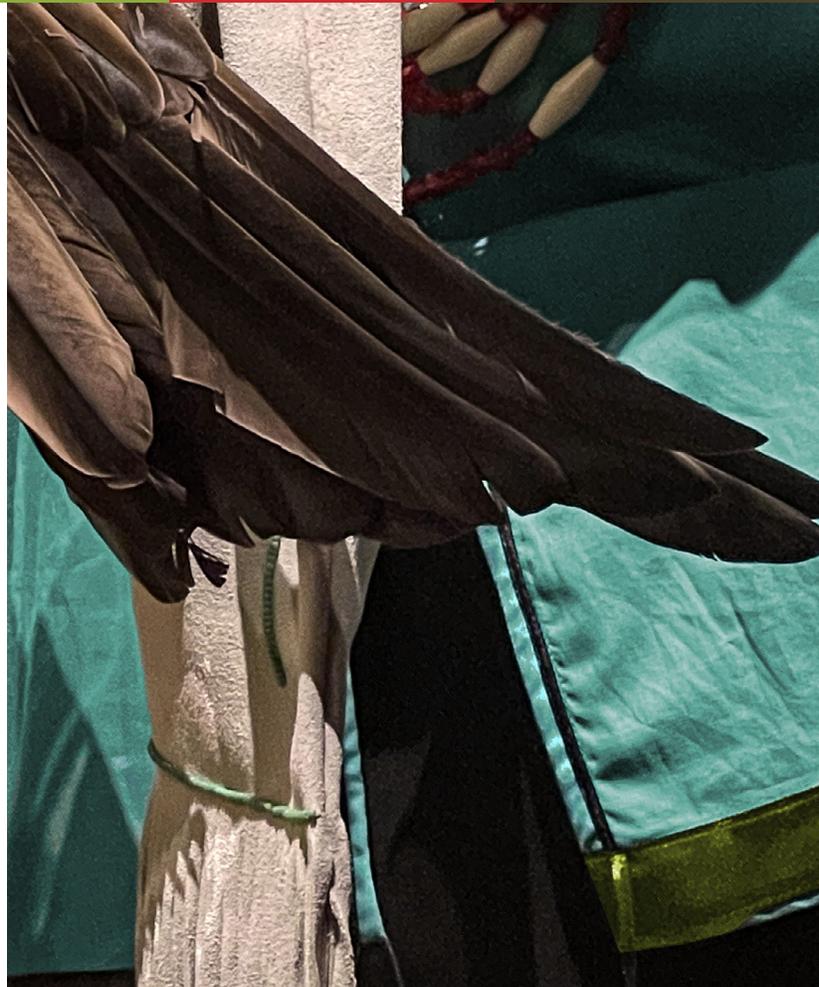


MILWAUKEE  
P U B L I C  
M U S E U M  
  
A N N U A L  
R E P O R T



2020-2021



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*Note: When you see this symbol, click to play a video corresponding to the content.*

# DEAR FRIENDS:

MILWAUKEE PUBLIC MUSEUM is a place known for celebrating cultures, decoding nature, advancing research, and capturing history. But this past year, we also felt like we were *making* history. We navigated through a pandemic for, not the first, but second time in our existence. Through the *Mandela* exhibit, we intentionally fostered learning and deep personal reflection amidst the historic social justice movement. We contributed to research taking place across the globe and made new discoveries of our own. We also took important first steps toward creating our future museum.

Living through these remarkable times has caused us to reflect on the ways we will be forever changed. At the core of this deep question lies the principle on which our entire Museum is built: the intersection of nature and culture. In sometimes grand and in other times imperceptible ways, the natural world influences how we live, and in turn, how we continue to impact our environment. It would be difficult to find a more defining example than COVID-19, a virus that changed how we work, socialize, eat, shop, and travel.

Yet, with as many changes as we have experienced over the past two years, MPM has remained committed to exciting minds and inspiring curiosity, whether in-person or from afar. As the following pages illustrate, nature may have changed how we operate, but it also empowers us to think deeply, reflect upon our own history, and find innovative ways to move forward with our mission. Most importantly, this moment in history underscores what we already know: Our donors, partners, staff, members, and visitors — YOU — are the lifeblood of MPM. It's this unwavering support that truly makes MPM an invaluable cultural institution for **WISCONSIN AND BEYOND.**

With gratitude,



Dr. Ellen Censky  
President & CEO



Patrick (P.J.) DiStefano  
Board Chairman



THE MISSION OF THE MILWAUKEE PUBLIC MUSEUM IS TO INSPIRE CURIOSITY, EXCITE MINDS, AND INCREASE DESIRE TO PRESERVE AND PROTECT OUR WORLD'S NATURAL AND CULTURAL DIVERSITY THROUGH EXHIBITIONS, EDUCATIONAL PROGRAMS, COLLECTIONS, AND RESEARCH.

# BOARD OF DIRECTORS

September 1, 2020 - August 31, 2021

## OFFICERS

Patrick (P.J.) DiStefano, Chairman  
Managing Partner, Deloitte

Mikelis (Mike) Abuls, Vice Chairman  
EVP/COO, CG Schmidt, Inc.

Ivan Gamboa, Vice Chairman  
SVP, Tri City National Bank

Lynn Warner Brengel, Vice Chairwoman  
Community Volunteer

Don Robertson, Treasurer  
EVP & Chief Human Resources Officer, Northwestern Mutual

Jay Williams, Assistant Treasurer  
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Christine (Chris) Rundblad, Secretary  
Community Volunteer

Timothy (Tim) Byrne, CFA, Assistant Secretary  
Chief Information Officer/Managing Director, Baird

(Non-BOD)

Mary Ellen (Candy) Pindyck, Assistant Secretary  
VP, Meridian Industries, Inc.

Ellen Censky, PhD, President & CEO (ex-officio)  
Milwaukee Public Museum

## DIRECTORS

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Partner, Foley & Lardner, LLP

Ethan Elser, Sr.  
VP & Principal, PACE Equity

Joshua (Josh) Erickson  
Director of Legal Services,  
Corporate and Finance, WEC Energy Group, Inc.

Peter Feigin  
President, Milwaukee Bucks, President, Fiserv Forum

Alexander (Alec) Fraser  
Partner, Michael Best & Friedrich, LLP

John Grunau  
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Margarete Harvey  
Community Volunteer

Charles (Chuck) Henderson  
Attorney, Davis & Kuelthau

Chris Her-Xiong  
Founder/Executive Director,  
Hmong American Peace Academy, Ltd.

Patricia Hoben, PhD  
Executive Director, City Forward Collective

Lyle Ignace, MD, MPH  
CEO, Gerald L. Ignace Indian Health Center



Maya bowl, 3rd Floor  
Mezzanine

## DIRECTORS CONTINUED

Niksa (Nik) Ivancevic  
Partner, Midwest Fiber Networks, LLC & CableCom

Angie IZard  
Director of Multicultural Projects,  
University of Wisconsin - Milwaukee

Corey Jaskolski  
President & Founder, Synthetica

Michael Maistelman  
Attorney & Managing Partner,  
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Supreme Moore Omokunde  
State Representative, Assembly District 17

Thad Nation  
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Community Volunteer

Joel Plant  
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Gerard Randall  
Executive Director, Milwaukee Education Partnership

Beverly Smiley  
Retired, Badger Meter, Inc.

Charlie Uihlein  
Executive Director, Teens Grow Greens

Mike Van Asten  
Founder & President, Incredible Edibles, Inc.

James (Jim) Vander Heiden  
Consultant, Vander Heiden Consulting

Jerome (J.J.) Weis  
President & Lead Administrator,  
Jerome J. and Dorothy H. Holz Family Foundation

Blair Williams  
Founder & President, WiRED Properties

Charles (Charlie) Wright, Jr.  
VPO, Rheocast Company,  
a division of The Fall River Group, Inc.

Patricia (Patty) Yunk  
Community Volunteer

## COMMUNITY MEMBERS SERVING ON MPM BOARD COMMITTEES

JoAnne Anton

Brent Arnold

Jennifer Bartolotta

JoAnn Beightol

Andrea Bryant

Curtis Carter

Richard Dean

Mark Denning

Tanja Felton

Beth Giles

Linda Groth

Kirsten Johnson

Raisa Koltun

Mary Beth Lane

Jacobo Lovo

Laura Malugade

Sara Meaney

David Meissner

Morgan Treis

## MPM ENDOWMENT TRUSTEES

V. Ross Read, III, Chair

Anthony Beadell

Robert Jansen

Robert Moebius

Adam Peck

Tom Tuttle

Sara Walker



# MUSEUM AT A GLANCE

9,344 Visitors received free admission on Kohl's Thank You Thursdays

90,247 Total in-person visitors

629,577 Unique website visitors



4,074 Free MPM memberships gifted to families by the Yabuki Family Foundation

54

Adjunct Curators, Research Associates, Rundblad Fellows, and Curators Emeritus

1,460

attendees to virtual lectures given by curators, professors, authors, and scientists



206

MPS classrooms served virtually through Learning Journeys program

14,651

"My Mandela Pledge" participants committed 67 minutes to their community through volunteerism



2,500

Community of Curiosity QR codes scanned by visitors accessing virtual resources to enhance experience



Giving Day

\$443,891

Total raised during MPM Giving Day



1

New species identified, the Hispaniolan vine boa



As Wisconsin's museum of nature and culture, we have always been committed to being there for you as a source of nonstop learning, even when our doors temporarily closed.

## VISITORSHIP & ENGAGEMENTS



# HISTORY REPEATS

# 1918

OPEN  
CLOSED

# 2020

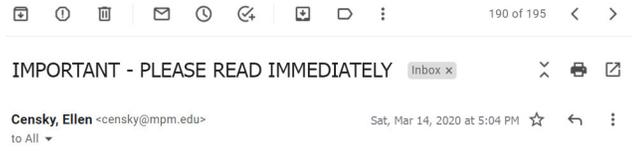
According to our archives from the 1918 flu pandemic, the Museum had to close from October 17 to November 3, 1918, and again December 9 through the end of the year. Although the similarities 102 years ago were striking, considering we closed MPM twice for the COVID-19 pandemic, we had the present-day means to engage our visitors virtually. Our doors may have closed for several months, but MPM's work never stopped. We were pushed to think creatively about how to continue our mission, and did not back down from the challenge: We increased the ways in which we reach our community. **AS AN INSTITUTION, WE CAME OUT STRONGER.**

On Oct. 17th, at noon, the Museum was closed to the public because of the influenza. Day attendants were employed in various ways, mostly clerical work, until the Museum opened to the public Nov. 4th. The night attendants were not made use of at all.

I was absent on vacation from Oct. 25th to Nov. 6th and from Nov. 9th to Nov. 12th.

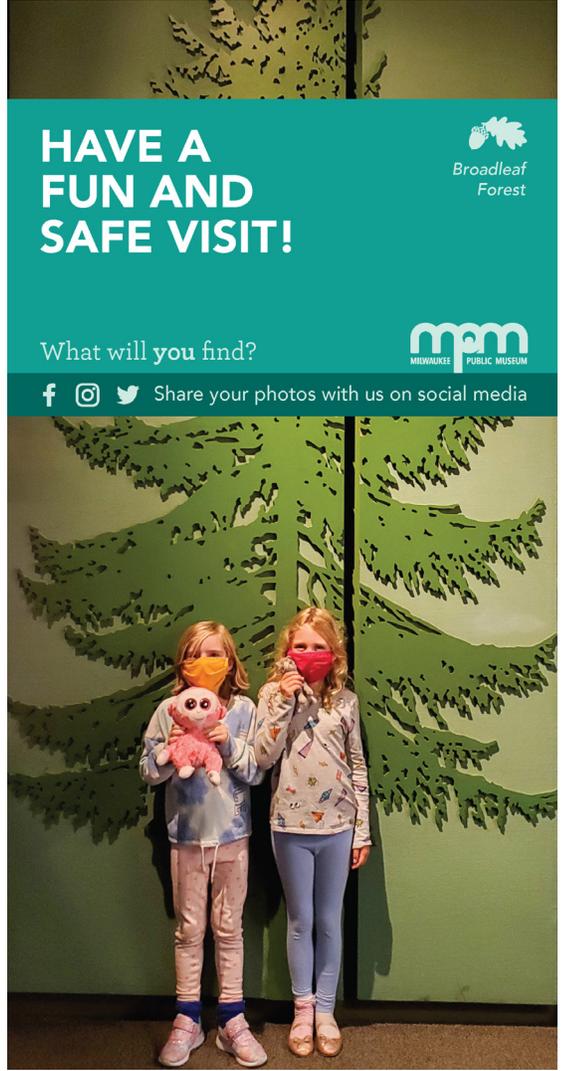
As per order of the Health Department the Museum was closed to the public beginning the morning of Dec. 11th. The work of the different employees, with the exception of the night attendants and elevator operator, will be utilized on the exhibits and the building.

*Above two excerpts from Milwaukee Public Museum's 1918-1919 Annual Report*



Though there have been no cases reported of COVID-19 at MPM, we have made the decision to close to the public at the end of business today. It is not a decision we came to lightly but is the right decision for you and our visitors. We will be closed to staff except for scheduled security, custodial, maintenance, and PBW staff on Sunday, March 15.

# HISTORY REPEATS



"Welcome back" poster for March 2021 re-opening

# DOORS OPEN

MPM's late-summer reopening in 2020 looked a little different, but still offered new and unique ways to safely connect visitors to nature and culture.

★ = MPM IS HERE



**1,420**  
international visitors

MPM had a visitor from **EVERY STATE.**

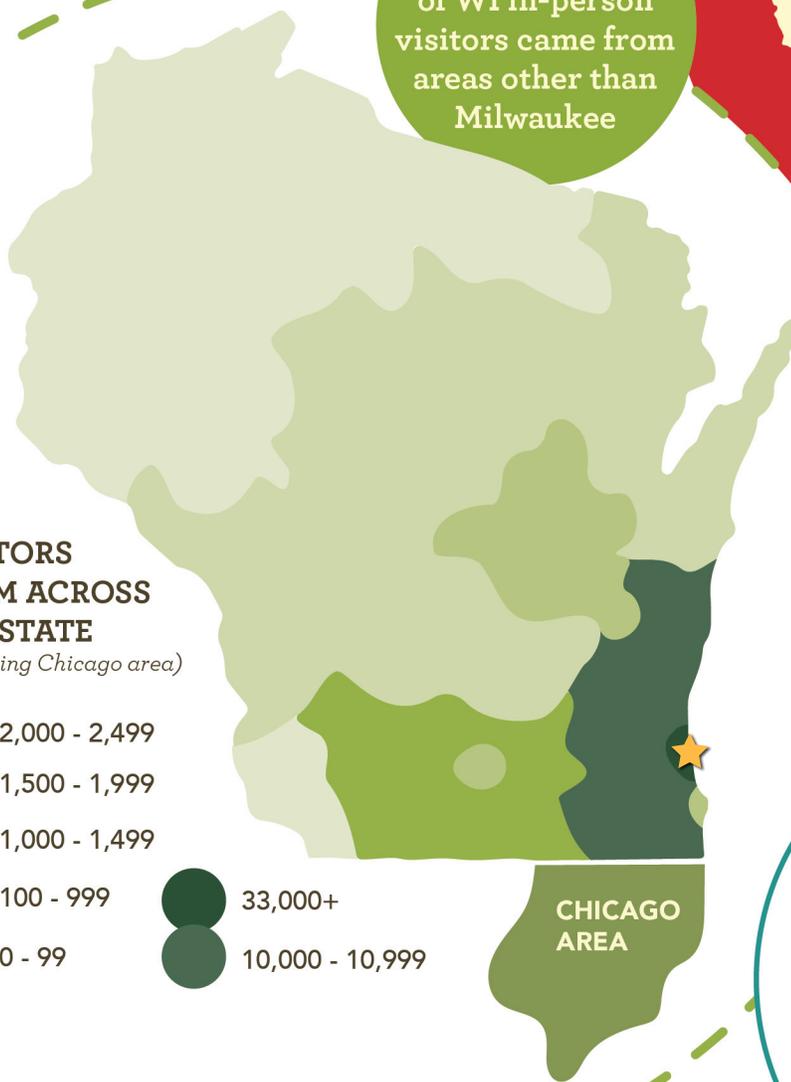
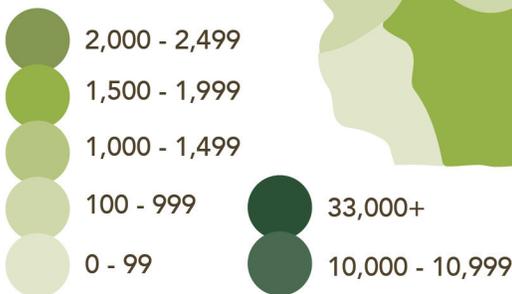


**47%**

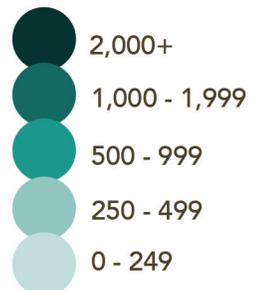
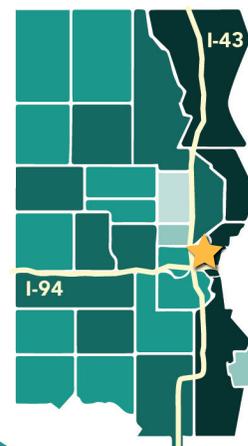
of WI in-person visitors came from areas other than Milwaukee

**90,247**  
TOTAL  
IN-PERSON  
VISITORS

**VISITORS FROM ACROSS THE STATE**  
*(including Chicago area)*



CHICAGO AREA



VISITORS FROM MILWAUKEE COUNTY



With a greater digital presence than ever before,



How we reach and interact with our visitors is forever changed.



**717,072**  
Total web interactions



We inspire curiosity and excite minds both near and far!



# REACHING OUT

Our digital resources kept us accessible and connected to our community – and the virtual fun continues today!

## A DIGITAL WORLD

# 46,932

museum-lovers directly engaged with us through the following virtual offerings.



### CURIOUS CLASSROOM

**8,344 ENGAGEMENTS**

We strive to support schools by inspiring curiosity and exciting the minds of students in new and interesting ways by connecting our Museum “classroom” to those of teachers.

### MPM NIGHT IN

**374 ATTENDEES**

This virtual event became a fast favorite! Adults put on their PJs and tuned in from home for compelling Museum secrets, hilarious trivia, and behind-the-scenes videos.

### COMMUNITY OF CURIOSITY

**23,649 ENGAGEMENTS**

Our Community of Curiosity is MPM’s virtual home. Each month, we bring you new and exciting content about one of our beloved exhibits that can be enjoyed remotely.



### READ, THINK, CHAT

**2,600 ENGAGEMENTS**

This informal community discussion on Facebook Live brought together recent science journalism and an expert’s perspective.



### PLAY A VIDEO



### BETWEEN TWO SPECIMENS

**3,726 ENGAGEMENTS**

In this MPM-facilitated Facebook Live event, we discussed science, nature, and how people interact.



### PLANETARIUM AT HOME

**6,700 ATTENDEES**

Programs included *Wisconsin Stargazing*, *Romancing the Stars*, *Stargazers of Africa*, and more – all enjoyed from the comfort of home or a virtual classroom!

### MPM ON THE MOVE

**4,590 PEOPLE IN 21 COUNTIES**



### 360° VIRTUAL EXHIBIT TOURS

**1,539 ENGAGEMENTS**

MPM is always open in 360° Virtual Tours. Explore exhibits while getting behind-the-scenes access to collections items, fascinating videos, and links to research.



Our outreach program, MPM on the Move, seeks to improve scientific and cultural literacy. New audiences will experience traveling or virtual Museum programming that inspires curiosity and excites minds! MPM on the Move has something for everyone and can be adapted for different age groups.



Not only was 2020 “the year of the pandemic,” changing all our lives forever, it was also the year forcing us all, as a society, to take longer, harder looks at social justice. It challenged us to ask ourselves tough questions and engage in tougher dialogues.

**I N C L U S I O N  
D I V E R S I T Y  
E Q U I T Y  
A C C E S S I B I L I T Y**



## EXPLORING SOCIAL JUSTICE

As an institution, we were proud to be the first in the nation to host **Nelson Mandela: The Official Exhibition** in partnership with America's Black Holocaust Museum (ABHM) in spring 2021. Through unique events, local partnerships, virtual resources, and an Advisory Council, **WE WERE ABLE TO CONNECT WITH OUR COMMUNITY ON A NEW LEVEL.**



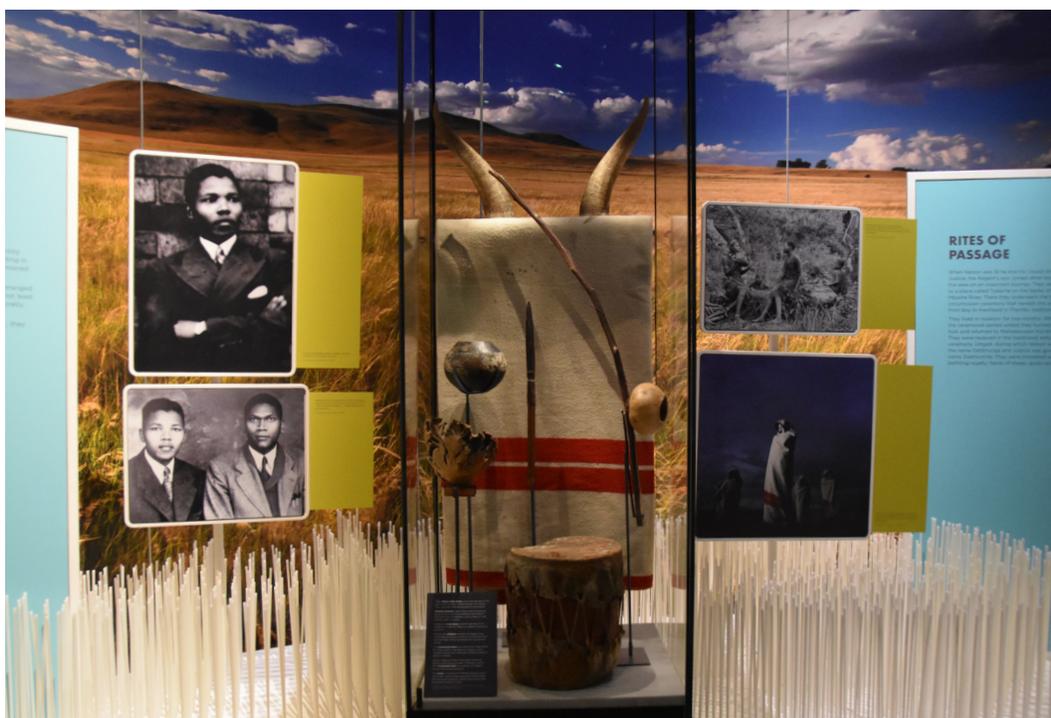
## EXHIBIT IMPACT

We welcomed 21,545 in-person visitors to this exhibit, and engaged 30,024 total through events and virtual programs! In addition, eight live virtual programs were created and presented to 6,312 students in Wisconsin. MPS 4th-grade educators had access to activities supporting the "People Protest for Change" unit.

**21,545**  
in-person  
visitors

**30,024**  
engagements  
(online & events)

**6,312**  
students



# MANDELA

## THE OFFICIAL EXHIBITION

"This interactive, immersive exhibition featured previously unseen film, photos, and more than 150 historical artifacts and personal effects on loan from the Mandela family, museums, and archives worldwide."

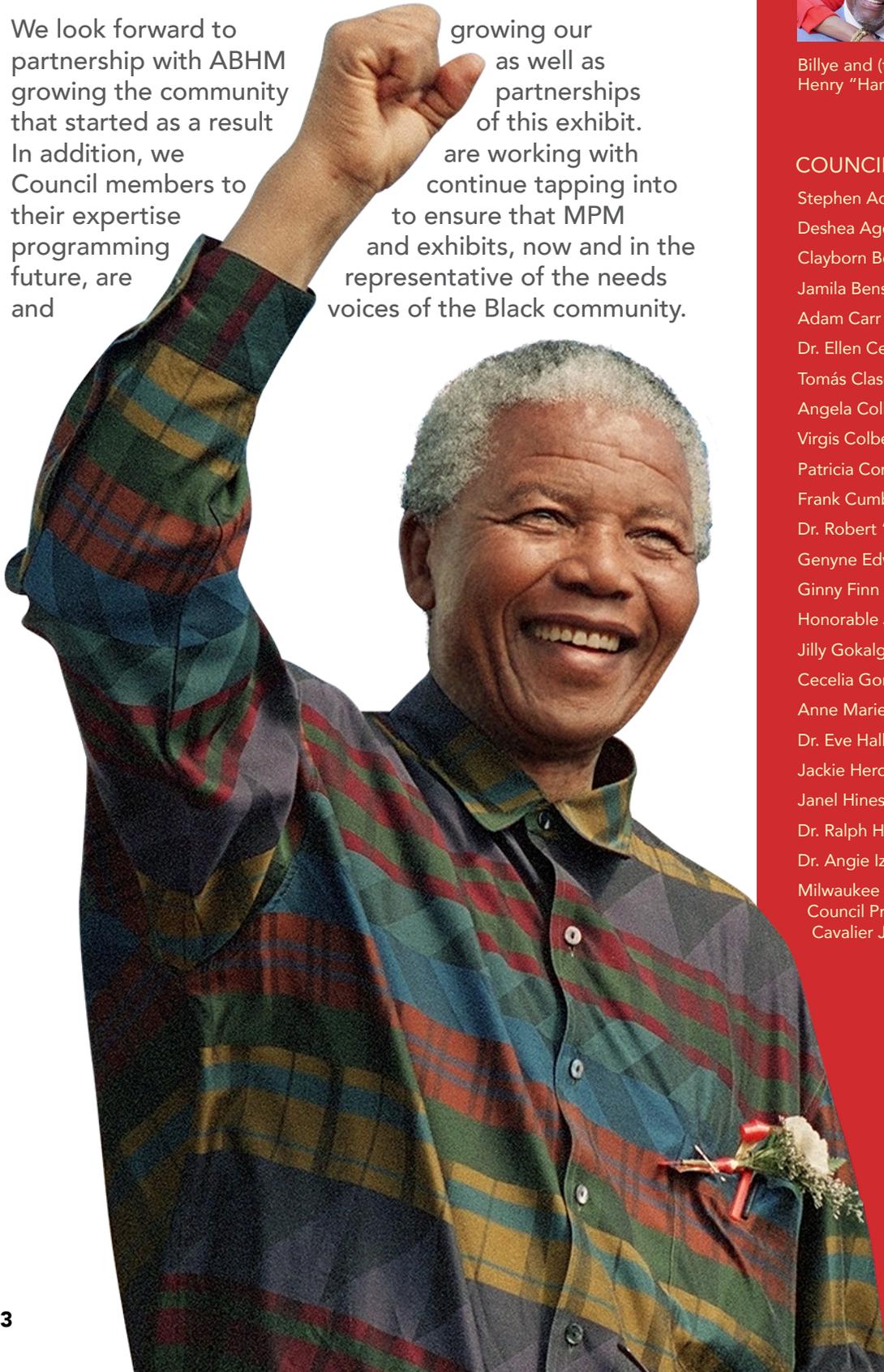
# ADVISORY COUNCIL



Nearly 60 community members active in social and racial justice proudly joined the Mandela Advisory Council, including honorary co-chairs Billye and the late Henry "Hank" Aaron and Lieutenant Governor Mandela Barnes. With their help, MPM and ABHM worked to make the exhibit as meaningful as possible for the community.

We look forward to partnership with ABHM growing the community that started as a result In addition, we Council members to their expertise programming future, are and

growing our as well as partnerships of this exhibit. are working with continue tapping into to ensure that MPM and exhibits, now and in the representative of the needs voices of the Black community.



# MANDELA ADVISORY COUNCIL

## HONORARY CO-CHAIRS



Billye and (the late) Henry "Hank" Aaron



Lieutenant Governor Mandela Barnes  
State of Wisconsin

## COUNCIL MEMBERS

- |   |  |
|---|--|
| Stephen Adams   | Joan Johnson   |
| Deshea Agee   | Pardeep Kaleka   |
| Clayborn Benson III                                       | Cydney Key   |
| Jamila Benson   | Dr. Chima Korieh   |
| Adam Carr   | Susan Lubar  |
| Dr. Ellen Censky  | Terence Miller   |
| Tomás Clasen, Esq   | Tarik Moody  |
| Angela Colbert  | Representative Supreme<br>Moore Omokunde                   |
| Virgis Colbert  | Honorable<br>Derek Mosley                                  |
| Patricia Contreras  | Janan Najeeb   |
| Frank Cumberbatch   | Cory Nettles   |
| Dr. Robert "Bert" Davis                                   | Milwaukee County<br>Board Chairwoman<br>Marcelia Nicholson |
| Genyne Edwards  | Mia Phifer   |
| Ginny Finn  | Dr. Joan Prince  |
| Honorable Janine Geske                                    | Brad Pruitt  |
| Jilly Gokalgandhi   | Annemarie<br>Scobey-Polacheck                              |
| Cecelia Gore  | Patti Sherman-Cisler                                       |
| Anne Marie Gunn   | Thelma Sias  |
| Dr. Eve Hall  | Dr. Robert S. Smith  |
| Jackie Herd-Barber  | Denisha Tate-McAlister                                     |
| Janel Hines   | Evelyn Patricia Terry                                      |
| Dr. Ralph Hollmon   | Denise Thomas  |
| Dr. Angie Izard   | Kathy Thornton-Bias  |
| Milwaukee Common<br>Council President<br>Cavalier Johnson | LaShawndra Vernon  |
|   | Marcus White   |
|   | Wendell Willis   |
|   | Ambrose Wilson-Brown                                       |
|   | Barbara Wyatt Sibley                                       |
|   | Troy Yancey  |

# MANDELA DAY

MPM celebrated Nelson Mandela International Day on July 18, 2021 with African dancing and drumming from the Ko-Thi Dance Co., chalk art, a Nelson Mandela-themed comic book, and lighting the Hoan Bridge in the colors of South Africa's flag.



## MY MANDELA PLEDGE

We challenged the public to spend 67 minutes serving their community, representing the 67 years Nelson Mandela spent fighting for social justice.

**14,651** OVERALL PARTICIPANTS

## LOCAL PARTNERS

MPM and ABHM contracted with 20 local Black-owned and Black-led businesses and nonprofits to help promote the exhibit, provide exhibit-specific merchandise for the MPM gift shop, and lead programming. MPM plans to continue many of these partnerships.

MONEY DIRECTLY TO BLACK BUSINESSES **\$41,255**



## SOCIAL MEDIA

"No one is born hating another person because of the color of his skin, or his background, or his religion. People must learn to hate, and if they can learn to hate, they can be taught to love, for love comes more naturally to the human heart than its opposite."  
– Nelson Mandela, Long Walk to Freedom

**BLACK  
LIVES  
MATTER**



*Traditional dress of  
the Thembu people  
of the Transkei,  
South Africa;  
from Mandela: The  
Official Exhibition*

## BREAKING DOWN BARRIERS

MPM strives to be inclusive, diverse, equitable, and accessible to all visitors, regardless of cultural, financial, or physical barriers. We are dedicated to progressing that work as one of the state's longest-serving institutions through our tradition of fostering learning, dialogue, and self-reflection in a safe and welcoming environment to all people. Through community partnerships and actively listening to diverse voices, we will continue breaking down our own barriers.





PRIDE DAY  
SOCIAL  
MEDIA  
POST:

“At MPM,  
our mission  
is dedicated  
to inspiring  
and exciting  
ALL minds.”

## INTERNAL **IDEA** PROGRESS REPORT

MPM’s IDEA (Inclusion, Diversity, Equity, and Accessibility) Committee was established in August 2020, and continued to make strides within the organization during this past fiscal year.

- Established subcommittees to advance training, cultural competency, and create a Native Land and Peoples Acknowledgement Statement
- Engaged an external consultant to conduct a staff climate survey
- Provided staff trainings on bias, stereotypes, and difficult conversations
- Implemented changes to annual review process to better facilitate staff development and advancement



A braille learning board included in the Braille Games kits

## ACCESSIBILITY

In the past year, we've added a nursing pod to provide a private space for the needs of nursing mothers.

We've translated webpages and Museum signage to both Spanish and Hmong.

We distributed an Accessibility Survey for Community Organizations to identify needs during the pandemic, followed by a Community Stakeholder Meeting to discuss results and help plan for future programs and accommodations.

We began using a 3D printer to create objects that provide a tactile experience for visitors with vision impairments.

Finally, we hosted the first-ever VIRTUAL Braille Games in March, during which 30 students who are print-disabled received kits which included books, a map of the world, shopping lists, and recipe cards in braille as the program took them around the world to gather ingredients to make apple pie.

## MUSEUMS FOR ALL

MPM is proud to offer the Museums For All program, through which those receiving food assistance (SNAP benefits) can gain free or reduced admission by presenting their EBT card.

## SUMMER CONNECTIONS

MPM's Education department coordinated with community resource centers in underserved areas to provide additional engagement to students during the summer months.

*Generous support provided by:*  
A.O. Smith Foundation, Inc.  
Greater Milwaukee Foundation:  
Luedke-Smith Fund  
Northern Trust



**NAUTILOID  
CEPHALOPOD**  
originated 510 million years ago  
and still live today as the  
*Nautilus*. Fossil shells are  
straight as well as curved.

A beloved local institution, we're home to unique exhibitions and collections of more than 4 million objects and specimens in the departments of Anthropology, History, Botany, Zoology, and Geology. Active in research around the world, we engage our Wisconsin community and beyond through citizen science and interactive programming, both onsite and online.

**WORLDLY  
COLLECTIONS  
& REAL SCIENCE**



## EVOLVING PROJECTS

### BUTTERFLY WING REFRESH

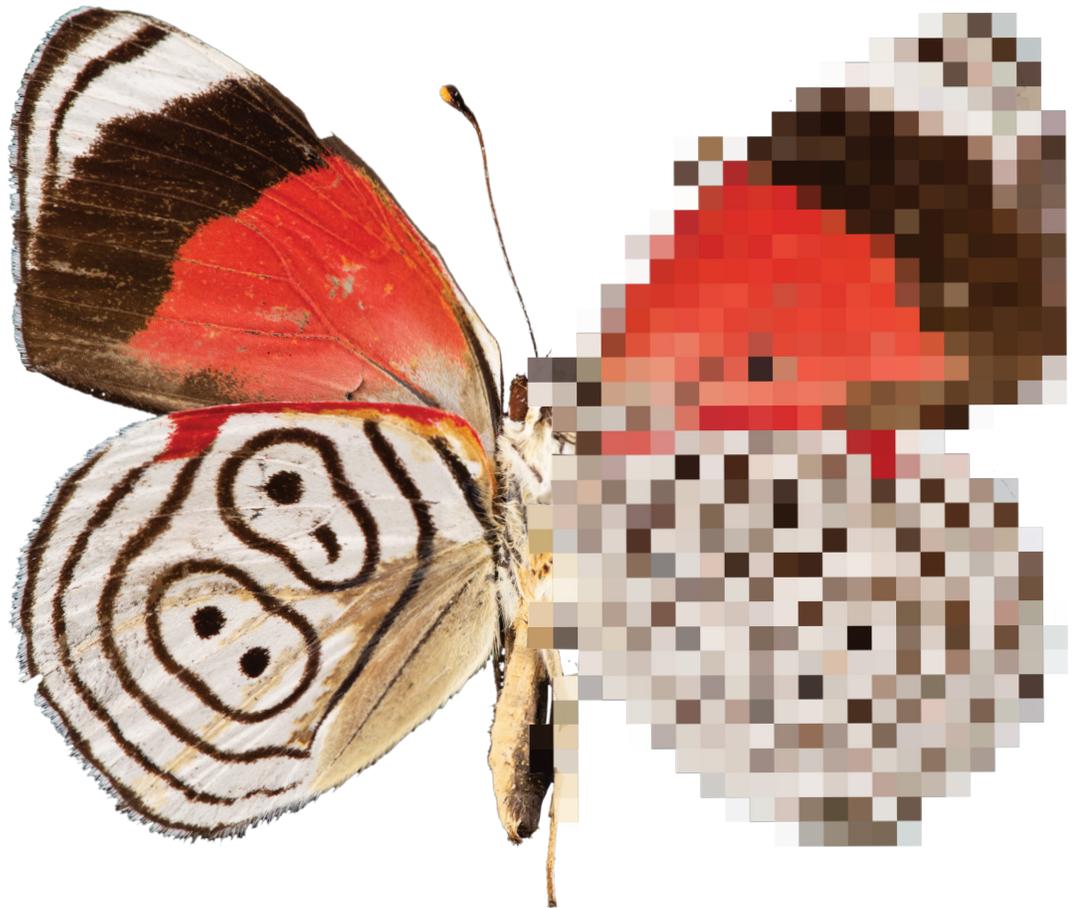
This year, we unveiled new interactive elements such as a digitization station with curiosity cabinet and Wisconsin butterflies interactive map. *Generous support provided by James & Shelly Culea.*



### DIGITIZATION

Digitizing gives researchers (and the public) from around the world access to our collections. These efforts help advance science and public knowledge and strengthen our global impact. Without MPM's collections serving as a "library of life," much of Wisconsin's ecological history would be unrepresented.

**Number of records downloaded:**  
**3,674,547**  
in the areas of herpetology, botany, and invertebrate zoology



Patricia Coorough Burke

### NEW DESIGNATION

Patricia Coorough Burke's position has been named by donors, now called the "Robert & Sally Manegold Curator of Geology Collections." The head of MPM's Geology department will carry this distinguished name for the next 20 years (through December 2041), highlighting the Manegold's commitment to MPM's scientific excellence.

# ANNUAL BIOBLITZ

Wehr Nature  
Center,  
June 2021

*Generous support provided by:*  
Antonia Foundation  
Margarete & David Harvey



**450**  
INSECTS



**410**  
PLANTS



**60**  
BIRDS



**50**  
OTHER INVERTEBRATES



**45**  
FUNGI, LICHENS, & ALGAE



**13**  
FISH



**11**  
MAMMALS



**9**  
AMPHIBIANS & REPTILES

**1,048**  
TOTAL SPECIES  
FOUND



Photo: Miguel A Landestoy



READ ALL ABOUT IT  
Our curators and affiliates make headlines.

## CURATOR EMERITUS OF HERPETOLOGY BOB HENDERSON NEW SPECIES OF BOA DISCOVERED

Bob Henderson has collaborated with researcher Dr. Graham Reynolds from the University of North Carolina-Asheville and naturalist Miguel Landestoy to announce the discovery of a new species of boa in the Dominican Republic. Dubbed a Hispaniolan vine boa or *Chilabothrus ampelophis*, it is possibly among the smallest boas globally. "This was a totally unexpected discovery," said Henderson. Miguel first identified it during a nocturnal survey and then enlisted the assistance of both Dr. Henderson and Dr. Graham to analyze DNA samples and confirm it had not previously been identified. Dr. Henderson, one of the foremost boa experts in the world, says this new species is in danger of experiencing habitat loss. Agriculture incursion in its habitat and rapid tree-cutting have been documented in its area. With this new discovery also comes research into conservation efforts for this species and others which remain undiscovered.

– Findings published by Harvard University Museum of Comparative Zoology

## MPM VP & ACADEMIC DEAN DR. JEN ZASPEL BIODIVERSITY & HEALTH

Biodiversity data is required to sustain human wellbeing, as the COVID-19 pandemic and its origins demonstrate. New technologies allow scientists to use historical specimen collections to uncover information about life on Earth. With about 75% of emerging infectious diseases coming from animals, these collections can play a critical role in tracking outbreaks before they become pandemics. "Not only are we transcribing the locality and collection information from the specimens, but the specimens often come with information about the host, so we're transcribing that data," said Zaspel.

– Findings published in BioScience



Understanding the relationship between the vector, such as the human botfly (*Dermatobia hominis*), and the hosts it uses or feeds on is crucial to understanding, tracking, and ultimately preventing disease outbreaks. Host data can be gleaned from museum specimens and may give data that are not easily gathered in the field.

# ECOLOGIST & RUNDBLAD RESEARCH FELLOW DR. DAN CARTER SAVING OUR SAVANNAS

Wisconsin's dwindling oak savannas represent more than a potentially lost ecosystem — they're a disappearing part of our natural and personal history. Dr. Carter studies these disappearing savannas in an effort to track and minimize their decline. Through capturing part of what is becoming an extinct ecosystem in our state by creating an ecological time capsule, other scientists are able to study this particular savanna and raise public interest overall. The capsule will allow future generations to learn from what they might no longer be able to experience firsthand. "The big loss is what goes unnoticed by most people," Carter said. "The loss of biodiversity makes a case for fighting back against the loss of the savannas."

—Published in MKE Lifestyle, January 2021



Oak Barrens on the 2nd Floor of MPM

# ASSISTANT PROFESSOR & RUNDBLAD RESEARCH FELLOW DR. NORA MITCHELL SUNFLOWERS DRAWING YOUNG RESEARCHERS

Sunflowers are one of the few crops native to North America that have been actively cultivated by humans for centuries. Dr. Mitchell's work focuses on the effects of hybridization of these flowers. New traits produced by hybrid species may not be immediately visible, so many flowers are needed for study. This past summer, students joined in the research, taking measurements and recording data. Dr. Mitchell finds partnering with MPM so valuable because historical specimen collections "disentangle what could be due to humans and what has been completely natural, in terms of contemporary population." The uncertainty about whether human assistance is intentional or not is just another part of science.

—Findings published by Leader-Telegram



*Purified DNA  
Extracted from  
tiger moths*

MPM researchers are actively sequencing DNA from tiger moths to reconstruct their branch of the "tree of life." Tiger moths are a hyper diverse group of insects, containing more than 11,000 species worldwide. The pictured samples were derived from multiple sources, including MPM's recently formed Frozen Tissues collection. This collection currently houses hundreds of biological tissue samples, stored at -80°C for optimal DNA preservation. These data will be used to trace the evolution of the unique traits these moths use to defend themselves from predators, such as their ability to produce ultrasonic clicks to disrupt, or "jam," bat echolocation.



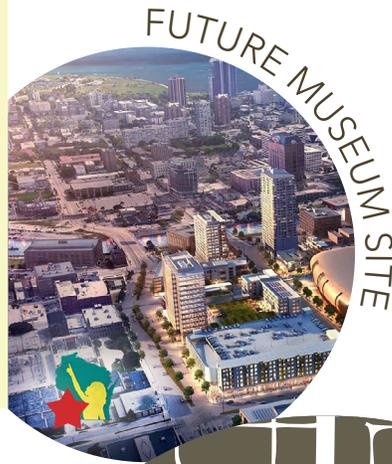


We are at a monumental point in our state's and city's histories. With your support, we are able to seize the once-in-a-lifetime opportunity to transform the Museum by building the most inspiring, engaging, and relevant new museum for tomorrow's Wisconsin and world, where every visitor is at the center of the conversations and activities that matter most to our future.

**OUR  
WONDROUS  
FUTURE**



# LOOKING AHEAD



Earth Day 2021 weekend, MPM staff joined together to clean the site for their new home!

## MPM

will be co-locating with Betty Brinn Children's Museum at 6th and McKinley, in the heart of Milwaukee. With groundbreaking slated for 2023 and completion for 2026, this state-of-the-art museum will be the world-class wonder Wisconsin needs.



★ = Purchased site for future museum



WATCH FOR MORE INFO ON OUR EXCITING JOURNEY TOWARDS OUR NEW MUSEUM!



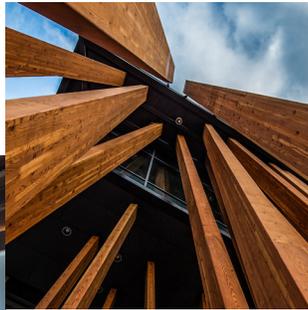
"The new Milwaukee museum, however, is given order and direction by a fresh, exciting net of rules: the concepts of environment and ecology (the mutual relationship that exists between all living forms), and the interaction between nature and civilization. When the museum is finished every display will have been, in a sense, coordinated with every other one to demonstrate how all things have existed and changed together from the beginning of time."

– EXCERPT FROM "THE MAKING OF MILWAUKEE'S NEW MUSEUM," WISCONSIN TALES AND TRAILS MAGAZINE, SPRING 1967



Ennead Architects

Kahler Slater



Mortenson Construction

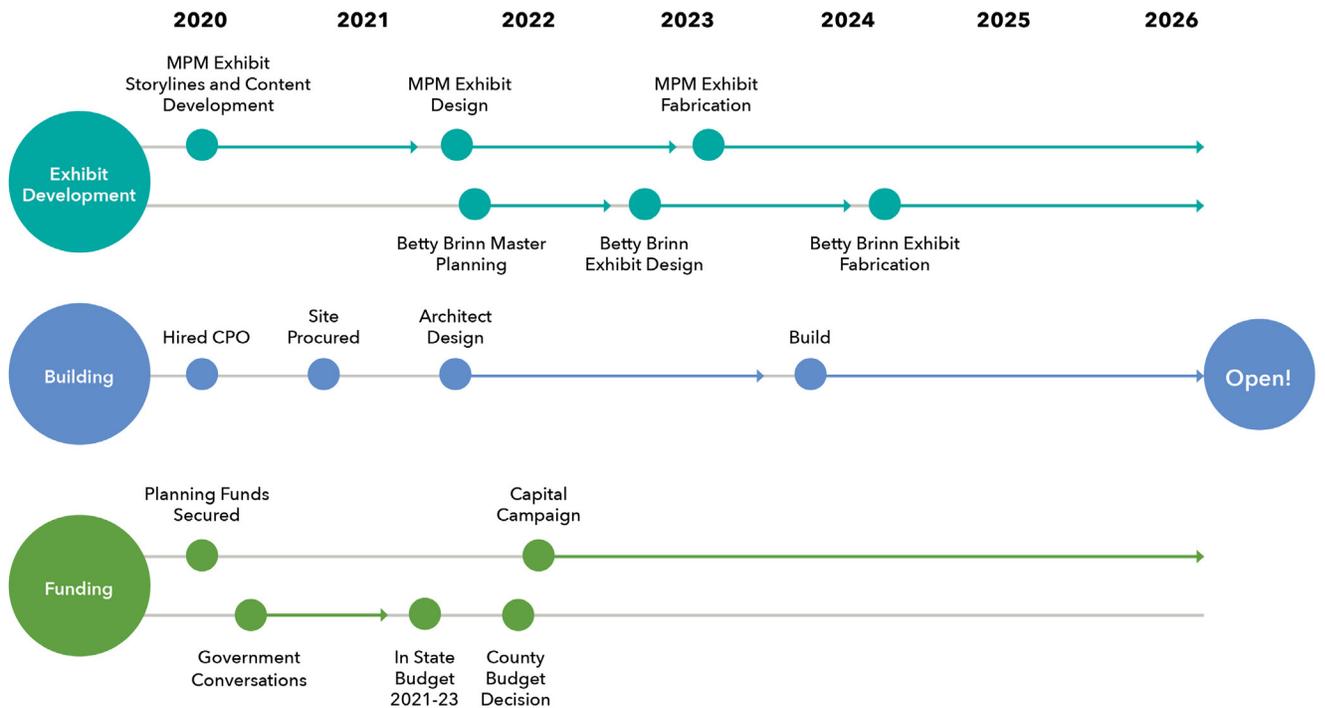
Thinc Design

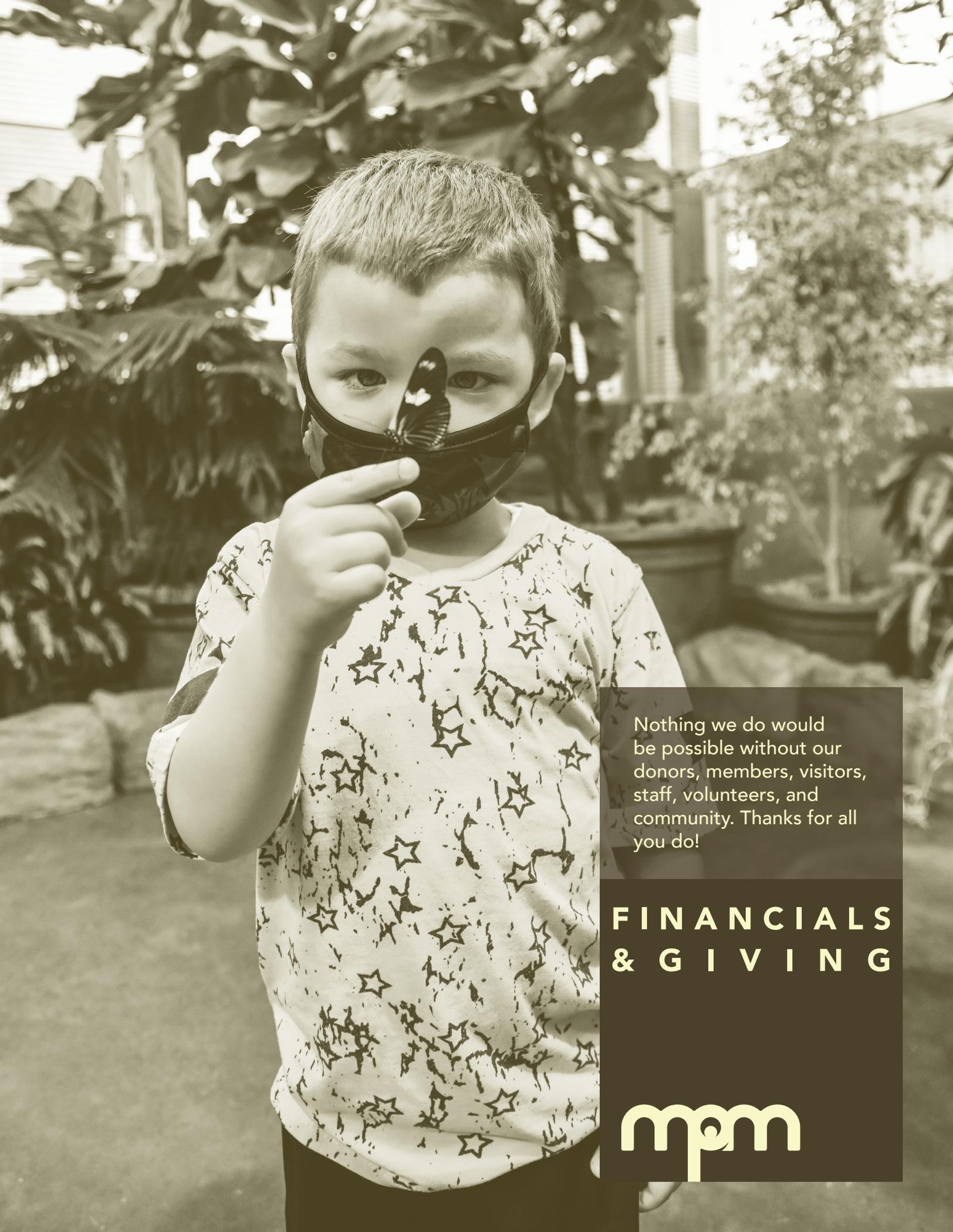


WE'VE ASSEMBLED THE BEST OF THE BEST TO CARRY OUR MUSEUM INTO ITS FUTURE.

We are grateful to Governor Tony Evers and the Wisconsin legislature for including the future museum in the biennial state budget. This investment recognizes our importance as a statewide institution. In mid-2021, our future museum conceptual design kicked off, and we conducted dozens of sessions to engage the community for thoughts and feedback.

FUTURE MUSEUM TIMELINE





Nothing we do would be possible without our donors, members, visitors, staff, volunteers, and community. Thanks for all you do!

## FINANCIALS & GIVING





**PASSPORT TO MPM**  
 N 43° 2' 27" | W 87° 55' 15"  
 34<sup>TH</sup> ANNUAL GALA

**\$232,097**  
 raised  
**174**  
 attendees

FUNDRAISING

ANNUAL GALA

Our fall 2020 Annual Gala 2.0 (the first-ever virtual!) was presented by Northwestern Mutual.



memberships  
**4,000**  
 gifted by the  
 Yabuki Family

countless lives  
 enriched by  
 your generosity



Giving Day

Averaging gifts of \$18,495 per hour for a **total of \$443,891**, thank you all who contributed during MPM's Giving Day on April 29, 2021!



**21**  
 night owls gave  
 after 10 p.m.



**70** early birds made a  
 gift before 10 a.m.



**336** gifts  
 to support science  
 & culture

## DONORS & MEMBERS

## MANDELA EXHIBIT SPONSORS AND PARTNERS

### COMMUNITY SPONSORS

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Generac (Planetarium)  
Alvin & Marion Birnschein Foundation  
Bert L. & Patricia S. Steigleder Charitable Trust  
Kapco  
Camille Lonstorf Trust  
Ralph & Margaret Hollmon

Partners from our community helped make **21** programs possible for **1,829** people.

### COMMUNITY PARTNERS

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MISPIBO  
Ko-Thi Dance Company  
Milwaukee Public Library  
Milwaukee Public Schools  
Nurturing Diversity Partners  
Dr. Rob Smith  
MU CURTO  
Denise Thomas  
Effective Communication Coach  
Urban Underground  
WI Black Historical Society/Museum

# KOHL'S®

Kohl's, a long-time sponsor of MPM's free days (Kohl's Thank You Thursdays served **9,344 visitors**) as well as outreach programs (MPM & Kohl's on the Move served **3,136 individuals**), has also sponsored our 360° Virtual Exhibit Tours, allowing our most popular exhibits to be accessed and explored remotely.



The  
**Yabuki** Family  
Foundation

The Yabuki Family Foundation generously donated 4,074 MPM memberships to families in need.

"The Milwaukee Public Museum is truly a community treasure, one that is not enjoyed by all Milwaukee families. The gift of the family memberships from the Yabuki Family Foundation enabled Neighborhood House families to enjoy the Museum's collections and programs, sometimes for the very first time."

– Jeff Martinka, Executive Director,  
Neighborhood House

## MEMBERS

As of August 31, 2021, MPM had **12,231** members. You are the heartbeat of MPM, and we greatly appreciate your continued support.





*Celestite crystals,  
Geology collections*

# VOLUNTEERS

Twenty-four volunteers/interns worked almost **1,200 hours** across eight departments.



**John Michalski** is a UWM Geology student and has been doing remote transcription of scanned collection documents like site and specimens cards. Last year, more than 2,100 records were transcribed and the images will be linked in our collection database. Thank you, John!



*Schoolgirl sampler, Germany, 1856,  
History collections*

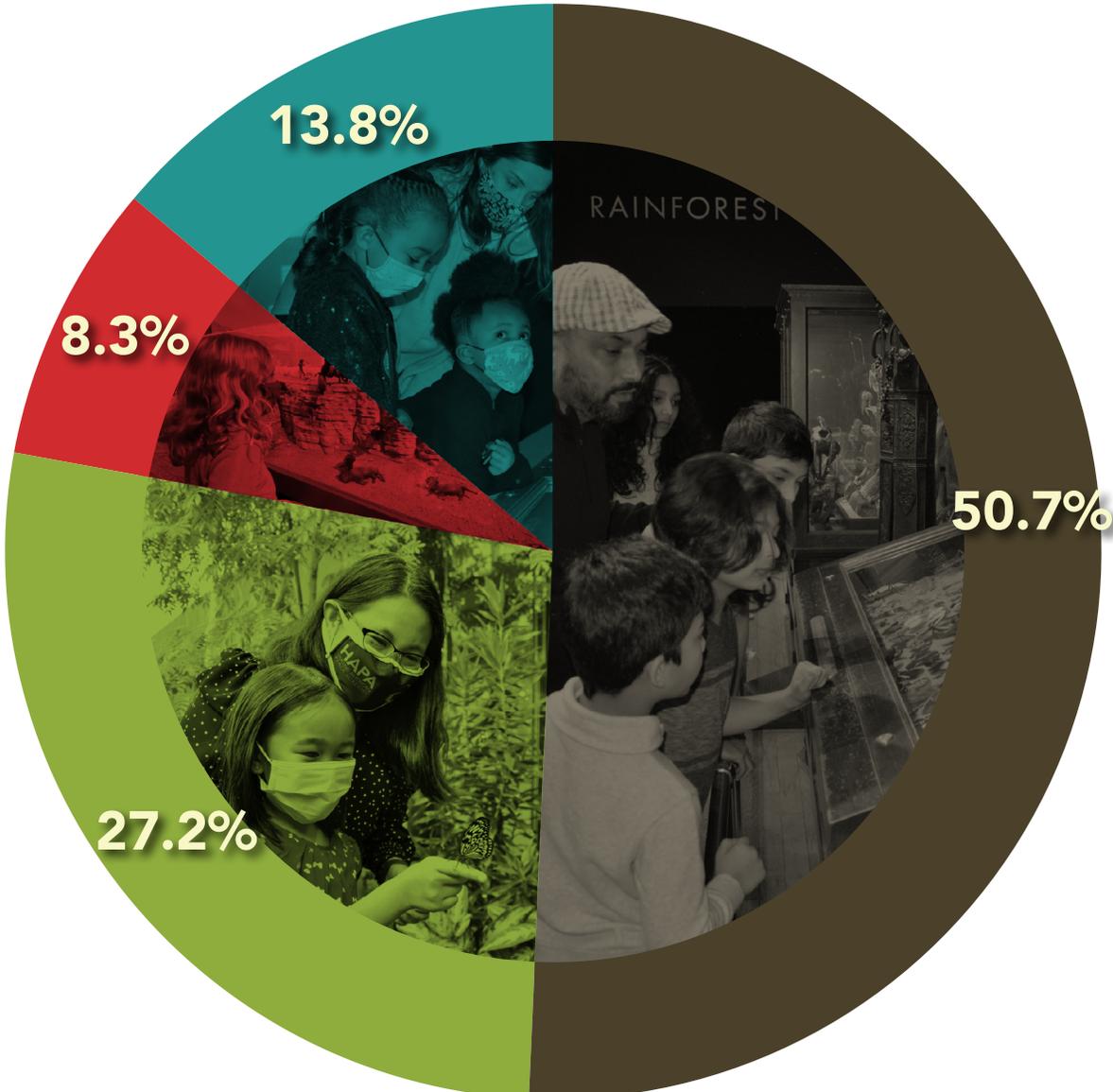


Honorary Curator **Valerie Davis** has been volunteering since 2008, caring for, researching, and documenting the History department's global textile collection.

# MPM FISCAL YEAR ENDING AUGUST 31, 2021

# FINANCIALS

	Fiscal Year 2020	Fiscal Year 2021
<b>SUPPORT AND REVENUE BY SOURCE</b>		
■ Contributions & Membership	\$5,288,065	\$6,527,497
■ Public Support	\$3,500,000	\$3,500,000
■ Earned Revenue	\$1,817,460	\$1,062,274
■ Other (Released from Restriction)	\$662,229	\$1,783,089
<b>TOTAL REVENUE</b>	<b>\$11,267,754</b>	<b>\$12,872,860</b>





	Fiscal Year 2020	Fiscal Year 2021
<b>MUSEUM DEPARTMENT OPERATING EXPENSES</b>		
Cost of Goods Sold	\$ 152,357	\$ 72,034
Supplies & Subscriptions	\$ 664,455	\$ 338,528
Wages & Benefits	\$ 6,603,344	\$ 5,888,572
Travel	\$ 25,656	\$ 71,282
Insurance	\$ 65,757	\$ 67,594
Marketing/Donor Development	\$ 376,660	\$ 255,829
Maintenance	\$ 695,916	\$ 609,462
Utilities	\$ 818,697	\$ 852,229
Professional Fees	\$ 1,095,734	\$ 1,126,896
Miscellaneous/Sales Tax	\$ 76,399	\$ 82,430
Donated Services Used	\$ 14,462	\$ 7,550
Subtotal Museum Departments	\$ 10,589,437	\$ 9,372,406
Interest Expense	\$ 9,994	\$ 5,973
Depreciation	\$ 1,145,856	\$ 895,976
<b>Total Operating Expenses</b>	<b>\$ 11,745,287</b>	<b>\$ 10,274,355</b>
<b>Unrestricted Net Operating Income (Loss)</b>	<b>\$ (477,533)</b>	<b>\$ 2,598,505</b>
<b>NON-OPERATING INCOME</b>		
Pension & Retiree Benefits Gain/(Loss)	\$ 261,957	\$ 479,237
Other	\$ 176,798	\$ 580,253
<b>Change in Non-Operating Net Assets</b>	<b>\$ 438,755</b>	<b>\$ 1,059,490</b>
<b>Restricted Net Asset Activity</b>	<b>\$ 317,515</b>	<b>\$ (254,048)</b>
<b>Total Change in Net Assets</b>	<b>\$ 278,737</b>	<b>\$ 3,403,947</b>

#### CONSOLIDATED STATEMENT OF FINANCIAL POSITION

<b>TOTAL ASSETS</b>	\$ 22,522,669	\$ 24,481,290
<b>TOTAL LIABILITIES</b>	\$ 9,019,614	\$ 7,574,918
<b>TOTAL NET ASSETS</b>	\$ 13,503,055	\$ 16,907,002

Find the Milwaukee Public Museum IRS Form 990 at [www.mpm.edu/annual-report](http://www.mpm.edu/annual-report).

## 2020–2021 GIVING

Through exhibitions, educational programs, collections, and research, MPM inspires curiosity, excites minds, and increases the desire to preserve and protect our world's natural and cultural diversity.

With the generous support of our donors, MPM brings the world to the residents of Wisconsin and beyond. The stewardship of your gifts is of utmost importance to us; **WE ARE SINCERELY GRATEFUL TO EACH AND EVERY DONOR.**

### INDIVIDUALS, FAMILY FOUNDATIONS, AND PRIVATE PHILANTHROPIC FOUNDATIONS

The Museum recognizes donors listed below whose gifts of \$1,000 or more were received between September 1, 2020 and August 31, 2021.

#### EXCEPTIONAL ANNUAL SUPPORT

Friends of the Milwaukee Public Museum  
Milwaukee County

#### \$1,000,000 AND ABOVE

David & Julia Uihlein

#### \$500,000 - \$999,999

Anonymous

Daniel M. Soref Charitable Trust

#### \$100,000 - \$499,999

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Carol K. Wythes

Gold jaguar pendant,  
Anthropology Collection



\$25,000 - \$49,999

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**Lynn & Douglas Brengel**

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Krause Family Foundation, Inc.

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Anne & **Don Robertson**

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Victoria & **Charles Wright, Jr.**

\$15,000 - \$24,999

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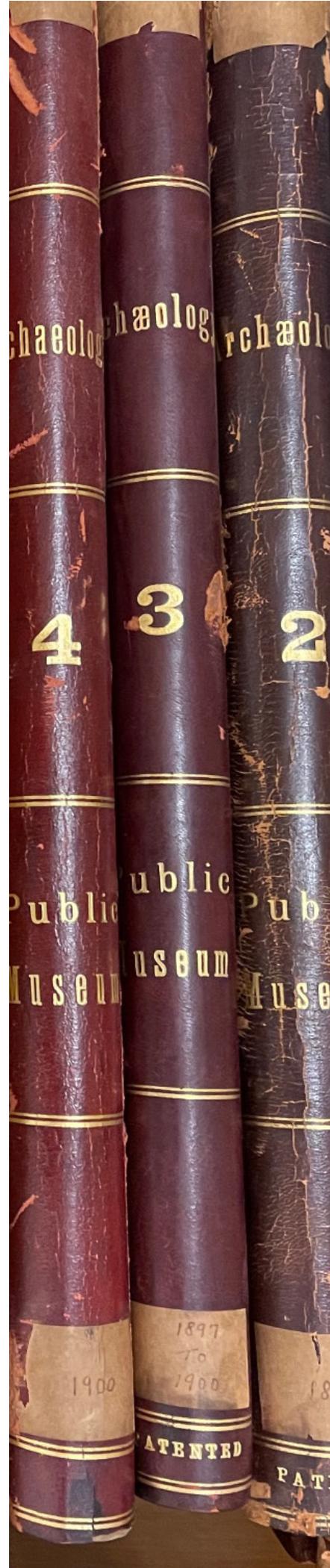
Marcia & Kent Velde

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Archaeology records  
dating 1897-1900,  
Anthropology archives



Hebior Mammoth,  
Ground Floor

\$2,500 - \$4,999

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*Piece of Egyptian sarcophagus,  
Anthropology collection*

\$1,000 - \$2,499

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Edward & Diane Zore

\*Deceased

\*\*MPM Staff & Former Staff

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of the MPM Board of Directors**





*Amethyst,  
Geology collections*

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The Museum recognizes the following corporations and corporate foundations whose gifts of \$500 or more were received between September 1, 2020 and August 31, 2021.

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### \$15,000 - \$24,999

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Your Cause

Zaun Memorial Foundation

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Trustees of Tradition are individuals whose legacies demonstrate their commitment to carrying forward the mission of the Milwaukee Public Museum into the next century and beyond. This is a complete and current list as of November 10, 2021.

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## 2022 EVENTS

Join the fun! We've got several great events and one exciting exhibit already planned for the upcoming year.

TYRANNOSAURS:  
MEET THE  
FAMILY  
Special Exhibit  
**FEBRUARY 18 –  
MAY 18, 2022**

MPM GIVING DAY  
**APRIL 28,  
2022**

BIOBLITZ  
**JUNE 10 – 11,  
2022**

ANNUAL GALA  
**OCTOBER 8,  
2022**



MILWAUKEE  
PUBLIC  
MUSEUM



Stay up to date at [mpm.edu](https://www.mpm.edu)