

2013 ANNUAL REPORT

Wonder. Observe. Discover.



ADLER
PLANETARIUM





WONDER

Science is a process that begins with wonder—being curious about something that seems interesting or strange—and is followed by many questions in the pursuit of answers.



OBSERVE

By observing what is happening in the world and Universe, we gather information and make connections. Observation leads to discovery and raises exciting new questions.



DISCOVER

Discovery is the pinnacle of one investigation and the beginning of many more. Science is an ongoing process of “wonder, observe, discover” in which everyone can participate.

DEAR FRIENDS,

Thank you for your continued friendship and support of America's First Planetarium.

We are delighted to share the Adler Planetarium's 2013 Annual Report. Inside, we celebrate the accomplishments your philanthropy and partnerships make possible, and invite you to learn more about the hands-on, minds-on 21st-century museum experience we are building with—and for—Chicago, the nation, and the world.

At the Adler, science is a call to action. When you visit the museum, connect with us online, or encounter us around town, we ask you to *wonder, observe,* and *discover.* Whether you join us on a street corner to observe the Sun, help our scientists make new discoveries at zooniverse.org, participate in Hack Days or *Adler After Dark*, or engage with the Universe in one of our sky shows, we promise an experience that is enriching and fun.

Thank you for supporting our efforts to inspire wonder in the next generation of explorers. Keep looking up!



Michelle B. Larson, PhD
President and CEO

John W. Estey
Chairman, Board of Trustees



“At the Adler, science is a call to action. We promise you an experience that is enriching and fun.”

MICHELLE B. LARSON







WONDER

Cosmic Wonder | *100 Days of Wonder* | *Adler Collections* | *Adler After Dark*





Cosmic Wonder

BRINGING THE UNIVERSE CLOSE ENOUGH TO TOUCH

Just weeks after Dr. Larson’s arrival, a partnership between the Adler and Microsoft Research led to the idea for a new live show in the Grainger Sky Theater. *Cosmic Wonder* debuted in May 2013.

Using world-leading technology, Adler scientists and Microsoft experts created a show that takes audiences from the canyons of Yosemite to an ancient observatory in India.

In *Cosmic Wonder*, visitors experience the Hubble Space Telescope’s breathtaking imagery in its full resolution for the first time. Audiences witness the beauty of the Crab Nebula as if they were on a ship flying through it, and go back in time to experience a supernova so bright it illuminated the night sky in 11th-century China.

Cosmic Wonder explores the history of humanity’s relationship with the Universe through objects in the Adler collections, and invites visitors to join scientists in uncovering the next great mystery of the cosmos!

“*Microsoft Research is proud to work with Adler scientists to adapt WorldWide Telescope for the world-class Grainger Sky Theater, and introduce people to the grandeur of the Universe.*”

DAN FAY
DIRECTOR, MICROSOFT RESEARCH

Photo: *The Orion constellation is much more than stars alone: zoom in on the Orion Nebula and discover a hotbed of star formation in collapsing clouds of gas and dust in Cosmic Wonder.*



100 Days of Wonder

SUMMER AT THE ADLER

In May 2013, the Adler launched *100 Days of Wonder*, an invitation to summer science at the museum, on the Museum Campus, and in local communities.

The Adler opened the Doane Observatory—Chicago’s largest public telescope—for daily solar observing. Adler astronomers also led special observing events in Grant Park and on Northerly Island, and hosted the annual Perseid Meteor Shower Star Party at Cantigny Park in Wheaton.

On June 5, the Atwood Sphere—Chicago’s first mechanical planetarium—turned 100! The museum hosted a centennial celebration, featuring a temporary exhibition, *Planetary Machines*. The summer installation featured more than 20 mechanical devices from the Adler’s world-class collections that show the movements of planets.

From May through September, Adler visitors encountered a full-size replica of NASA’s *Curiosity* Mars Rover in the museum’s *Our Solar System* Gallery. The Adler celebrated the first anniversary of *Curiosity*’s landing with special programming for visitors on August 6.



Artist's rendering of NASA's Curiosity rover



The Atwood Sphere









Adler Collections

STEWARDED & SHARING SCIENCE HISTORY

In 2013, the Webster Institute for the History of Astronomy increased the visibility and accessibility of the Adler's world-class collections in important new ways.

Webster Institute staff completed work on a sundial conservation project funded by the Institute of Museum and Library Services (IMLS). Repairs were made to 84 of the museum's 420 sundials, which had sustained damage from use over time. The Adler holds one of the world's largest and most diverse collections of antique sundials, dating to the 16th century.

Webster Institute staff launched the Collections Access Initiative with the creation of a new digital database. This is the first step in a project that will bring the Adler's 7,000-piece collections online, transforming how visitors and scholars around the world access the museum's holdings of historic science objects, rare books, and works on paper.

760

WORKS ON PAPER

1,850

SCIENTIFIC INSTRUMENTS

2,660

RARE BOOKS

120k

DIGITAL IMAGES

Counterclockwise, from top right: Located on the museum's Sundial Plaza, Henry Moore's Man Enters the Cosmos is the Adler Planetarium's most visible sundial; the fine engraving produced by instrument maker Johann Willebrand is evident in this Augsburg sundial hour plate detail [M-299]; a garden sundial [M-282] undergoes inspection with a UV lamp; microscopic inspection on the same garden sundial reveals how its engravings were etched with a caustic substance; and a conservator carefully removes tarnish from a metal lunar volvelle on an ivory diptych sundial.



Adler After Dark

A CHICAGO CROWD FAVORITE

In 2013, *Chicago Reader* named *Adler After Dark* Chicago's "Best Evening Museum Event." Designed to engage young professionals 21 and over, *Adler After Dark* offers exclusive museum access, unlimited shows, and unique entertainment every third Thursday of the month.

Each month, business and community organizations help bring the evening's theme to life. Collaborations between Adler experts and outside exhibitors bring the latest in science and the best of Chicago's innovation and creativity to *Adler After Dark*.

In 2013, the Adler was pleased to collaborate with AbbVie, GM, Cabot Creamery, and 5 Rabbit Cerveceria. *Adler After Dark* presents a special opportunity for corporate partners to engage their employees and clients in after-hours socializing and science, against the backdrop of the best view of the Chicago skyline.



ATTENDANCE

800

JULY 2010

1,375

JULY 2011

1,450

JULY 2012

1,750

JULY 2013



Guests at Adler After Dark: DIY Science in November 2013





OBSERVE

Renovating the Doane | Teen Leadership



1977

OPENED TO PUBLIC

20in

DIAMETER MIRROR

500lb

TELESCOPE WEIGHT

5,000x

MORE LIGHT THAN UNAIDED EYE

ABOUT THE DOANE

A close-up photograph of a person's hand reaching up towards a large, black telescope. The hand is positioned on the left side of the frame, with fingers slightly spread. The telescope is the central focus, with its various lenses and mechanical parts visible. The background is a warm, golden-brown color, possibly a wall or a light source, creating a soft, atmospheric glow. The overall composition is vertical and emphasizes the scale and reach of the telescope.

Renovating the Doane

RE-INVIGORATING A CHICAGO TREASURE

Tucked behind the museum on the shores of Lake Michigan sits the Adler's Doane Observatory, which houses the largest public research-grade telescope in Chicago. Led by Adler astronomers and volunteers, Doane visitors experience the awe of seeing planets, bright star clusters, and galaxies in astounding clarity—many for the first time.

In 2013, museum leaders announced the first major renovation of the observatory since its opening in 1977—an initiative that will transform the Doane into one of the nation's premier public observing facilities.



Renovating the Doane

A NEW OBSERVING PARK FOR CHICAGO

In 2013, Adler Trustees launched a \$5 million campaign to upgrade and expand the observatory, creating a 21st-century facility that will engage generations of visitors in the inspiring experience of looking up.

5,000

DOANE VISITORS IN SUMMER 2013

5m

POTENTIAL ANNUAL DOANE GUESTS

\$5m

FUNDRAISING GOAL

With generous gifts and pledges from Adler Trustees and community leaders, the museum successfully matched a \$430,000 grant from the Illinois Public Museum Capital Grants Program in December 2013, and will add a multi-purpose classroom, restrooms, HVAC systems, and accessible entry ramps in a 2014 modernization.

Fundraising will continue through 2016 for Phase Two, which will include the addition of a flexible exhibition, classroom, and private event space; a lakeside observation deck; and expanded programming and endowment resources.



GENEROUS DOANE-ORS

In October 2013, Tom and Sarah Anderson made a challenge gift to the Doane Observatory renovation, offering donors the opportunity to triple their impact and propelling the Adler to the successful completion of its Phase One fundraising goal!



Teen Leadership

INSPIRING THE NEXT GENERATION OF STEM LEADERS

Last year, the Adler Planetarium expanded its efforts to provide Chicago teens with authentic science, technology, engineering, and math (STEM) experiences through two new initiatives.

One of the museum's hallmark offerings for teens is a successful summer internship program. A generous gift from Mary Ann and Barry MacLean provided support for four new young people to serve as docent leaders in the Doane Observatory. The teens learned to operate the Doane's telescope and guide visitors' experiences in the observatory. Thanks to their efforts, the Adler engaged a record 5,000 guests in observing!

“Our family was delighted to help the Adler build a team of talented young people who engage thousands of museum visitors in observing our Universe.”

BARRY L. MACLEAN
PRESIDENT AND CEO, MACLEAN-FOGG COMPANY

Also in 2013, Shepard Society Member Tom Migala made a special gift to the Adler to establish the STEM SMARTS scholarship, which empowers low-income, high-achieving college students to pursue STEM careers. The Adler congratulates inaugural recipients Jeffrey Bridges-Reed, Kevin Estrella, and Michael Horton, who will each be awarded a scholarship for up to four years and receive one-on-one mentorship from a STEM professional throughout their college experience.





ADLER
PLANETARIUM



ADLER TEEN INVOLVEMENT

16

PAID ADLER
SUMMER INTERNS

67

TEEN
VOLUNTEERS

700

ANNUAL TEEN
PROGRAM PARTICIPANTS







DISCOVER

Zooniverse | Girls Do Hack | Far Horizons | Women's Board



CITIZEN SCIENTISTS

250,000

NOVEMBER 2009

500,000

DECEMBER 2010

705,000

OCTOBER 2012

1m

FEBRUARY 2014

Zooniverse

CITIZENS FOR THE FUTURE OF SCIENCE

The great opportunity facing 21st-century science research is learning how to utilize a flood of new data to advance human knowledge.

The Adler Planetarium is leading the world in seizing this opportunity through the growing movement of citizen science. As architects of a thriving online community known as the Zooniverse, the Adler's Citizen Science team harnesses the efforts and abilities of amateur volunteers to advance frontier research projects in disciplines including zoology, astronomy, oceanography, and pathology. The Zooniverse—and its dedicated corps of 1 million citizen scientists—is the future of science.

INVITING VOLUNTEERS DEEPER INTO THE ZOONIVERSE

In July 2007, *Galaxy Zoo*, the inaugural Zooniverse project, asked volunteers to help scientists understand how galaxies form by classifying images of galaxies according to their shape.

The founders hoped volunteers would classify 1 million images in five years; it took less than one week. Six years later, Adler Astronomer Dr. Laura Trouille added a twist to the Zooniverse formula by inviting participants in her project *Galaxy Zoo Quench* to take part in the entire scientific process.

6,004

IMAGES OF GALAXIES
IN GALAXY ZOO QUENCH

75,000

CLASSIFICATIONS IN
THE FIRST FIVE DAYS

3,300

VOLUNTEERS WHO
CLASSIFIED GALAXY IMAGES

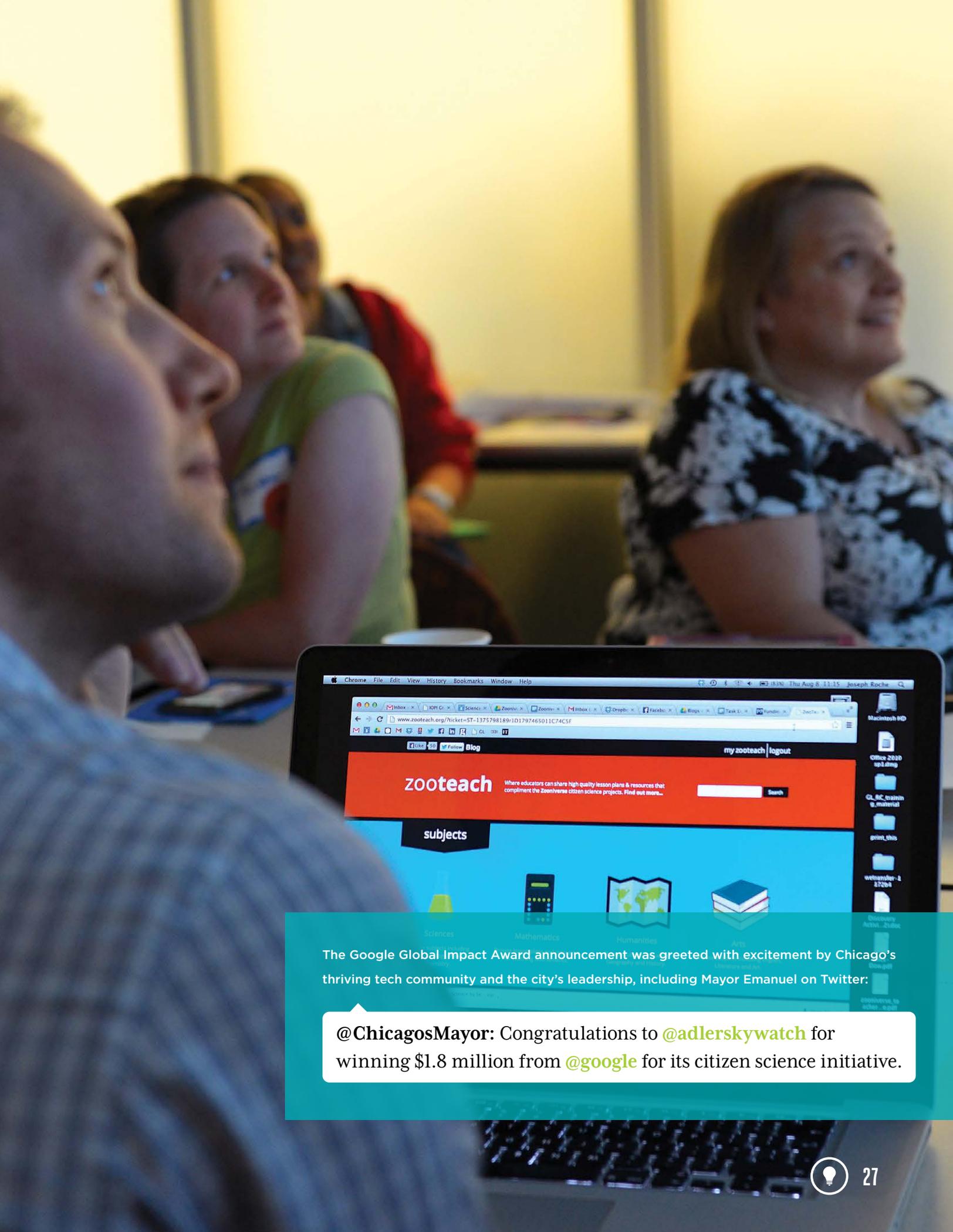
450

VOLUNTEERS WHO
ANALYZED DATA

After successfully classifying a set of galaxies that had recently ended their star formation, volunteers engaged in data analysis and regular discussions with Trouille and her team. Then, using an online collaborative writing environment, they contributed to a scientific paper for submission to a peer-reviewed journal.

The success of *Galaxy Zoo Quench* demonstrates that the public is eager to engage in frontier science. A prestigious Google Global Impact Award will allow the Adler to take a crucial next step in public engagement in science research by building the tools to empower the Zooniverse community to select science projects and, ultimately, build their own.

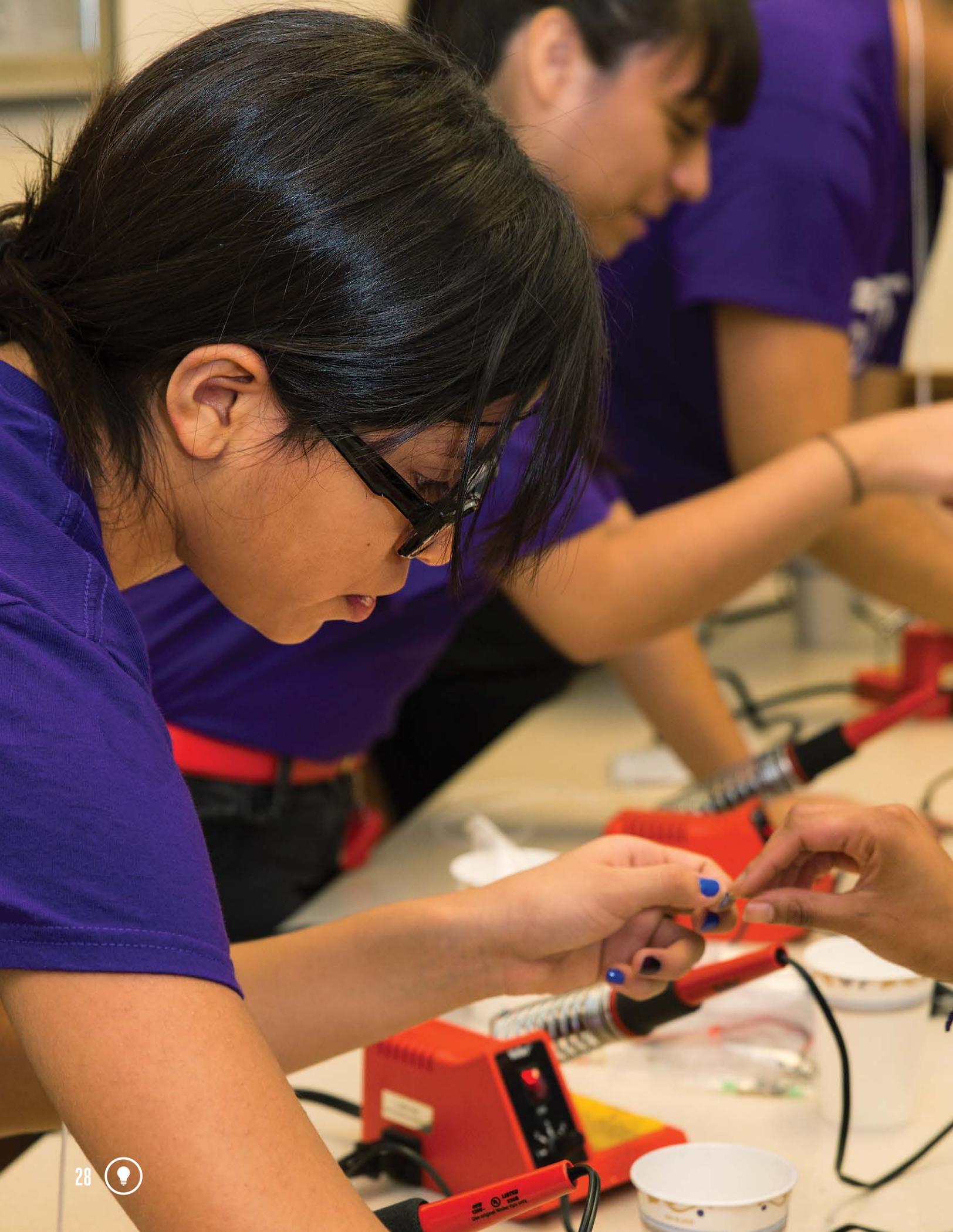




The Google Global Impact Award announcement was greeted with excitement by Chicago's thriving tech community and the city's leadership, including Mayor Emanuel on Twitter:

@ChicagosMayor: Congratulations to **@adlerskywatch** for winning \$1.8 million from **@google** for its citizen science initiative.







Girls Do Hack

HANDS-ON, COLLABORATIVE CRITICAL THINKING

At the Adler, the accepted definition of the word “hacker” isn’t someone who uses computers to steal data; it’s someone who uses their creativity to solve problems in unexpected ways.

With an expanding roster of Hack Days, the Adler is bringing together groups of out-of-the-box thinkers to pool their talents for the good of the community—and to give the next generation an opportunity to develop the practical, hands-on skills needed in STEM careers.

On Saturday, November 9, 2013, the Adler hosted its first all-girls hack day. Forty-five young women from Chicago schools teamed up with 25 STEM professionals to engage in small-group exploration of diverse ways to put STEM skills to work. From soldering circuits, to programming mobile phone apps, to building a water filtration system prototype using a 3D printer, girls acquired an empowering toolset and an introduction to the vast realm of STEM careers.

“We are thrilled to be part of Girls Do Hack, which empowers girls and helps them gain confidence and the essential skills required for STEM careers.”

MISHA MALYSHEV
CEO, TEZA



Far Horizons

DISCOVERING THE EDGE OF SPACE

The Adler Planetarium's *Far Horizons* program engages young people and adult volunteers in designing, building, and launching experiments on high-altitude balloons to the edge of Earth's atmosphere. 2013 marked *Far Horizons*' seventh year of inspiring future space explorers.

Under the guidance of Adler astronomers, *Far Horizons* students and volunteers solve authentic science, physics, and engineering challenges with the goal of exploring and researching near space.

Through first-hand experiences, participants acquire practical skills and discover a new curiosity about the Universe that will drive them to question, observe, and innovate throughout their lives. This incredible journey was captured in 137 films' documentary *This Has Been To Space*.

Far Horizons is generously supported by the Peggy and Steve Fossett Foundation and dedicated to the memory of renowned Chicago adventurer and explorer Steve Fossett.

FAR HORIZONS IN 2013

9

MISSIONS

37

VOLUNTEERS

200

TOTAL PARTICIPANTS

100,000

FEET INTO EARTH'S ATMOSPHERE





Watch footage of the launch

youtube.com/adlerplanetarium





Women's Board

WOMEN'S BOARD RAISES \$1.6 MILLION FOR STEM INITIATIVES

In 2013, the Adler Women's Board raised a record amount for programs serving at-risk Chicago youth through the *Women in Space Science Award Celebration* and the *Celestial Ball* gala.

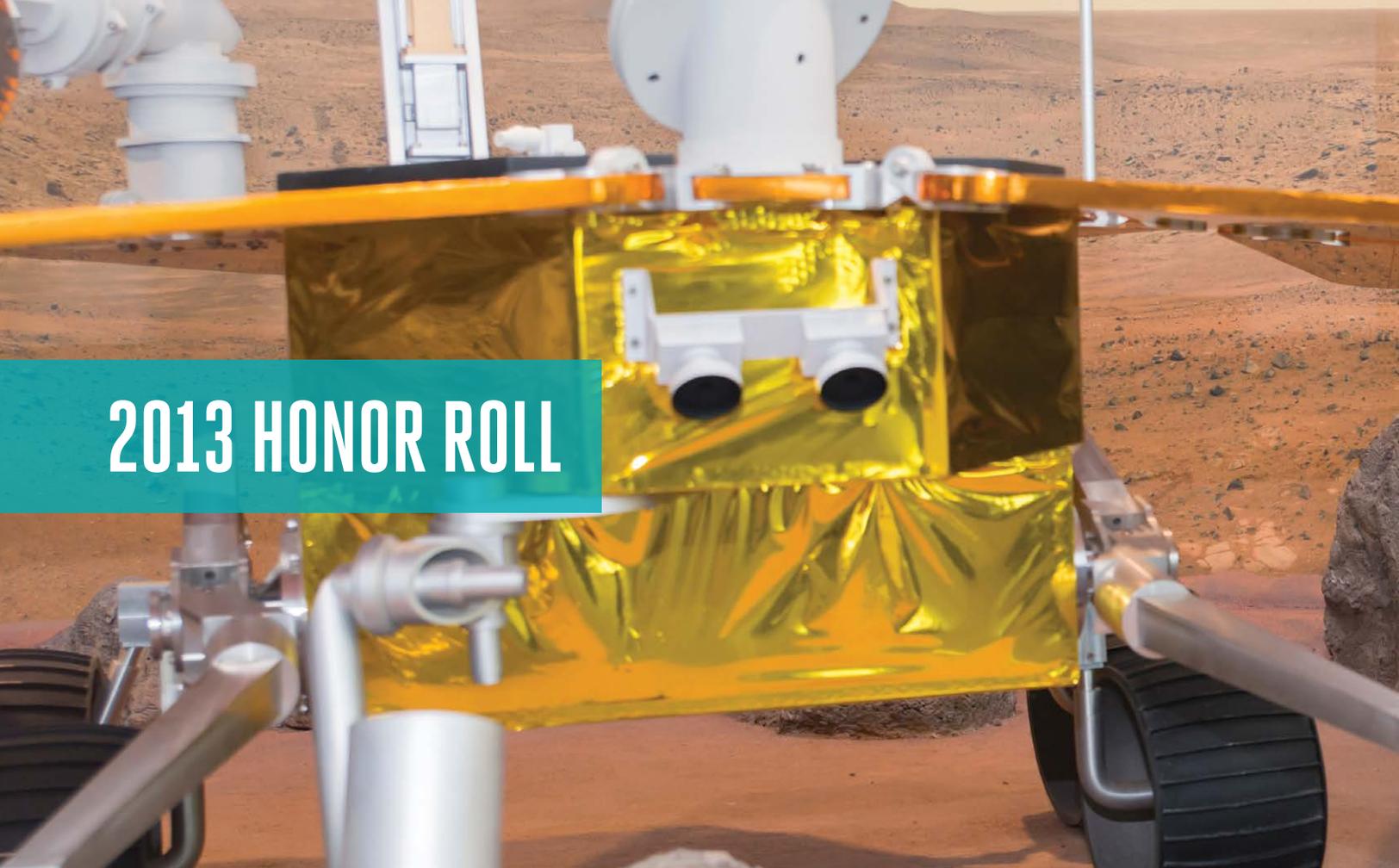
Held on May 2, the *Women in Space Science Award Celebration* honored Amber Gell, rocket scientist and spacecraft systems engineer for NASA and Lockheed Martin, and featured a luncheon followed by an afternoon of hands-on activities at the museum for 250 Chicago girls. The event was chaired by Mihra Seta and co-chaired by Carolyn Berg.

On September 7, a record 720 guests attended the *Celestial Ball*, honoring generous Adler corporate donor JPMorgan Chase. Co-hosted by United Airlines, the gala's 2013 partners included Corporate Dinner Host John W. Estey and Honorary Chair Captain James A. Lovell, Jr. The memorable evening was chaired by Elisa Primavera-Bailey and co-chaired by Donna Beering and Linda Gerstman.



“JPMorgan Chase was pleased to be recognized as the Corporate Honoree at the 2013 Celestial Ball. We were delighted to celebrate the young people the Adler engages in STEM programs. We are proud to support the museum's work with the next generation of Chicago's STEM leaders.”

GLENN F. TILTON
CHAIRMAN OF THE MIDWEST REGION
JPMORGAN CHASE & CO.



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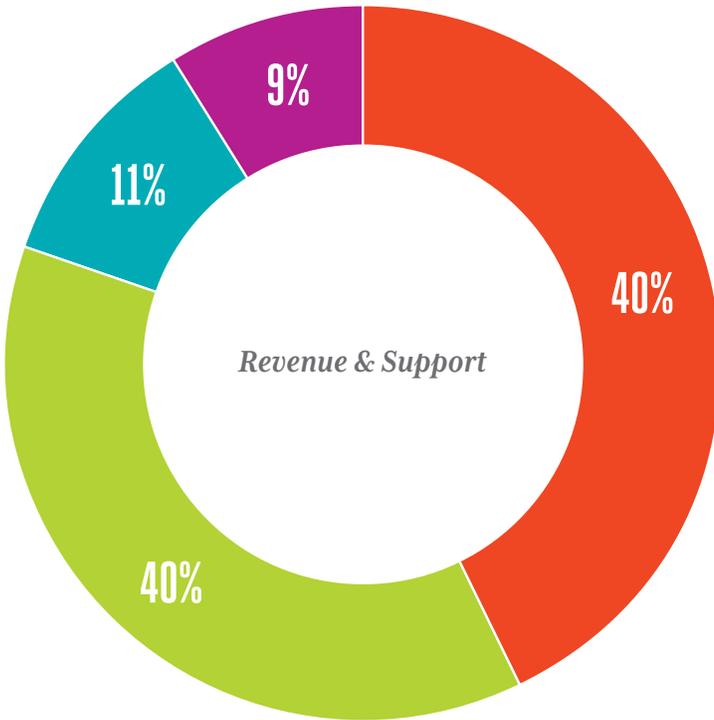
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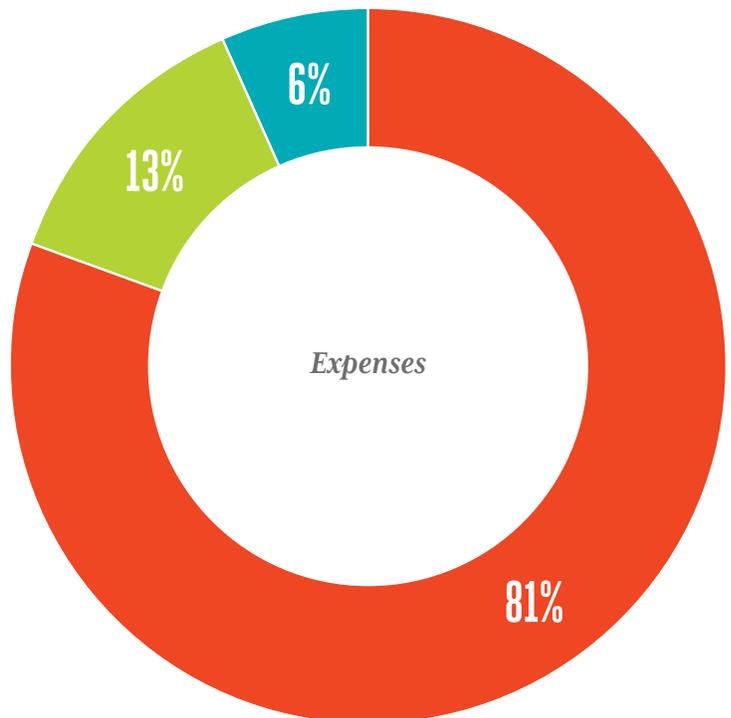
* Five or more years of service

FINANCIAL SNAPSHOT



- CHARITABLE GIVING
- ADMISSIONS & EARNED REVENUE
- RESEARCH & EDUCATION GRANTS
- CHICAGO PARK DISTRICT

- EDUCATION, OUTREACH, COLLECTIONS, & RESEARCH
- DEVELOPMENT & MARKETING
- GUEST SERVICES & ADMINISTRATION





THANK YOU, JOHN!

The Adler community thanks John W. Estey for his extraordinary leadership as board chairman from 2011 to 2014.

During his tenure, John oversaw the successful completion of the \$54 million *Lift-Off!* Campaign, initiated a forward planning committee, oversaw a successful presidential transition, and helped elevate the *Celestial Ball* gala to one of Chicago's premier fundraising events. In addition to his role as chair, John and his wife Cathie have given generously to the museum's STEM learning and job readiness programs for Chicago teens.

The entire Adler community expresses its gratitude and heartfelt thanks.

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The Adler Planetarium gratefully acknowledges the generous support it receives from the Chicago Park District on behalf of Chicago citizens.



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If you feel an error has been made in presenting this 2013 Honor Roll, please contact the Adler's Institutional Advancement Office at 312.322.0334. Thank you!



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PLANETARIUM

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Photo: Cosmic Wonder audiences gaze upon a deep blue Chinese star chart from the Adler collections, which dates to the early 1800s.