



**McWane
Science Center**

**ANNUAL REPORT
2010**

What Is Decomposition?

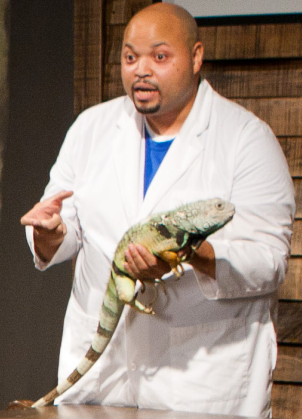
Decomposition is the process by which the tissues of a dead organism break down into simpler forms of matter. In the natural world, this process is a form of recycling. During decomposition, nutrients that would otherwise be trapped are released by organisms that feed on dead tissues. This action recycles proteins and minerals from the dead animal's body. This recycled material enriches the soil for plants to grow and provides food for other creatures to consume.

FOUR STAGES OF DECOMPOSITION:

- 1. Fresh Stage:** Begins as autolysis, this stage begins at the time of death and ends when the body begins to bloat.
- 2. Bloat Stage:** Begins as putrefaction, this stage begins when gases produced by decomposing bacteria within the animal begin to inflate the body. This stage ends when the body deflates.
- 3. Decay Stage:** This stage is characterized by the skin being perforated by insects, small birds, worms, and other scavengers. By the end of this stage, a majority of the muscle and other soft organs will be dispersed.
- 4. Dry Stage:** Known as desiccation, this stage begins when most of the scavengers and larvae have left the remains. At this stage, very little flesh is left on the body, leaving mostly dried skin, cartilage, and bone.

Decomposition Chamber

WARNING:
Dizziness May Occur!



Letter from the CEO

Adapt or wither away. That was the challenge every organization faced in 2010, and McWane Science Center was no exception. To adapt means to take risks. It sometimes means shedding what you used to do in favor of something new. These were the key ways we adapted in 2010:

• **We cut expenses by over \$570,000 (7.4%).** We discovered we could still serve the community with competence and excellence. We could still fulfill our mission.

• **We invested in building our own exhibits.** We built a wonderful exhibit about Alabama's environment – NatureScope, and a terrific early learning exhibit – Winter Wonderland. We were rewarded with increased attendance and memberships.

• **We increased our strategic partnerships.** We created a deep partnership with Birmingham Audubon Society, expanded our commitment to The Wrecking Crew (our "train" people!) and dramatically expanded our partnerships with UAB. These partners "do" our mission in ways that exceed our own abilities, and we enable them to "do" their missions in ways that they could not without McWSC.

• **We increased our relevance to the community.** In partnership with area foundations and contributors, we developed effective programs that took place largely outside McWane Science Center. Our partnership with Restoration Academy resulted in a 10% increase in science scores. Celebrate Science – our year-long science competition – impacted 400 students in ways that will shape their lives for seasons to come. The Healthy Change in Your Community Challenge was a year-long effort with six community groups (along with UAB, The Jefferson County Department of Public Health and the Community Foundation) to improve the nutritional well-being of urban neighborhoods.

• **We created a major giving society – The Archimedes Society.** This group of supporters played a key role in helping McWane Science Center make ends meet in 2010, and it will continue to do so in the years ahead.

2011 presents much the same challenge. Expect us to adapt. Expect us to fail on occasion. But expect that, over time, McWane Science Center will thrive. That is our commitment as we seek to "change lives through science and wonder."



Gratefully

Tim Ritche

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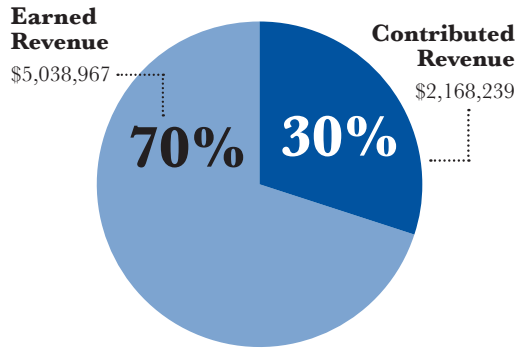
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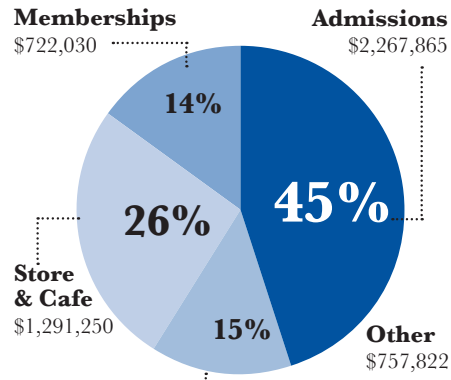
Facts and figures

Contributed vs. Earned Revenue



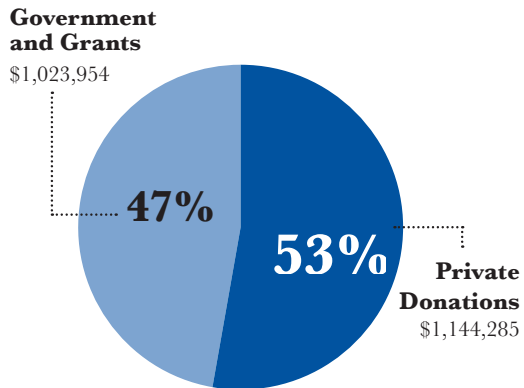
TOTAL REVENUE:
\$7,207,206

Earned Revenue



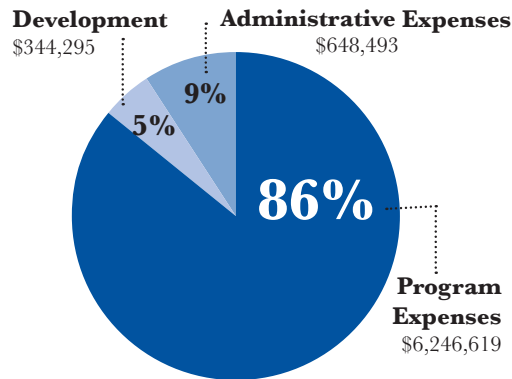
TOTAL EARNED REVENUE:
\$5,038,967

Contributed Revenue



TOTAL CONTRIBUTED REVENUE:
\$2,168,239

Expense Allocation

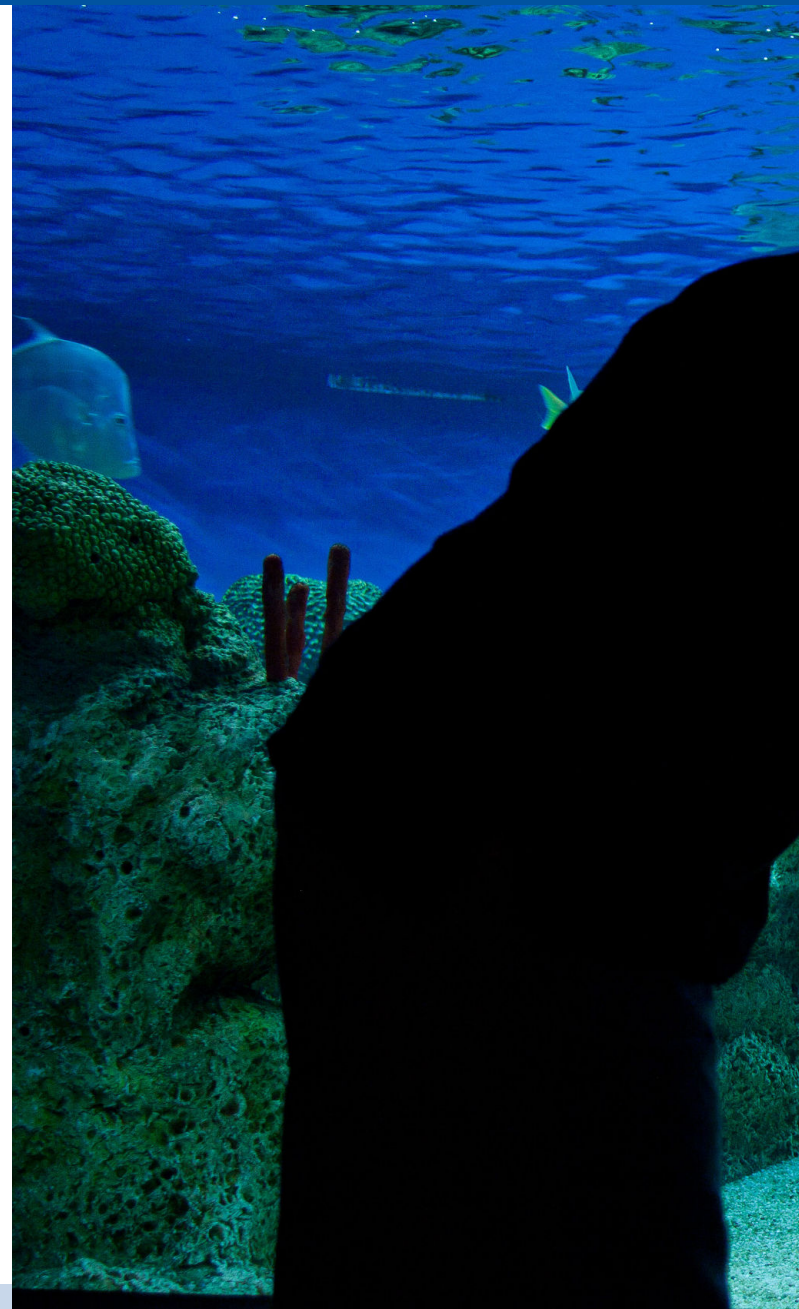


TOTAL EXPENSES:
\$7,239,407

Attendance: On site 403,902
Outreach 16,171

TOTAL ATTENDANCE: 420,073

Total visitors from field trips: 65,003





Archimedes Society

2009 2010

The Archimedes Society of McWane Science Center is a group of loyal supporters whose central vision is to foster a community that embraces science literacy and innovation. These friends make annual gifts of \$5,000 or greater to the organization. As a result, McWane Science Center will continue to "change lives through science and wonder."

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*"Give me a lever long enough and
 a fulcrum on which to place it,
 and I shall move the world."*

—Archimedes

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