



A YEAR LIKE NO OTHER

2020. What once was a statement of clarity of vision, now will reside in history books as an indicator of challenging times. When 2020 began, the Einstein Project was still getting settled in our new home at the Brown County STEM Innovation Center on the UW-Green Bay campus. I had only a few months in as the new Executive Director when the State of Wisconsin shut down operations with a stay-at-home order. All orders for curriculum, all professional development, and all student makerspace workshops were cancelled.

The Einstein project was on a path to new growth and new opportunities with new curriculum, new leadership, and a new makerspace in a new home. COVID-19 put those plans on pause. Everything that we stand for in educational depends on hands-on, experiential learning.

Yet, like so many, we show up and look for opportunities to move forward.

Please take some time to read these pages. Learn about our efforts, challenges, and vision for where we can take STEM education beyond 2020.

Thank you for your support in the past and for your consideration of a gift now that can sustain us today and help us bring high-quality STEM learning back to kids in the future.

Chad W. Janowski

Chad Janowski

Executive Director



EINSTEIN PROJECT MISSION & VISION

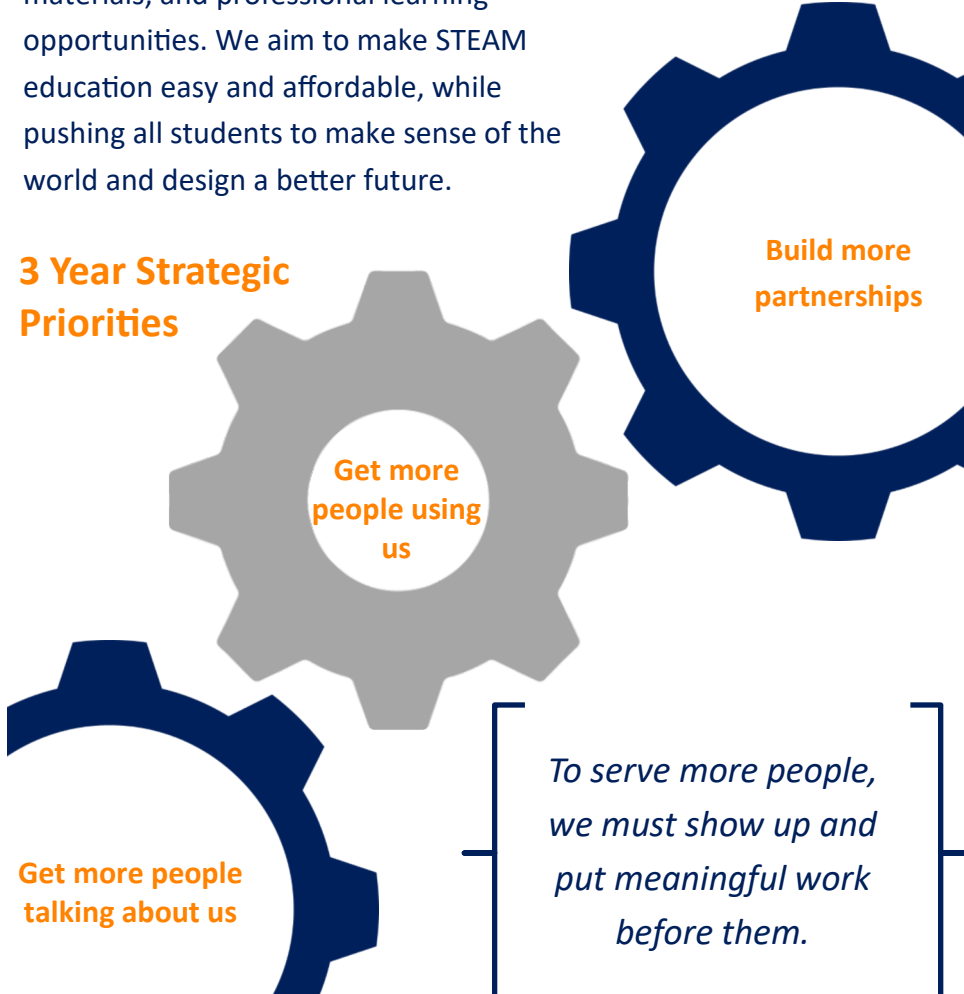
Mission

Providing support and innovation for excellence in STEAM education through experiential learning

Vision

All students deserve robust and enriching educational experiences. Classroom teachers face a multitude of challenges preventing them from helping every child to reach their potential. The Einstein Project is changing that by providing high-quality curriculum, engaging hands-on materials, and professional learning opportunities. We aim to make STEAM education easy and affordable, while pushing all students to make sense of the world and design a better future.

3 Year Strategic Priorities



Get more people using us

Build more partnerships

Get more people talking about us

*To serve more people,
we must show up and
put meaningful work
before them.*

EINSTEIN PROJECT BOARD OF DIRECTORS

Officers

President: Randy Van Straten

Vice President Business & Personal Health Solutions, Bellin Health

Vice President: Bob Mathews

Chief Financial Officer, Northeast Wisconsin Technical College

Secretary: Neil Van Dyke

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Eric Larsen, *Director of Learning & Assessment, CESA 6*

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Jill Rettler, *Financial Planning & Analysis Director, Sanimax*

Mark Williams, *President, Williams Auto Body*

Do you have interest in serving on a board committee?



Opportunities for you to contribute your expertise in...

- Finance
- Human Resources
- Marketing
- Education

*Call our office to
learn more...*

920-884-8800



DO YOU KNOW THE NEW EINSTEIN?

For the last 30 years, the Einstein Project has been providing curriculum, instructional materials, and professional learning for K-8 teachers. In addition to the support we offer to teachers, and schools, we now also run a makerspace at the Brown County STEM Innovation Center on the UW-Green Bay Campus.

Our curriculum and professional learning offerings have expanded, we support schools setting up their own makerspaces, and we sell maker project kits, Creativity Scrimmages, and workshops online and on campus. In addition, our mobile makerspace is ready to hit the neighborhood parks and community events across Northeast Wisconsin.

ADULT MAKERSPACE

MEMBERSHIP

HOMESCHOOL

WORKSHOPS

CORPORATE TEAM BUILDING

BIRTHDAY PARTIES

RETAIL MAKER

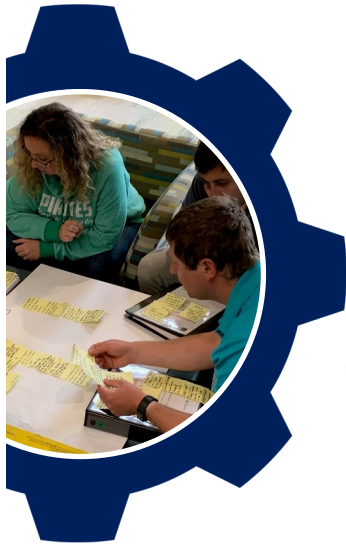
KITS & CHALLENGES



FIELD TRIPS

EINSTEIN PROJECT IMPACT

Einstein Project curriculum is used in **35** school districts; reaching an estimated **24,000** students annually.

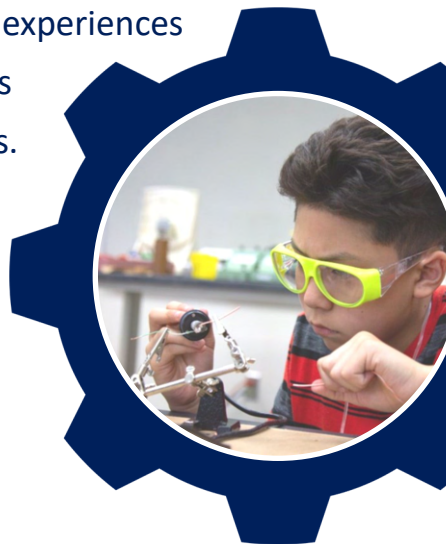


Over **500** educators annually use the Einstein Project for their professional learning.

The Einstein Project facilitated Maker's Mindset workshops in **38** schools across Wisconsin.

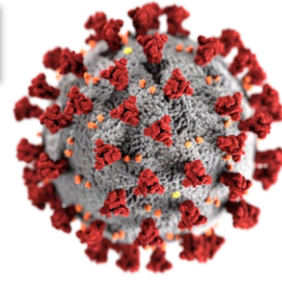
Between **200-250** makerspace experiences occur annually with K-12 students through field trips and workshops.

Tinker Tuesdays @ Title Town Park attracted **80-100** participants weekly.



COVID-19 IMPACT & RESPONSE

COVID-19 has had a profound impact on our personal lives, our economy, and our educational systems. The Einstein Project felt the impact first hand with the cancellation of all units for the spring of 2020. That resulted in *a loss of 1/3 of our program revenue* for the year. Yet, our staff remained resilient and determined to continue to serve our community.



COVID-19 Face Shields Project



We teamed up with **NE Wisconsin 3D Printers** (a Facebook group) led by **Tom Rueckl** to produce and donate **6000** 3D printed face shields for frontline healthcare, police, fire, and rescue workers. In total **64** individuals ran over **100** printers nonstop to provide this valuable protective equipment when it was needed.

Financial support from
over **50** corporate and
individual donors
totaling over **\$7000**

In-Kind Donations

Coex, LLC
D & S Machine
Griffin Industries
Hobbytown USA
Laserform, LLC
MCL
NEW Plastics
Thunder Custom Products
Wild Blue Technologies

COVID-19 IMPACT & RESPONSE (CONTINUED)

Remote Learning Curriculum Adaptations

The rapid move to remote learning in the spring of 2020 was a monumental shift for many educators. To ensure that students were still able to engage with hands-on learning and sense-making, we developed resources and made recommendations to help teachers deliver remote instruction for our

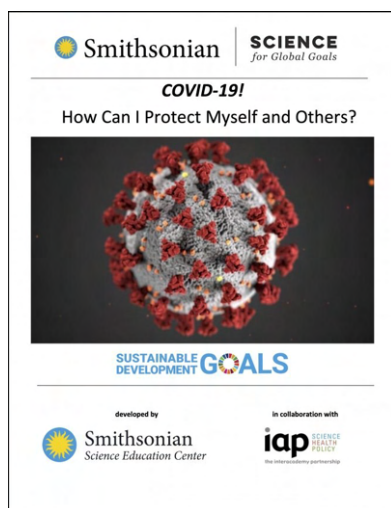


units. *Students need rich opportunities to engage with the scientific ideas, work through figuring out what they mean and how they are useful.* Our work aimed at taking on the planning and preparation to allow teachers to focus on student engagement and learning.

COVID-19 Curriculum Support

Kids are naturally curious. They want to understand what is going on around them. This pandemic is a current event like no other. It presents a unique opportunity to explore the intersection between science and society in a way that is certain to engage even the most reluctant learners.

The Einstein Project is raising awareness of COVID-related instructional materials, and providing instructional support to teachers and school districts wishing to use these units.

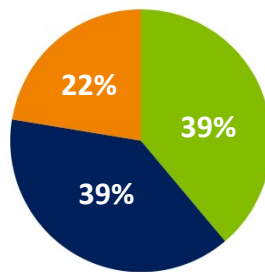


FINANCIAL SUMMARY

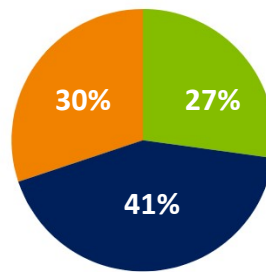
At the beginning of 2020, the Einstein Project was in a great position in our new home in the Brown County STEM Innovation Center with upcoming orders from two new school districts and a slate of opportunities for our makerspace. Yet, as the order cancellations came in due to COVID-19, we knew that we were in a good position to weather the storm. Our previous boards ensured that we were debt free and now have the resources to temporarily get us through times like these. Achieving long term financial sustainability will, however, remain a top priority for future strategic planning.

Revenue

- Contributed
- Program
- Events



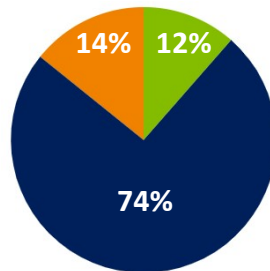
2018-19
\$1,153,167



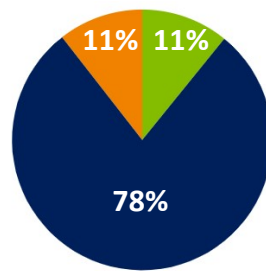
2019-20
\$614,892

Expenditures

- Admin
- Program
- Events



2018-19
\$1,085,472



2019-20
\$1,001,461

2020 CONTRIBUTORS



Wisconsin Public Service
Foundation

BERNIE & ALYCE
DAHLIN



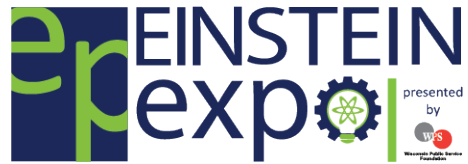
Brown County United Way



Allouez Optimists Club	Georgia Pacific	Robert & Sue Mathews
Jim & Jane Anderson	Graef	MCL Industries
Anderson Charitable Trust	Green Bay Preble Optimists Club	Michael & Katie Meeuwsen
Marguerite Bachhuber	Judy Haevers	Heather Milbach
David Beck	Tim & Julie Harder	Northeast Wisconsin Technical College
Avram Berk	Charles Hatfield	Patrick & Dana Quinlan
Timothy Campbell	James Hinckley	Mark & Patricia Radtke
Nancy Dworak	Marilee Jahn	Carol Ray
John & Lisa Dykema	JT Engineering	Sanimax
Bruce & Diane Fenster	Mark & Melissa Jungwirth	Elizabeth Saunders
Foth	Nancy Kwaterski	Christine Seidl
Fox 11	The Law Firm of Conway, Olejniczak & Jerry, S.C.	Dr. Lee J. Siudzinski
Bruce Gamble	Karmen & Randy Lemke	Marilyn Swanson
Roy & Darlene Geigel Charitable Trust Foundation	Thomas & Bev Lisle	Randy & Julie Van Straten
		John & Brenda Warren
		Woodward Radio

THANK YOU FOR YOUR SUPPORT!

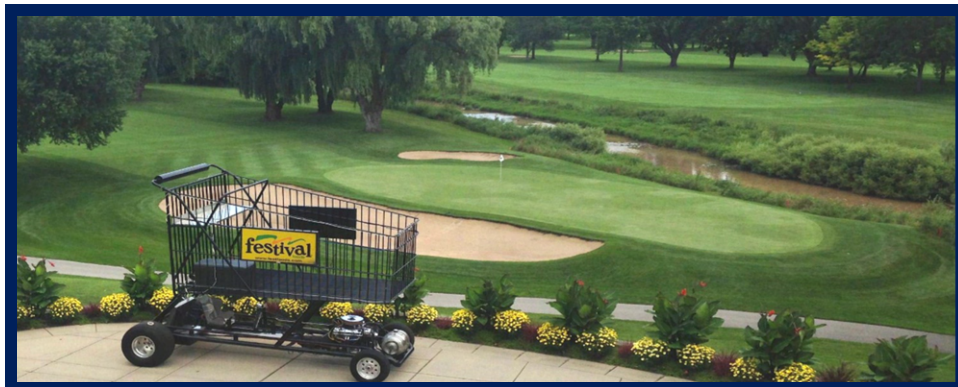
COMMUNITY EVENTS



The 2020 Einstein Expo, in a new location at the KI Convention Center, attracted almost **2000** individuals engaging in hands-on STEM learning at over **70** booths set up by area businesses and non-profits.



In August, Mark Skogen's Festival Foods celebrated 16 years of support for the Einstein Project. The annual golf outing for Festival Foods' vendors, in that time has raised a total of over **\$1.6 million dollars**, supporting STEM education in Wisconsin.



VOLUNTEER & COMMUNITY

EMPLOYMENT SUPPORT

The Einstein Project remains an affordable option for schools thanks in part to the dedication of our volunteers. The “regulars” who show up week-in and week-out throughout the year, were eager to return once the Safer at Home Order was lifted. We are blessed to partner with organizations like ASPIRO, Brown County ADRC, and Curative Connections to offer community-based workshop opportunities for adults with disabilities and employment for people age 55 and older.



**Average Volunteer
Hours Per Week**

29.5 (Pre-COVID)

7.4 (Current)



Do you have some spare time to give?

Sign up at einsteinproject.org/volunteer

ON THE HORIZON...

The pandemic and its impacts are not going to hold us down...

Literacy Kits

In collaboration with Ahrens Education Group & Brain Hive, with funding from the Cummins Foundation, we are creating kits of leveled fiction and nonfiction books to support our curriculum. Educators can provide reading opportunities that compliment student science learning.



Creativity Scrimmages

Innovative teams need practice to hone critical thinking, communication, and collaboration.

Creativity Scrimmages consist of a series of challenge prompts and simple materials to help flex innovation muscles. Designed for teams of 3-7 individuals, these challenges are easily adapted for multiple age groups, including adult corporate teams looking to improve their game!



Learn more at:

einsteinproject.org/creativityscrimmages

WAYS TO SUPPORT OUR WORK

MAIL

Send a check payable to:
Einstein Project
2019 Technology Way. Rm 145
Green Bay, WI 54311

ONLINE GIVING

Use credit card or PayPal at

einsteinproject.org/donate

TEXT to GIVE

Text GOTG to 56651
Follow the prompts to give

OTHER GIVING OPTIONS

Tax Refund Pledges

Employer Match Program

Legacy Gift or Planned Giving

Call our office to learn more...

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*Consider an in-kind
donation!*

STEM education uses so
many supplies. Your
surplus can make a
difference!





PHOENIX INNOVATION PARK

CAPITAL CAMPAIGN

UPDATE



UNIVERSITY of WISCONSIN
GREEN BAY

Campaign Goals

\$2,000,000 STEM Curriculum & Programing - Einstein Project

\$6,000,000 UW-Green Bay Mechanical Engineering Program

\$5,000,000 Brown County STEM Innovation Center

Raised
\$11,287,600



Short
\$1,712,400

Goal: \$13,000,000

The last \$2,000,000 of this campaign is critical to building a collaboration that provides multigenerational STEM education opportunities on campus, in schools, and throughout the community. This investment will ensure that all kids have access to high quality STEM learning experiences that can create a pathway to STEM careers in Northeastern Wisconsin.

Help us close this gap to support STEM learning: 920-465-5025



EINSTEIN
project

einsteinproject.org

920-884-8800

2019 Technology Way, Room 145

Green Bay, WI 54311

