Greetings,

This year marks an historic time for The Health Museum (THM)! For over 22 years, THM has been the valuable resource for Houston on health science education. This worthy distinction has been reaffirmed by our most exciting designation to date – as a Smithsonian Affiliate Museum!

In 2017, we were thrilled to partner with the Smithsonian Institute network and expand our reach to new and diverse audiences. This unparalleled collaboration provides us with the resources, education, and knowledge of the world’s largest museum for the benefit of the Greater Houston area. We are humbled and honored to be the first Smithsonian Affiliate Museum in the Houston Museum District.

Aligning with the Smithsonian Institution establishes a partnership that is both intellectual and material. It also advances the Museum’s ability to provide a world-class experience for all guests. With all of this taking shape, we have much to be proud of and so much more to look forward to. Attendance figures, for instance, have skyrocketed over the last few years:

- 2016 visitation was up 20% from 2015 with a museum attendance of 133,957 people
- Year-End 2017 attendance is up a staggering 47% from 2016 with 199,132 visitors

Likewise, we have witnessed tremendous growth in participation for not only our School Field Trip Program Experience, but also our Free Family Thursday Program, Educational Outreach Program, and Global Teen Medical Summit.

Exciting new offerings for 2018 include the recently launched BIORHYTHM: Music and the Body exhibit which explores the fascinating biological relationship that music has on the human body.

We are very thankful for our Board of Directors, Staff and Community for continuing to support The Health Museum.

Regards,

Brian S. Parsley
Chairman of the Board
MISSION
To foster wonder and curiosity about health, medical science, and the human body.

VISION
To establish itself as the educational leader (genius space) that “brings to life complex, local, national, and global health and wellness challenges so that communities will be empowered to live healthier lives.

With a core purpose of empowering healthier living, and core values of evidence-based, inspirational, and individualized, we are continuously seeking creative methods to inspire behavior change and improve workforce innovation skills of the medically underserved.

CORE PURPOSE
Inspirational, Individualized, Evidence-based Learning
CURIOSITY THRIVES HERE

The Health Museum fosters wonder and curiosity with the help of volunteers, interns, and work study students.

- 63,839 General Admissions
- 25,000 Museum Rentals
- 68,050 Education Programs
- 10,034 Special Programs
- 32,209 Free Family Thursday

199k Visitors

- 5,632 hours contributed to educational programs
- 2,323 hours from local universities
- 2,391 hours dedicated to the Cell Lab
- 743 hours from area high schools
- 759 hours dedicated to marketing and public relations
- $136,012 Economic Impact
# 2017 Statement of Financial Position

## Assets

<table>
<thead>
<tr>
<th>Asset</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$1,056,054</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>$34,181</td>
</tr>
<tr>
<td>Pledges receivable</td>
<td>$30,000</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>$87,433</td>
</tr>
<tr>
<td>Inventory</td>
<td>$34,609</td>
</tr>
<tr>
<td>Investments - endowment funds</td>
<td>$14,436,850</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>$8,417,943</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$24,097,070</strong></td>
</tr>
</tbody>
</table>

## Liabilities and Net Assets

### Liabilities

<table>
<thead>
<tr>
<th>Liability</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$167,782</td>
</tr>
<tr>
<td>Due to related parties, net</td>
<td>$50,262</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>$90,938</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>308,982</strong></td>
</tr>
</tbody>
</table>

### Net Assets

<table>
<thead>
<tr>
<th>Net Asset</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$9,505,301</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>$14,282,787</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>23,788,088</strong></td>
</tr>
</tbody>
</table>

**TOTAL LIABILITIES AND NET ASSETS**

| **$24,097,070** |

## Expense Summary

- Programs                                   | $3,205,050  |
- Gift Shop                                  | $130,589    |
- Management and General                     | $363,944    |
- Fundraising                                | $463,664    |
- Advertising and Promotions                 | $287,634    |
| **Total**                                  | **$4,450,881**|

## Revenue Sources

- Contributions and Fundraising             | $1,174,693  |
- Admission fees                            | $1,342,440  |
- Special events                            | $131,935    |
- Membership revenue                        | $67,350     |
- Gift shop merchandise sales               | $179,993    |
- Rental fees and other income              | $260,852    |
- Interest and dividends, net               | $349,027    |
- Realized and Unrealized gain on investments | $1,273,761  |
| **Total**                                  | **$4,780,051**|
THANK YOU TO OUR WONDERFUL SUPPORTERS!

DeBakey Medical Foundation
John P. McGovern Foundation
Ellwood Foundation
Houston Endowment Inc.
Houston Academy of Medicine
HCMSA Philanthropic Fund
Baylor College of Medicine
Texas Children’s Hospital
Houston Methodist Hospital
Ralph H. and Ruth J. McCullough Foundation

William and Madeline Welder-Smith Foundation
AbbVie
Gilead
Blue Cross Blue Shield of Texas
Houston Eye Associates
Tellepsen Foundation
MD Anderson Foundation
MD Anderson Cancer Center
Wortham Foundation
Albert and Margaret Alkek Foundation
Strake Foundation

Marek Family Foundation
Frost Bank
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Brown Foundation
Microsoft
UT Health
UTMB
Mattox Scholarship Fund
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