Science is Elementary



ANNUAL REPORT 2024





A message from CEO & Founder, Tzipor Ulman

Dear Friends,

As I reflect on the past year, I am deeply encouraged by our progress in advancing scientific literacy among young children. In a world that increasingly values innovation and critical thinking, equipping the next generation with the tools they need to navigate complex information has never been more essential. In the words of Alva, a 16-year old SiE alum, "Science is Elementary has made a career in science feel more tangible to me... it instills a love for science and inspires kids to pursue more scientific ideas and knowledge."

This year, we celebrated a remarkable milestone—our 15th anniversary! At this event, we honored our vibrant community: the 130,000+ children who have experienced hands-on science with us, the families and teachers who support them, our dedicated volunteers, and our generous supporters. Thanks to your commitment, we've expanded our reach to new regions, engaging 72 schools and community organizations in hands-on science experiences.

Looking ahead, we are committed to strengthening our impact by increasing our partnerships, enhancing our programs to serve even more children, and instilling a lifelong love of learning and curiosity.

Thank you for being an integral part of our journey. Together, we are shaping the next generation of scientists, innovators, and leaders.

With gratitude,

Tzipor Ulman
CEO & Founder



Science is Elementary

Our Mission

Science is Elementary provides inspiring, innovative, high-quality science experiences to the preschool and elementary school children who need them most.



Our Goal

With the help of forward-thinking supporters and strategic partners who believe in the power of collective action we aim to reach 1 million children in the next 5 years.

Our Pillars

Science is EVERYWHERE

We place children's curiosity at the heart of our program, encouraging them to explore the world through science and engineering, and making interdisciplinary connections along the way.

Science is for EVERYONE

We foster equity and inclusion by honoring each child's unique identity and experiences, integrating cultural contexts into our instruction. We firmly believe that everyone can achieve high standards in science.

Science is AWESOME

Science is both cool and awe-inspiring. By nurturing inquiry, we encourage students to ask questions, make observations, and test ideas, fostering awe and excitement for learning.

Our Approach

Science is for Me!

Our flagship program invites children aged 4–7 to explore the world with Jasmine and José, solving problems through easy-to-follow, illustrated science activities. Designed to make STEM education accessible and engaging for underserved communities, Science is for Me! seamlessly integrates hands-on science with literacy. Available for both classroom use and family learning, this transformative program has empowered over 120,000 children and families, delivering vital science education, fostering a sense of belonging in STEM, and building essential skills for future success.

Learning Lab

This combination of hands-on experiments, science talk, and science writing, is taught by SiE educators who are scientists and engineers with extensive classroom experience. They're joined in the classroom by active or retired STEM professionals who volunteer, combining a depth of knowledge and passion for science.

Professional Development

Customized for schools and districts, teachers learn to integrate science and literacy, teach reasoning skills, and find engaging phenomena, boosting teacher confidence and student outcomes.

Team Building

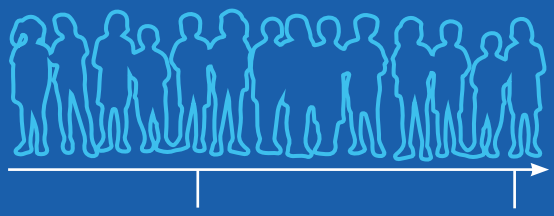
This year, we launched a new team-building initiative to enhance employee engagement and boost team morale for companies committed to advancing science education and dedicated to giving back to the community. While most events took place in the Bay Area, we have now expanded nationwide, holding events in Michigan, Washington, and Maryland. By partnering with these corporations, we enhanced employee engagement and increased social impact, bringing together 1,400 employees across 26 corporate-sponsored events to provide over 40,000 Science is for Me! kits to children in need.



Our Impact

12X GROWTH
in just 3 years

CHILDREN SERVED



50,370
in 2024

130,000+
to date

25% reached through schools

75% reached through community based organizations

science education hours: **62,492**

volunteers engaged: **1,554**

volunteers hours: **3,215**

44,539
kits distributed

55 cities **17** counties **3** states

67 education partners

> Science is for Me! is a fantastic addition to our programs. It makes learning science fun, engaging, and accessible for all.
>
> *- Berkeley Public School Fund*

> We're extremely grateful for the support and end-to-end coordination that made the team building event run super smooth. It was a huge success... we can't wait for the next one!
>
> *– Global Giving and Doing Team, Western Digital*

Key Program Metrics

Content retention

85%

After one session:

17% Increase in kids confidence in science abilities

17% Increase in parents' confidence in facilitating science

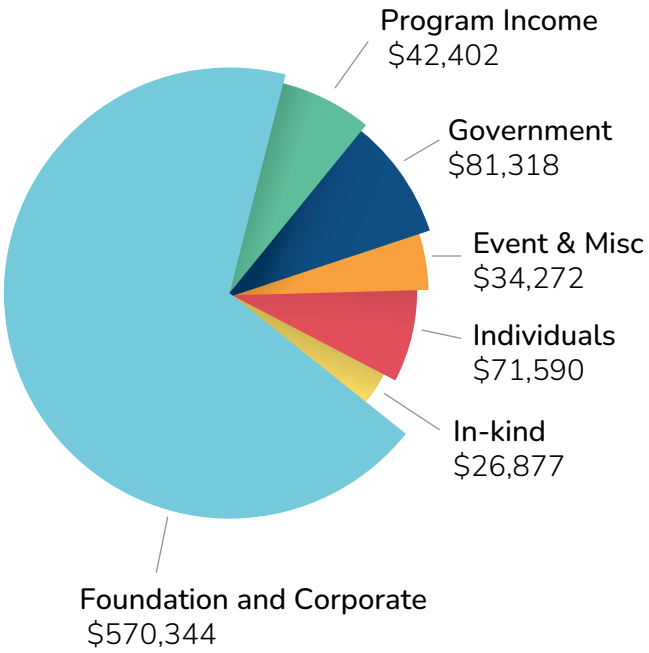
14% Increase in educators' confidence in teaching science

Parents' rating:

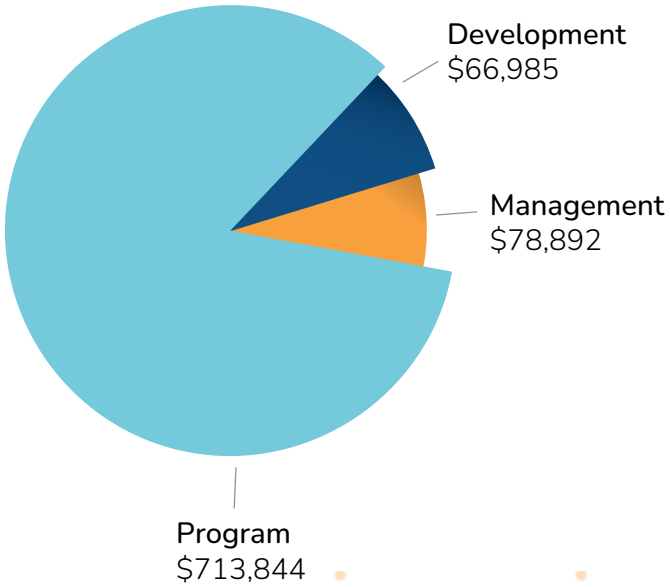
Educators' rating:

Financials

TOTAL REVENUE: $826,803



TOTAL EXPENDITURES: $859,721



As Science is Elementary grows, we are excited to invest in our programs to meet the rising demand. While this year's revenue did not fully cover our budgetary needs, we were able to rely on our organizational reserves to maintain stability and sustain our impact during this time.



Board Members

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Sylvia Kainz
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Tracy Gray



Science is Elementary

Get Involved:

Help Us Inspire the Next Generation of Scientists

Partner With Us
Interested in corporate sponsorship or community partnerships? Let's work together to expand the reach and impact of science education.

Bring Science is for Me! to your classroom
Provide engaging, hands-on STEM activities that inspire young learners.

Donate
Your contribution helps us reach more children with hands-on science kits, supports teacher training, and expands our program reach.

Volunteer
Whether assembling kits or assisting with events, our volunteers are essential to our mission. Join our community of hands-on science advocates!

Together, we can ignite curiosity, empower young learners, and build a brighter future.

Contact us at info@scienceiselementary.org

Thanks to our supporters

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For a list of our education partners, visit our website: www.scienceiselementary.org

Science is Elementary

www.scienceiselementary.org

Science is Elementary
SiE is a 501c3 nonprofit organization
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