



# NEW FRONTIERS



SOCIETY FOR SCIENCE & THE PUBLIC

2019 ANNUAL REPORT



# SOCIETY FOR SCIENCE & THE PUBLIC

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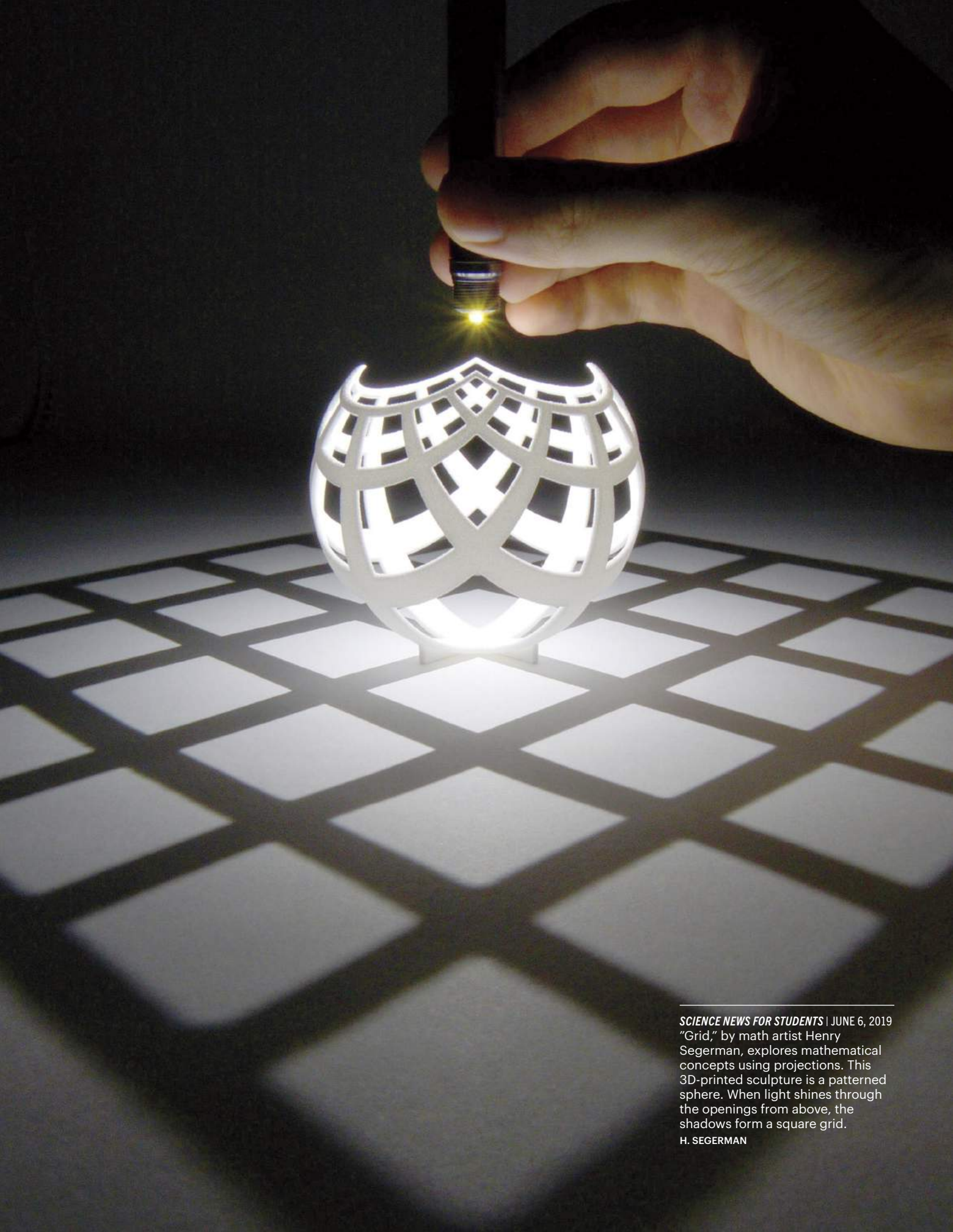
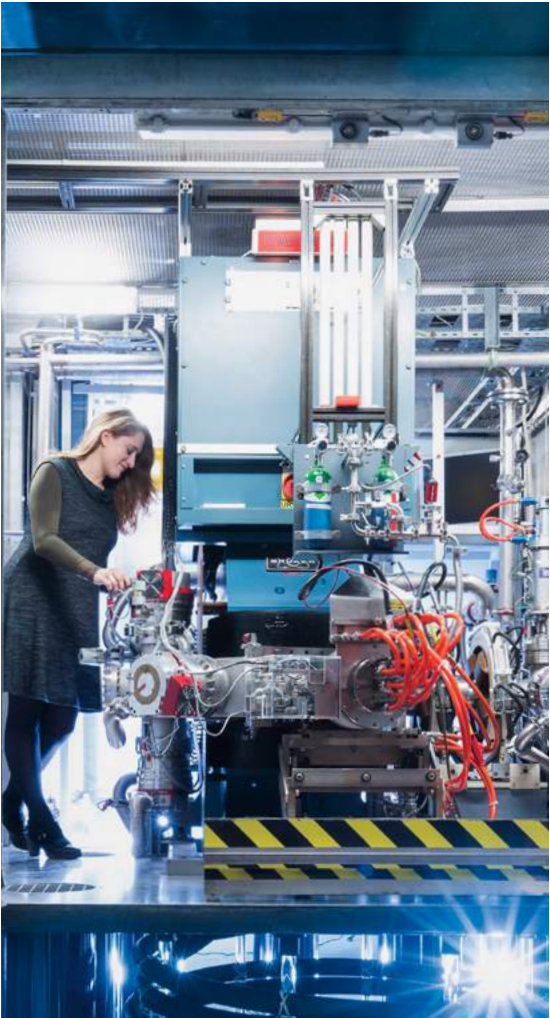
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*SCIENCE NEWS* | MARCH 2, 2019  
To create new elements and study the chemistry of the periodic table’s heaviest atoms, researchers at the GSI Helmholtz Center for Heavy Ion Research in Darmstadt, Germany, use the apparatus shown below to create beams of ions that scientists then smash into other elements.  
GSI HELMHOLTZZENTRUM FÜR SCHWERIONENFORSCHUNG GMBH/JAN MICHAEL HOSAN 2018



*SCIENCE NEWS FOR STUDENTS* | JUNE 6, 2019  
“Grid,” by math artist Henry Segerman, explores mathematical concepts using projections. This 3D-printed sculpture is a patterned sphere. When light shines through the openings from above, the shadows form a square grid.  
H. SEGERMAN



SCIENCE NEWS | MARCH 30, 2019

Maybe only 30 out of 1,000 icebergs have a green hue, earning them the nickname “jade bergs.” Now scientists may know why the ice has this unusual color.

STEVE NICOL

# Exploring New Frontiers



I am thrilled to introduce Society for Science & the Public's 2019 Annual Report, *New Frontiers*, which commemorates a year of extraordinary new partnerships and programs for the Society. So much has changed since the end of 2019, but it is still important to document and share the positive impact the Society achieved during the past year.

As the Society approaches its centennial in 2021, it is my honor to be the new Board Chair. For the past dozen years, the Society has been led by H. Robert Horvitz. Thank you to Bob for building such a strong Board and leading the Society through many changes and triumphs.

I want to thank Regeneron for continuing to invest in the next generation of scientific leaders as the new title sponsor of the International Science and Engineering Fair. We are so heartened that Regeneron is being joined by new and returning Society sponsors, including Broadcom Foundation, Johnson & Johnson, Microsoft Azure Sphere and the National Geographic Society.

*Science News* spent 2019 breaking records. Its coverage of the Event Horizon Telescope project became our most read story online, bringing millions of readers to our site. *Science News* molecular biology senior writer Tina Hesman Saey won the National Academies of Science, Engineering, and Medicine 2019 Communication Award for her special report “Genetic testing goes mainstream.”

We saw young women enter the Society's competitions in great numbers last year. Female scientists swept all five top awards at our middle school competition Broadcom MASTERS, and Ana Humphrey won the top award at the Regeneron Science Talent Search. We look forward to continuing to support women in science as the 2019 competitors join our global alumni community, which is more than 70,000 people strong.

We explored new frontiers by focusing on increasing our support of middle school students and teachers, including a new invention award at our middle school affiliated fairs

across the United States and a new Middle School Research Teachers Conference.

The Board proudly added a new layer to the Society's leadership with the launch of the Honorary Board. The 22-member inaugural Honorary Board has 10 Nobel laureates and 13 Society alumni.

Thank you to the Board of Trustees, whose commitment and guidance ensures the continued success of the Society. In particular, I want to thank Joe Palca and Scott McGregor, who retired as Trustees in 2019, and I want to thank Laura Helmuth for her year of service on the Board. Laura, a former *Science News* intern, was recently named the Editor in Chief of *Scientific American*.

The Society welcomed Thomas F. Rosenbaum, an alumnus of Science Talent Search 1973, to the Board. He is the President of the California Institute of Technology and the Sonja and William Davidow Presidential Chair and Professor of Physics.

Tackling new frontiers would not be possible without the strategy and vision of the Society's President & CEO and Publisher of *Science News*, Maya Ajmera, and the entire Society team.

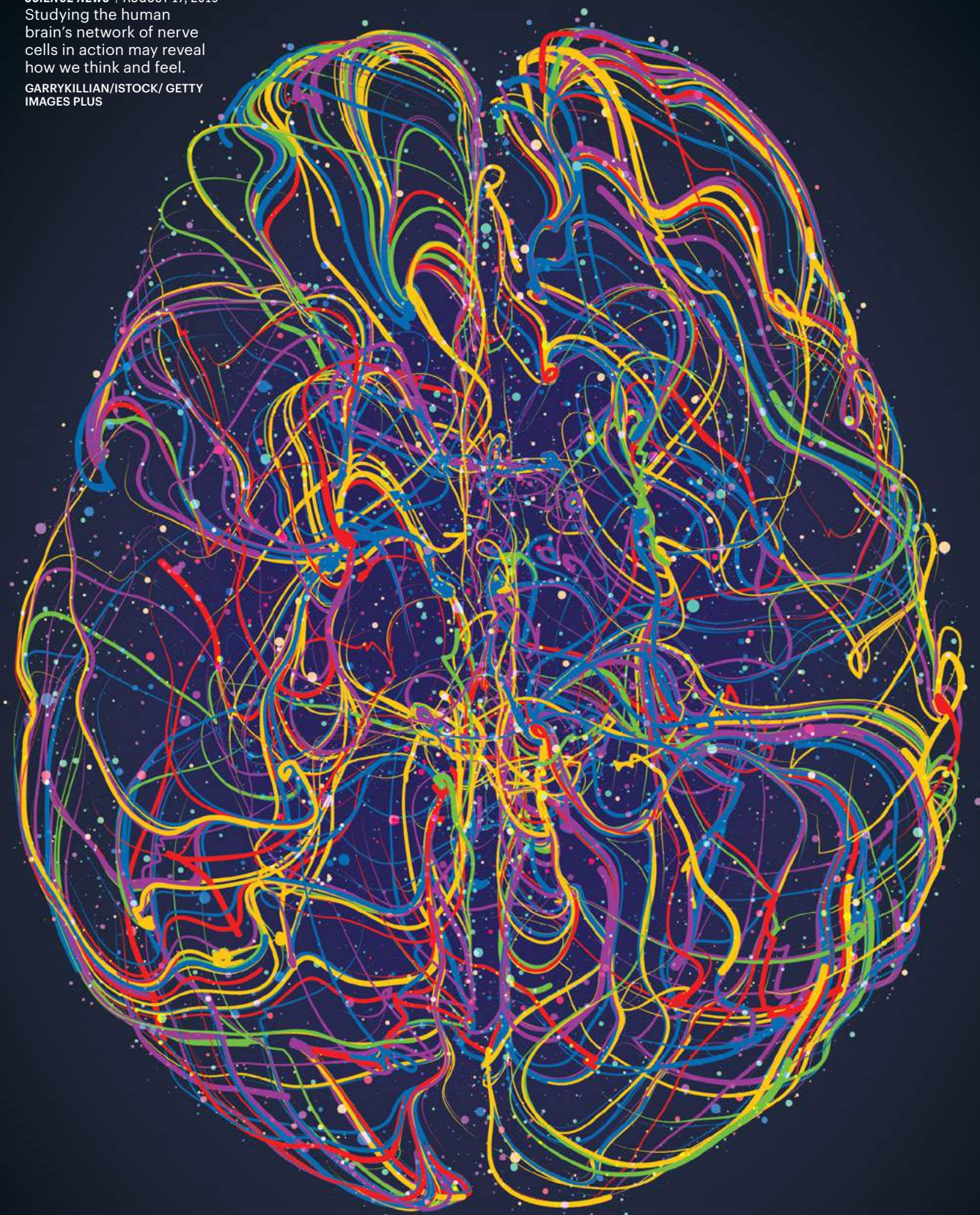
Most importantly, we could not do our work without the generous support of you, the Society's subscribing members, donors, alumni and readers. I thank you for helping us to expand into new frontiers.

Sincerely yours,

President (*Retired*), Association of American Universities  
University of Michigan (*Emerita*)  
STS 1961  
ISEF 1959–1960



SCIENCE NEWS | AUGUST 17, 2019  
Studying the human  
brain's network of nerve  
cells in action may reveal  
how we think and feel.  
GARRYKILLIAN/ISTOCK/ GETTY  
IMAGES PLUS



# Looking Back on 2019



I am delighted to introduce Society for Science & the Public's 2019 Annual Report, *New Frontiers*, which takes you on a journey through a truly amazing year. In 2019, we hit some incredible highs, from *Science News*' outstanding black hole coverage to young women sweeping the Broadcom MASTERS to our work garnering extraordinary media coverage.

The year started out strong when we named our first Latina Science Talent Search winner in two decades. Following Ana Humphrey's win, we saw three of the top four Intel International Science and Engineering Fair (ISEF) awards and all the top Broadcom MASTERS awards go to young women. I was also thrilled to see the young women who competed at Intel ISEF 2019 celebrated by *National Geographic* magazine in its special Women of Impact issue. Nearly half of the young people who compete in this remarkable competition are female.

In April, *Science News* was one of the first outlets to report that the Event Horizon Telescope project had captured the first-ever image of a black hole. Our extraordinary reporting brought in readers from around the globe and was one of the most read stories on the black hole discovery.

Middle school students became a focal point for the Society in 2019, when we launched a new award with The Lemelson Foundation aimed at celebrating outstanding middle school inventors and launched a middle school teachers conference.

The Society capped off the year in the best way possible by announcing Regeneron as our new ISEF title sponsor, building on our long-standing partnership to advance STEM education. Regeneron's ISEF sponsorship is part of a new multitiered sponsorship model to support different judging categories, events and delegations of ISEF finalists.

As we welcome new ISEF sponsors, I want to thank Intel for its 20 years of support of ISEF, including its work to grow our affiliated fair network from 27 participating countries, regions and territories in 1997 to 80 in 2019.

In our final ISEF sponsored by Intel, I was delighted to unveil a new top award honoring Craig R. Barrett, retired CEO and Chairman of Intel, for his commitment to ISEF and STEM education.

The Society's excellent journalism and STEM education programming can take place only thanks to our amazing team. I am also grateful to the thousands of judges and volunteers who ensure the success of our competitions by sharing their time and expertise.

I want to thank the Board of Trustees, whose commitment and guidance ensure the continued success of the Society. This year, longtime Board of Trustees Chair H. Robert Horvitz, who served on the Society's Board for 12 years, rotated off the Board. Bob made a tremendous impact on this organization. To commemorate his service, the Society has created an ISEF award in his honor. I also want to thank Joe Palca and Scott McGregor for their leadership and guidance.

I am thrilled to welcome Mary Sue Coleman as the Board's new Chair. In a year where the Society celebrated the accomplishments of so many women, it was especially exciting to name our first female Board Chair. I am also pleased to welcome Thomas Rosenbaum, President of the California Institute of Technology. Both Mary Sue and Thomas are program alumni.

Most importantly, we could not do our work without the generous support of you, the Society's subscribing members, donors, alumni and readers. We thank you for helping us to explore new frontiers.

Best wishes,

*Maya Ajmera*

**Maya Ajmera**

President & CEO  
Society for Science & the Public  
Publisher, *Science News*  
STS 1985



# SOCIETY TOP MOMENTS OF 2019

## A Year of Inspiration

Society for Science & the Public is a leader in science, dedicated to expanding scientific literacy, effective STEM education and scientific research. Founded in 1921 by Edward W. Scripps, a renowned journalist and newspaper magnate, and William Emerson Ritter, a zoologist, the Society is a nonprofit 501(c)(3) membership organization focused on promoting the understanding and appreciation of science and the vital role it plays in human advancement: to inform, educate and inspire.

For nearly a century, the Society has conveyed the excitement of science and research directly to the public through its award-winning journalism, *Science News* and *Science News for Students*. Through world-class

science education competitions, the Regeneron Science Talent Search (STS), the Intel International Science and Engineering Fair (ISEF) and the Broadcom MASTERS, the Society engages, challenges and celebrates students from middle school through high school. More recently, the Society launched a range of outreach and equity programs aimed at ensuring that any student interested in STEM has the opportunity to pursue that passion. Today, the Society is dedicated to providing concise, accurate and inspirational science news and opportunities to more than 100,000 subscribers, more than 70,000 alumni of its competitions worldwide, and millions of unique online visitors and social media followers.



**MIDDLE SCHOOL EXPANSION**  
The Society hosted its first Middle School Research Teachers Conference and launched the Lemelson Early Inventor Prize to recognize young inventors, including 8th grader Izal Guerra (shown above with his project).



**SCIENCE NEWS COVERAGE**  
*Science News'* award-winning breaking-news coverage of the first image of a black hole was wildly popular, setting all-time website traffic records.



**NEW LEADERSHIP**  
The Society named its first female Board of Trustees Chair, Mary Sue Coleman, and welcomed California Institute of Technology President Thomas F. Rosenbaum to the Board. The Society also created a new Honorary Board made up of 22 distinguished scientists, engineers, entrepreneurs and innovators who are recognized leaders in their fields.



**INAUGURAL COMMUNICATION AWARD**  
Abigail Swann of the University of Washington was the inaugural winner of the \$1,000 Jon C. Graff, Ph.D. Prize for Excellence in Science Communication.



**NEW WEBSITES**  
The Society, *Science News*, *Science News for Students*, and *Science News in High Schools* unveiled redesigned websites this year.

**AWARDS**  
*Science News'* Tina Hesman Saey won the prestigious National Academies Communication Award, and *Science News for Students* was honored with a AAAS Kavli Science Journalism Award.

**BROADCOM MASTERS**  
For the first time, all the top winners in the Broadcom MASTERS, a nationwide STEM competition for middle school students, were girls.



**REGENERON STS**  
Ana Humphrey won the top prize at the Regeneron STS, the nation's oldest and most prestigious science and math competition for high school seniors. She was the first Latina top award winner in 20 years.



**OUTREACH & EQUITY**  
The Society named a record 60 Advocates—educators and scientists who mentor underrepresented and underserved students to guide them in entering science research competitions.



# COMPETITIONS

## 2019: THE SOCIETY'S YEAR OF THE WOMAN

From our first-place winner in the Regeneron Science Talent Search to the top five Broadcom MASTERS winners to our top Intel ISEF winners, girls in STEM achieved great things in 2019.

In March, Ana Humphrey became the first Latina top award winner in 20 years at the Regeneron Science Talent Search. At Intel ISEF in May, three of the four top awards went to girls. *National Geographic* also celebrated the young women competing in ISEF in its November 2019 issue, *Women: A Century of Change*. Further showing what nurtured young, female scientists and engineers can accomplish, girls swept all five of the top prizes at the Broadcom MASTERS in October.

In total, 3,278 girls competed across all of the Society's competitions.

// It doesn't matter how old you are, or what your lab looks like. It doesn't matter if you're a girl or feel like an outsider. Anyone can make a difference."

### RACHEL SEEVERS

Intel Foundation Young Scientist Award winner; Regeneron STS 8th-place winner



**CELEBRATION!**  
Rachel Seevers and other award winners celebrate on the Intel ISEF stage.

## GIRLS LEAD THE WAY

### TOTAL TOP AWARDS FOR ALL THREE PROGRAMS

**\$3,209,500**

awarded

**\$1,592,666**

won by girls

### BROADCOM MASTERS TOP AWARDS

**\$89,000**

awarded

**\$79,000**

won by girls

### REGENERON STS TOP AWARDS

**\$1,065,000**

awarded

**\$540,000**

won by girls

### INTEL ISEF GRAND AWARDS

**\$520,500**

awarded

**\$255,666**

won by girls

### INTEL ISEF TOP AWARDS

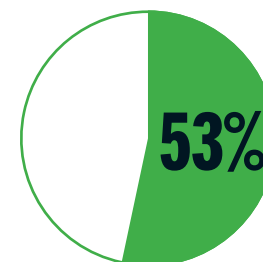
**\$185,000**

awarded

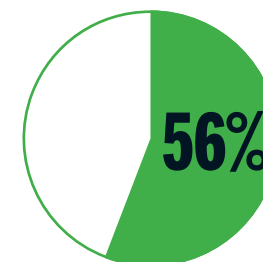
**\$110,000**

won by girls

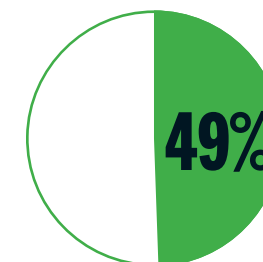
## STRONG FEMALE COMPETITION



**Regeneron STS**  
1,052 Female Entrants  
1,964 Total Entrants



**Broadcom MASTERS**  
1,315 Female Entrants  
2,348 Total Entrants



**Intel ISEF**  
911 Female Finalists  
1,842 Total Finalists

// The belief that girls cannot do better in STEM subjects than boys was also a great inspiration. I needed to show the truth of the saying what boys can do, girls can do better."

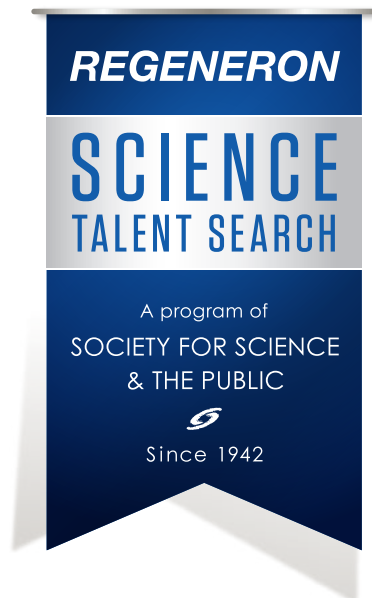
### SALOME NJERI

Intel ISEF 2019 finalist

**GIRLS IN STEM**  
Esther Amimo and Salome Njeri (left to right) represented Kenya at Intel ISEF.







# First Latina Top Award Winner in 20 Years

## Regeneron Science Talent Search

History was made when Ana Humphrey, of Alexandria, Va., became the first Latina top award winner in 20 years at the Regeneron Science Talent Search, the nation's oldest and most prestigious science and math competition for high school seniors. She won \$250,000 for her mathematical model to determine the possible locations of exoplanets — planets outside our solar system — that may have been missed by NASA's Kepler space telescope.

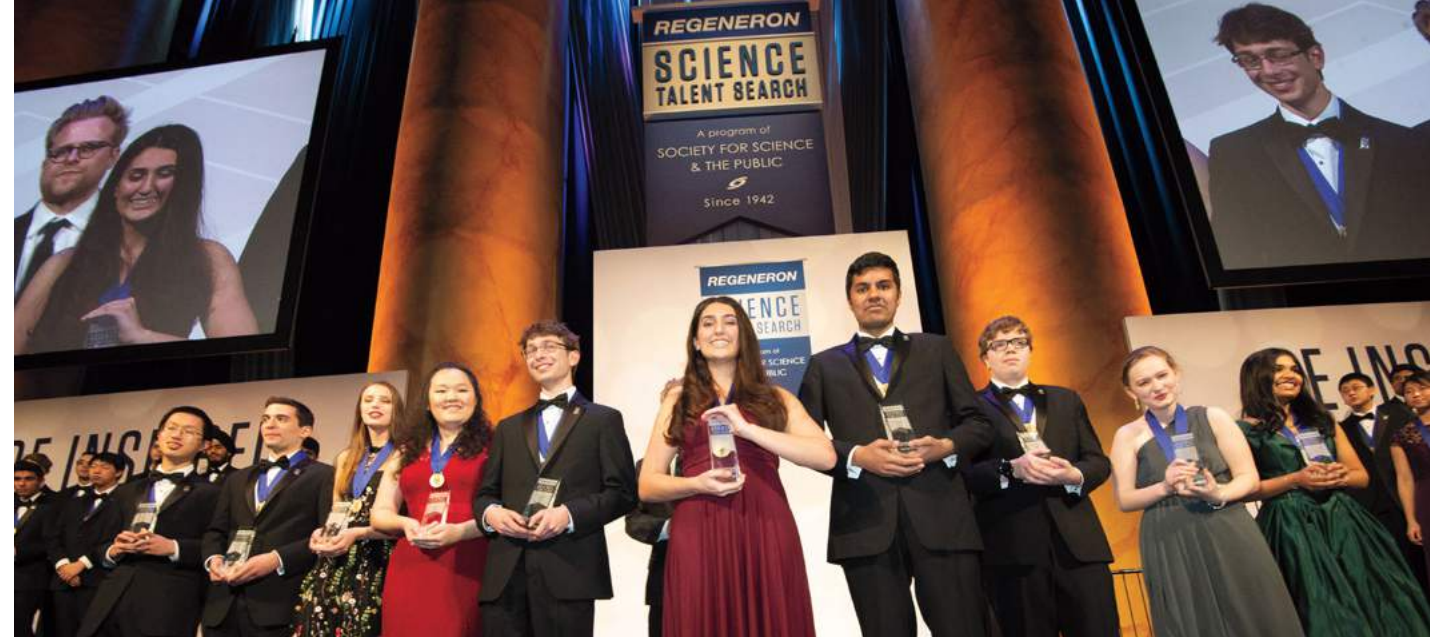
Samuel Weissman, of Rosemont, Pa., placed second and won \$175,000 for his project analyzing the genetic

makeup of HIV in two patients on long-term anti-retroviral therapy to understand why they continued to have "reservoirs" of treatment-resistant HIV-infected cells. Adam Ardeishar, of Alexandria, Va., placed third and won \$150,000 for his project combining a classic previously unsolved math problem called the "coupon collector problem" with extreme value theory.

In total, Regeneron awarded \$3.1 million in prizes, including \$2,000 to each of the top 300 scholars and their schools. Finalists were selected from a pool of nearly 2,000 highly qualified entrants.



**THE FUTURE IS BRIGHT**  
Navami Jain, Ana Humphrey, Vincent Huang and Samuel Ferguson (left to right) during the medaling ceremony.



**INTRODUCING OUR TOP 10**  
Top three winners Samuel Weissman, Ana Humphrey and Adam Ardeishar (center, from left to right) show off their awards, along with the other top winners.

**INNOVATION AND DESSERT**  
Regeneron Co-Founder, President & Chief Scientific Officer George Yancopoulos joins the finalists following Regeneron's Innovation Night dinner.



**MATHEMATICS AND GERRYMANDERING**  
Moon Duchin (STS 1993), Associate Professor of mathematics at Tufts University, spoke to the finalists about her STS experience and her current work on gerrymandering.

**HEADING TO CAPITOL HILL**  
Rep. Bryan Steil (Wis.) with STS 2019 finalist Aayush Karan and Society for Science & the Public President & CEO Maya Ajmera on Capitol Hill.



**SHARING SCIENCE**  
Grace Cai shares her project on swarming robots with attendees at the Public Exhibition of Projects.





# LARGEST FAIR YET

## Intel International Science and Engineering Fair



△  
**AUGMENTED REALITY**  
Intel ISEF top winner Krithik Ramesh shows off his project aimed at helping surgeons during spinal surgery.

We hosted our largest International Science and Engineering Fair ever in 2019 with more than 1,800 finalists from 423 affiliated fairs in 80 countries, regions and territories. Krithik Ramesh, of Greenwood Village, Colo., won the Gordon E. Moore Award of \$75,000 for developing a machine learning technology to assist orthopedic surgeons.

Allison Jia, of San Jose, Calif., received one of two Intel Foundation Young Scientist Awards of \$50,000 for her investigation into toxic tau protein aggregates, which spread in neurons in the human brain and are associated with neurodegenerative diseases such as Alzheimer's.

Rachel Seevers, of Lexington, Ky., received the other Intel Foundation Young Scientist Award for designing, building and testing a rigid, energy-efficient prototype of an underwater propulsion device that mimics the way jellyfish move through the water. This could allow for greater access to the world's unexplored oceans. Rachel also placed eighth and won \$60,000 at the Regeneron Science Talent Search.

Shriya Reddy, of Northville, Mich., received the newly announced \$10,000 Craig R. Barrett Award for Innovation for her noninvasive approach for rapidly diagnosing melanoma lesions.



◀ **PASSING DOWN WISDOM**  
Feng Zhang (ISEF 1998–1999; STS 2000) meets with finalists after keynoting the Intel ISEF Opening Ceremony.

**EXCELLENCE IN SCIENCE**  
During a panel discussion, Dianne Newman (ISEF 1987–1988) shared, “The beauty of science is there is no right answer, just the discovery of what’s true.”



◀ **TOP AWARDS**  
The top three awards went to (left to right) Allison Jia, Krithik Ramesh and Rachel Seevers.

**INSPIRING SCIENCE**  
Three local Arizona students visit projects during Intel ISEF Public Day.



**ENTREPRENEURSHIP STARTS WITH ISEF**  
From left to right: Maya Ajmera moderates a panel with ISEF alumni and entrepreneurs Adam Bly (ISEF 1998), Afton Vechery (ISEF 2005; STS 2007), Shantanu Gaur (ISEF 2003–2004) and Divya Nag (ISEF 2007, 2009; STS 2009).







△

#### GIRLS WIN THE DAY

Sidor Clare, Lauren Ejiaga, Alaina Gassler, Rachel Bergey and Alexis MacAvoy (left to right) won the five Broadcom MASTERS top awards.



△

#### DISCUSSING SCIENTIFIC RESEARCH

Finalist Pauline Victoria Allasas Estrada explains her remote drought stress detection device to visitors at the Science and Engineering Project Showcase.

#### EXPLORING THE CHESAPEAKE

Mercedes Randhahn and Johan DeMessie seine at the Smithsonian Environmental Research Center.



△

#### HEADING TO CAPITOL HILL

The Broadcom MASTERS finalists head to Capitol Hill to meet with their senators and representatives.

# Girls in STEM Shine

## Broadcom MASTERS



△

#### COMMUNICATING HER SCIENCE

Samueli Prize winner Alaina Gassler shares her project at the Science and Engineering Project Showcase.

Continuing with Society firsts, all the top winners of 2019's Broadcom MASTERS, the nation's premier science and engineering competition for middle school students, were girls.

Alaina Gassler, of West Grove, Pa., won the \$25,000 Samueli Foundation Prize for her project on reducing blind spots in cars and her exemplary performance during the Broadcom MASTERS hands-on challenges. She designed a system that uses a webcam to display anything that might block the driver's line of sight. Alaina was inspired to create her device after

seeing her mother struggle with blind spots in their family automobile.

Other top winners included Rachel Bergey, of Harleysville, Pa., who won the \$10,000 Lemelson Award for Invention; Sidor Clare, of Sandy, Utah, won the \$10,000 Marconi/Samueli Award for Innovation; Alexis MacAvoy, of Hillsborough, Calif., won the \$10,000 Robert Wood Johnson Foundation Award for Health Advancement; and Lauren Ejiaga, of New Orleans, La., won the inaugural \$10,000 STEM Talent Award, sponsored by DoD STEM.



# OPPORTUNITY MEETS IMPACT

## Women in Science

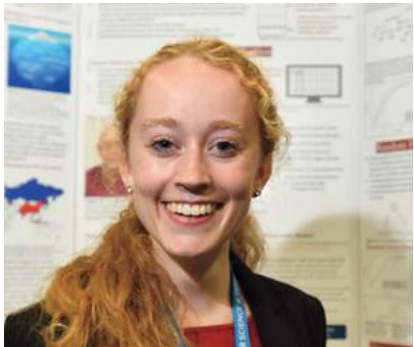
In 2019, we were proud to shine a spotlight on a number of women alumnae who received recognition for their contributions to advancing science and innovation.



△  
**KATIE BOUMAN**  
ISEF 2005  
Katie Bouman became a face of young women in science when her reaction to the first image of a black hole made headlines. She was subsequently named a co-recipient of the Breakthrough Prize in Fundamental Physics for her role in developing an algorithm that aided in the creation of the history-making image.



△  
**ROSINA BIERBAUM**  
STS 1970; ISEF 1970  
Rosina Bierbaum was inducted into the National Academy of Science for her work advancing policy in STEM education, antibiotic resistance and agriculture. She was joined by Caltech professor Dianne Newman (ISEF 1987–1988), a Society Board of Trustees member, inducted for her contributions to microbial metabolism.



△  
**ERIN SMITH**  
STS 2018; ISEF 2017–2018  
In 2019, up-and-coming innovator Erin Smith was lauded by *Forbes* 30 Under 30 and received the Thiel Fellowship for developing FacePrint, a machine learning tool that could identify Parkinson’s symptoms earlier than previously possible.



## Introducing the Society Alumni Network

It has been a great joy for us to launch the Society Alumni Network, an online community for Society alumni that topped 1,500 members at the close of 2019. No longer limited by location, alumni now have the opportunity to reminisce and build new relationships that transcend borders, generations and industries, with access to mentors, jobs and other opportunities. Visit the Society’s alumni page to learn more and join.

## Connecting Alumni

While recognizing that individual success is both exciting and important, building lasting relationships among alumni is our mission. We continued to engage past participants through networking and regional events held across the country in 2019.



△  
**STEVE BERRY AND CAROL LITTLEJOHN HERZENBERG**  
STS 1948 (STEVE); STS 1949 (CAROL)  
Science Talent Search alumnus and MacArthur Fellow Richard “Steve” Berry, Professor of Chemistry at the University of Chicago, rendezvoused in a melding of the minds with alumna Caroline “Carol” Littlejohn Herzenberg, retired from the Argonne National Laboratory, at an alumni event at the University of Chicago in February 2019.



◀ **JEN PELKA**  
STS 2000; ISEF 1997–1999  
Jen Pelka, Magnum PR Founder & CEO and owner of the Riddler Champagne Bar in San Francisco and New York, jumped in to share her space for a happy hour in San Francisco where multiple alumni connected with us for the first time.



△  
**SHARING CAREER ADVICE**  
Back in Washington, D.C., local alumni lent their voices to this year’s Broadcom MASTERS Alumni Career Panel, offering life advice. Panelist Emil King (ISEF 1992–1995) summed up the event nicely by encouraging the young alumni to balance their commitment to homework and science fairs with the fun of extracurricular activities.

## Amplifying Our Message Through Action

Our alumni go beyond attending and speaking at our competitions. In 2019 alone, more than 100 alumni volunteered and judged projects at Regeneron STS, Intel ISEF, and Broadcom MASTERS. They also served as STEM leaders for the next generation by speaking in local classrooms on their alumni and professional experiences.

▶ **MAKING A DIFFERENCE**  
Alumni participated as Intel ISEF 2019 volunteer judges (top right). The Society’s National Leadership Council members and alumni Scott Kominers and Divya Nag (lower right) met in person for the first time at Intel ISEF 2019 to discuss further engagement for the alumni community with their fellow council members.





SCIENCE NEWS | APRIL 27, 2019  
The first-ever image of a black hole shows the monster in galaxy M87, 55 million light-years from Earth.  
EHT COLLABORATION ET AL

# SCIENCE NEWS MEDIA GROUP

For nearly 100 years, the Society has published the award-winning *Science News*, an in-depth and trustworthy source of science journalism.

Science News Media Group provides concise and comprehensive coverage of the latest discoveries in science, medicine and technology, as well as archives dating back to 1921. We publish *Science News* in print and online, with almost 117,000 subscribers, including students and teachers at al-

most 5,000 high schools through our *Science News* in High Schools program (SNHS). *Science News for Students* provides free, age-appropriate news online for students ages 9 and up, along with educator resources. In 2019, Science News Media Group won more than a dozen awards.

// *Science News* is best at what it does. It's quick; it's lucid; it's intellectually rigorous."

**JON C. GRAFF**

*Science News* reader since 1974

SCIENCE NEWS | JULY 6, 2019

*Science News* astronomy writer Lisa Grossman visits the pristine sample lab at NASA's Johnson Space Center in Houston in March. The display case holds rocks collected during Apollo 15 and 16.

FELIX SANCHEZ





# SCIENCE NEWS

The first glimpse of a black hole on April 10 thrilled people around the world, and they turned to *Science News* to learn the story behind this signal scientific achievement more than a decade in the making. Enthusiastic readers drove our web traffic to its biggest day ever, with 1.7 million unique page views.

We also kept readers up to speed on more earthly scientific achievements, including the first use of CRISPR/Cas9 gene editing in human clinical trials to see if the revolutionary technology can treat cancer, sickle cell and other blood disorders, and an inherited form of blindness. Later in the year, Google claimed quantum supremacy, with the company saying it had bested rivals in creating a qubit-based computer that could solve a problem beyond the reach of a supercomputer. Much work remains to be done before quantum computers deliver on their promise, but the announcement highlighted progress being made toward the next big leap in quantum computing.

2019 marked the 150th anniversary of Dmitri Mendeleev's creation of the modern periodic table of the elements. We celebrated by exploring its history and continuing impact with multiple articles, a video and a commemorative

poster. The periodic table didn't just reveal the rules that define the relationships among the elements, it anticipated the rules governing matter that eventually revealed themselves in quantum theory.

Our mission is to keep the public informed of news across the sciences, and we ranged widely, publishing more than 1,000 articles in the year on subjects from climate change to new science emerging from the historic Apollo 11 moon mission. Our work was recognized with more than a dozen prizes, including the National Academies of Sciences, Engineering, and Medicine Communications Award, the most prestigious prize in science journalism, for senior writer Tina Hesman Saey's investigative series on the shortcomings of popular genetic tests marketed to the public. And our coverage of the Event Horizon Telescope earned multiple kudos. But the greatest reward, as always, is the enthusiasm and appreciation of our millions of readers.

The year also saw the debut of our redesigned websites, and a 24 percent increase in unique visitors, to 16.1 million. We continue to see year-over-year growth despite a challenging media landscape.

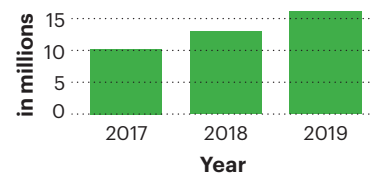
## 2019 NUMBERS

A relentless focus on high-quality content and maximizing search engine optimization helped set an all-time high for website traffic in 2019 with 31 million unique page views, a 38.2 percent increase since 2017.

### Unique Users

16,108,271

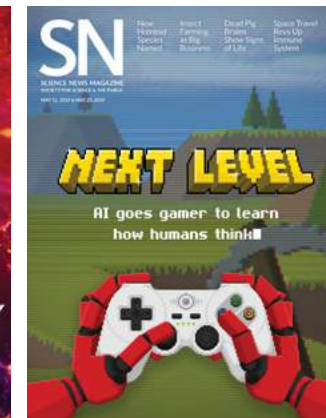
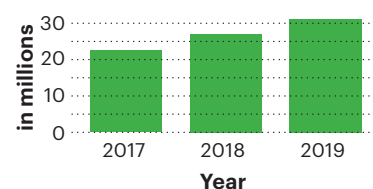
↑ 57.7%



### Unique Page Views

31,162,250

↑ 38.2%





# MEET THE SN 10

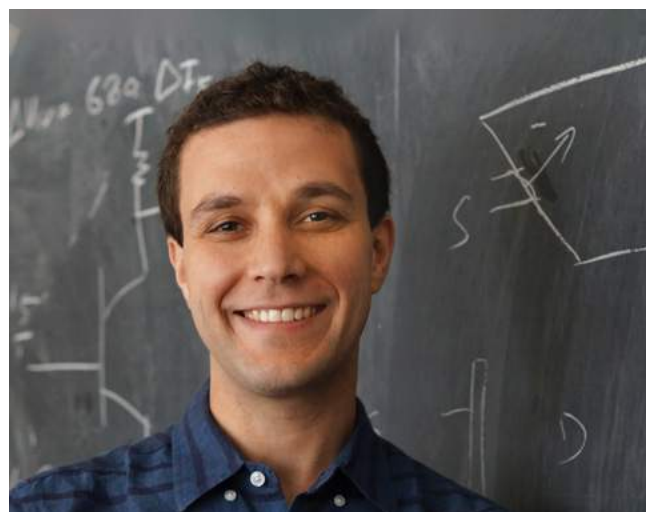


For the fifth consecutive year, *Science News* spotlighted 10 early- and mid-career scientists on their way to greater widespread acclaim. Some members of the SN 10 class of 2019 are tackling problems of societal importance, from studying how climate change will affect food supplies to working to make education more equitable. Others are advancing our basic understanding of matter and life in the cosmos. Members of this year's group are developing new tools to see deep into cells or into the mind, and are finding new routes to green fuels.

Each scientist included in the SN 10 was nominated by a Nobel laureate, recently elected member of the National Academy of Sciences or, for the first time, a scientist previously named to our SN 10 list. All are age 40 or under and were selected by *Science News* staff for their potential to shape the science of the future.

*“What I really enjoy is to see a mathematical concept making its way toward making a difference in people’s lives.”*

**MARYAM SHANECHI**  
Neural Engineer  
University of Southern California



△  
**ANDREA YOUNG**  
Condensed Matter Physicist  
University of California, Santa Barbara



△  
**MONIKA SCHLEIER-SMITH**  
Physicist  
Stanford University

FROM LEFT: SONIA FERNANDEZ; AWN HARMER/SLAC NATIONAL ACCELERATOR LABORATORY



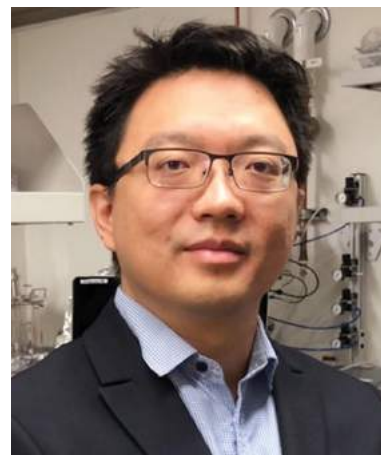
△  
**MALIN PINSKY**  
Marine Ecologist  
Rutgers University



△  
**ABIGAIL SWANN**  
Atmospheric Scientist  
University of Washington



△  
**SETH SHIPMAN**  
Biotechnologist  
University of California, San Francisco  
and Gladstone Institutes



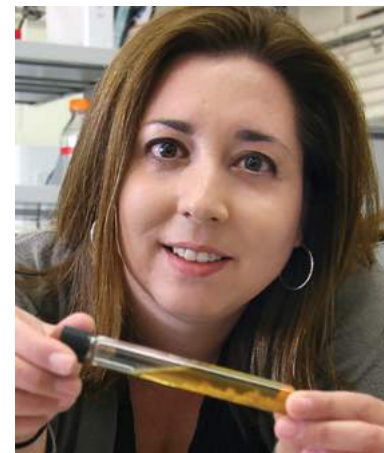
△  
**STANLEY QI**  
Bioengineer  
Stanford University



△  
**PARAG PATHAK**  
Economist  
Massachusetts Institute of Technology



△  
**BRETT MCGUIRE**  
Astrochemist  
National Radio Astronomy Observatory



△  
**MICHELLE O'MALLEY**  
Chemical and Biological Engineer  
University of California, Santa Barbara



△  
**MARYAM SHANECHI**  
Neural Engineer  
University of Southern California



# Science News for Students

Our free digital magazine, which delivers accessible coverage of the latest news to readers ages 9 and up, was honored with a AAAS Kavli Science Journalism Award for coverage of efforts to save endangered plants in Hawaii.

In May, we wrapped up our popular original series Climate Change Chronicles, which showed how human activities are changing the Earth's atmosphere and oceans, and how species small and large (including humans) are starting to adapt. Stories covered human migration, extreme weather, sea level rise and effects on food crops. We also covered student "strikes" across the globe protesting inaction on climate change, and gave voice to young newsmakers the world over, from statehouses and street marches to the United Nations. Finally, we explained what was driving this student action: anxiety and fear over how the lives and future of young people could change.

Our series on diversity in STEM profiled LGBTQ+ scientists and engineers who have hurdled bias and discrimination to find fulfilling and important roles in research. Those moving stories and two videos were sponsored by a generous grant from Arconic Foundation. A third story looked at the tragic impacts of gender discrimination on teens— including a profoundly

high suicide risk. We highlighted resources available to help teens find support and mentorship as they navigate societal pressures.

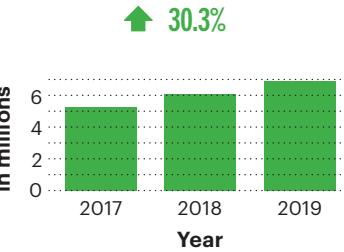
Our ongoing coverage of invention and innovation, funded by The Lemelson Foundation, showcased a bandage that uses electrical zaps to heal wounds faster, a new material that bends like sunflowers and might improve the efficiency of solar collectors and drones that help weigh whales at sea.

Teachers have told us that they look to *Science News for Students* not just for news on research developments but also to showcase the science behind current events. This included a major story on the risks posed by falling vaccination rates and how some teens are taking charge to get vaccinated. Vaping's health risks made news throughout 2019, and we covered the emerging data as it affected students. Finally, we highlighted the spread of fake news and how new research can help students fact-check what they read.

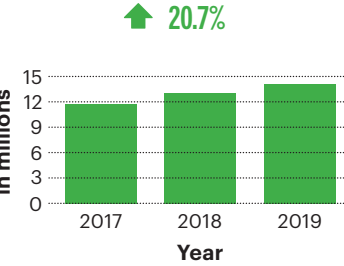
## 2019 NUMBERS

Nearly 7 million people read *Science News for Students* in 2019, an all-time high and an increase of 20.7 percent since 2017.

Unique Users  
6,889,258



Unique Page Views  
14,142,005



△  
**SCIENCE NEWS FOR STUDENTS | JANUARY 31, 2019**  
Melt ponds form on Arctic sea ice during the summer. Their relative darkness increases how much of the sun's heat they will absorb (not reflect), speeding the rate at which they melt.  
KATHRYN HANSEN/NASA

▷  
**SCIENCE NEWS FOR STUDENTS | SEPTEMBER 3, 2019**  
Plants loaded up with metal-organic frameworks, or MOFs, may be key to growing crops in the harshest environments, including space.  
GORODENKOFF/ISTOCK/GETTY IMAGES PLUS

▽  
**SCIENCE NEWS FOR STUDENTS | MAY 14, 2019**  
Society used to think of sexuality as just having two options: men who like women, and women who like men. But now it's recognized that sexuality is far more complex, defined by what individuals feel they are and the different people to whom they are attracted. The good news for students today: there is a place for everyone in science and engineering.  
MARRIO31/ISTOCK/GETTY IMAGES PLUS

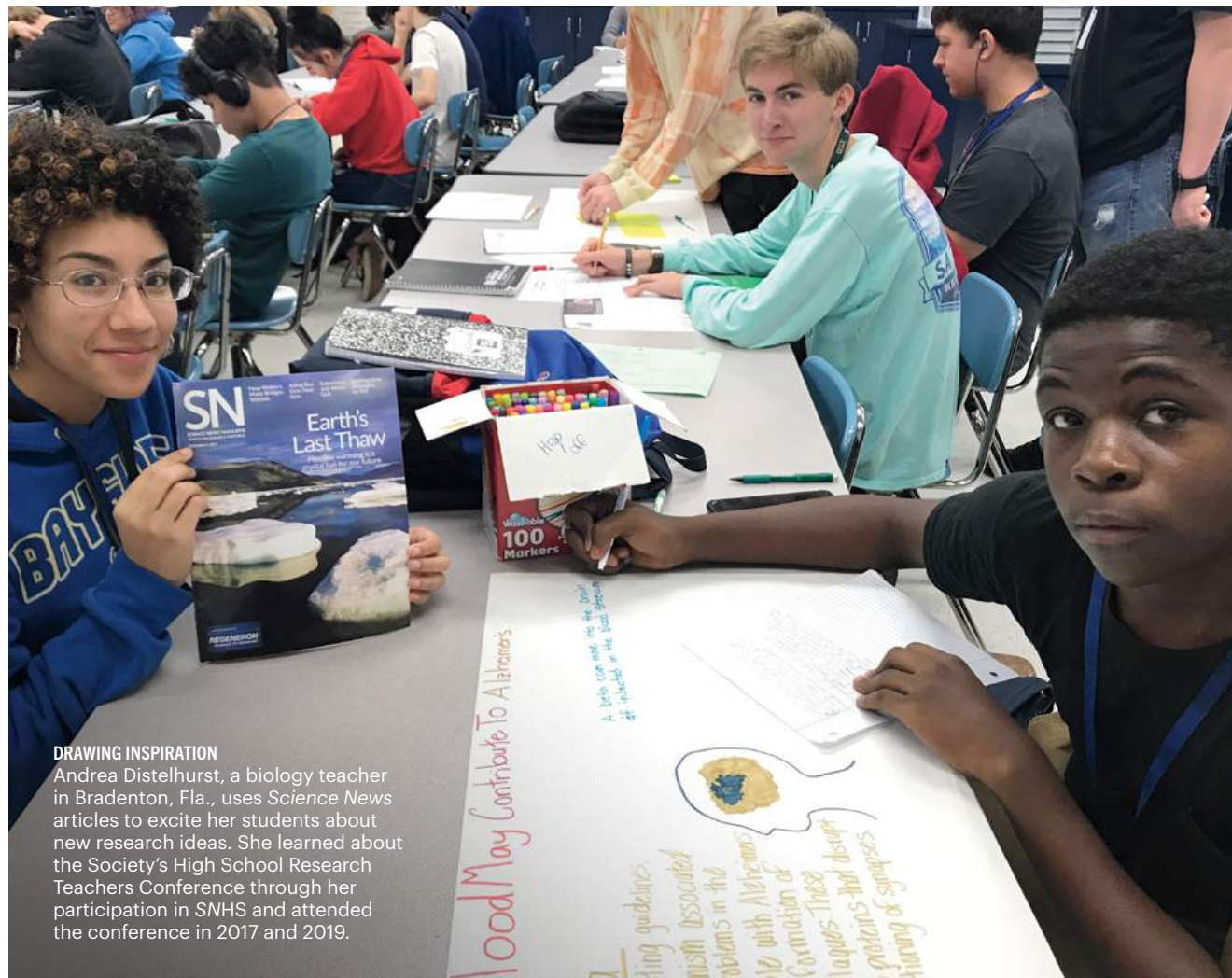




# OUTREACH & EQUITY

The Society is committed to increasing the number of young people who have access to engaging scientific content and to supporting them in entering STEM research competitions that can propel them into STEM studies and careers.

In the five years since the Society significantly expanded its Outreach & Equity work to provide more students with the opportunity to engage with STEM, a community has begun to emerge among the numerous teachers who have participated in the Society's programs.



## DRAWING INSPIRATION

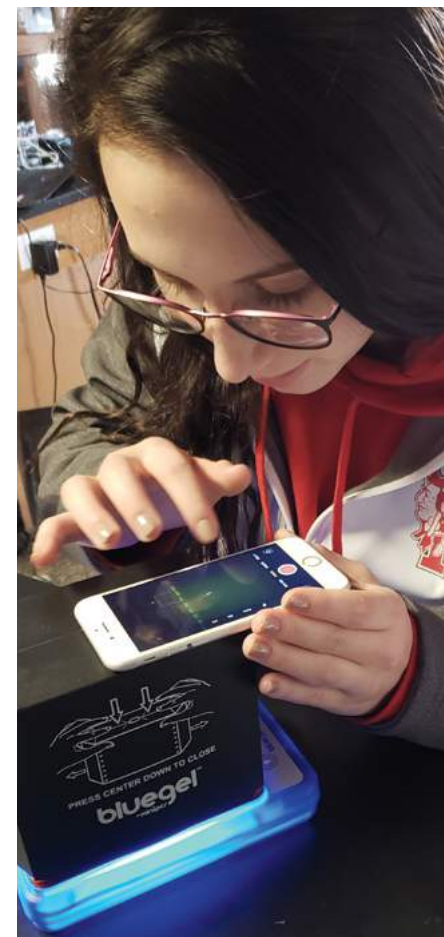
Andrea Distelhurst, a biology teacher in Bradenton, Fla., uses *Science News* articles to excite her students about new research ideas. She learned about the Society's High School Research Teachers Conference through her participation in SNHS and attended the conference in 2017 and 2019.



“Two of the students who went through our Advocate program turned out to be our valedictorian and salutatorian this year! Both of them have chosen STEM majors for their college next year! This is so exciting for the kids in this community!”

## RENY MATHEW

Greyhills Academy High School  
Tuba City, Arizona



## TURNING OVER A NEW LEAF

A student at Greyhills Academy in Tuba City, Ariz., analyzes leaf samples using the colorimeter her teacher, Reny Mathew, purchased with her STEM Research Grant from the Society. Reny is part of the Society's Advocate Program and mentors American Indian students in entering STEM research competitions.

## FUELING COMPETITION

Amy Melby, who has taught science at Yuma High School in Colorado for the last 12 years, received a \$4,000 STEM Research Grant from the Society in 2019 to purchase new equipment—an autoclave, a chronograph, and gel electrophoresis equipment, shown here.

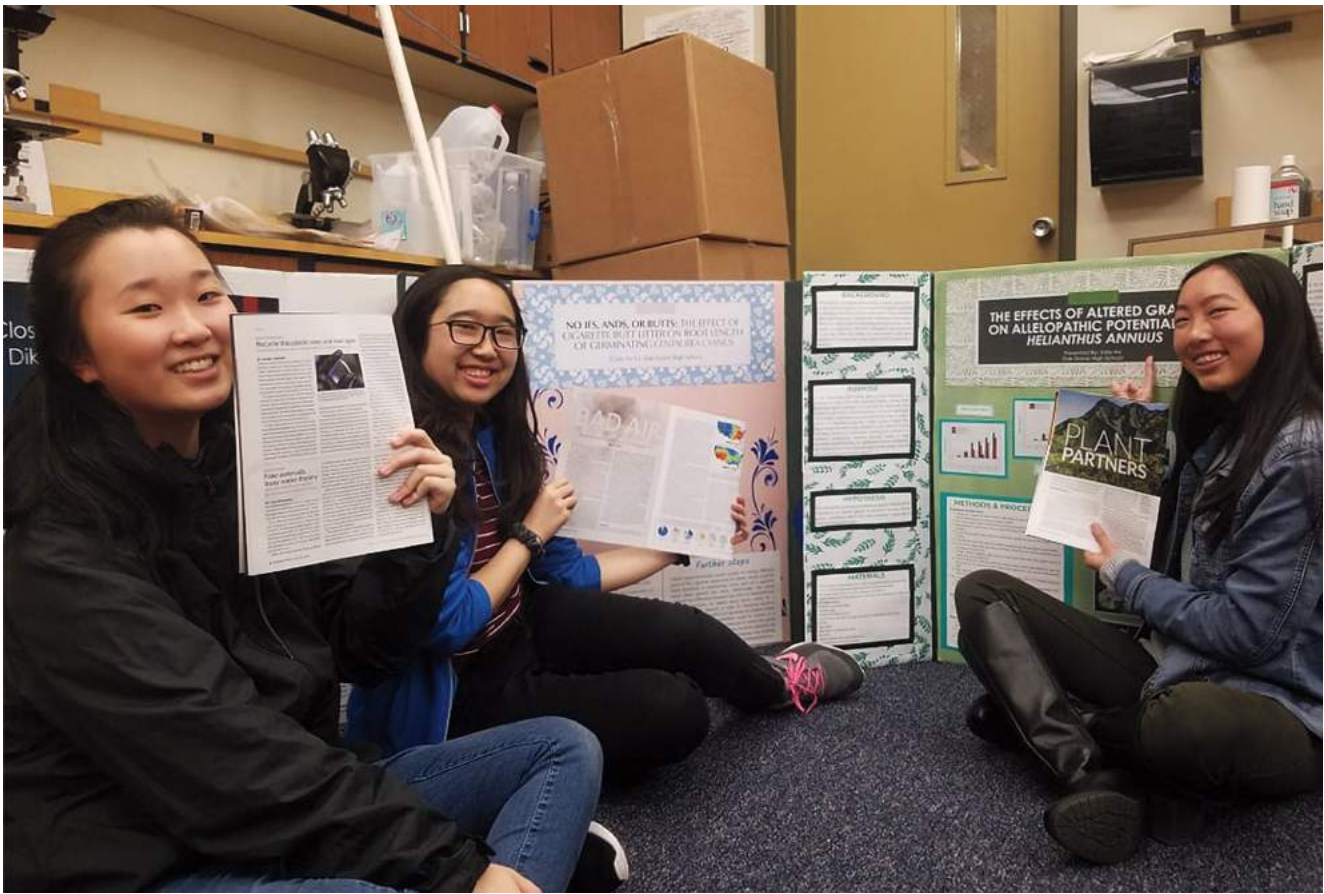


## SETTING AN EXAMPLE

Ana Humphrey's success at Regeneron STS has spurred greater interest in research at T.C. Williams High School in Alexandria, Va. Her teacher, Shawn Lowe, is able to engage this large, diverse set of students thanks to equipment purchased with a STEM Research Grant provided by the Society.



# SCIENCE NEWS IN HIGH SCHOOLS



## Equipping Teachers and Students WITH THE POWER OF SCIENCE

△  
**NEWSWORTHY RESEARCH**  
Students in Jennifer Claudio's classroom in San Jose, Calif., pose with their science fair projects and the *Science News* articles that inspired them.

The *Science News* in High Schools program brings *Science News* magazine and related educational resources to over 5 million high school students across the United States and worldwide annually. At the Society, we continue to hear from students and teachers that these materials have changed their classrooms and truly inspired “a genuine curiosity in scientific topics. The program offers timely

applications of scientific content that old textbooks cannot provide. Our resources help teachers meet the needs of diverse audiences, from students in underserved areas to rural and inner-city schools. Moreover, the resources help students at a variety of learning levels, including passionate young scientists who crave learning about the latest in research and innovation and those just starting their STEM journeys.

2019–2020 SCHOOL YEAR  
**SCIENCE NEWS  
IN HIGH SCHOOLS**

**4,912**  
domestic schools enrolled

**16,000**  
teachers enrolled digitally

**5,300,000**  
domestic students  
with access to SNHS resources

**55,578**  
international students enrolled

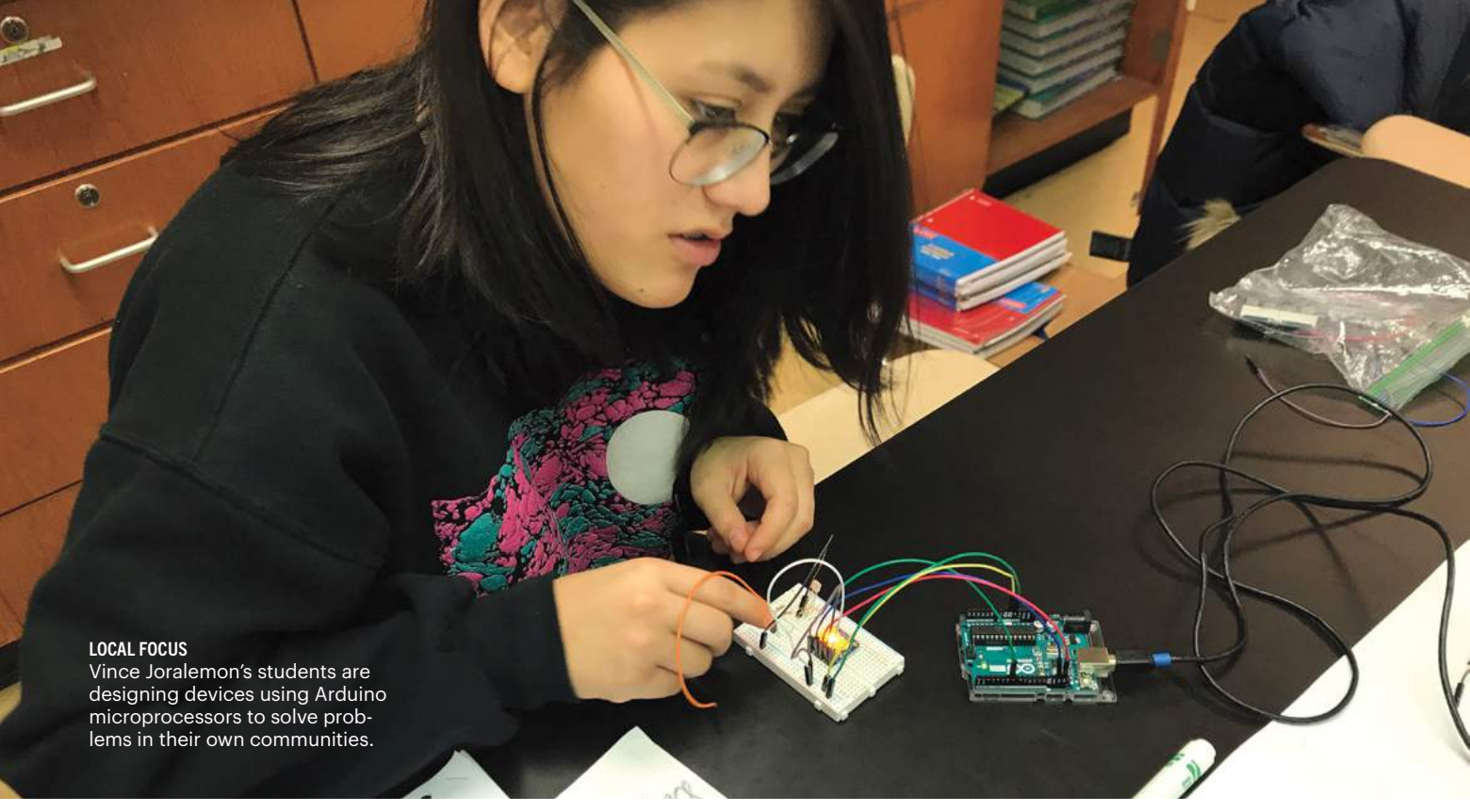
▷  
**EXPLORING SCIENCE**  
A student in McKenzie Baecker's classroom in Washington, D.C., has free reading time with a *Science News* magazine.

“ I use the Educator Guides to ask reading comprehension questions to my Biology students. I am very happy that I can assign the same article, using different reading levels, and ask the same questions to each of my students.”

**TANDI STEFFENS**  
Grandview R-2 High School  
Hillsboro, Missouri







**LOCAL FOCUS**  
Vince Joralemon's students are designing devices using Arduino microprocessors to solve problems in their own communities.

# EXPANDING OPPORTUNITIES

## Advocate Program

Vince Joralemon, a science and math teacher at Frank McCourt High School in New York City, has been a part of the Society's Advocate Program since 2017. Now in its sixth year, the program provides \$3,000 stipends and training to teachers, scientists, counselors or mentors who agree to serve as an advocate for a minimum of three underserved students. Their main objective is to transition students from conducting STEM research to entering those projects in scientific research competitions. As a Lead Advocate, Vince supervises a cohort of newer Advocates. His students are conducting experiments in three main categories—neuroscience, DNA barcoding and engineering.

“ This program has been a major factor in my shift from being a science teacher with a small research team to being a major advocate for expanding science research opportunities to underserved high school students. I really don't think that this could have happened without the Advocates—before this program, I didn't really have a group to support me in building my science research program.”

**VINCE JORALEMON**  
Frank McCourt High School  
New York, New York



**IN THE LAB**  
An Oak Grove High School student prepares samples in the lab.

**COMPETING LOCALLY**  
A Union City High School student presents his research at a local science fair.



**TESTING**  
A student learns to weave to test the effect of wound dressing patterns on absorption.





◀ **ENGAGED IN LEARNING**  
High school teachers attend a plenary session at the High School Research Teachers Conference.

**CAPTIVATED AUDIENCE**  
Nana Baffour, Heather Mackiewicz and Mary Beth Walters peruse *Science News* at the Middle School Research Teachers Conference.

# Sharing Best Practices for the Classroom

## Research Teachers Conferences

The Society brought together STEM teachers from across the country to share techniques that proved beneficial in their own classrooms and communities. For the fifth year in a row, the Society welcomed 200 high school educators to the High School Research Teachers Conference, sponsored by Regeneron. Building on the success of that program, the Society launched its first Middle School Research Teachers Conference, supported by the Department of Defense STEM and Broadcom Foundation.

### High School Research Teachers Conference

**200** educators attended | **46** states, Puerto Rico and D.C.

### Middle School Research Teachers Conference

**50** educators attended | **25** states and Puerto Rico

△ **PEER REVIEW**  
Warren Wise and Angela Molina continue their discussion of an activity after a breakout session ends at the Middle School Research Teachers Conference.

// This experience has already greatly impacted the support for my students. They are able to conduct projects and experiments I didn't think would be possible because of limitations, and we can take project ideas further just by some of the knowledge I gained at the conference."

**TANA SCHAFFER**  
Flasher High School  
Flasher, North Dakota



▷ **WHEN LEARNING IS A JOY**  
Laliha Murali and Dineke Lasater react during a plenary session at the Middle School Research Teachers Conference.





# Encouraging Students to Pursue Science

## STEM Research Grants

How does a student go from “I hate bugs, I hate being outside and I hate being dirty,” to petting a lizard, watching nectar-feeding bats just three feet away and taking soil core samples?

Jeremy Jonas, an educator at Tucson High Magnet School in Arizona, seems to have found an answer. Now in his 11th year of teaching, he instructs 10th to 12th graders in biotechnology and advanced research methods. Jeremy is also the director of the school's summer research program, Science and Nature in Tandem for Youth (SANITY), which is held at the Southwestern Research Station in the Chiricahua Mountains of Portal, Ariz. In 2019, Jeremy received a \$5,000 STEM Research

Grant from the Society to procure new equipment for his classroom lab and to fund student transportation to SANITY. The program introduces participants to professionals in field ecology, ornithology, herpetology, entomology, mammalogy and astronomy through authentic hands-on research opportunities. Over the course of a week, students work side by side with scientists in all of these fields and finish with an independent research project.

The Society's STEM Research Grants program provides mini grants of up to \$5,000 to educators like Jeremy seeking to better empower their students to pursue authentic STEM research projects.



### FIELD STUDY

Students complete their first field ecology investigation with soil core sampling in collaboration with Dr. Betsy Arnold's lab at the University of Arizona.

// This grant helped me offer these opportunities that will last a lifetime. The hope is that the experience will encourage these students to pursue science in their remaining years of high school as well as potentially college and careers!”

### JEREMY JONAS

Tucson High Magnet School  
Tucson, Arizona



◀ **SEINING SAMPLES**  
Students from Hinckley, Minn., collect a kick net sample to study macroinvertebrates in the Grindstone River.

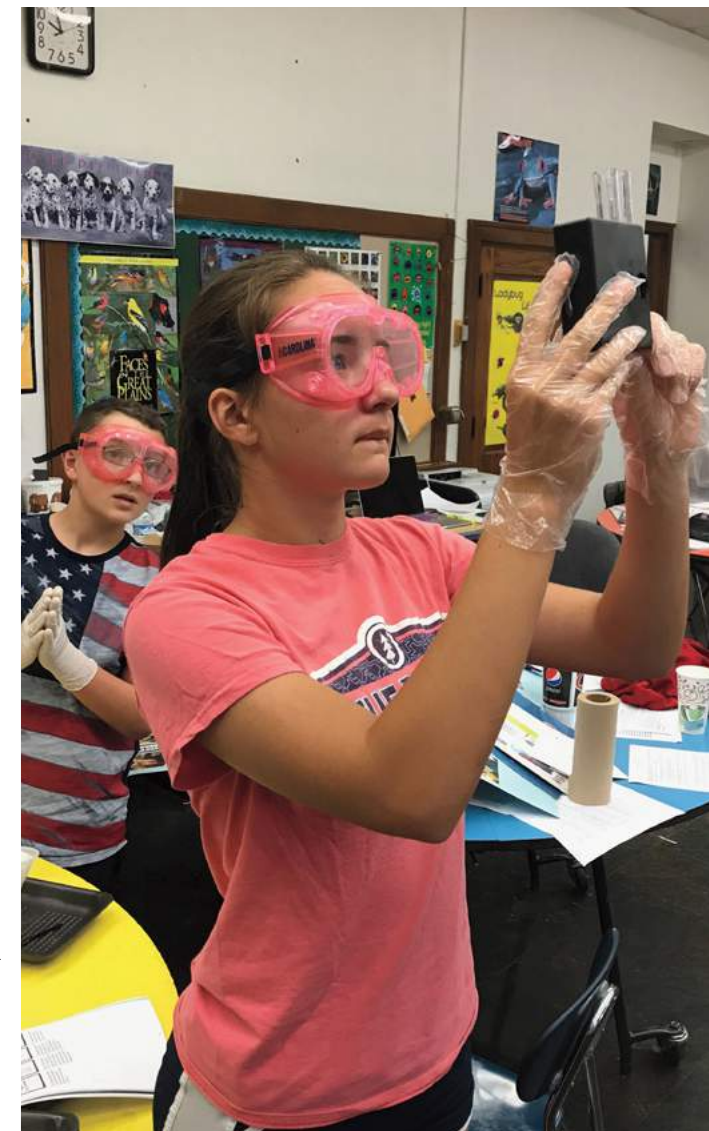


### TWO TRUTHS & A LIE

Students from Jasper County Middle School in Georgia record heart rate and temperature as they play Two Truths and a Lie.

### COMPARING COLORS

This 9th grader from Kansas is using a color comparison box that contains a disc and two samples of soil solution. By matching the colors, the disc inside the box gives you a reading of how much nitrogen is in the soil sample.







# GREATER ACCESS

## STEM Action Grants

Debi Pfitzenmaier founded Youth Code Jam in 2012 to meet a need. She had a son who wanted to learn to code, but all she could find was an \$800-per-week summer camp. So she decided to create something that would be affordable, fun and accessible to all.

In June 2019, Youth Code Jam received a \$5,000 STEM Action Grant from the Society to support its program, Community Code Jams, for K-12 students throughout Texas. The program’s goal is to reduce the digital divide for families whose first language is not English. Funds were used to translate, format and distribute materials in Spanish, serving more than 1,000 bilingual families.

This year, the Society gave \$65,000 in grants to 20 community-driven nonprofit organizations working to enhance the public’s understanding of science and to increase participation of underrepresented populations in STEM fields.

Community Innovation Awards were also given to 28 young scientists looking to make a difference in their hometowns with their research. They were recognized by Society-affiliated fairs with \$500 prizes.

**CYBER IS THEIR JAM**  
During Community Code Jams, both students and their parents participate in different coding activities.

# 2019 STEM ACTION GRANTEES

Black Girls Dive

ChiTownBio

Collaborative Youth Education Alliance

Congressional App Challenge

Electric Girls

HYPOTHEkids

Latinas in STEM

Learn Fresh Education Company

Lower Brule Research

Marie’s Kids

Mobile STEM Programming at Memphis Public Libraries

ProjectCSGIRLS

SAFE Alternative Foundation for Education Science from Scientists

Science from Scientists

Science Policy Outreach Taskforce (SPOT)

Sci-Inspire

STEM Saturdays/Dibia DREAM

Together Educating All Children in Hospitals (TEACH)

Virtual Field Trips/Intrepid Sea, Air & Space Museum

Youth Code Jam



**EARLY ENGAGEMENT**  
Marie’s Kids, based in North Charleston, S.C., integrates art into its STEM events for elementary school students.

**SUPPORTING GIRLS IN STEM**  
Electric Girls’ Saturday Workshop program is a STEM enrichment opportunity for low-income girls ages 5 to 14 in New Orleans, La.







**SCIENCE NEWS** | SEPTEMBER 28, 2019  
This monster sunspot, AR 2192 (orange in the center of this image from NASA's Solar Dynamics Observatory), emitted lots of bright flares in 2014, but no coronal mass ejections. A magnetic cage may have restrained the coronal mass ejections.

TAHAR AMARI ET AL/CENTER FOR THEORETICAL PHYSICS, ÉCOLE POLYTECHNIQUE, JOY NG/NASA GODDARD

# ADVANCING OUR MISSION

## Society Growth in 2019

Society for Science & the Public operates within three broad areas of program work: (1) science journalism, (2) world-class science competitions for high school and middle school students and (3) outreach and equity programming. Eighty-eight cents of every dollar spent by the Society supports program work. General and administrative costs account for 5 cents of every expense dollar, and fundraising costs equal 7 cents of every expense dollar.

Science competitions remain a vibrant and important segment of our work and account for 53 percent of all program spending. Our growing outreach and equity programming, which seeks to expand access to STEM opportunities, together with our work aimed at building our alumni community, accounts for 10 percent of all spending. Science News Media Group's work accounts for 25 percent of all spending.

The Society's balance sheet continues to be very healthy, with total net assets of \$83 million, composed

of unrestricted net assets of \$19.4 million and restricted net assets of \$63.6 million. The Society carries no long-term financing and owns its primary office real estate. As a result, unrestricted current assets exceed current liabilities by \$42.3 million, resulting in a 6.0 ratio of current assets to current liabilities. The Society's unrestricted investment balance is entirely liquid and accounts for 52 percent of current assets composed of cash, investments, prepaid expenses and the amount of grants receivable to be received in the next year. The investment portfolio holdings are well diversified and professionally managed in order to take advantage of market growth while minimizing risk of loss.

Restricted assets make up the largest asset class and are mostly grants receivable for future funding commitments from Regeneron, Broadcom and other funders for science competitions and other program work, with all of the receivables to be provided within the next six years.

### Current Year Operating Revenue and Expense

	2019	2018
<b>Revenue</b>		
Science News magazine	\$ 7,263,745	\$ 6,923,722
Science education programs	23,486,085	20,446,051
In-kind and other revenue	1,284,442	1,016,018
<b>Total operating revenue</b>	<b>\$ 32,034,272</b>	<b>\$ 28,385,791</b>
<b>Expense</b>		
Program services	\$ 25,968,983	\$ 25,782,194
General and management	1,635,487	1,577,266
Fundraising	2,012,530	1,976,676
<b>Total operating expense</b>	<b>\$ 29,617,000</b>	<b>\$ 29,336,136</b>

### Non Operating Activities and Pledges

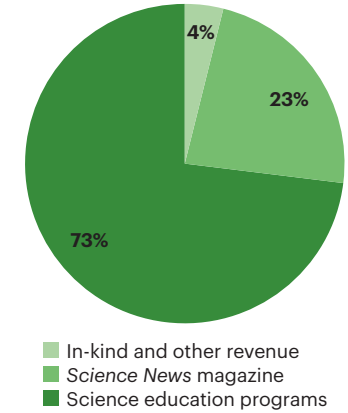
	2019	2018
<b>Non Operating Activity</b>		
Investment income	\$ 3,954,217	\$ (1,214,443)
Change in post retirement benefit liability	(499,000)	384,794

#### Pledges and Contributions Designated for Future Years

Pledges and contributions received in 2019	14,479,885	15,008,631
Prior years' pledges used in current year	(20,949,677)	(22,732,368)
<b>Non Operating Activity</b>	<b>\$ (3,014,575)</b>	<b>\$ (8,553,386)</b>

<b>Change in Net Assets</b>	<b>\$ (597,303)</b>	<b>\$ (9,503,731)</b>
<b>Net assets at the beginning of the year</b>	<b>83,594,426</b>	<b>93,098,157</b>
<b>Net assets at the end of the year</b>	<b>\$ 82,997,123</b>	<b>\$ 83,594,426</b>

### FY 2019 Operating Revenue



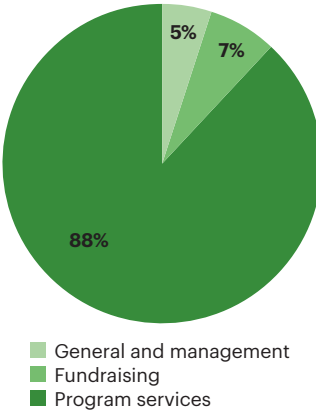
### Balance Sheet

	2019	2018
<b>Assets</b>		
Cash, short term receivables & prepaids	\$ 13,112,529	\$ 8,438,166
Investments	28,643,058	25,237,421
Grants receivable	53,366,484	59,779,712
Property and equipment	50,839	31,346
<b>Total Assets</b>	<b>\$ 95,172,910</b>	<b>\$ 93,486,645</b>

<b>Liabilities</b>		
Accounts payable	\$ 1,415,260	\$ 929,113
Awards payable	4,512,648	3,750,033
Deferred subscription revenue	4,045,879	3,528,074
Post retirement benefit liability	2,202,000	1,684,999
<b>Total Liabilities</b>	<b>\$ 12,175,787</b>	<b>\$ 9,892,219</b>

<b>Net Assets</b>		
Without Donor Restrictions	\$ 19,434,160	\$ 13,833,505
With Donor Restrictions	63,562,963	69,760,921
<b>Total Net Assets</b>	<b>\$ 82,997,123</b>	<b>\$ 83,594,426</b>

### FY 2019 Operating Expense







A PROGRAM OF  
SOCIETY FOR SCIENCE & THE PUBLIC

# EXPANDING the ISEF Community

## The Society Launches New ISEF Sponsorship Model

In 2019, the Society launched a new multitiered sponsorship model for the International Science and Engineering Fair, enabling a variety of companies, organizations and individuals to support ISEF. By sponsoring different judging categories, events and delegations of ISEF finalists, these organizations are able to show their commitment to furthering the future of science and engineering.

In December 2019, Regeneron expanded its support for the next generation of scientists and engineers

by becoming ISEF's title sponsor, with a commitment of approximately \$24 million over a five-year period. This sponsorship builds on the long-standing partnership between Regeneron and the Society to advance STEM education, including through Regeneron's \$100 million, ten-year commitment to the Regeneron Science Talent Search.

**TITLE SPONSOR UNVEILED**  
The Society and Regeneron announce Regeneron's ISEF title sponsorship.

## SUPPORTING TOMORROW'S INNOVATORS

The companies and organizations listed below are confirmed as of March 2020 to support Regeneron ISEF.

TITLE SPONSOR

**REGENERON**

MAJOR SPONSORS



Azure Sphere



*// Regeneron is committed to helping engage and inspire the next generation of scientific innovators, as we believe there is nothing more important for helping address the truly existential threats facing humankind — from disease to climate change."*

**GEORGE D. YANCOPOULOS**

Co-Founder, President and Chief Scientific Officer  
Regeneron



# Institutional DONORS

Thank you to all of the companies, foundations and other organizations that have provided the Society with significant financial contributions. Your generous support sparks the passion, excitement and wonder in the discoveries taking place all around us.

**Title Sponsor**  
Broadcom Foundation  
Intel Foundation and Intel Corporation  
Regeneron

**Inventor**  
**\$250,000–\$999,999**  
Akamai Technologies, Inc.  
Arconic Foundation  
Defense STEM Education Consortium  
Department of Defense  
Johnson & Johnson  
National Geographic Society  
The Lemelson Foundation

**Developer**  
**\$100,000–\$249,999**  
Gleason Foundation  
Heising-Simons Foundation  
Jack Kent Cooke Foundation  
King Abdulaziz & His Companions  
Foundation for Giftedness and Creativity  
Siegel Family Endowment  
The Burton Family Foundation  
The Richard F. Caris Foundation

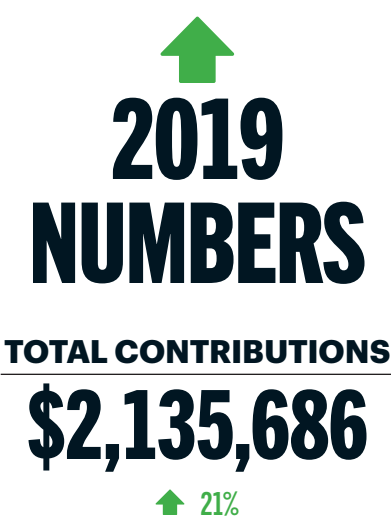
**Explorer**  
**\$50,000–\$99,999**  
Andrey Melnichenko Foundation  
Craig and Barbara Barrett Foundation  
Robert Wood Johnson Foundation  
Susie and Gideon Yu Foundation  
The Ahmanson Foundation

**Maker**  
**\$20,000–\$49,999**  
Arizona Community Foundation  
Bayer USA Foundation

Carl Zeiss, Inc.  
Covington Capital Management  
Floe Financial Partners  
GoDaddy  
Pivotal Foundation, Francis and Dianne Najafi  
Samueli Foundation  
Southern California Edison  
The Miami Foundation  
The River Foundation

**Collaborator**  
**\$10,000–\$19,999**  
APS  
Ashtavadhani Vidwan Ambati Subbaraya  
Chetty Foundation  
D.H. Chen Foundation  
Drug, Chemical & Associated Technologies Association  
Freeport-McMoRan Foundation  
Jewish Federation of Metropolitan Chicago  
McGregor Girand Charitable Endowment  
Oracle Academy  
SKB Foundation  
The Conru Foundation  
USAID  
Anonymous

**Ambassador**  
**\$5,000–\$9,999**  
Charles Spear Charitable Trust  
Connable Office Inc  
Hudson River Trading  
National Bank of Arizona  
Smith Richardson Foundation  
The Ralph M. Parsons Foundation  
Thermo Fisher Scientific



**Associate**  
**Up to \$4,999**  
American Endowment Foundation  
ConocoPhillips  
Convent of The Sacred Heart School  
Fast Enterprises  
Google  
Great Neck North High School Science Research Boosters  
H. B. Fuller  
Jewish Community Federation and Endowment Fund  
Lester Poretsky Family Foundation  
PNK, Inc.  
Royal Alliance Associates Inc  
Salt River Project  
Skyworks Solutions, Inc.  
The Aristo Project  
The Avalon Consulting Group  
The Misener Foundation  
Weingarten Arnsparger Charitable Fund  
Whiteford Taylor & Preston LLP  
Yetadel Foundation

**Special Award Organizations**  
Acoustical Society of America  
Air Force Research Laboratory on behalf of the United States Air Force  
American Chemical Society  
American Committee for the Weizmann Institute of Science  
American Institute of Aeronautics & Astronautics  
American Mathematical Society  
American Meteorological Society  
American Psychological Association  
American Statistical Association  
Arizona Public Service Company

Arizona State University  
Ashtavadhani Vidwan Ambati Subbaraya  
Chetty Foundation  
Association for Computing Machinery  
Association for the Advancement of Artificial Intelligence  
ASU Rob and Melani Walton Sustainability Solutions Initiatives  
China Association for Science and Technology  
Drexel University  
Drug, Chemical & Associated Technologies Association  
Florida Institute of Technology  
Fondazione Bruno Kessler  
Geological Society of America & American Geosciences Institute  
GoDaddy  
IEEE Foundation  
Innapolis University  
International Council on Systems Engineering  
K. Soumyanath Memorial Award  
King Abdulaziz & His Companions  
Foundation for Giftedness and Creativity  
Mu Alpha Theta, National High School and Two-Year College Mathematics Honor Society  
National Aeronautics and Space Administration  
National Anti-Vivisection Society  
National Center Junior Academy of Sciences of Ukraine  
National Institute on Drug Abuse, National Institutes of Health & the Friends of NIDA  
National Oceanic and Atmospheric Administration  
National Security Agency Research Directorate  
National Taiwan Science Education Center

Office of Naval Research on behalf of the United States Navy and Marine Corps  
Oracle Academy  
Patent and Trademark Office Society  
Ricoh USA  
Shanghai STEM Cloud Center  
Sigma Xi, The Scientific Research Honor Society  
SPIE  
United States Agency for International Development  
United States Environmental Protection Agency  
United Technologies Corporation  
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**Fund for Nonprofit News**  
Bernard and Anne Spitzer Charitable Trust  
Democracy Fund  
Ethics & Excellence Journalism Foundation  
Facebook Journalism Project  
Financial Service Partners  
Institute for Nonprofit News  
John S. and James L. Knight Foundation  
Jonathan Logan Family Foundation  
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## WHY I GIVE

# Inspiring Our Youth

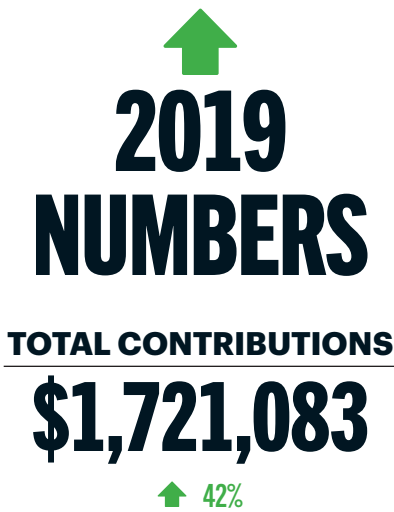
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**PAULA GOLDEN**  
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# Skills for Success

Becoming a finalist and ultimately winning the first-place Grand Award in Environmental Sciences at ISEF 1989 was a life-changing experience. Not only did it introduce me to many amazing fellow participants, but the years of preparation and competition gave me the confidence and skills that serve as a strong foundation for my education and career. It’s a distinct honor to give back to Society for Science & the Public.

## GIDEON YU

Co-Owner and former President, San Francisco 49ers  
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Gideon Yu, a member of the Society’s Board of Trustees, was the first ethnic minority team president in NFL history. He has served as CFO at both YouTube and Facebook. Gideon is a graduate of Harvard Business School and Stanford.



WHY I GIVE

A Community of Support

Participating in Society for Science & the Public programs as a student shaped my life in myriad positive ways I still see every day. It has been an honor to become part of that same supportive pathway as a regional and ISEF judge and as a member of the Society’s National Leadership Council (NLC). The conversations I have with the students, with other NLC members and with Society leadership always leave me brimming with hope for the future and more than a few new ideas.

ELYSE HOPE  
Sector Manager, Health, at Genome British Columbia  
STS 2006  
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Elyse Hope is a member of the National Leadership Council and serves as a Grand Awards judge at ISEF. As Sector Manager, Health, at Genome British Columbia, Elyse supports the development of new genomics research programs and partnerships.



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Becoming a finalist in the 1992 Westinghouse Science Talent Search was a transformative experience for me and helped to provide a foundation for my career in science and engineering. I am pleased that I am now able to give back to Society for Science & the Public, thereby helping talented students nation-wide to gain similarly formative experiences.

CHRIS BOUTON  
CEO, Vyasa Analytics  
STS 1992

Chris Bouton is Founder and CEO of Vyasa Analytics, a deep learning software and analytics company that utilizes big data to gain insights that help businesses make informed decisions on improving their business. He is a leading supporter of Society for Science & the Public.



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We are proud to recognize the following individuals who have made a lasting gift to Society for Science & the Public by creating a legacy for the Society in their estate plans. Please join us in celebrating their forward-thinking commitment to securing our programs for the future.

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World Science Festival  
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Nobel Prize in Chemistry, 2013  
STS 1947

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\* Service started March 2019  
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