



MOREHEAD
PLANETARIUM+
SCIENCE CENTER

Annual Report

2018-2019



Dear Friends,

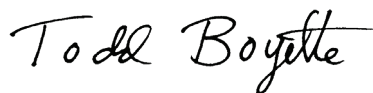
I am pleased to present Morehead's Annual Report for the fiscal year ending on June 30, 2019. This past year was filled with milestones amid transitions. May 10, 2019 marked the 70th anniversary of the grand opening of Morehead Planetarium. Ironically, we were closed on that day due to our building renovation project. However, I cannot think of a better way to celebrate 70 years of service than by reinvigorating the building that has served as our home. We are excited about the new opportunities an updated facility will provide as we look forward to a grand reopening of the entire building in the fall of 2020.

Challenges often inspire creativity, and this is certainly the case with how we approached the 50th anniversary of Apollo 11. Faced with the uncertainty of construction timelines, the Morehead team elected to celebrate early with a speaker series dedicated to the space program in February, March and April. The series featured Astronaut Charlie Duke, Astronaut Mae Jemison, and Apollo engineer Jerry Trachtman.

We also leveraged and built new relationships with partners across the state to better serve North Carolinians, including collaborating with museums for the year-long LiftOffNC initiative to celebrate Apollo 11; and expanding summer camp programs to support Robeson county after Hurricane Florence.

As you read through this, I hope you are as excited about the present and are looking forward to the future as I am. It would be impossible to do this work without your support. Thank you for the many ways you assist Morehead Planetarium and Science Center in serving North Carolina and beyond.

Yours Sincerely,



Todd R. Boyette, Ph.D

Director

Morehead Planetarium and Science Center

MOREHEAD ADVISORY BOARD

DR. ALFRED G. CHILDERS
DR. BRIGID VICTORIA TROAN
DR. CHARLES A. SANDERS
DR. JAMES ROBERT YANKASKAS
DR. LISA ARMSREES GILLESPIE
DR. TODD RANDALL BOYETTE
DR. WARACHAL EILEEN FAISON
MR. ADAM ROGER PHELPS
MR. ALEXANDER HENSON KNAPP
MR. OMAR ODYSSEUS BELL
MR. RICHARD LAWRENCE HIBBITS
MR. SASHA WEINTRAUB
MR. STEPHEN ELLIOT BUTTS
MRS. EMILY CROWDER FRAZELLE
MRS. FLORENCE FOWLER PEACOCK
MRS. SANDRA DANNEMAN RICH
MS. ANITA R. BROWN-GRAHAM
MS. DAVIDA VINSON RIVENS
MS. JOAN HECKLER GILLINGS
MS. LAUREN SESSOMS RIVERS

MOREHEAD FACULTY ADVISORY BOARD

RICH SUPERFINE, CHAIR
LAWRENCE BAND
CHERYL MASON BOLICK
DANA COEN
JEFF DANGL
BRADLEY HEMMINGER
TERRY MAGNUSON
BONITA MARKS
LAURIE MCNEIL
DAN REICHART
MICHAEL RUBINSTEIN
KATHY SULIK
RUSS TAYLOR
MICHAEL TERRY
PETER WHITE

By the Numbers

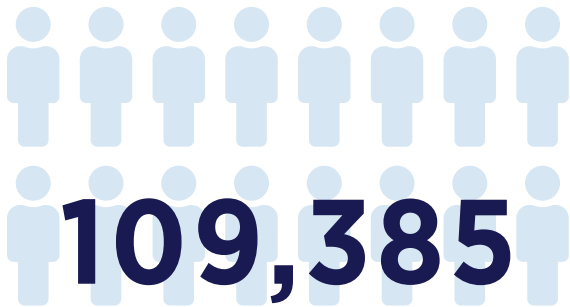


6,440



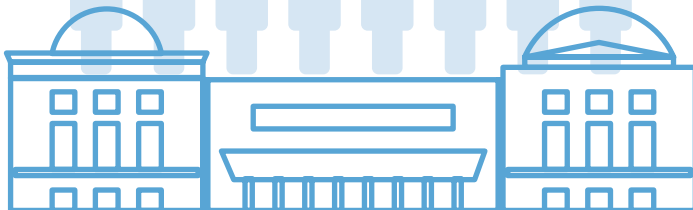
STUDENTS PARTICIPATED
FREE GSK MOREHEAD
AFTERSCHOOL &
SUMMER PROGRAMS

100 NC COUNTIES
SERVED



109,385

ONSITE ATTENDANCE



36

SCHOLARSHIPS GRANTED
TO NC SCHOOLS



10,354

STUDENTS SAT
UNDER OUR MOBILE
PLANETARIUM DOME

456,533

PARTICIPATED IN
THE NC SCIENCE
FESTIVAL





Lift Off NC: Apollo + Beyond

2019 kicked off Lift Off NC: Apollo + Beyond, a year-long, joint campaign with museums in NC formed to commemorate the 50th anniversary of Apollo 11 and humankind's first lunar landing. The celestial space celebration featured festivals, exhibits, lunar- and star-gazing parties, feature films and documentaries, model rockets, space camps, astronomy days, musical performances, educational programming and fun activities.

Honoring Heroes

Charlie Duke, one of 12 astronauts to walk on the Moon, and Mae Jemison, the first black woman to travel to space, visited North Carolina last spring thanks to support from the Burroughs Wellcome Fund and NC Space Grant.



Apollo 11 Exhibit Installation

Although Morehead was partially closed during 2019, visitors have been able to enjoy a newly installed, life-sized exhibit that commemorates the historic Apollo 11 mission, and highlights the impact of the race to space. The exhibit is available for public viewing in the lower level hallway of the building.

SUMMER SCIENCE CAMPS

More than 700 bright-eyed science explorers participated in 2019 summer science camps on campus at Morehead. Camp topics included drones, LEGO engineering, and animal exploration.



CAROLINA SCIENCE CAFÉ

Morehead's Carolina Science Café hosted 13 sessions for adults in 2019. This series hosts monthly conversations with local scientists and subject-matter experts. In partnership with TOPO Back Bar and Sigma Xi.

HIDDEN NO MORE

Morehead wrapped up the "Hidden No More: STEM Women of Color" tour which featured live public talks with prominent women of color working in STEM fields. Ann Vaughan Hammond and Peggy Vaughan (daughter and daughter in law of Dorothy Vaughan, African American mathematician and "human computer" who worked at NASA on missions including Apollo 11) pictured.





Fall 2020
GRAND REOPENING

There's more in store

First opened in 1949, Morehead Planetarium & Science Center is looking forward to the next 70 years of service to North Carolina.

EXPANDING PROGRAMS

We added two new vehicles to our fleet of mobile lab vans thanks to the generous contributions of Kenan Charitable Trust. These vans will increase our ability to serve the entire state and will provide enrichment learning opportunities for North Carolina schools and community organizations with limited resources to travel to Chapel Hill.

Schools and community organizations will benefit from a variety of grade-appropriate biology, physics, and chemistry activities that are aligned with NC educational standards.

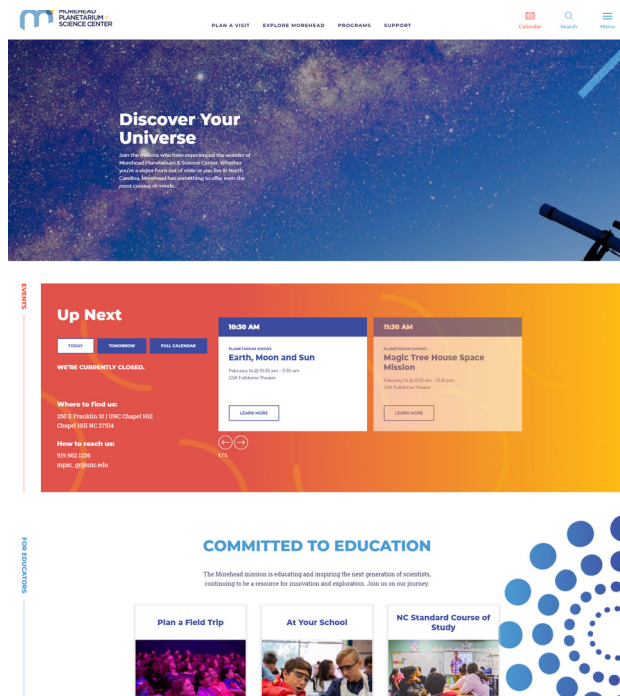


REIMAGINING OUR BUILDING

Since its creation, Morehead Planetarium & Science Center has not had any major renovation to the building. The planetarium dome was completely updated with brand new seats, carpet and paint in Spring 2019 and is currently open to the public.

We are excited to unveil the new spaces in Fall 2020 which will include:

- + A new entrance to the building on the west side grand entrance steps and a new box office
- + A new maker space which will be open to the public
- + Updated classrooms and Science Stage
- + An ADA accessible elevator
- + New retail space
- + Expanded exhibit spaces (5000 sqft) with specific focuses on the history of Morehead, as well as cutting edge science at UNC including marine biology, physics research, and artificial intelligence.



NOTICED ANYTHING DIFFERENT ABOUT US?

In early 2019, Morehead revamped its brand identity with a new logo and assets. The new logo features a sleek design that is closely tied to our astronomy roots, but embodies the direction of the organization as a leading planetarium and science center.

To continue our transformation, we updated our website with the help of the award-winning Rivers Agency. The site features a complete redesign with accessible and mobile-friendly webpages. Visitors will also enjoy:

- + A clean, unified visual design.
- + Easy-to-access information.
- + A simplified site architecture to help users find what they need.
- + More content discovery throughout site.



Science for all

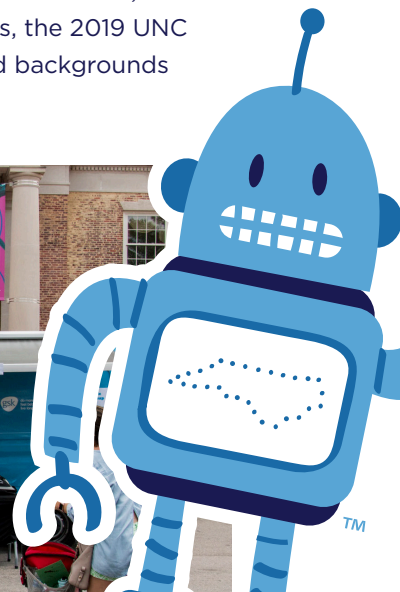
Everyone should be able to enjoy the wonder of science. Through partnerships and supporters like you, we are able to help people all across the state of North Carolina engage with science in meaningful ways.

GSK PARTNERSHIP

In July 2019, Morehead Planetarium & Science Center partnered with GSK to provide a one-week, full-day summer enrichment camp at Pembroke Elementary School. The opportunity for students followed Robeson County's recovery efforts after suffering the devastation caused by Hurricane Florence and Hurricane

UNC SCIENCE EXPO

The UNC Science Expo is an annual opportunity for students and faculty at UNC – as well as our partners from around the triangle – to share their research with families via hands-on science demonstrations and activities. This free event allows visitors to engage with scientists and researchers from a wide variety of backgrounds, including chemistry, physics, marine sciences, archeology, and over 30 other organizations at UNC Chapel Hill. With over 125 tents, 7 stage performances, and 25 tours of 11 different labs, the 2019 UNC Science Expo offered 10,000 visitors of all ages and backgrounds opportunities to pursue their passion for STEM.





North Carolina Science Festival

North Carolina Science Festival is a statewide, month-long celebration of STEM—science, technology, engineering and mathematics—with community-based events hosted by museums, science centers, colleges, universities, businesses,

parks, libraries, and other sites. Founded in 2010 by Morehead Planetarium and Science Center at the University of North Carolina at Chapel Hill, the NCSiFest has served more than 2 million participants of all ages since its inception.

ENGAGING HISPANIC AND LATINX FAMILIES

Thanks to the support of the North Carolina GlaxoSmithKline Foundation, we were able to work with UNC Greensboro and our marketing partners to promote the UNC Greensboro Science Everywhere expo to Hispanic and Latinx audiences. As a result, the diversity among participants more closely reflected the population of the region.

Other events, like the Museum of Life and Science’s iCelebremos las ciencias! allowed visitors from the greater Durham community to interact with scientists who speak Spanish and English.

MAKING STEM ACCESSIBLE

Events like ChangeMakers at UNC Wilmington provided opportunities for children with special needs to get hands-on with maker technology.



You make a difference

Morehead Planetarium & Science Center would like to thank our donors and supporters. Because of you, we can share the wonder of science with thousands of students from across North Carolina. Your support means *science for all*.

26 Scholarships
Granted

\$85,725
Dollars Raised



2019 JUPITER BALL HONOREE: CHANCELLOR MOESER

Morehead Planetarium & Science Center honored Chancellor Emeritus James Moeser with the Jupiter Award at the 2019 Jupiter Ball. During his time at The University of North Carolina at Chapel Hill, Chancellor Moeser oversaw a campus-wide genomics initiative that grew into an unprecedented physical transformation of the campus: the expansion of genome research, the University's most successful private fundraising campaign and record-setting faculty research funding. Currently, he chairs the board of the North Carolina Science Festival, an initiative of Morehead. Chancellor Moeser, as a longtime support of Morehead Planetarium and Science Center and champion of science education, was poised to receive the Jupiter Award.

\$5000+

Anthony Adams

Paula Adams

Alfred & MaryBeth
Childers Foundation

American Online Giving
Foundation, Inc.

Frederick Baker

E. Bell

Mary Bell

Biogen Foundation - RTP

B. Boddie

Jean Boddie

Keri Boyette

William Bryson

Vaughn Bryson

Nancy Bryson

Bryson Foundation LTD

Burroughs Wellcome Fund

Stephen Butts

Alfred Childers

Marybeth Childers

Coca-Cola Foundation
Matching Gifts

Eunice Collins

Donald Collins

Collins Aerospace

Duke Energy Foundation

FedEx Corporation

Giarla and Michelson
Charitable Foundation

Joan Gillings

GlaxoSmithKline -- RTP

Ann Goodnight

James Goodnight



In Memoriam: Joan Huntley,

a dear friend to Morehead, the University and the Chapel Hill community, passed in August of 2019. Then-Interim and now Chancellor Kevin M. Guskiewicz's commemoration reflected all our thoughts here at Morehead:

"Joan Huntley's commitment to Carolina, from the Ackland to public health, medicine and beyond, was extraordinary. For many, she was a gateway to the university, welcoming them to this incredible place and making them feel at home. Her passion for educating our students, encouraging collaboration, and taking care of people in Chapel Hill was inspiring. The impact of Joan's generosity, support and love for this university will be felt for decades to come."

Goodnight Educational
Foundation

Google/Tides Foundation

Alexandra Henson

Richard Hibbits

Ford Hibbits

Joan Huntley

Joan and Robert Huntley
Charitable Foundation

Adrian Likins

Gina Likins

Diane Linfors

Gene Linfors

Michael & Laura
Brader-Araje Foundation

Carol Morehead

North Carolina
GlaxoSmithKline Foundation

Sandra Rich

Lauren Rivers

RTI International

Alfonse Runquist

Jennifer Runquist

Charles Sanders

Elizabeth Sanders

SAS Institute, Inc.

Elizabeth Steelman

Bennett Steelman

C. Stephens

Syngenta Crop Protection, LLC

The Casey Family Foundation

The Nickolas Bunn Boddie, Sr. &
Lucy Mayo Boddie Foundation

Tides Foundation

Triangle Community Foundation

Erik Troan

Brigid Troan

Troan Foundation

UNC REX Hospital

William R. Kenan Jr.
Charitable Trust

Hiroko Yanagida

"We support the Morehead Planetarium and Science Center because of our commitment to youth and education. Pairing the two is the future of mankind. Helping to provide an opportunity for students from the entire state to experience the planetarium is something that we feel is extremely important. Morehead is truly a gem."

David & Carol Ann Morehead

Joan H. Gillings Foundation

Cynthia King

David King

James Kirkland

Laboratory Corporation of
America - HQ

Novozymes North America, Inc.

Florence Peacock

James Peacock

Pitt Community College

Rho, Inc.

Stephen Rich



\$1,000-4,999

James Barrett
Dorothy Bell
Ulysses Bell
Todd Boyette
Sherry Brennan
Paul Casey
Sarah Casey
Amy Chisam
Stewart Chisam
Ann Cox
Christopher Cox
Van Daniel
Durham Prosthodontics
Egret, Inc.
Robert Esther
Phyllis Evans
John Evans
Warachal Faison
William Farley
Salmen Fayed
Katherine Fodchuk
David Frazelle
Emily Frazelle
Deborah Fulghieri
Paolo Fulghieri

Michael Giarla
Lisa Gillespie
GlaxoSmithKline Matching Gifts
Glen Raven, Inc.
Jeffrey Hill
Melanie Hill
Janelle Hoskins
Lucille Howard
Lawrence Howard
Brian Hunt
Jacqueline Hunt
William Kanasky
Catherine Kass
David Kass
Betty Kenan
Thomas Kenan
Alexander Knapp
Carolyn Koch
Gary Koch
Jenny Kotor-Lynch
Bradley Lewis
Betsy Lowder
W. Lowder
Erik MacIntosh
Alisa Mappes
Ellen Michelson

Michael Miller
Tonya Miller
Michele Miller
Susan Moeser
James Moeser
Emily Moseley
Michael Neece
Paula Noell
Palmer Page
Girish Pande
Poonam Pande
Paul F Strebel Living Trust
Brian Payne
Heather Payne
Peter Pickens
Ona Pickens
Susan Preston
Rivers Agency LLC
Evan Ross
W. Sanders
Cynthia Saunders-Cheatham
Christy Shaffer
Joel Shaffer
Simon Smith
Gretchen Smith
Capel States
Nicole Strebel
Paul Strebel
Marie Wade
Joseph Wade
Eric Ward
Gerty Ward
Lori Wittlin
Bonnie Yankaskas
James Yankaskas
Denise Young

Omar Zinn

Paige Zinn

\$500-999

Eve Barkley

Matthew Barkley

Cynthia Beard

Michael Brown

Elizabeth Bruno

Dario Bruno

Deborah Bryan

Robert Corder

Jolynn Dellinger

Hampton Dellinger

Joy Douglass

Chester Douglass

Fidelity Charitable Gift Fund

Susan Gravely

Graybeard Distillery

James Gulick

Owen Gwyn

David Hill

Barbara Javaras

Joseph H. Wade Living Trust

Moise Khayrallah

Houston Kidd

William Kirkland

Ann Kirkland

Stacey Kubis

Patrick Kubis

Harriet Martin

David Martin

Jeffrey Molinari

Sharon Molinari

Todd Olson

Laura Pentz

Justin Pentz

Red Hat Matching Gifts

Nicole Reinartz

Stefan Reinartz

Jesse Richuso

Emily Richuso

Elise Rogers

Mike Rogers

William Ross

C. Saunders

Sarah Saunders

Benjamin Saunders

Charles Scarantino

Schwab Charitable

Matthew Thys

Stacey Towing

Gary Towing

Patricia Vestal

Gordon Vestal

Zachary Vestal

Amber Vogel

Clarence Whitefield

YourCause, LLC Trustee for Red
Hat Matching Gifts

\$100-499

Anthony Acquaviva

Karen Albertson

Randy Albertson

Barbara Allen

Carl Anderson

Mary Anderson

John Austin

William Ballantine

Lawrence Band

Cheryl Barnett

Jon Bjorkman

Karen Bjorkman





Maureen Blouin

Robert Blouin

Thomas Bowen

Zola Boyette

Wilber Boykin

Georgia Brock

Shane Brogan

Amy Busby

Dirk Butler

Hiroko Butler

William Cameron

Kent Carrington

Sarah Carrington

John Chapman

Barbara Chapman

Phyllis Clements

Marshall Clements

Howard Cole

Susan Cole

Jeffrey Cole

Arthur Coston

Crossroads Chapel Hill

Sandra Cummings

Frederic Dalldorf

Jane Dalldorf

Barbara Dancy

Beverly Davis

J. Davis

Hal Davis

Thomas Davis

Meredith De Rham

Mignon DeBerry

Arthur DeBerry

Delta Air Lines, Inc.
Matching Gifts

Richard Denby

Charliss Denniston

Kenneth Dockery

Dollywood

Duke Lemur Center

Lori Enney

Sarah Ericksen

Kirk Ericksen

Brett Estwanik

Stephen Evans

John Falconer

Thomas Fiore

Julia Fox

Carl Fox

Len Fox

Otis Fugelso

Nancy Fuller

W. Fuller

Katherine Gayle

Cameron Gayle

Andrew Gilmore

Geoffrey Green

Diane Griffin

Joseph Griffin

Michael Gunn

Mark Hansil

Katherine Hansil

Nelson Harden

Gail Hedrick

S. Hedrick

Bradley Hemminger

Pamela Hemminger

He's Not Here, Inc.

Elizabeth Holsten

Ina Horn

Carol Huckle

S. Hunter

Robert Hursey
Beth Isenhour
Christina Jackson
Robert Jackson
Stephen Jackson
Jennifer Jackson
James Johnson
Matthew Johnsrude
Curtis Johnsrude
Marsha Johnsrude
Jennifer Kaelin
Lucinda Kahler
Silvia Kaminsky
Myungsa Kang
Darryl Keith
Kendra Scott Jewelers
Theodore Kerner
Lisa Kerner
Fred Kiger
George Kingsmore
Brenda Kirby

Lynne Kirby
Susan Klapper
Victoria Kline-Band
Lois Knauff
Sarah Kucharski
Warren Kuhfeld
John Kuras
Anne Lachiewicz
Lois Laney
Emsley Laney
David Lawrence
Melanie Lawrence
Katherine Leith
Richard Lejeune
David Li
Charles Lineberry
Cat Lineberry
Gregory Lowen
Ray Lucas
Jeff Lynch
Kimberly Macon

Richard Macon
Michael Maness
Christopher Marchetti
Heidi Marks
Brian Marks
Stephen Marshall
Elizabeth McCarty
Steven McCombs
Stephen McConnell
Mary Alyce McCullough
Joseph McCullough
Edwin Mcmillan
Charles Meier
Terri Meier
Jenny Merritt
Erin Miller
Michael Miller
Karen Mohlke
Bryant Moore
Neil Moore
Kimberly Moore





Ted Murphy

Leslie Murphy

Thomas Narten

NC Department of Natural &
Cultural Resources

Jeffrey Newell

Richard Newell

North Carolina Symphony

Northwestern Mutual Life
Matching Gifts

Allen Olmstead

Bethany Olmstead

Olga Otter

Louise Palmer

M. Parker

Anthony Passannante

Harry Peterson-Nedry

Philip Polka

Trudy Polka

Susan Poulton

John Poulton

Prep to Sell, LLC

Susan Preston

John Purdie

Laura Qualls

Jeffrey Qualls

Coleen Quinn

Radhika Ramakrishnan

Jay Raval

Kathryn Rector

Joseph Rector

Donna Reece

Renaissance Charitable
Foundation, Inc.

Rufus Riddick

Susan Riggs Runge

Sybil Robb

Russell Roberson

Susan Rodger

Margaret Rollins

William Rollins

Frances Rollins

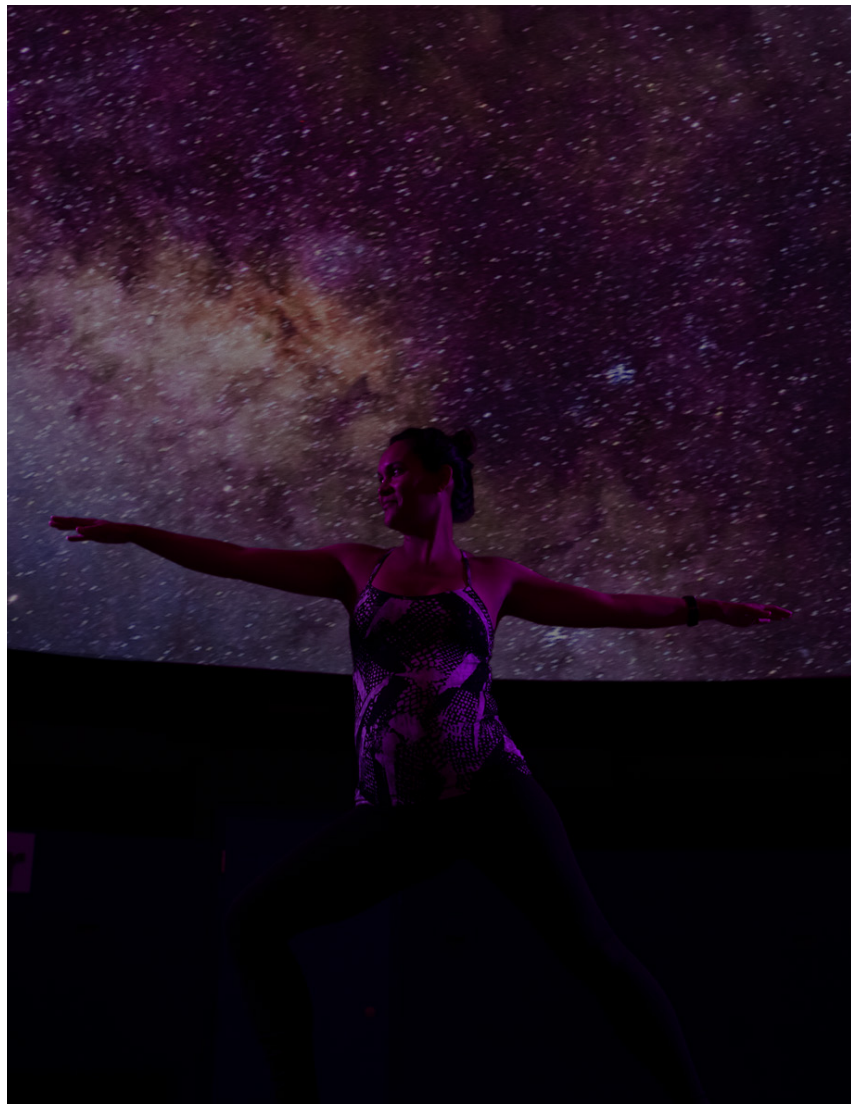
Marian Rollins

Marschall Runge

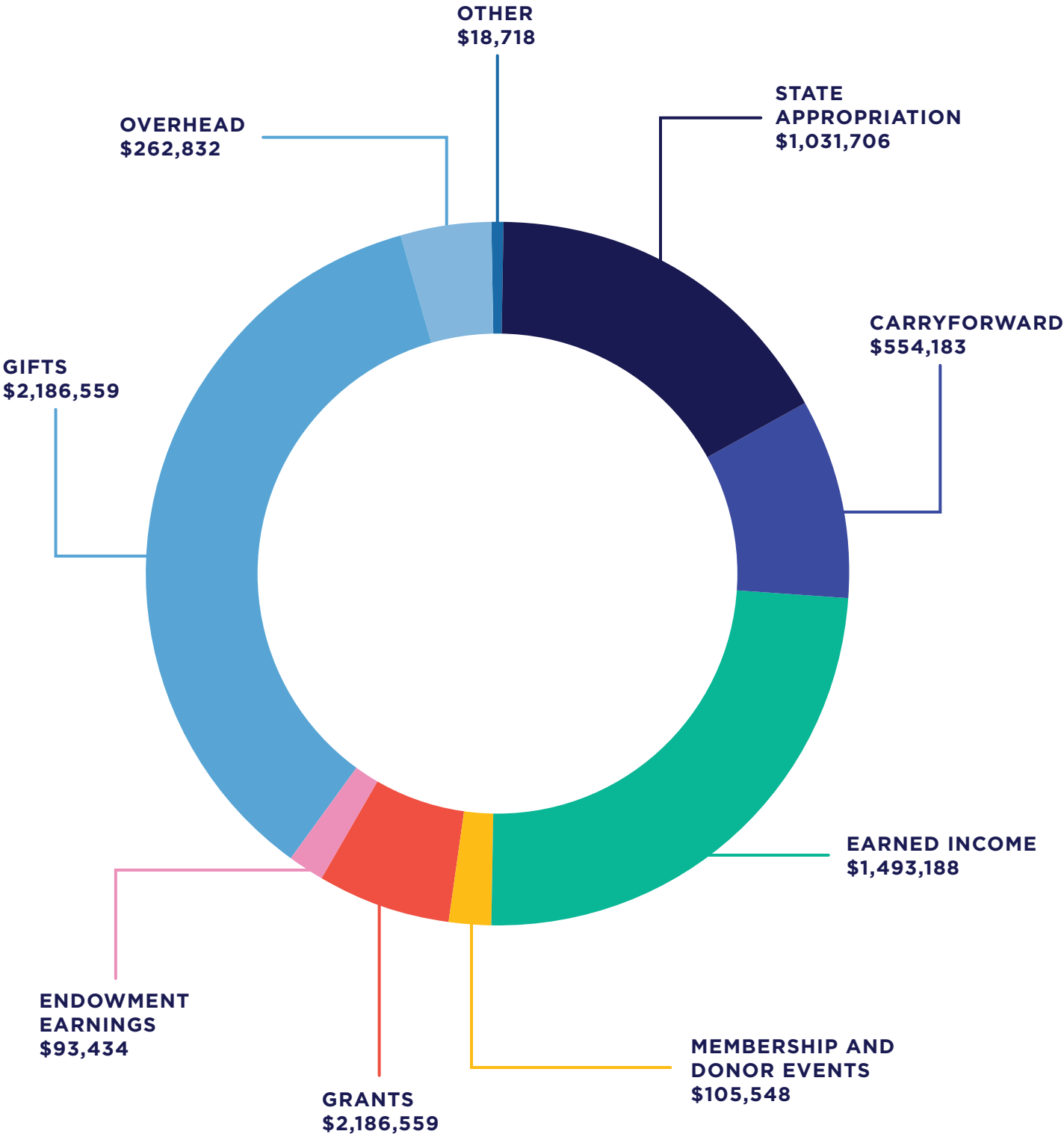
Kim Salisbury-Keith
Jason Sandford
Jennifer Schoden
Robert Seedlock
Sharp Nine Gallery
Kathy Shaw
Winfred Shaw
Karen Singh
Parmjit Singh
William Smith
Snap Pea Catering
Sarah Southward
Adam Steiner
Marieke Steiner
Frederick Stipe
Amanda Stipe
Pamela Strand
Stephen Strother
Kylie Strother
Alison Stuebe
Lishan Su
Richard Surwit
SWDP Restaurant Group LLC
Angela Talton
James Tanner
Jackie Tanner
Texas Instruments, Inc.
Matching Gifts
The Walters Living Trust U/A DT
The Wine Cellar
Richard Thiele
Charles Timmons
Denise Travis
Carol Tresolini
Aimee Turner
Tweetsie Railroad
Karen Villeda

Amanda Walke
John Wallace
John Wallace
Ashley Wallace
Anna Waller
Mary Waller
Scott Walls
Robbi Walls
Carol Walters
Bradford Walters
Rachel Whinna
Evan Wilkoff
Kimberly Wilkoff

Diana Williams
Susan Williford
Alisa Wolberg
David Wood
David Worley
Robert Wray
Heather Yeowell
David Yeowell
Kristen Young
YourCause, LLC Trustee for
Duke Energy Foundation
Matching Gifts
Man Yu



Financials



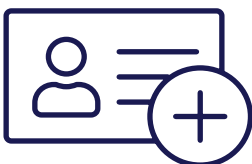
Giving Matters

There are multiple ways to support Morehead philanthropically. Regardless of the method you choose, your gift is important because it allows Morehead to serve more people with stronger programming.



ANNUAL FUND

Your unrestricted gift to the annual fund allows the Morehead team to invest strategically in areas of vital importance to the organization and its mission. You may make a one-time gift online at any time or you may set up a monthly bank draft. We can also accept stock, property, retirement assets, life insurance and other types of non-cash gifts.



MEMBERSHIP

For more than 70 years, Morehead Planetarium and Science Center has supported science education in North Carolina. Now, you can support Morehead and get special benefits for yourself, including free admission to hundreds of science centers and museums nationwide through the ASTC Passport Program. When you invest in membership, you are investing in Morehead and the future of science for all.



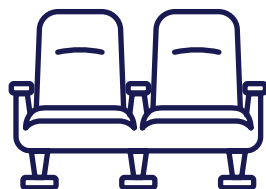
PLANNED GIVING

Through planned gifts, you may be able to make an even more impactful gift to Morehead and realize financial and tax benefits through philanthropy. There are a number of planned giving options including wills, annuities, charitable trusts and more.



MATCHING GIFTS

You may be able to increase your impact on Morehead through your employer's matching gift programming. Many employers will match all or a portion of your contribution. Some companies will even match gifts by retirees and/or spouses.



SEAT CAMPAIGN

Become a part of Morehead's legacy by reserving a Skyview Seat in our newly renovated GSK Fulldome Theater. For \$5,000, each Skyview Seat will have its own plaque affixed to the armrest and engraved with the donor's name. This giving option makes a great graduation or holiday gift, as well as in-memoriam gifts.

For more information on ways to give, please contact our Assistant Director of Advancement at 919.962.7012 or visit us at moreheadplanetarium.org/support



Nonprofit Org
US Postage
PAID
Permit 177
Chapel Hill, NC

 @moreheadplanetarium

 @moreheadplanetarium

 @moreheadplanet

www.moreheadplanetarium.org



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL