



INSPIRING THE FUTURE

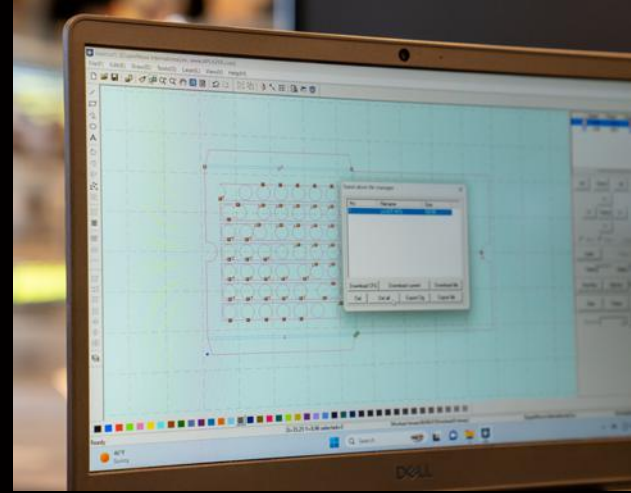
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The Scott Family Amazeum exists to spark and nurture the curious and creative spirit of diverse communities, supporting the development of innovative thinking necessary to meet challenges of the future.





About the Cover

The cover and sleeve design of this book was created by our Amazeum team to celebrate the 2024 solar eclipse. The sleeve is meant to interact with the cover to represent the stages of a solar eclipse as well as reveal Amazeum moments throughout the year when the book is pulled from the sleeve.

Innovation, creativity, and STEAM are at the core of our programming and activities,

educational philosophies, exhibits, and even team building. The Amazeum team strives to collectively elevate daily “a-ha moments” into moments that will impact children and families’ learning paths, educational development, and desires to be lifelong learners.

Join us in celebrating the solar eclipse on April 8, 2024, and throughout the year as we continue to spark curiosity.

Dear Amazeum Friends

We are merely blips in the space/time continuum. But what if we made those blips memorable, contributable, and collaborative? Adding to the greater good- advancing society in a science-based, responsible way means contributing to the advancement of humankind, of our species, of our planet. When you think of space, the cosmos, our solar system, and beyond, we find awe and abundance. These words, *awe* and *abundance*, wonderfully describe the Amazeum, our team, and the joys that occur every day at the museum.

I think of a culture of ABUNDANCE. The Amazeum team connects so deeply with our guests, whether it is their only time here or if they come all the

time. For both kids AND adults, our team spreads feelings of joy and welcomeness. They give so much care, camaraderie, community, and curiosity to go around. In giving those gifts, the Amazeum looks to contribute to the community pool - how can we compound the powerful moments in kids' and families' lives?

From educating the educators through hands-on STEAM curriculum and training to camps that prepare 5 and 6-year-olds for Kindergarten to working with Downtown Bentonville Inc. to create a sensory alley at Bentonville's First Fridays, giving families a quiet space, to building exhibitions that show the process of tinkering and creating, to traveling thousands of miles across





Arkansas for summer library programs, the Amazeum's reach is far, wide, and deep. And that's not even mentioning the actual museum itself!

I also think of a place of AWE. If you've ever walked into the Amazeum with someone who hasn't been there before, or you can think back to the first time you walked through the doors, you'll recognize that moment. Of taking everything in and saying, "wow". Our team strives to continue that feeling as you visit the Amazeum—whether it's the first visit or the 200th visit. Everyday Amazing means ripples don't just spread, they create new ripples, and those propagate throughout your life. The gifts of learning and education have powerful meanings, and they reverberate through both space and time. These gifts continue

“**The cosmos is within us. We are made of star-stuff. We are a way for the universe to know itself.**”

- Carl Sagan

through time, showing us that learning, play, and education last much longer than a 2-hour visit to the Amazeum. They last longer than an encounter at an offsite booth at an elementary school STEAM night. They last longer than the workshop attended. They persist through time and space and growth—these experiences and gifts of learning last.

So to that, I say; stay wonder-*full*. Stay AWE-some. Be engines of joy. Here's to more discoveries ahead in 2024!

Sam Dean
Chief Executive Officer

Early Childhood

Your continued support brings early childhood programs to life at the Amazeum, setting the stage for a transformative journey for our youngest community members. From newborns to six-year-olds, you champion the potential of these budding minds, creating an enduring impact on their lives.

This year we launched several new programs focused on giving

We hope that parents feel empowered to be their child's first teacher!

parents and caregivers the ability to connect with their child through play. Programs that invite families to be innovative thinkers and problem solvers as they work together. We hope that parents feel empowered to be their child's first teacher!

Your generosity extends beyond our walls; it empowers caregivers to actively engage in this journey, becoming strong advocates for early education. Your dedication lays the groundwork for a culture of playful learning that benefits children, caregivers, and educators alike.



UnGala

The UnGala is undoubtedly the most unique fundraiser in Northwest Arkansas, bringing together artists, makers, and guests for an experience unlike any other. Guests are not only encouraged to play, make, and experiment... it's a requirement! Since 2018, Nabholz has partnered with the Amazeum as the presenting sponsor. Executive Vice President of Nabholz Construction Rob Dodd said, "The Amazeum perfectly aligns with the purpose and culture of Nabholz to grow our people, serve our clients, and build our community. The opportunities the Amazeum provides to the young and young-at-heart to tinker, explore, imagine, and dream is what makes this such an important organization for our community", continued Dodd.

“ Guests are not only encouraged to play, make, and experiment... it's a requirement!”



Thanks to the UnGala, the Amazeum is able to continue its nonprofit mission by hosting Priceless Nights, keeping the cost of general admission low, providing professional development opportunities for local educators, and hosting off-site programming to share STEAM learning in our communities through interactive discovery and playful exploration.

2023 marked the first year the UnGala was helmed by a female honorary chair. Former Sam's Club President and CEO Kathryn McLay lent her time and voice to the Amazeum, contributing to the success of the event. The event returns on April 19, 2024, with David Guggina, Executive Vice President of Walmart's Supply Chain Operations, as the honorary chair.

In the Making Exhibit

The Amazeum's exhibition, *In the Making*, gave guests a behind-the-scenes look at the creative people, products, and design processes within the Amazeum and local Maker community. The exhibition highlighted the process of tinkering, making, and creating—revealing the flaws, mistakes, solutions, and creative resolutions inventors and makers face along the way to a finished product. Developed by the Amazeum

Team, the exhibition also featured two exhibits by Makers in Residence Dayton Castleman and Tyler Altenhofen, entitled “The Space Puddle” and “Magic Mirror”, respectively.

“**By showing phases of the inventive process, not just the end product, guests saw edits are common and expected.**”

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In the Making provided an opportunity for the Amazeum team to pull back the curtain on the creative development process, helping to tell a more complete picture on how to take an idea from sketch to final form.



Summer Camps

From Zing into Kindergarten to a collaborative camp with Bentonville Bike School, the Amazeum offered a variety of focuses for 458 campers over the past summer. Held from June through August for kids aged 5-12, Amazeum campers created, invented, and tinkered, all while laughing, learning, and forging friendships and developing social skills.

Angela shared how her daughter, Katelyn, connected with camp programming and was inspired to keep making when she got home. “She was on fire when she got home! She was so energized and



“ She was so energized and inspired by all the activities that she came home and created for hours.”

inspired by all the activities that she came home and created for hours. It was wonderful, and we’ll be looking forward to this camp again next summer!”

Hayden was another camper who had a big transformation during camp. As an extremely shy child, it took Hayden about 45 minutes to walk through the doors on his first

day. By the end of the day, he was interacting with the Amazeum team and other campers and participating in all the activities.

Campers not only develop social and interpersonal skills through camps, building relationships and friendships, they also learn science, engineering, math, art, technology, building, tinkering, inventing and so much more. These skills and memories will last a lifetime, pushing this new generation of young thinkers to further their interest in all STEAM subjects.



Growing Up Amazeum

Savvanah Bollinger's journey with the Scott Family Amazeum started as a child, a weekly ritual with her family. However, her story transcends that of a casual visitor; it's about how the Amazeum became an integral part of her life's narrative, thanks to your support, steering her towards a path of continuous learning and exploration.



As she progressed through childhood, the Amazeum served as a haven for Savvanah, a place where fun seamlessly intertwined with education. In the nurturing environment of the 3M Tinkering Hub and amidst the wonders of the Homestead Cabin and Farm, she discovered the joy of hands-on learning. The Amazeum wasn't just a destination; it was an extension of her education, fostering creativity and sparking an interest in computer science that would shape her future.

“Fun doesn't have an age limit.”

Years later, Savvanah returned to the Amazeum, not just as a visitor, but as a Retail Store Associate. For her, “fun doesn't have an age limit.” The lifelong learning culture resonates deeply with her, inspiring her to embrace every



opportunity to discover her growing potential.

At the heart of Savvanah's journey is your unwavering commitment to fostering a love for learning. It's not just about exhibits; it's about igniting curiosity, nurturing creativity, and empowering individuals to dream big. Your impact extends beyond the exhibits and programs; it's about cultivating confidence, fueling ambitions, and shaping futures.

Girls in STEAM

Northwest Arkansas is a continuously growing business community, in need of talent to fill positions and lead organizations. One of the focuses of the Amazeum goes hand in hand with the business community—raise and keep talent in Northwest Arkansas. This is especially true for girls in STEM careers. According to US Census 2019 statistics, STEM occupations account for nearly 7% of all U.S. occupations, yet only 27% of STEM jobs are held by women.

Since the opening of the Amazeum, we have hosted Girls in STEAM, a one-week summer camp for ages 6-11. Attendees hear from women mentors in STEAM, dive into jobs primarily dominated

by men, learn how to use tools, and create and invent in a safe space specifically produced for them.

Inspired by Amazeum camps and workshops, Beverly and Eiley developed a line of interactive slime and sand kits. They are now regular vendors in the museum store, Curiosity Corner. “Girls in



“Girls in STEAM Camp has helped me because it made it easier to work with other girls and express my creativity and ideas”

STEAM Camp has helped me because it made it easier to work with other girls and express my creativity and ideas”, said Eiley. “Soon we started our business”, she continued. “Then we found out we could sell our things there and ever since that the Amazeum has helped our business grow and improve.”

The Amazeum also focuses on girls in STEAM with Girl Scout programs and patch nights, participating in the LPGA Kid’s Confidence Club tent, specific workshops, and other experiences designed for girls.

Educating the Educators

One of the most profound ways the Amazeum impacts the NWA community and beyond is through the Arkansas Department of Education Certified professional development of teachers and educators. These initiatives not only focus on sustaining interest in STEAM fields but also equip teachers with strategies to incorporate hands-on, interactive, and material-rich learning across all subjects. These educators take their learnings back to the classroom and exponentially increase

the number of students engaged in this type of learning.

Our professional development opportunities include Educator Night Out, in-depth educator workshops, Maker Meet Ups, private workshops for schools, curriculum building and coaching,

95% reported using techniques to integrate hands-on, material-rich, STEAM-based curriculum in their classrooms.

developing maker spaces, STEAM family night coaching, maker skills workshops, and more.

In the 2022 - 2023 school year, nearly 1,400 people participated in continuing education opportunities. 95% of those who have participated in professional development at the Amazeum have reported using techniques to integrate hands-on, material-rich, STEAM-based curriculum in their classrooms.



What's to Come



Exciting developments are on the horizon for the Scott Family Amazeum, thanks to a generous \$10.35 million gift from Lee and Linda Scott, and family. Announced during a special gathering at the Amazeum in May 2023, this significant contribution is set to shape the next phase of the institution, establishing it as a prominent center for education and innovation. Led by former Walmart CEO Lee Scott and his wife Linda, along with sons Eric and Wyatt and their respective spouses, the family's commitment reflects a belief in investing in the Amazeum's future.

This transformative donation follows discussions with the Northwest Arkansas community, identifying opportunities to support early learners, expand STEAM education initiatives, and create innovative spaces for various age groups. The Amazeum envisions an exciting outdoor destination for the region, complementing Crystal Bridges nature trails and Orchards Park, with plans including a community gathering building and a dedicated space for early learners.

...this significant contribution is set to shape the next phase of the institution, establishing it as a prominent center for education and innovation.

Amazeum Board member, Eric Scott expressed hope that the family's gift would inspire others to contribute, ensuring the Amazeum remains responsive to the evolving needs of the community. Since its establishment in 2015, the Amazeum has been a leader in STEAM-based education, providing exhibits, programs, and teacher training. The Scott family's substantial gift marks a significant leap into a future of expanded possibilities and heightened community engagement for the Amazeum.

By the Numbers*



243,101+

guests visited



707

people attended
sensory friendly
events



386

educational programs



805

hours at
community events



22,627

guests visited for
Unfield Trips



571

campers



1,392

educators inspired



20,285

participated in
Priceless Nights

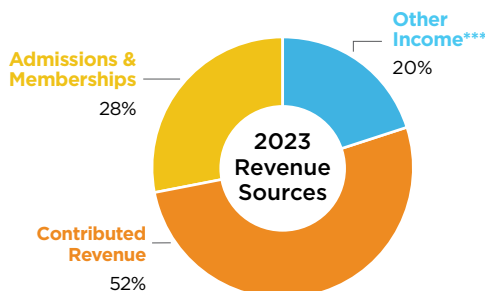
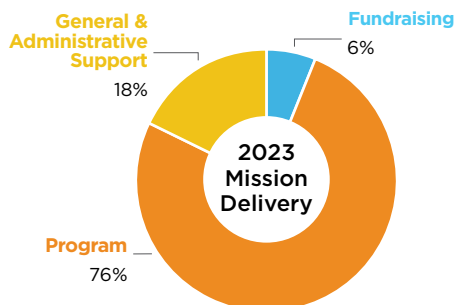
*Numbers reflect totals from July 1, 2022 - June 30, 2023.

Financials

Revenue and Support	FY 2022	FY 2023
Admissions and Memberships	1,253,686	1,557,210
Contributions and Grants*	2,410,074	2,889,260
Net Museum Store and Cafe Sales	262,985	256,022
Special Events	167,413	300,452
Net Investment Income	-60,789	253,919
Miscellaneous Income	1,429,912	316,640
Total Revenue and Support	5,463,281	5,573,503

Expenses**	FY 2022	FY 2023
Program Expenses	3,348,694	4,304,222
General and Administrative Support	1,127,106	1,005,638
Fundraising	277,068	347,029
Total Expenses	4,752,868	5,656,889

Change in Net Assets	710,413	-83,386
Net Assets, Beginning of Year	20,260,451	20,970,864
Net Assets, End of Year	20,970,864	20,887,478



Board of Directors

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*Excludes donor restricted funds of \$15,712,598 and \$338,964 in FY23 and FY22 respectively. Additionally, this line includes released funds from previous years of \$691,826 and \$878,341 in FY23 and FY22 respectively.

**Excludes capital campaign expenses of \$167,053 and \$88,557 in FY23 and FY22 respectively.

***Other income includes earned income from Curiosity Corner, birthday parties, camps, workshops, special events, facility rentals, investment income, and employee retention credit.

Thank You to Our Donors*

Ability Tree

Monica Herrera & Enrique Acuna

Karen & Bill Akins

Alumbra Innovations Foundation

Shannon & Mike Arcana

Arkansas Arts Council

Arkansas Children's Northwest,
Pediatric Healthcare Sponsor

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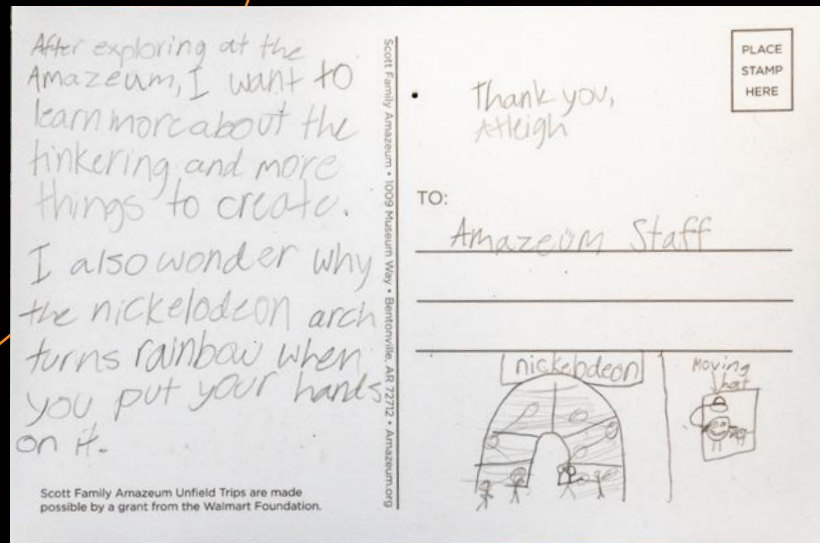
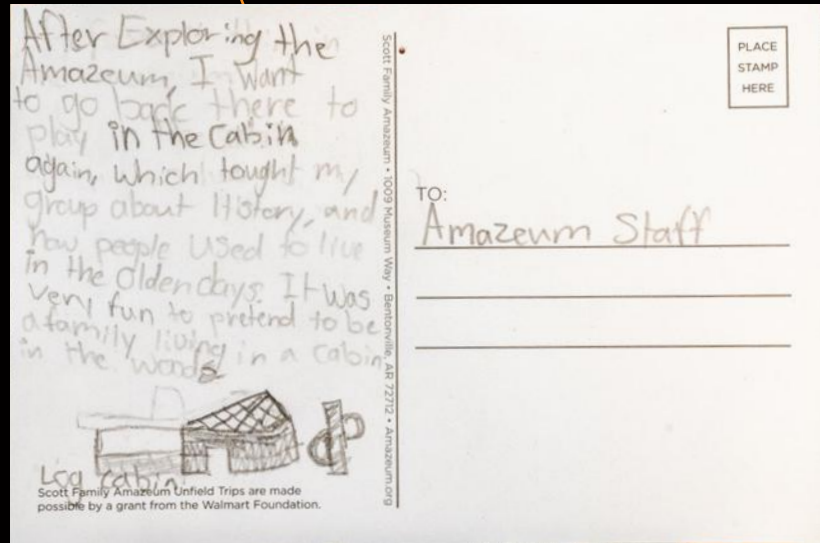
Kenhya & Josh Reed

Jillian & Samuel Richards

*Reflects major contributors from July 1, 2022 - June 30, 2023.

You helped us continue to spread the joy of curiosity and creativity throughout Northwest Arkansas and beyond.

Runway Group, LLC.
Samsung Electronics America
Kate & Gregory Schaffer
Dana & Alan Schlagenhaft
The Schoewe Family Foundation
Becky & Dave Schoewe
Elda & Eric Scott
Linda & Lee Scott
Janell & Wyatt Scott
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Walton Family Foundation
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Keri & Shane Wilkinson
Windgate Foundation
Andrea & Patti Womble
Emily & Todd Wulf
Patricia & Timothy Yatsko
Cindy & Tom Youngblood



Dear Amazeum
 after my visit, I
 had alot of questions
 on how stuff worked
 so I did research
 and I got answers.
 If you could add
~~one~~ one of these
 gumball machines that
~~stuck you with~~
 electricity that would be cool (it does not do that)

Scott Family Amazeum • 1009 Museum Way • Bentonville, AR 72712 • amazeum.org

PLACE STAMP HERE

From: Cooper

TO: Amazeum

Bentonville AR



Thank you for
 being nice
 and being a
 great playmate!
 You're the best
 I've ever

Scott Family Amazeum • 1009 Museum Way • Bentonville, AR 72712 • amazeum.org

PLACE STAMP HERE

Worked with!
 Thank you for
 being so nice and

TO: Kaylee

From: Hunter

helping us on our
 field trip! You're the
 best person I've met!







1009 Museum Way, Bentonville, AR 72712 | amazeum.org