ANNUAL REPORT 2025



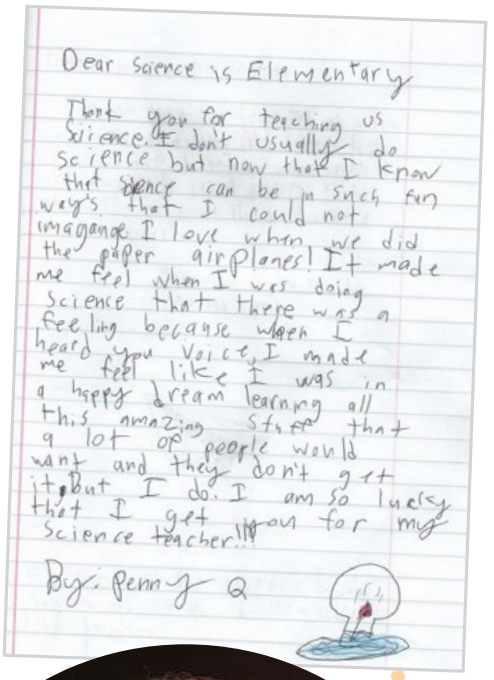
Science is Elementary

A message from CEO & Founder, Tzipor Ulman

Dear Friends,

Sometimes the most profound feedback comes from the smallest voices. “I don’t usually do science but now [...] I know that science can be in such fun ways that I could not imagine. [...] It made me feel like I was in a happy dream learning all this amazing stuff that a lot of people would want and they don’t get it.”

This young girl’s transformation – from reluctance to genuine excitement – demonstrates the crucial work that we do. When children discover that science is exploration, creativity, and wonder, we open doors to lifelong learning.


Dear Science is Elementary

Thank you for teaching us Science. I don't usually do science but now that I know that science can be in such fun ways that I could not imagange I love when we did the paper airplanes! It made me feel when I was doing Science that there was a feeling because when I heard your voice, I made me feel like I was in a happy dream learning all this amazing stuff that a lot of people would want and they don't get it, But I do. I am so lucky that I get you for my Science teacher!!!

By: Penny Q

At a time when education and science funding face unprecedented cuts, our work has never been more essential. Budget reductions are exacerbating gaps in science education – over 30 percentage points between socioeconomically disadvantaged students and their more affluent peers – precisely when we need the next generation of innovators most.

While policymakers debate budgets, we cannot afford to wait. Our programs fill the void left by funding cuts, bringing engaging science directly to students who might otherwise never experience the joy of discovery – young students in communities that lack the resources to provide high-quality science education.

This year, we have significantly expanded our reach, providing exciting science and engineering activities to children from Sacramento to LA. We quickly responded to the LA fires in January – establishing new partnerships and then packing up and shipping 10,000 Science is for Me! kits in 4 days to partners ranging from afterschool programs to family shelters.

As we face complex global challenges, Science is Elementary’s commitment remains unwavering: to ensure that every child has access to transformative science experiences.

Together, we can make children’s “happy dreams” a reality.



With gratitude,

Tzipor Ulman
CEO & Founder

Science is Elementary

Our Impact

181,600 children served to date

66,755
science hours this year

87%
content retention

99% of children say they like science

55,397
kits distributed this year

83% of kids want to learn even more science

41 cities

5 states

children's science confidence increased **28%**

Our Mission

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

Our Pillars

Science is EVERYWHERE

We ignite children's natural curiosity by helping them discover science in their everyday life through hands-on explorations in science and engineering.

Science is for EVERYONE

We ensure all children and educators feel confident in science, regardless of their background, by honoring each person's identity and experiences, and integrating cultural and community contexts.

Science is AWESOME

We spark wonder and excitement by encouraging kids to ask questions, make observations, and test ideas — making science an inspiring adventure.

Our Programs

Science is for Me!

Our flagship program serves children ages 4–7 and their families during the most critical window for STEM engagement. By focusing on this pivotal developmental window, we establish strong foundations for improved critical thinking skills, increased likelihood of pursuing STEM careers (leading to higher lifetime earnings), and development of scientific reasoning essential for navigating an increasingly complex world.

Thoughtfully designed to make STEM education accessible and engaging, Science is for Me! is especially impactful for underserved communities that often lack access to high-quality science learning opportunities.

The core 30-book series feature diverse children using science to solve everyday problems and understand the world around them. Each kit includes an engaging illustrated storybook with step-by-step instructions and all the necessary materials needed to conduct the experiments independently. The program seamlessly integrates hands-on science with literacy, and multilingual family guides encourage engagement as families explore scientific concepts together in their home language.

Science is for Me! emerged during the COVID-19 pandemic when we discovered that traditional education barriers—technology access, language, economic inequality, cultural relevance—could be circumvented. What started as an emergency solution became lightning in a bottle: a program that breaks down multiple barriers simultaneously while proving more effective than traditional approaches.

Learning Lab

SiE educators, themselves scientists and engineers with extensive classroom experience, bring Science is for Me! into the classroom with this program. They're joined by STEM professionals who volunteer their time. This combination of expertise and passion creates a rich learning environment where students are inspired to explore and think critically.

> "The bilingual nature of Science is for Me! makes it much more inclusive. The understanding of science now is more important than ever. Your organization is a childhood science literacy hero and we applaud and appreciate you."
>
> – Margret, Librarian and Recreation Manager

In addition to providing valuable hands-on experiences for students, Learning Lab helps inform and improve the Science is for Me! program. By engaging directly with children and educators, we continually refine the curriculum and create a sustainable impact that empowers both groups.





Professional Development

Early childhood education (preschool to age 8) provides a crucial window of opportunity to foster scientific thinking and literacy skills simultaneously. Our training empowers both formal and informal educators to confidently create engaging, hands-on learning environments where children explore science, see themselves represented in STEM, and develop confidence as young learners.

By integrating science and play, we offer a holistic approach where educators can create a rich learning environment that fosters curiosity, creativity, critical thinking, social-emotional development, and a love for exploration and discovery.

Many partners bundle this training with our Science is for Me! kits, offering a comprehensive approach that ensures sustainable impact and builds the foundation for lifelong scientific curiosity and learning.

This growing initiative builds teacher confidence and improves student outcomes, making it a valuable resource for new and experienced educators alike.

We are proud of the expanding demand for this program, and excited to continue supporting educators in sparking lifelong scientific curiosity in their students.



Thanks to our supporters

KLA
bioMerieux
Merck
V O Smith Family Foundation
Scott Family Foundation
Leslie Family Foundation
Western Digital
Rainin
Moderna
Adobe
SiTime
nVent
Applied Materials
Towsley Foundation
Workday
Dodge & Cox
John and Marcia Goldman Foundation
Harbor Point Charitable Foundation
Goggio Family Foundation
Compassion Week Los Altos
Barrios Trust
BMS
Lawrence Livermore Natl Lab
The Barrios Trust
Atkinson Family Foundation
Juniper Networks
Sares-Regis Foundation
Teichert Foundation
Intuit
National Gottesman Fdn
Cisco
Parker Institute
Focus Broadband
Kiwanis Club of Palo Alto
Apple
BPM
Wood-Rodgers
Brunswick Electric

For a list of our education partners, please visit our website.



Team Building

Our team-building initiative has quickly become a standout opportunity for companies looking to enhance employee engagement, boost team morale, and make a meaningful impact on the community. Focused on advancing science education, the initiative has grown rapidly, expanding from the Bay Area to include events in Michigan, Washington, and Maryland.

Through these partnerships, we brought together about 1,000 employees across 29 corporate-sponsored events, providing over 21,000 Science is for Me! kits to children in need. This initiative also raised over $100,000, directly supporting Science is Elementary and our beneficiaries. With growing demand, we're excited to continue expanding our reach and impact in the year ahead.

> "Seeing my team members fully engaged and having a great time serving a worthy cause. SiE was amazing to work with. Every part of the logistics moved with ease. From organizing the event to the day of execution, it was an awesome experience. Thank you!"
>
> – *Operations Manager, Cisco*

Get Involved:

Help Us Inspire the Next Generation of Scientists

Join us in making high-quality science education accessible to every child. Here are ways you can make a difference:

Partner With Us
Make a meaningful impact through corporate sponsorship or employee engagement events.

Bring Science is for Me! to your group
Inspire young learners with engaging, hands-on STEM activities.

Support Professional Development
Empower educators to integrate science through fun, play-based learning.

Donate
Help us reach more children, support educators, and expand our programs.

Volunteer
Play a key role in bringing STEM to kids by joining our community of science advocates!

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

Contact us at
info@scienceiselementary.org

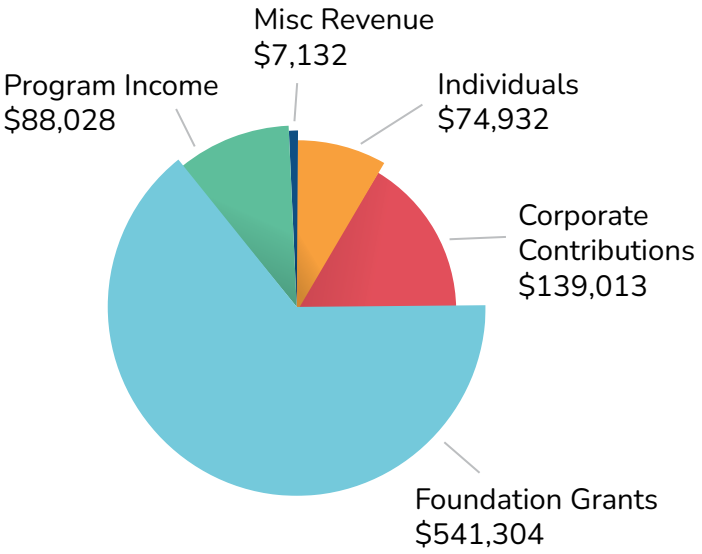
Science is Elementary

2483 Old Middlefield Way, Suite 170
Mountain View, CA 94043

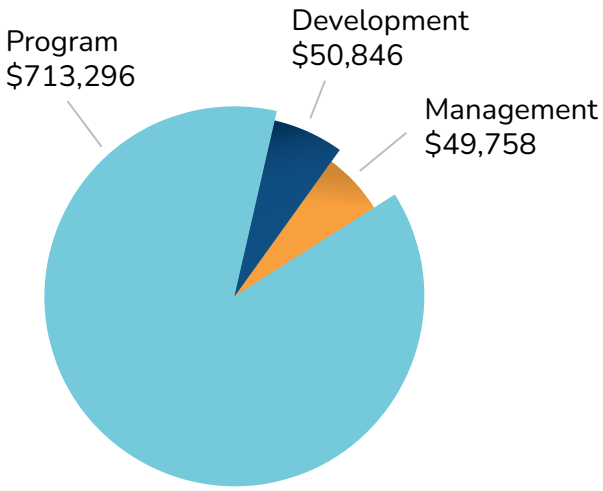
SiE is a 501c3 nonprofit organization.
EIN # 26-3018469

Financials

Total Revenue: $850,408



Total Expenses: $813,900



Board Members

Salvador Badillo-Rios
Gaurab Bose
John Busch
Keith Jose
Sylvia Kainz
Jo Anne Lee
Tamara L. McInerney
John Morada
Jennifer Oyedele
Anisha Patel