



CHALLENGER

space center

A R I Z O N A

In association with the Smithsonian Institution



Annual Report 2002-2003

ANNUAL REPORT



THE MISSION CONTINUES

Dear Friends,

We have just completed our third year of operations. I define it as the year to "settle in." We grew from six employees in our first year to our current staff of 29 plus 100 dedicated volunteers who donated 12,881 hours in support of our mission. During our first two years, we were busy successfully adapting to new roles requested by the education community. We added field trips for all grade levels and new simulation scenarios, as well as responded to the needs of the public by creating a quality exhibition and visitor program.

In our third year, we continued to be strategic in our planning and decision making. We began to measure and benchmark our activities, we looked at trends, conducted surveys and collected and analyzed data about our programs.

We have responded to both the education community and the public by providing first-class programs that meet expectations and need. Based on positive feedback from teachers, we have assessed and monitored our education programs. The results of their input, along with our own experience, provided us with valuable insight, so that we could further enhance our programs.

Following the tragic Space Shuttle Columbia accident on February 1, 2003, we stepped aside from our daily activities for four long, emotion-filled days and stepped into the role of being the touchstone for the collective community to express its grief. Thousands of people visited the makeshift memorial to Columbia, which was created by children, families, senior citizens and others who paid their respects to the crew of Columbia. They lined up day after day to bring flowers, poems, stuffed animals, photos, and other memorabilia. The building, and all the hearts inside her, was filled with sorrow and the Challenger Space Center offered solace to the families and citizens of Arizona.

As always, our biggest achievement was, is, and will continue to be the work we do with schools. We inspire and give teachers the tools they need to deliver quality classroom instruction in the areas of math, science, technology and workplace skills. We are honored to change the lives of children by opening them up to limitless possibilities for the future.

A handwritten signature in black ink that reads "Sandi Hicks".

Sandi Hicks
Executive Director

MISSION STATEMENT

The Mission of the Challenger Space Center is to inspire, excite and educate people of all ages about the mysteries and wonders of space, science, and the universe in which we live.



SPACE SHUTTLE COLUMBIA

Lost February 1, 2003

Crew of the Space Shuttle Columbia:
NASA astronauts Rick Husband,
William McCool, Michael Anderson,
Kalpana Chawla, David Brown,
Laurel Clark, and Israeli astronaut Ilan Ramon



EDUCATION



EDUCATIONAL PROGRAMS

Educational programs continue to be the backbone of the Challenger Space Center. All programs are specially designed to meet state and national educational standards set for math, science, technology and workplace skills.

SIMULATED SPACE MISSIONS

The heart and soul of the Center, our simulated space missions, launch an interest in learning within a unique environment that focuses on math, science, technology and communication skills. Featuring authentic replicas of Mission Control and the International Space Station, these award-winning missions include orientation for teachers and six weeks of curriculum. Missions include *Rendezvous With a Comet*; *Voyage to Mars*; *Return to the Moon*; and our newest scenario, *e-Mission: Operation Montserrat*, a unique distance learning simulation where students never leave their classroom.

SPACE SCIENCE CAMPS

In the summer of 2003, we branded our theme as "Adventures in Space," and offered six separate programs over a nine-week period. This highly successful summer science day camp experience was a "sell-out" attracting nearly 700 campers and utilizing the services of seven instructors and eight program aides. During the camps, students participated in activities involving rocketry, robotics, living and working in space and the principles of flight. An additional 125 children participated in summer camps at General Dynamics in Scottsdale and the Boys and Girls Club of the East Valley. In addition to our summer camp program, over 555 children participated in our Holiday Space Camps and Santa's Science Workshops held in December 2002.

2002-2003 HIGHLIGHTS

- Hosted over 25,000 children.
- Flew over 288 classroom missions.
- Conducted curriculum training for 288 teachers.
- Conducted the second in an eight-year series, Smithsonian Educators' Conference, for 99 educators.
- Hosted the annual "Honeywell Fiesta Bowl Challenge" by collaborating with three sponsoring community partners to bring 37 student teams from across the state together to design and build the next generation of the International Space Station.



"Challenging our kids in math and science is extremely important to the long-term development of the Phoenix work force. The Challenger programs teach critical thinking skills that will prepare these kids to succeed as they continue their education and embark on any variety of careers."

Jack Swanson
Senior Vice President, USAA Phoenix Operations

GALAXY OF FRIENDS

GALAXY OF FRIENDS 2002-2003

Our thanks to the following individuals, corporations, foundations and organizations for their generous support to the Challenger Space Center July 1, 2002 through June 30, 2003. (*Denotes Challenger Membership)

America West Airlines Foundation
American Express
American Legion Post #26, Mesa
American Legion Post #83, Mesa
American Legion Post #115, Scottsdale
John and Mary Anzelmo*
Arizona Commission on the Arts
Arizona Humanities Council
Arizona Public Service - APS
The Arizona Republic / 12 News
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Maj. Robert Goosen, USAF Ret.
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Lou Ella Kleinz
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Jerry and Andrea Lewkowicz
Leonard Lippman
Lockheed Martin Management
& Data Systems
Catherine Lopes
Luke A.F.B. 56th Medical Group

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Libby Williams
Lisa Williams*
Pauline Willis*
Windermere Foundation
Valley Saturn Retailers
Vivian Wood*
Woody and Jackie Woodcox
Richard Worhac*
Paul and Julie Wrentmore

VOLUNTEERS

With a staff of only 29, our volunteers continue to be an integral part of the Challenger Space Center. Ranging from teens to seniors, without their dedicated support, many of our programs would not be possible.



2003-2003 HIGHLIGHTS

- Over 100 volunteers gave 12,881 volunteer hours to the Center.
- The value of volunteer time at the Challenger Space Center is estimated at \$178,391.
- The Center hosted two volunteer celebration events to acknowledge volunteers.

BOARD OF DIRECTORS 2002-2003

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WESTMARC

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Kathy Senseman, Southwest Gas

FUNDRAISING & OPERATIONS

FUNDRAISING AND DEVELOPMENT

The Challenger's Development program continued to grow during fiscal 2002-03, achieving some highly successful accomplishments while continuing to build a strong donor base for the future. Total contributions reached \$341,050 and a new strategic grant writing plan resulted in a record \$236,500 raised through corporate and foundation grants. Of the 67 grants written last year, 26 received funding equating to a 38.8% success rate. Most importantly, of the 26 grants funded last year, 11 (or 42%) came from new funding sources.



2002-2003 HIGHLIGHTS

- The Kemper & Ethel Marley Foundation presented one of the single largest grants to the Center of \$90,000 to fund e-Mission.
- Ronald McDonald House Charities awarded a first time grant of \$9,200 to furnish and cover the Cosmic Café Patio.
- Totaled 125 Financial Donors (not including memberships) of which 58% were new supporters.
- Average Individual Gift increased to \$238.17.
- Six Individual Donors gave gifts of \$1,000 or more.
- Received funding from: America West Airlines Foundation, American Express, Arizona Commission on the Arts, Arizona Humanities Council, Arizona Public Service, COMPAS Foundation, Cox Charities, Del Webb Corporation, General Dynamics, Honeywell, Intel Corporation, Lockheed Martin M&DS, M & I Bank, Margaret T. Morris Foundation, NACE Arizona Section, Peoria Diamond Club, Phelps Dodge Foundation, Phoenix Suns Charities, Valley Saturn Retailers, Southwest Gas Company, The Arizona Republic / 12 News Season for Sharing, The Whiteman Foundation and The Windermere Foundation.



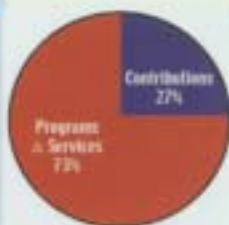
FACILITIES AND OPERATIONS

The Challenger Space Center continues its reputation as a unique state-of-the-art facility through focusing on maintenance and monitoring operations. Thousands of schoolchildren and visitors stream into the Space Center daily. In addition to our own programs and events, the Center hosts a variety of businesses, service clubs, community groups and organizations that choose to hold their functions here. Because of our unique meeting environment, flexible space and high speed data-port capability, the Challenger Space Center has become a premier meeting and conference site in the West Valley.

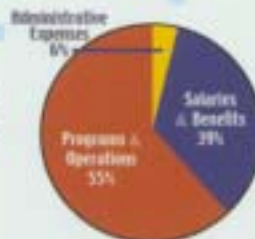
2002-2003 HIGHLIGHTS

- Generated over \$99,000 from corporate and special events.
- Built e-Mission booth as the command center for our distant learning scenario, Operation Montserrat.
- Installed shade cover for the Café Patio.
- Began construction for relocation of the gift shop to a more centralized location, which allowed us to double the size of our in-house retail store.
- Generated over \$95,000 in gift shop revenue.
- Completed our first technology audit.
- Provided internet connectivity to all meeting rooms.
- Hosted over 88 corporations and a variety of civic organizations, including: McDonalds Corporation, Coca Cola, Quaker Oats, Honeywell, Harris Bank, Cox Communications, Wells Fargo, American Red Cross, Vatican Observatory and Windermere Real Estate.

Fiscal Year 2002-2003 / *Unaudited 7/01/02 - 6/30/03



Income	
Programs & Services	\$ 908,216
Contributions	\$ 341,050
Total	\$ 1,249,266



Expenses	
Salaries & Benefits	\$ 588,037
Programs & Operations	\$ 835,139
Administration Expenses	\$ 85,385
Total	\$1,508,561

PROGRAMS

PUBLIC PROGRAMS

The Challenger Space Center has continued to grow and expand its public program offerings in order to meet the public demand for quality space and science themed educational experiences for individuals, children and families.

2002-2003 HIGHLIGHTS

- Hosted over 60,000 visitors.
- Taught nearly 800 children in grades K-9 during Summer Adventures in Space.
- Conducted 12 half-day Santa's Science Workshops, with 295 children participating.
- Increased average attendance at monthly Stargazing Family Fun Nights to 175, a 63% increase.
- Curated and displayed new exhibits, including NASA EMU Suit, Kalusa Miniature Aircraft, Space Toys, Mission Patch Display, Interactive Cox Education Network Kiosks, Honeywell Space Shuttle Model, and Mars Galileo, in partnership with ASU.
- Partnered with Minor Planet Research and Lowell Observatory for installation of the Asteroid Discovery Station.

AWARDS

- **Best Science Lesson**
from the *Arizona Republic*
- **Best Place to See Stars**
from the *New Times*
- **First Place Best of the West Award**
for K-12 Education for the
Smithsonian Educators Conference
- **West Valley Treasure, WESTMARC**

AFFILIATIONS / PARTNERSHIPS

- Smithsonian Institution
- Arizona Education Association
- Minor Planet Research
- Lowell Observatory
- Embry Riddle Aeronautical University
- WESTMARC
- Central Arizona Museum Association

SPONSORSHIPS

In partnership with the Arizona Education Association, the Challenger Space Center is a proud sponsor of:

- A+ Schools
- Arizona State Spelling Bee
- Arizona Teacher of the Year

SMITHSONIAN AFFILIATION

The Challenger Space Center is an affiliate of the Smithsonian Institution. This prestigious affiliation allows the Center to bring the treasures and antiquities of the nation's 16 national museums directly to Arizona. Upcoming Smithsonian exhibitions include *United We Stand* in April 2004, and the *Hubble Telescope Exhibit*, in October 2004.



Challenger Space Center

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