

20
21



International Hall of Fame
Discovery Center

ANNUAL REPORT



HIGHLIGHTS

Staff had the opportunity to collaborate with Arnold Grummer for Art in the Park. **Over 500** people came to make handmade paper from toilet paper and turn it into a beautiful flower!



The **Builders Fair** sponsored by Great Northern Corporation was a huge success. Students showed creativity, inspiration and inventiveness to becoming budding engineers.



The Paper Discovery Center received a **\$10,000 grant** through the **Fox Cities Convention & Visitors Bureau's Tourism Asset Emergency Grant Program**. This program helped venues impacted by the COVID-19 pandemic.



Menasha Joint School District's **After School Matters Program** partnered with the PDC to bring science activities to approximately **138 students**.



Fun was had by all at our amazing **Outdoor Science** event! Kids got to paint a cardboard square as part of our community project to build a giant Makedo wind ball, made enormous bubbles, learned to draw with chalk and stomped some rockets!



new MISSION

Motivating the
community to
experience the world
through scientific
exploration.

new VISION

To be the destination
for life-long learning
and discovery.



This past year has seen many changes to the Paper Discovery Center. After being closed down for 15 months, we finally re-opened in June 2021 with a whole new staff and passion for becoming a necessary institution in our community. At the PDC, motivating the community through scientific exploration, engagement and attitude is more than our mission statement, it is what we practice every day. Since June we have built upon this mission by raising student's own standards in STEAM topics, allowing them to view learning about science, technology, engineering, arts and math as something fun, attainable and applicable to everyday life. This has been achieved by incorporating hands-on learning activities and interactive stage performances to our education programming, while also connecting these lessons to what students have learned in school.

A critical part of program planning at the PDC is setting guidelines and benchmarks for our own success. We have learned that flexibility and pivoting with our exhibition design is key as we keep in mind how we are reaching the community at large. As we design our informal educational and interactive materials, we keep three aims in mind. First, to shift children's perceptions of STEAM to a positive, self-affirming outlook. Second, to reach new audiences as we grow. Finally, to create a safe, informative learning environment for children and adults to learn, explore and experiment without fear of judgement or failure.

We believe helping children make the leap from "I could never do that" to "I think I can try that" is the most powerful impact we can have as educators. Our programming builds upon this foundation to keep interest and engagement in STEAM strong throughout middle school years and beyond. This past year has been full of obstacles, but we continue to move forward with help from our sponsors, visitors, staff and collaborating organizations.

We are excited to continue this enthusiasm through 2022 as we move toward becoming the Atlas Science Center. We want to encourage our guests to get excited about STEAM through life-long learning and discovery. Together we can make certain that kids are not discouraged from whatever they want to be, but are inspired and challenged to reach their fullest potential!



Carol Couillard
Executive Director



Dave Kuchenbecker
Board Chair



↑ 280%

Engagement on Instagram

↑ 134.6%

Audience reach on Instagram



133 NEW "Likes"
on Facebook

145 NEW "Followers"
on Facebook

1.3K Followers



2020 & 2021 Honorees: David Appel, Henry J. Rogers, John S. Van Nortwick & William M. Van Nortwick, Kari Alpo Erik Jordan & Richard Reese

52

Stage Performances
this Summer

temporary exhibits

6

- Paper on the River
- Picturing Women Inventors
- Nanotechnology
- Let it Ghoul!
- Let it Glow
- Community Art Project: Windball



3

NEW Educators

+1

Summer Intern



COLLABORATIONS

- Menasha School District
- Boys & Girls Club of Menasha
- Great Northern Corporation: Cardboard Outside the Box Exhibit
- Arnold Grummer's Papermaking
- Pollenablers



Visitors came from

20 STATES 5 COUNTRIES

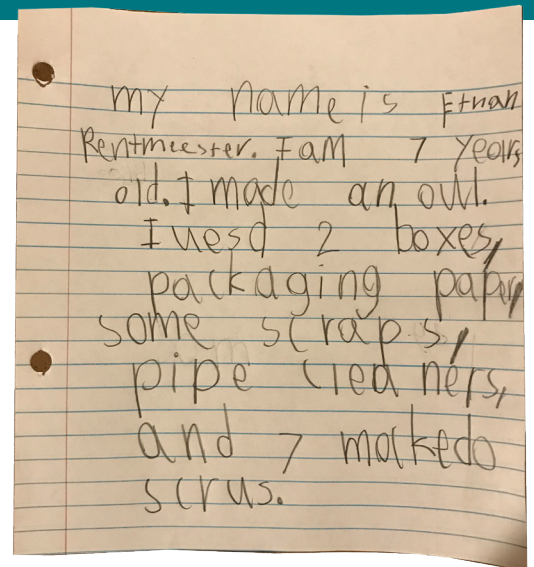
PROGRAM GRANTS & SPONSORS

GRANTS

- ➔ Fox Cities Convention and Visitors Bureau
- ➔ Wisconsin Arts Board
- ➔ Small Business Association
- ➔ Bright Idea Fund, Community Foundation Fox Valley Region
- ➔ Outagamie County Rescue Grant
- ➔ Mielke Family Foundation through the Community Foundation for the Fox Valley Region

CORPORATE SPONSORS

- ➔ Arnold Grummer's Papermaking, LLC
- ➔ Great Northern Corporation
- ➔ CR Meyer
- ➔ Ahlstrom-Munksjö



The **Builders Fair** sponsored by Great Northern Corporation was a huge success. We can't believe the creativity, inspiration and inventiveness that all these budding engineers built.



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Artists from across the country featured artwork of handmade paper at the **Paper on the River Exhibit** hosted for the first time at the PDC.

DONORS

\$30,000+

Ivan Schrodtt

\$15,000-\$29,999

Great Northern Corporation

Purdy Legacy Foundation

\$10,000-\$14,999

Chris J. Hartwig

\$5,000-\$9,999

Robert and Laura Abernathy

Roy and Betty Conrad

\$1,000-\$4,999

Arnold Grummer Papermaking, LLC

Ahlstrom-Munksjö

Dan Clarahan

CR Meyer & Sons Inc.

Dugal Family Fund

Green Bay Packaging

Mabel Grummer

Patricia Myers

Harry Spiegelberg

*(In honor/memory of Harold Miller &
In honor/memory of Tom Grace)*

\$500-\$999

Mr. and Mrs. Robert C. Buchanan

Bioenergy Deployment Consortium, Inc.

Maria Costello

Ann Flowerree/Flowerree Foundation

David and Rebecca Kuchenbecker

John Sensenbrenner

\$200-\$499

Lance Alft

Gary and Judy Gunderson

Åke Hellström

Cheryl Humleker

Herb Kohl Philanthropies

Thomas Lyons

Millwrights Local 1056

Kurt Rasmussen

Doug and Carla Salmon Foundation

Tom and Kay Scheetz

John David Strange

(In honor/memory of John G. Strange)

Dr. Honghi Tran *(In honor/memory of Tom Grace)*

\$100-\$199

AFRY USA LLC *(In honor/memory of Harold Miller)*

Alyssa Anderson

Pam and John Cameron *(In honor/memory of Tom Grace)*

Gregory and Karen Mueller

(In honor/memory of George Mueller)

Benjamin Rinehart

Dorothy Parker Ross

Patricia Streur

Scott Springmier

Dr. and Mrs. Harry Cullinan

\$5-\$99

John Bergin

Cedar Grove - Belgium Area School District

(InHonor/Memory of Tom Grace)

James and Claudine W. Happel

(In honor/memory of Tom Grace)

Susan Hurwitz *(In honor/memory of Harold Miller)*

Kurt Jacobson

Paulette Laffin *(In honor/memory of Tom Grace)*

Nick and Lynn Lanser

Tina Leden

David and Sue Lee *(In honor/memory of Tom Grace)*

Laura Leonard *(In honor/memory of Tom Grace)*

Nancy Lieg

Mitzy Johnson

Dan Meissner

Sharon Miller

Ron Reissmann

Keri Rentmeester

Paula Scholz

Jean Seitz *(In honor/memory of Tom Grace)*

Jessica Strand

Stevey and Sue Taylor *(In honor/memory of Tom Grace)*

Kat Vanden Heuvel

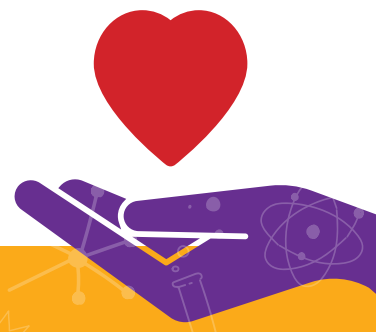
(In honor/memory of Yates Vanden Heuve)

Linda Werner

In-Kind

Arnold Grummer Papermaking, LLC

Miron Construction



FINANCIALS



- 46%** Grant Income
- 34%** Individual Donations
- 11%** Corporate Sponsorships
- 1%** Field Trips
- 10%** Admission, Gift Shop, Rental Income
- 2%** Honors on the River



- 24%** Administration
- 26%** Education
- 1%** Honors on the River
- 17%** Fundraising & Marketing
- 32%** Building & Maintenance

Volunteers, Board & Staff

VOLUNTEERS

Jane Azzi
 Matt Couillard
 James Couillard
 Sue Datta
 Kim Grummer
 Jean McNight
 Bob Opsteen
 Jerry Roberts
 Annette Schwalenberg
 Eric Swanson
 Roger Thiel
 Linda Werner
 Ann Wittenberg
 Ethan Krueger
 Elliot Krueger
 Oscar R. Brautigam

JUNIOR DOCENTS

Jake Kuchenbecker
 Kara Bellg
 Ramey Rinehart

BOARD OF DIRECTORS

Dave Kuchenbecker - Board Chair
 Dan Clarahan - Board President
 Benjamin Rinehart - Board Vice Chair
 Roy Conrad - Treasurer
 Alyssa Anderson - Secretary
 Lance Alft
 Dan Goymerac
 Dan Meissner

STAFF

Carol Couillard - Executive Director
 Lori Alft - Marketing Director
 Claudia Damiani - Lead Educator
 Ashley Rossmeissl - Science Educator
 Hilarie Rath - Paper Lab Educator
 Stacey Kurland - Accounting



PAPERSM
International Hall of Fame
Discovery Center

Paper Discovery Center

425 West Water Street | Appleton WI, 54911

920.380.7491

PAPERDISCOVERYCENTER.ORG