



County of Marin Community Service Fund Program Application Form

Application Date March 28, 2019

Fiscal Year July 1, 2018 - June 30, 2019

Organization Information

Full Legal Name: Bay Area Discovery Museum

Organization URL: www.BayAreaDiscoveryMuseum.org

Mission/purpose of your organization:

The Bay Area Discovery Museum's (BADM) mission is to transform research into early learning experiences that inspire creative problem solving. A nationally recognized leader in early childhood education, BADM has been a valued educational resource for children ages 0-10, parents, and educators for over 30 years. BADM's vision is that all children will have early learning experiences that unlock their full potential.

Our current strategic plan, created with McKinsey & Company in 2016 and adopted by our Board of Trustees in May 2017, prioritizes early and elementary STEM education onsite, in traditionally underserved communities, and nationally through the museum and its research center's joint efforts. We accomplish our mission onsite through engaging exhibits and immersive programs for families, children, and teachers, including 365,000 onsite visitors, over 25% of whom receive free or reduced admission.

Grant Request Information

Program/Project Name: Family Access Memberships for Marin Residents

Summary of how County funds would be used for project:

The Bay Area Discovery Museum respectfully requests \$6,247.50 to provide 50 Family Access Memberships to low-income Marin residents, in partnership with Marin Health and Human Services and Marin Community Clinics.

Amount Requested Dollar: The Bay Area Discovery Museum respectfully requests \$6,247.50 to provide 50 F

Total Project Cost: \$47,985.00

Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.

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BADM respectfully requests \$6,247.50 to provide 50 Family Access Memberships to low-income Marin residents. Family Access Memberships are reduced cost memberships that are available to families that participate in one of many eligible programs, including Food Stamps, Free and Reduced School Lunch, and Active Military and Veterans. While our general Family Memberships cost \$159.95 annually, we offer Family Access Memberships for \$35. Over the past six years, Family Access Memberships have grown from 0.07% to 12% of BADM's total memberships, with 1,180 families currently participating.

We initially partnered with Marin Health and Human Services (our contact is Diana Alonzo-Valderrama), and Marin Community Clinics (our contact is Armando Cerros) in Fall 2017, when we launched our Museums for All initiative. Through Museums for All, Electronic Benefit Transfer (EBT) cardholders are invited to present their EBT cards to the front desk upon arrival, which qualifies them for admission costs of \$1 per family member. Museums for All broadens BADM's visitor base, reaches under-resourced populations, and raises awareness of BADM's educational resources.

We have learned from our partners at the Marin Community Clinics that while all of the families they serve are low-income, most do not receive government aid because they are afraid to apply or for other reasons. Therefore, all Marin families who use the Clinics are eligible to apply for BADM's Family Access Membership.

Through this partnership, we want to ensure that BADM is relevant and accessible to all Marin families. 20% of our current 1,180 Family Access Member families are Marin County Residents, and in the next year we project welcoming over 780 new Family Access Member fam

List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:

BADM has been an educational resource for Marin County since its founding in a Corte Madera mall in 1987. Per the results of the annual Children Now report (a statewide advocacy organization), the 52,200 children who live in Marin are not receiving the early childhood education resources they need to thrive in school and beyond (“County performs poorly in annual Children Now report”, 2019). There is not enough reliable data to know the number of Marin-based 3- and 4-year olds that are enrolled in preschool, and additionally, even though not all of Marin preschool slots are filled, there are eligible children who are not attending. BADM seeks to support these children and their families by providing increased access to high-quality early education opportunities.

BADM also supports the efforts of local initiatives such as Marin Promise, in addressing the achievement gap and ensuring that there is a strong cradle-to-career pathway for all children. BADM’s participation in Marin Promise Partnership in an advisory capacity also reflects our commitment to ensuring equitable educational opportunities to children throughout Marin County. Early childhood is a critical time from brain development; research shows that a majority of children show a marked drop in original thinking by the time they reach age nine (Center for Childhood Creativity, 2015; Runco, 2011; Gardner, 1982; Torrance, 1967, 1968).

By ensuring that all families have access to BADM, regardless of demographics, we are breaking down barriers to museum attendance, an approach that makes research-backed early education accessible, relevant, and inherently creative to children and parents. The museum is an especially important resource to those without access to STEM education, which is critical to closing the opportunity gap, and will provide early childhood educators, families, and caregivers with experiences that inspire their continued learning and interest in early STEM education.

The total amount received for the past three fiscal years:

Year	Amount	Project
2017 - 2018	\$1,500.00	After-school and community visits to Marin County libraries by the Try It Truck.
2016 - 2017		
2015 - 2016		

No County funding was received for this project or others.

Project/program can be completed if amount received is less than requested amount of Community Service funds.

Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.

Project Funding Sources	Funding Agency	Funding Requested	Received	Notes
County CSF		\$6,248		<i>pending</i>
Federal Grant				
State Grant				
Individual Contributions				
Other Local Agencies				
In kind services				
Other		\$0	\$10,500	<i>Revenue from \$35 membership fee</i>
Total Sources		\$6,248	\$10,500	
Project Expenses		Budgeted	Spent to Date	Notes
Personnel Costs		\$38,388	\$0	
Services and Supplies		\$9,597	\$0	
Capital				
Other				
Total Expenses		\$47,985	\$0	