The Museum’s annual Year in Review is always consequential, documenting as it does, a year of enormous activity and impact made in all areas of the Museum and Sea Center operations. But there can be no doubt that 2020 was a year like no other in the Museum’s last several decades. And yet, despite the public health crisis that so vexed our community, our nation, and our world, the Museum and Sea Center carried out our mission both in person, when possible, and virtually, when necessary.

The year started off with our annual celebration of donors and friends at the Leadership Circles of Giving Dinner where we presented our Legacy Awards to the Hind Foundation, Joan Seaver Kurze, Ph.D., and Fred Schaeffer. Our spring gala Pollinators was another successful event raising $450,000 for our education programs. The pandemic forced the shutdown of both the Museum and Sea Center in mid-March until July when we were able to open our outdoor areas to the public. With timed ticketing and social distancing rules in place, visitors were able to enjoy Prehistoric Forest and Butterflies Alive! Indoor exhibits opened at the end of the summer and we continued our social distancing rules.

Staff embraced the word “pivot” and created numerous virtual programming events for children and adults. The annual Santa Barbara Wine + Food Festival® was postponed along with several other scheduled events.

We had planned to begin important work on the Collections and Research Center in 2020, but postponed the Collections Care Project until 2021.

A few highlights of the year include Curator of Malacology Daniel L. Geiger, Ph.D., being awarded a National Science Foundation grant to catalog marine invertebrates, the installation of the animatronic dinosaurs for Prehistoric Forest, and endowing the Quasars to Sea Stars program with a major gift of $500,000.

All in all, the Museum and Sea Center weathered the ups and downs of 2020, along with the rest of the world. I am proud to share that with community support, the guidance of the Board of Trustees, and dedicated staff, we came out of 2020 strong.

Sincerely,

Luke J. Swetland
President & CEO

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2020 BOARD OF TRUSTEES
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Dennis Allen
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President & CEO
Luke J. Swetland
With your generous support, the Santa Barbara Museum of Natural History is inspiring a thirst for discovery and a passion for the natural world.

WHAT WE ACCOMPLISHED IN 2020

CONNECTING PEOPLE TO NATURE FOR THE BETTERMENT OF BOTH

$3.8 million in donations from 625 generous donors

3,892 committed Members

Six new members joined the Mission Creek Legacy Society (75 total!)

Received Two awards from the California Green Business Network for becoming green certified and REACHING INNOVATOR STATUS

400 $16,308 store orders were fulfilled. We launched an online store which helped net sales.

Six Giant Pacific Seahorses joined the animals on display at the Sea Center.

10,000 beetle specimens in the main Invertebrate Zoology Department’s collections were sorted and identified by Curator of Entomology Matthew L. Gimmel, Ph.D.

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2,500 visitors received FREE ADMISSION to the Sea Center for Underwater Parks Day, funded by UC Santa Barbara’s Holly Moeller Lab and the UC Santa Barbara Coastal Fund.

400 $16,308 store orders were fulfilled. We launched an online store which helped net sales.

25 YEARS

The Maximus Gallery celebrated its 25th anniversary of displaying antique natural history prints.

2,500 1,506 HOURS

2,500 1,506 HOURS

2,500 1,506 HOURS

2,500 1,506 HOURS

3RD book on bivalves was published by Curator Emeritus of Malacology Paul Valentich-Scott, SBMNH Research Associate Eugene Coan, and Diego Zalaya.

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THE MUSEUM HAS SEVERAL NAMED ENDOWMENTS AND FUNDS THAT SUPPORT PARTICULAR PROGRAMS AND INITIATIVES. MANY OF THESE ENDOWMENTS WERE ESTABLISHED THROUGH BEQUESTS.

Donations can be made to support any existing fund or endowment. To discuss creating a named endowment or fund, contact Museum President & CEO Luke J. Swetland at 805-682-4711 ext. 101.

**Dr. Christel Bejenke Fund**
Created by Christel and George Wittenstein to provide an annual income stream to support the Museum’s public programming efforts focused on science and nature.
Value as of 12/31/20 $101,869

**Thomas Wilson Diblee Endowment for Earth Sciences**
In 2001, the Museum partnered with geologist Thomas Dibblee to publish his extraordinary geological maps, and he designated his estate for the support of the map publishing effort and to establish an earth sciences position.
Value as of 12/31/20 $1,551,445

**Robert Dougan Fund for Innovative Education**
Mr. Dougan was a librarian, bibliophile, and scholar of Ireland’s greatest literary treasure, the Book of Kells. Feeling deeply about the importance of education and scholarship, he provided in his estate an endowment fund to support innovative educational programs.
Value as of 12/31/20 $1,050,247

**Quasars to Sea Stars Endowment**
With a generous donation from the Hollis Norris Fund and David and Lyn Anderson, the Museum created the Quasars to Sea Stars Endowment in December 2020 to provide support for the Museum’s valuable teen program.
Value as of 12/31/20 $500,000

**Howard/Berry Chair of Malacology**
The prominence of the Museum’s vast shell collection and its scientific research staff is in part based on the support of two eminent shell collectors, Faye B. Howard and Dr. S. Stillman Berry. Both these individuals left as bequests, not only their superb private collections, but also the funds to support the expansion of our Collections and Research Center and to endow this curatorial chair.
Value as of 12/31/20 $1,458,866

**Hollis Norris Endowed Fund**
Established in 2016 to provide general operating support, this endowed fund is held at the Santa Barbara Foundation.
Value as of 12/31/20 $4,791,097

**Thomas E. Hugunin and Elenore H. Hugunin Endowment**
Established with a bequest in 2010, the Hugunin Endowment provides general operating support and is held at the Santa Barbara Foundation.
Value as of 12/31/20 $779,339

**John and Peggy Maximus Endowment for Antique Natural History Art**
John and Peggy funded the creation of a gallery dedicated to antique natural history art and provided for its continued support and curation. A fund is held by the Museum and a second fund is held at the Santa Barbara Foundation.
Value as of 12/31/20 $2,157,808
Value of Maximus Trust held at the Santa Barbara Foundation $2,716,175

**Schlinger Foundation Chair of Entomology**
Dr. Evert Schlinger was a world-renowned entomologist and a professor of biology. Believing ardently in the importance of museums for both research and education, Dr. Schlinger endowed the Schlinger Chair of Entomology in 2004.
Value as of 12/31/20 $1,961,085

**Samuel Blake Shapiro Memorial Fund**
Sam Shapiro went through the Sea Center volunteer training program when he was 12 and, over the next five years, volunteered almost 450 hours at the Sea Center. Sam’s love and support of the Sea Center continues on through this fund which supports the Wet Deck’s operations.
Value as of 12/31/20 $14,739

**Vertress L. Vander Hoof Endowment**
Established in 2018 through an estate gift from Jill Vander Hoof in honor of her father, Vertress Vander Hoof, this endowment supports the Library’s operations and acquisitions.
Value as of 12/31/20 $1,961,085

Total value of Museum’s invested assets as of 12/31/20 $48,804,027
Total value of Museum’s invested assets held at the Santa Barbara Foundation as of 12/31/20 $8,286,611
**FINANCIALS**

**2020 OPERATING REVENUE**

- **11% CONTRACTS & GENERATED REVENUE**
  - $675,000
- **8% LECTURES, FIELD TRIPS, & CAMPS**
  - $577,000
- **33% FACILITY RENTALS**
  - $226,000
- **22% CONTRACTS & FEES**
  - $156,000
- **37% OTHER**
  - $236,000

- **75% PHILANTHROPY**
  - $4,542,000
  - **58% CONTRIBUTIONS & GRANTS**
    - $2,363,000
  - **7% SPECIAL EVENTS**
    - $312,000
  - **42% QUASI-ENDOWMENT & TRUST INCOME**
    - $1,917,000

**2020 OPERATING EXPENSES**

- **18% MANAGEMENT & GENERAL**
  - $1,121,000
- **12% EDUCATION**
  - $727,000
- **12% FUNDRAISING**
  - $745,000
- **10% SCIENTIFIC RESEARCH & COLLECTIONS MANAGEMENT**
  - $614,000
- **18% MANAGEMENT & GENERAL**
  - $1,121,000

**ADMISSIONS, STORES SALES, MEMBERSHIP**

- **14%**
  - **$856,000**
- **35% ADMISSIONS**
  - **$298,000**
- **38% MEMBERSHIP**
  - **$327,000**
- **27% STORES**
  - **$231,000**

**CONTRACTS & GENERATED REVENUE**

- **11%**
  - **$675,000**

**LECTURES, FIELD TRIPS, & CAMPS**

- **8%**
  - **$577,000**

**FACILITY RENTALS**

- **33%**
  - **$226,000**

**CONTRACTS & FEES**

- **22%**
  - **$156,000**

**OTHER**

- **37%**
  - **$236,000**

**PHILANTHROPY**

- **75%**
  - **$4,542,000**
    - **58% CONTRIBUTIONS & GRANTS**
      - **$2,363,000**
    - **7% SPECIAL EVENTS**
      - **$312,000**
    - **42% QUASI-ENDOWMENT & TRUST INCOME**
      - **$1,917,000**

**PHILANTHROPY**

- **75%**
  - **$4,542,000**

**OPERATING REVENUE**

- **2020***
  - **$6,396,000**

**OPERATING EXPENSES**

- **2020***
  - **$6,073,000**

**GUEST EXPERIENCE**

- **47%**
  - **$2,866,000**

**SEA CENTER**

- **24%**
  - **$713,000**

**EXHIBITS**

- **8%**
  - **$218,000**

**GUEST SERVICES**

- **16%**
  - **$456,000**

**MARKETING**

- **15%**
  - **$436,000**

**FACILITY MAINTENANCE**

- **30%**
  - **$1,043,000**

**READ THE FULL FISCAL YEAR 2020 AUDITED FINANCIAL REPORT AT SBNATURE.ORG**