SUPPORTING SCIENTIFIC RESEARCH

117,000



LOTS IN OUR COLLECTION NOW ACCESSIBLE TO SCIENTISTS THROUGH IDIGBIO

LEADING SCIENTISTS participated in Mollusks in Peril, the first international conference on the topic. Their presentations are available online.

PROFESSIONAL VISITS to U.S. aquariums to establish working partnerships with like-minded national organizations.

LOCAL SPECIES hatched in the Museum's aquariums this year as we strive to learn more about these amazing creatures.



APPRECIATING OUR COMMUNITY

6,689

304 attendees supported our two fundraising events— Under the Sea and Celebrity Island Dinner, where Robin Cook (right) of The Sanibel Captiva Trust Co. was the top celebrity server.

MONTHLY
BUSINESS
SPONSORS

TRUSTEES
CREATING
A 10-YEAR



HOURS LOGGED

BY 135 VOLUNTEERS

REACHING THE NEXT GENERATION OF LEADERS

60%

MORE
STUDENTS
THAN
PRIOR

4TH GRADERS ATTENDED OUR
"ADOPT-A-CLASS" FREE FIELD TRIPS

1st YEAR

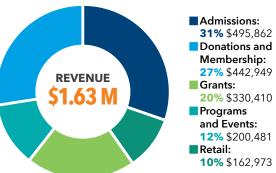
MOLLUSKS ON THE MOVE

launched in 2016, taking our programs (and mollusks) throughout Lee and Collier Counties. 21 visits are already scheduled for 2017.



REACH US

STAYING FINANCIALLY STRONG



Programs: 55% \$689,544
Administration and Store: 24% \$305,343
Fundraising: 9% \$115,429
Occupancy:

7% \$93,631

Advertising
and Marketing:
5% \$58,868



CONNECTING YOU TO THE NATURAL WORLD THROUGH A LOVE OF SHELLS AND THE MARVELOUS ANIMALS THAT CREATE THEM.

The Bailey-Matthews National Shell Museum 3075 Sanibel-Captiva Road Sanibel Island, FL 33957

(239) 395-2233

www.ShellMuseum.org



ANNUAL REPORT 2016

Whether you're a long-time resident or a first-time visitor to Sanibel/Captiva, shells are probably on your mind. Your family delights in them at the beach, you might collect them to take home as souvenirs.

Perhaps you've become one of our local shell experts!

At the Bailey-Matthews National Shell Museum, we love the beauty of shells, and we also love the natural world that they embody. I thought I would share with you some of what we at the Museum believe:

WE BELIEVE THAT MOLLUSKS, THE SHELL CREATORS, ARE AMAZING ANIMALS. THERE ARE MORE KINDS OF MOLLUSKS THAN ANY OTHER ANIMALS IN THE OCEAN. THEY ARE A CRITICAL COMPONENT OF THE WORLD'S FOOD WEB—INCLUDING OUR OWN. MANY ARE ENDANGERED AND MOST PEOPLE DON'T KNOW THEY EXIST.



We believe that unless people come to care about the animals that create shells, these creatures and the ocean they live in are at risk—and our lives will be diminished in ways we can only begin to imagine.

When people meet mollusks, they fall in love with them. It may start with a love for their beautiful shells, then through our work, for the living creatures themselves—the shell creators.

We believe that there is no other place in the world that is doing this work. There is no other community in the world that is as invested in the health of these mollusks—and the ocean—as are our island friends.

We can change the world one shell (and shell lover) at a time.

DORRIE HIPSCHMAN

Executive Director
Bailey-Matthews National Shell Museum

OPENING EYES TO SANIBEL'S LIVING BEACHES

75 339

AMBASSADORS HOURS ON THE BEACH

Our brand new Shell Ambassadors welcomed, taught and encouraged visitors since the program started in November.





365
DAILY BEACH WALKS

4K+
BEACHGOERS

Daily Beach Walks at the Island Inn with our marine biologists this past year.

VISITORS

THE GLOBE

FROM AROUND

CONNECTING WITH A GLOBAL COMMUNITY—FOR GLOBAL IMPACT

60,000 60,000

SOCIAL MEDIA FOLLOWER

VISITS TO OUR WEBSITE



1st Annual NATIONAL SEA SHELL DAY

As seen on Good Morning America!

PROVIDING FUN, EDUCATIONAL PROGRAMMING FOR ALL AGES

HANDS-ON ACTIVITIES IN OUR NEW EXHIBITS

7,300 SHELL CRITTERS MADE 2,190





We are one of only 802 accredited museums in the U.S.!

17,500 TOTAL MUSEUMS IN THE UNITED STATES

2016 DONORS THANK YOU!

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Every effort has been made to

provide an accurate list of donors. If there are any errors or omissions, please contact Melanie Moraga at 239-395-2233 ext. 11





March 1, 2017

Dear Community,

I have the honor and privilege of serving as the 2017 Bailey-Matthews National Shell Museum's President. Having been on the Board of Directors since 2013, I've come to learn the rich history of the Museum and the important role it plays in our local, regional, national and international community. I've also had the great opportunity to watch Dorrie Hipshmann, the Museum's Director, along with former Board President, Pete Bender, help further guide the Museum into a position of strength, both organizationally and financially.

I can say with confidence that the Museum's future is both stable and bright. Financials are being managed properly and conservatively, while insurance, assets, reserves, staff levels, and expenses are all at comfortable levels. The Museum's vision and mission are both well-defined and embraced from the top down. Short-, mid-, and long-range goals are clear with the Board's commissioning of a Master Plan in 2016, which will help shape and define the Museum, both organizationally and financially, over the next 10+ years.

Another great indicator of the current and future success of the Museum is the dramatic increase in positive visitor feedback. The museum has made changes to its staffing, programs, and pricing over the last few years in order to better connect with its visitors, volunteers, and financial supporters. The glowing feedback from these groups concludes that these efforts are indeed working.

It's evident that the dedication of past staff, volunteers, and Boards has created an opportunity and atmosphere for the Bailey-Matthews National Shell Museum to shine! I look forward to honoring this longstanding history of progress and enthusiastically participating in the Museum's exciting future.



Chris Davison 2017 Board of Trustees President



March 1, 2017

Dear Members, Donors and Volunteers,

Thanks to you, 2016 was a great success.

The Museum's annual fund raiser, *Under The Sea*, was a special evening. We moved the event back to the museum and provided live tank demonstrations and a tour of the collections area for all of our guests. The evening was capped off with by spirited silent and live auctions—and generous direct donations.

In May 2016, the museum hosted a forum, *Mollusks in Peril*, that was presented by worldwide recognized scientists. The forum concentrated on the effect of climate change on mollusks and the impact on all sea life. The forum focused on human activities that place mollusks in peril worldwide.

The *Celebrity Island Dinner* at Traders in the fall of 2016 kicked off the season for non-profit fund raiser parties. An enjoyable evening was had by all who attended.

In 2016 the museum introduced new interactive exhibits focusing on mollusks and instituted daily live-tank demonstrations.

The museum remains a special place for those who recognize the value of our collections, education programs and the science of our changing environment. There are great things coming in the future.



Pete Bender 2016 Board of Trustees President