRANKLIN MEDAL IN ELECTRICAL ENGINEERING
For his pioneering contributions to the development of segmented-mirror telescopes.
Sponsor: Ed Sion, Ph.D., Villanova University; Larry Dobkins, Consultant

Sean B. Carroll, Ph.D., University of Wisconsin-Madison
Madison, Wisconsin

BENJAMIN FRANKLIN MEDAL IN LIFE SCIENCE
For proposing and demonstrating that the diversity and multiplicity of animal life is largely due to the different ways that the same genes are regulated rather than to mutation of the genes themselves.
Sponsor: Dr. Jan Gordon, Retired Drexel University School of Medicine

Zvi Hashin, Ph.D., Tel Aviv University
Tel Aviv, Israel

BENJAMIN FRANKLIN MEDAL IN MECHANICAL ENGINEERING
For groundbreaking contributions to the accurate analysis of composite materials, which have enabled practical engineering designs of lightweight composite structures, commonly used today in aerospace, marine, automotive, and civil infrastructure.
Sponsor: Brian Sullivan, Ph.D., Villanova University

Rashid Sunyaev, D.Sc., Max Planck Institute for Astrophysics
Garching, Germany

BENJAMIN FRANKLIN MEDAL IN PHYSICS
For his monumental contributions to understanding the early universe and the properties of black holes.
Sponsor: Ed Sion, Ph.D., Villanova University

THE 2012 FRANKLIN INSTITUTE LAUREATES

John Chambers, Chairman and CEO, Cisco Systems, Inc.
San Jose, California

BOWER AWARD FOR BUSINESS LEADERSHIP
For shaping Cisco Systems, Inc. into one of the world’s most widely respected and successful technology companies, providing business and consumer technologies that allow millions of people to connect to each other through computer networking and the Internet, and for his leadership by example in corporate responsibility and personal philanthropy.
Sponsor: Brian Sullivan, Ph.D., Villanova University

Louis E. Brus, Ph.D., Columbia University
New York, New York

BOWER AWARD AND PRIZE FOR ACHIEVEMENT IN SCIENCE, NANOCHEMISTRY
For his seminal discoveries and scientific leadership, which have made semiconductor nanocrystals, their synthesis, characterization, and theory, a cornerstone of modern chemistry.
Sponsor: Roger A. Grey, Ph.D., Lyondell Chemical Company

PROGRAMS LIKE THE FRANKLIN INSTITUTE AWARDS, WHICH PROVIDE CRITICAL SUPPORT FOR THE INSTITUTE’S EDUCATIONAL PROGRAMS, ARE MADE POSSIBLE BY ITS GENEROUS PARTNERS.

Bank of America celebrated its 10th anniversary as Lead Supporter of the Awards Ceremony and Dinner in 2012. Awards Co-Chairs Tom Woodward of Bank of America and Nancy Ronning along with Vice Chair Eliana Papadakis led dedicated volunteers in planning the 2012 Franklin Institute Awards Ceremony and Dinner, which netted approximately $500,000 to realize the Institute’s mission. The Awards Week activities, which include the Meet the Scientists and Laureates’ Laboratory events organized by students from the FACTS program, and the Laureates’ symposia, were generously sponsored by Mrs. Frank Baldino, Jr., who was also an Associate Sponsor of the Awards Ceremony and Dinner. Her gift honors the legacy of her late husband, who was a longtime supporter of the Institute and a member of the Board of Trustees.

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SCIENCE LEADERSHIP ACADEMY REACHES NEW HEIGHTS

Since 2006, the Science Leadership Academy (SLA), the magnet high school co-founded by The Franklin Institute and the School District of Philadelphia, has provided excellent instruction to hundreds of students. With a 98 percent graduation rate, SLA prepares students for a range of careers, with an emphasis on STEM fields. In June 2012, 120 students from the Science Leadership Academy graduated. In this third class of SLA graduates, 94 percent planned to pursue a degree at a college or university in 2012. Every senior was accepted to at least one school and many were awarded scholarships. For the third year in a row, a student was selected for the prestigious Gates Millennium Scholarship, awarded to only 1,000 students in the country. Schools accepting SLA students from the class of 2012 include local institutions Drexel University, Temple University, Penn State University, the University of Pennsylvania, and the University of Pittsburgh, as well as Historically Black Colleges and Universities including Howard University, Hampton University, Spelman College, and Lincoln University. Students were also accepted by a diverse range of other US and international institutions, including Stanford University, University of Oregon, University of North Dakota, and University of Alberta.

This year’s SLA graduates met with a very special guest in Franklin Theater: President Barack Obama. The 44th President reminded the graduates that they have an important part to play in the future of our country, saying, “The nation that excels in science and math and technology [is] going to be the nation that rises to the top in the 21st century. Almost everything we do is based on our capacity to innovate, and America became an economic superpower because we were constantly able to tap into the incredible talents and ingenuity of young people.”

The Institute looks forward to continuing this unique partnership with the School District of Philadelphia to provide memorable opportunities for SLA’s students, who come from more than 60 different middle schools.

While SLA graduates will surely do remarkable things in their future careers, current students are doing some pretty amazing work here and now. Project Space is an independent project in which six SLA students use The Franklin Institute’s 10-inch f/15 Zeiss refractor telescope to collect and deliver live images of the sun to the Institute’s website. The group of juniors shared what they learned about student projects like this one with teachers nationwide through a presentation given at the 2012 National Science Teacher Association Conference in Indianapolis, Indiana, where they encouraged teachers to start projects like Project Space in their schools. In May 2012, SLA students presented the project to teachers at the annual EduCon conference held at their school, with hopes of encouraging teachers to use the solar images in their classes to educate students about solar activity.

HELPING EGYPT CREATE A STEM PIPELINE

IN 2011 THE EGYPTIAN MINISTER OF EDUCATION AND HIS CABINET VISITED THE FRANKLIN INSTITUTE. THEY WERE IMPRESSED BY THE INSTITUTE’S SUITE OF PROGRAMS, ESPECIALLY TEACHER PROFESSIONAL DEVELOPMENT AND THE INQUIRY-BASED SCIENCE EDUCATION MODELED THROUGHOUT THE INSTITUTE AND AT THE SCIENCE LEADERSHIP ACADEMY.

The result was a grant from the United States Agency for International Development to help Egypt develop a network of science and technology high schools.

The Franklin Institute’s technical experts are working in partnership with the Teaching Institute for Excellence in STEM, 21st Century Partnership for STEM Education, and World Learning to establish five schools that engage students in real-world problem-solving through inquiry and project-based learning. The first two schools, one for boys and the other for girls, have already opened. The Institute’s professional development team and its partners, including SLA teachers, have traveled to Egypt several times to conduct teacher and administrator professional development sessions. The biggest challenge teachers currently face is expanding their own knowledge base, since their highly motivated students quickly catch up with them.

Even as it continues to work to improve the quality of science education in schools here in the US, The Franklin Institute is proud to be part of an international effort to bring science education to a transforming country such as Egypt. Throughout history, international scientists working together have made some of the most remarkable scientific discoveries. The world benefits from better education for all. As more schools continue to open in Egypt, and teachers and administrators continue to work with the project’s partners to create a strong STEM learning network, it will be inspiring to watch students across the globe begin to make a difference in their communities thanks in part to lessons piloted by students right here in Philadelphia.
**Financial Report**

**Year Ended December 31, 2012 with Summarized Information for 2011**

### Revenue, Support, and Investment Income

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program revenue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Admissions fees</td>
<td>$13,023,619</td>
<td>$-</td>
<td>$-</td>
<td>$13,023,619</td>
<td>$9,814,346</td>
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<tr>
<td>Ancillary activities</td>
<td>2,951,622</td>
<td>-</td>
<td>-</td>
<td>2,951,622</td>
<td>2,524,088</td>
</tr>
<tr>
<td>Museum projects</td>
<td>2,630,470</td>
<td>1,019,708</td>
<td>-</td>
<td>3,650,178</td>
<td>3,032,953</td>
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<tr>
<td>Educational programs and services</td>
<td>1,746,556</td>
<td>-</td>
<td>1,746,556</td>
<td>1,746,556</td>
<td>1,744,525</td>
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<tr>
<td>Other</td>
<td>15,842</td>
<td>-</td>
<td>-</td>
<td>15,842</td>
<td>37,212</td>
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<tr>
<td><strong>Total program revenue</strong></td>
<td>20,350,109</td>
<td>1,019,708</td>
<td>-</td>
<td>21,369,817</td>
<td>16,983,124</td>
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<tr>
<td><strong>Support</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual giving</td>
<td>3,505,597</td>
<td>942,717</td>
<td>-</td>
<td>4,448,314</td>
<td>4,050,610</td>
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<tr>
<td>In-kind contributions</td>
<td>114,090</td>
<td>10,000</td>
<td>-</td>
<td>124,090</td>
<td>103,994</td>
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<tr>
<td>Government appropriations and grants</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>250,000</td>
</tr>
<tr>
<td>Contributions – capital campaigns</td>
<td>-</td>
<td>6,601,353</td>
<td>-</td>
<td>6,601,353</td>
<td>7,297,079</td>
</tr>
<tr>
<td>Bequests and other contributions</td>
<td>-</td>
<td>-</td>
<td>14,742</td>
<td>14,742</td>
<td>45,276</td>
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<tr>
<td><strong>Total support</strong></td>
<td>3,619,687</td>
<td>7,554,070</td>
<td>14,742</td>
<td>11,188,499</td>
<td>11,746,959</td>
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<tr>
<td><strong>Endowment income designated for current operations</strong></td>
<td>1,401,564</td>
<td>-</td>
<td>-</td>
<td>1,401,564</td>
<td>1,455,064</td>
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<tr>
<td><strong>Net assets released from restrictions</strong></td>
<td>23,761,511</td>
<td>6,183,627</td>
<td>14,742</td>
<td>33,959,880</td>
<td>30,185,147</td>
</tr>
</tbody>
</table>

### Expenses

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Program expenses</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Museum operations</td>
<td>$16,483,013</td>
<td>$-</td>
<td>$-</td>
<td>$16,483,013</td>
<td>$14,613,691</td>
</tr>
<tr>
<td>Ancillary activities</td>
<td>675,763</td>
<td>-</td>
<td>-</td>
<td>675,763</td>
<td>624,328</td>
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<tr>
<td>Museum projects</td>
<td>5,076,363</td>
<td>-</td>
<td>-</td>
<td>5,076,363</td>
<td>3,899,531</td>
</tr>
<tr>
<td>Educational programs and services</td>
<td>1,173,524</td>
<td>-</td>
<td>1,173,524</td>
<td>1,173,524</td>
<td>1,128,834</td>
</tr>
<tr>
<td><strong>Total program expenses</strong></td>
<td>23,908,663</td>
<td>-</td>
<td>23,908,663</td>
<td>23,908,663</td>
<td>20,356,484</td>
</tr>
<tr>
<td><strong>Interest</strong></td>
<td>702,396</td>
<td>-</td>
<td>-</td>
<td>702,396</td>
<td>671,378</td>
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<tr>
<td><strong>Development – capital campaigns</strong></td>
<td>619,646</td>
<td>-</td>
<td>619,646</td>
<td>619,646</td>
<td>438,257</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>26,515,104</td>
<td>-</td>
<td>26,515,104</td>
<td>26,515,104</td>
<td>22,658,612</td>
</tr>
<tr>
<td><strong>Operating income before depreciation</strong></td>
<td>1,246,407</td>
<td>6,183,627</td>
<td>14,742</td>
<td>7,444,776</td>
<td>7,526,535</td>
</tr>
</tbody>
</table>

### Non-Operating Income, Expenses, and Releases

<p>| | | | | | |</p>
<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Endowment income</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>6,688,048 (6,688,048)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Endowment return net of amounts designated for current operations</td>
<td>600,548</td>
<td>1,714,011</td>
<td>-</td>
<td>2,314,559</td>
<td>(2,005,675)</td>
</tr>
<tr>
<td>Net actuarial gain (loss) on defined benefit retirement plan</td>
<td>3,188</td>
<td>-</td>
<td>-</td>
<td>3,188</td>
<td>(1,860,600)</td>
</tr>
<tr>
<td>Unrealized gain (loss) on interest rate swap</td>
<td>50,338</td>
<td>-</td>
<td>-</td>
<td>50,338</td>
<td>(1,016,298)</td>
</tr>
<tr>
<td>Change in value of investments held by third parties</td>
<td>955,633</td>
<td>955,633</td>
<td>(522,078)</td>
<td>4,404,761</td>
<td>(5,404,761)</td>
</tr>
<tr>
<td><strong>Total non-operating income, expenses and releases</strong></td>
<td>7,342,122 (4,974,037)</td>
<td>955,633</td>
<td>3,322,718</td>
<td>11,620,473</td>
<td>(5,404,761)</td>
</tr>
<tr>
<td><strong>Increase (decrease) in net assets</strong></td>
<td>2,691,435</td>
<td>1,209,590</td>
<td>970,375</td>
<td>4,871,400</td>
<td>(4,196,253)</td>
</tr>
</tbody>
</table>

### Net Assets

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net assets beginning of year</td>
<td>57,579,473</td>
<td>39,081,845</td>
<td>13,834,112</td>
<td>110,595,430</td>
<td>114,791,683</td>
</tr>
<tr>
<td>End of year</td>
<td>$46,270,908</td>
<td>$40,381,435</td>
<td>$14,804,487</td>
<td>$115,466,830</td>
<td>$110,595,430</td>
</tr>
</tbody>
</table>

### December 31, 2012 and 2011

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$17,961,487</td>
<td>$14,533,233</td>
</tr>
<tr>
<td>Accounts receivable, net</td>
<td>1,824,040</td>
<td>1,791,905</td>
</tr>
<tr>
<td>Inventories</td>
<td>7,690,172</td>
<td>5,248,392</td>
</tr>
<tr>
<td>Inventory</td>
<td>16,719</td>
<td>16,618</td>
</tr>
<tr>
<td>Prepaid and other assets</td>
<td>1,001,447</td>
<td>791,126</td>
</tr>
<tr>
<td>Pooled investments</td>
<td>$3,798,367</td>
<td>31,319,598</td>
</tr>
<tr>
<td>Other investments</td>
<td>677,041</td>
<td>2,368,681</td>
</tr>
<tr>
<td>Beneficial interest in perpetual trusts</td>
<td>12,365,016</td>
<td>11,394,641</td>
</tr>
<tr>
<td>Property, buildings and equipment, net</td>
<td>68,863,930</td>
<td>66,621,289</td>
</tr>
<tr>
<td>Deferred loan costs, net</td>
<td>148,071</td>
<td>167,645</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>$144,372,450</td>
<td>$134,182,928</td>
</tr>
</tbody>
</table>

### Liabilities and Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$9,845,578</td>
<td>$7,763,737</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>4,598,018</td>
<td>640,981</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>28,905,620</td>
<td>15,182,780</td>
</tr>
<tr>
<td><strong>Net assets</strong></td>
<td>115,466,830</td>
<td>110,595,430</td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>$144,372,450</td>
<td>$134,182,928</td>
</tr>
</tbody>
</table>
IN SINCERE APPRECIATION

The Franklin Institute is incredibly grateful to the many supporters whose vital contributions further its mission. Each year, generous investment from the Institute’s community makes programming possible, and this programming in turn makes it possible for girls to believe that they can be scientists, for adults to stargaze and rediscover their curiosity, for members of underserved communities to experience one of Philadelphia’s landmark institutions free of charge, and for the many other constituencies served by the Institute to continue to explore the legacy of Benjamin Franklin.

Now more than ever, as the Institute prepares to expand and to reach out to new audiences in new ways, the support of our donors is making a significant and indelible impact. For students, families, and adults in the Greater Philadelphia region and beyond, engaging with the Institute means opening doors to new possibilities in education, jobs, and solving the world’s most pressing problems. With its tremendous support in 2012, the philanthropic community surrounding The Franklin Institute has made a statement that this engagement is a priority. From supporting ongoing programs to launching new initiatives, The Franklin Institute is deeply appreciative of the commitment of all its supporters.

Total giving to The Franklin Institute in 2012 was $23 million. Of this sum, $3.7 million was from private sector supporters for both restricted and unrestricted programs; $10,092 was in unrestricted support from public sector funders; $13.6 million was secured for special projects. Additionally, $5.5 million was raised for the Inspire Science capital campaign, bringing the campaign total to $65.2 million by the end of the year. All lists reflect gifts to the Institute received as of December 31, 2012.

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Like many families, the Grants began visiting the Institute when their children were young. Their kids fell in love with the Institute exhibits, and especially with the Tuttlemann IMAX® Theater films about space exploration. Now that they’re older, the Grants’ three children, Sam, Jake, and Niki, still enjoy the Institute, including riding in the flight simulator. Suzanne feels that the positive experiences of science and technology that they had at the Institute have really stayed with them. “We’ve been visiting colleges with the boys and they see a planetarium as a real asset to a school. They appreciate it.” Seeing what visits to the Institute did for her children, Suzanne says she really loves when she visits and sees excited children in school groups exploring. “The Institute is an important place in Philadelphia because it shows kids what they’re studying in school in hand-on ways. It makes everything real.”

Stuart said that they decided to join the Ben Franklin Legacy Society, a group of donors who have included the Institute in their estate plans, “because we recognized that The Franklin Institute was a place we wanted to support in perpetuity. With their ongoing support of The Benefactor Society, the Grants also support the powerful experiences that students and families have each day at The Institute. Not only visit, traveling from their home in Delaware, but recommend the Institute to out-of-towners as a “must see” destination for visitors of all ages.”
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PECO is The Franklin Institute’s Proud Corporate Partner. The PECO Energizing Education Program (PEEP), launched in 2009 in partnership with The Franklin Institute and the National Energy Education Development Project (NEEDS) Region of the Year Award, in which the program was cited for “hard work, persistence, and progressive thought.” PECO has provided grants to 45 schools, reaching more than 8,600 students, and many thousands more in those students’ communities. Finally, PECO was awarded the Please Touch Museum’s Great Friend to Kids Award. The Franklin Institute nominated PECO for this award to recognize PECO’s sustained commitment to enriching children’s lives in Greater Philadelphia.
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