

# REACHING NEW AUDIENCES

CHM

FISCAL YEAR 2024 REPORT TO THE COMMUNITY

DETAILED

**The past year has been one of growth, change, and impact at CHM.** Perhaps most importantly for our future, we completed an intensive, months-long effort to develop CHM's new Strategy to 2030, which will guide our work in the coming years with a strong focus on three key areas: audience reach and impact; operational excellence; and financial sustainability. Our board and staff are excited and already executing on this new strategy.

We'd like to take this opportunity to share some of the achievements and new initiatives undertaken this past year to grow and serve CHM's audiences.

#### Exploring Current Topics

With a mission to decode technology for everyone, and to foster a community of digital citizens empowered to make choices for a better future, we've offered events in-person and online addressing current issues in technology. Reid Hoffman, cofounder of Inflection AI and former board member of OpenAI, shared insights from his book cowritten with AI chatbot GPT-4. We investigated what happens to your personal data when you use your devices, explored India's revolutionary civic technology, and investigated the effects of technology on journalism and polarization.

#### Honoring Tech History

We served our passionate techie audiences with a packed house for Insanely Great, an event celebrating the 40-year anniversary of the iconic Apple Macintosh with insider stories from key members of the original team. We honored three outstanding Fellows who made significant contributions to robotics, programming languages, and systems design. And author Andrew McAfee shared how the "geek way" has created an enormously successful business culture.

#### Expanding Our Audience

Our new series of TechFest events are bringing families to CHM with all-day activities, demos, and shows included in the price of admission. We hosted a new emoji release party focused on efforts to be inclusive in that new "language." And our Equalizing Equity event with Mitch Kapur and Freeda Kapur Klein demonstrated that there's no tradeoff between profit and social justice. We also collaborated with Audible and Treefort Media to launch a new podcast that mined our oral history collection for incredible stories of women in technology. More on that in this report. We've been engaging new audiences with our digital content, including short-form videos. And, we're continuing to build the capacity to evaluate our impact with a two-year grant from the Institute for Museum and Library Services.

Thanks to our committed staff and volunteers, the Board of Trustees, and our dedicated donors, we've been able to reach a growing audience in ways that fulfill our mission. We have much more in store for next year, and we look forward to sharing that with you.

Sincerely,



**STEVE SMITH**  
CHAIRMAN OF THE BOARD OF TRUSTEES



**DAN'L LEWIN**  
PRESIDENT AND CHIEF EXECUTIVE OFFICER



On a personal note, as announced in June, after six years building a strong foundation for CHM's sustainability and growth, I will be retiring as CEO. I will remain in my position until the Board has selected a new leader and s/he is prepared to execute our Strategy to 2030 successfully. It has been my pleasure to serve CHM as CEO. I'm proud of everything the organization has accomplished and our strong financial position as we end this fiscal year, and I look forward to seeing CHM continue to evolve and thrive.

# BY THE NUMBERS

CHM FY24

Total followers on CHM social media accounts

356,425

Number of times CHM was mentioned in news articles

5,673

Number of times CHM was mentioned in others' social media posts

17,798

Total audience engagement with CHM social media posts

1.07M

Total online video views

11.5M

Total number of Museum exhibit visitors

91,111

Total number of group visits

442

Visitors who participated in exhibit tours

9,395

CHM Live event in-person attendees

2,628

# THE WORLD NEEDS CHM



The pace of technological change driven by artificial intelligence has given a new urgency to our mission to decode technology for everyone. AI platforms like ChatGPT, Google's Gemini, and Microsoft Copilot, to name a few, have tremendous potential to solve global challenges. At the same time, AI tools are being used to create deepfakes and misinformation and to perpetuate bias.

As a trusted institution in the heart of Silicon Valley, CHM is uniquely positioned to convene experts and guide conversations about these and other new technologies and top-of-mind issues for the people who walk through our doors and those who find us online.

CHM's Strategy to 2030 is our roadmap for the work we'll do in the coming years to forward our mission of decoding technology for everyone through our research, collections, exhibits, and programs.

We have a vision of a fair, inclusive, human-centered digital world. To achieve it, CHM is building a global community of informed digital citizens empowered to make choices for a better future.

Our core beliefs and values inspire us and infuse every aspect of our work.

## CORE BELIEFS

Our computing past informs our digital present with lessons that span generations.

Technology should be created and applied ethically and expand access to opportunity.

Technological progress should be in service to human progress.

## VALUES

At CHM, we are united in a common endeavor: to build a world-class institution that preserves the past to serve the future. We value each other's work helping people make sense of our technological world—where it came from and where it may be headed. We commit to learning about, supporting, and celebrating everyone's work and unique strengths. We strive to create a CHM culture that is collaborative, caring, and fun, where we hold ourselves accountable, look for the best in each other, and learn together.

These are our values:

- Integrity**
- Inclusiveness**
- Innovation**
- Communication**
- Curiosity**





Elizabeth "Jake" Feinler



Margaret Hamilton in the Smithsonian's "FUTURES" exhibit



Margaret Hamilton



Stephanie "Steve" Shirley



Joanna Hoffman (left) with members of the Apple Macintosh team

## AUDIBLE PODCAST

RECODING HISTORY:  
AUDACIOUS WOMEN WHO  
SHAPED OUR DIGITAL WORLD

On February 29, 2024, CHM launched its first podcast. In collaboration with Audible and Treefort Media and hosted by Reshma Saujani, founder of Girls Who Code, *Recoding History* is an immersive look into the lives of some of computer history's most ingenious and audacious women. In stories culled largely from CHM's oral history interviews, audiences hear the women recount their personal journeys in their own words.

This podcast series would not have been possible if CHM had not captured the stories of these remarkable women and preserved them for the future. Vice President and Chief Curatorial and Exhibitions Officer Kirsten Tashev led the effort to provide primary video and audio sources for development partner Treefort Media along with Massimo Petrozzi, CHM's director of archives and digital initiatives. CHM curators David Brock, Dag Spicer, and Marc Weber served as commentators on three different episodes, offering key insights on the history and impact of the women.

[Listen to the trailer.](#)

The podcast is available to Audible subscribers [here](#).

In an era driven by technology, *Recoding History* spotlights lesser-known figures whose work continues to impact our daily lives—and reminds listeners that, to build a better future, innovation and inclusion must go hand-in-hand. These women's contributions have changed the world—yesterday, today, and tomorrow. Here they are:

**Jean Bartik**, original ENIAC programmer.

**Donna Dubinsky**, longtime Silicon Valley tech executive.

**"Looking back, we were the luckiest people in the world. There was no choice but to be pioneers, no time to be beginners."**

MARGARET HAMILTON

**Elizabeth "Jake" Feinler**, who made key contributions to the early internet.

**Evelyn Boyd Granville**, the second Black woman in the US to earn a PhD in mathematics.

**Margaret Hamilton**, who helped put men on the moon.

**Joanna Hoffman**, key player on the Apple Macintosh team.

**Grace Hopper**, computing pioneer and Navy admiral.

**Stephanie "Steve" Shirley**, founder of a progressive British company that offered unique opportunities in tech to women.

**Sophie Wilson**, early British computing entrepreneur.

Three women with different perspectives on artificial intelligence: AI expert **Fei-Fei Li**; MIT robotics scientist **Cynthia Breazeal**; and, **Miriam Vogel**, CEO of the non-profit EqualAI.

### Opposite page photo credits

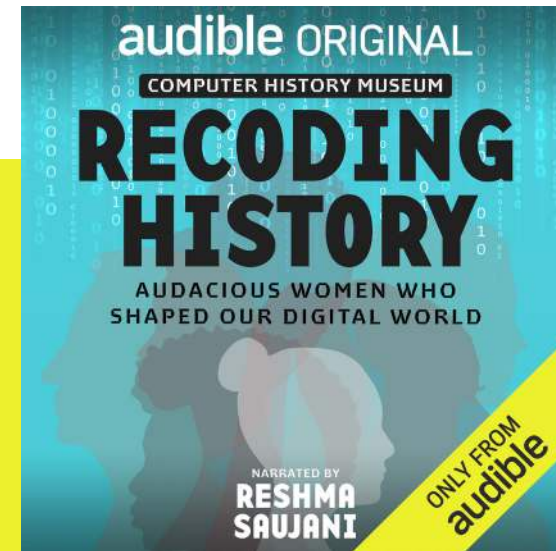
**Top:** Photo provided by Doug Engelbart Institute

**Left Center:** Photo provided by David C. Brock, 2021

**Right Center:** © Matt Beardsley, 2017

**Lower Left:** © Norman Seeff, 1984

**Lower Right:** Photo provided by Dame Stephanie Shirley CH, 2018





# 2023 FELLOWS



Rodney Brooks



Barbara Liskov



Sarai Mazyck accepted the award for her grandfather, Thomas Kurtz.

For over 30 years, the CHM Fellow Awards have honored distinguished technology pioneers—unsung heroes and legends—for their outstanding merits and significant contributions to the advancement of computing and the evolution of the digital age. This prestigious program includes collection, education, research, and media efforts that preserve each Fellow's stories for future generations and reflect their seminal work to help shape a better future.

#### The 2023 Fellow Award Honorees

**Rodney Brooks**  
For the advancement of robotics and consideration of its implications for humanity

**Thomas E. Kurtz**  
For the co-invention of the BASIC programming language, which brought the power of computers to beginners around the world, and the Dartmouth Timesharing System

**Barbara Liskov**  
For practical and theoretical contributions to programming language and system design that continue to shape modern computing

2023 Fellow  
Headline Sponsor



“Great problems were sitting there. All you had to do was jump on them.”

CHM FELLOW BARBARA LISKOV

Moderator Troy Cosey (left) talks with Freada Kapor Klein (center) and Mitch Kapor (right) at Equalizing Equity.



Moderator Marc Weber (left) with Dana Boyd (center) and Kevin Driscoll (right) at Dialed In.

CHM Live is the Museum's premier event series. It offers original productions exploring historical and current issues in technology, entrepreneurship and innovation, as well as the ongoing transformation of computing and its impact on society.

09.12.23  
**NEW EMOJI RELEASE PARTY**

**SPEAKER**  
Jennifer 8. Lee  
Producer  
The Emoji Story

**MODERATOR**  
Marguerite  
Gong Hancock  
Vice President of Innovation & Programming and Founding Director, Exponential Center Computer History Museum

10.14.23  
**TECHFEST**  
Create and Innovate All-day, family-friendly activities and events.

10.30.23  
**AI + HUMANITY**  
A Conversation with Reid Hoffman

**SPEAKER**  
Reid Hoffman  
Cofounder  
LinkedIn and Inflection AI and Partner  
Greylock

**MODERATOR**  
Anne Dwane  
Cofounder and Partner  
Village Global

11.04.23  
**2023 FELLOW AWARD CEREMONY**

**FELLOWS**  
Rodney Brooks  
Thomas E. Kurtz  
Barbara Liskov

**SPEAKERS**  
Cynthia Brezeal  
Dean for Digital Learning  
MIT Open Learning and Associate Professor  
MIT Media Lab

Bill Gates  
Co-chair  
Bill & Melinda Gates Foundation and Founder  
Breakthrough Energy

Diane Greene  
Founder  
VMware and Chair Emerita  
MIT Corporation

Tom Stuermer  
SMD, Data & AI  
Accenture

**HOSTS**  
Eileen Fagan  
EMF Innovation Associates

Dan'l Lewin  
President and Chief Executive Officer  
CHM

**HEADLINE SPONSOR**  
Accenture

11.16.23  
**EQUALIZING EQUITY**

**SPEAKERS**  
Liz Carey  
Executive Vice President of Finance and Operations  
Silicon Valley Community Foundation

Mitch Kapor  
Founding Partner  
Kapor Capital and CHM Fellow (1996)

Freada Kapor Klein  
Founding Partner  
Kapor Capital

**MODERATOR**  
Troy Cosey  
Head of Platform  
Kapor Center Investments

12.14.23  
**THE GEEK WAY**  
A Handbook for a New Culture

**SPEAKER**  
Andrew McAfee  
Codirector  
MIT's Initiative on the Digital Economy

**MODERATOR**  
Carl Bass  
Former President and CEO  
Autodesk

01.24.21  
**INSANELY GREAT**  
The Apple Mac at 40

**SPEAKERS**  
Bill Atkinson  
Member of the Macintosh Development Team  
Apple Computer

Steve Capps  
Member of the Macintosh Development Team  
Apple Computer

Andy Cunningham  
Founder and President  
Cunningham Collective

Chris Espinosa  
Member of the Macintosh Development Team  
Apple Computer and Senior Employee  
Apple Inc.

Andy Hertzfeld  
"Software Wizard" on the Macintosh Development Team  
Apple Computer

Bruce Horn  
Member of the Macintosh Development Team  
Apple Computer

Susan Kare  
Creator of Mac Icons and Fonts  
Apple Computer and Design Architect  
Niantic Labs

Guy Kawasaki  
Former Chief Evangelist  
Apple and Chief Evangelist  
Canva

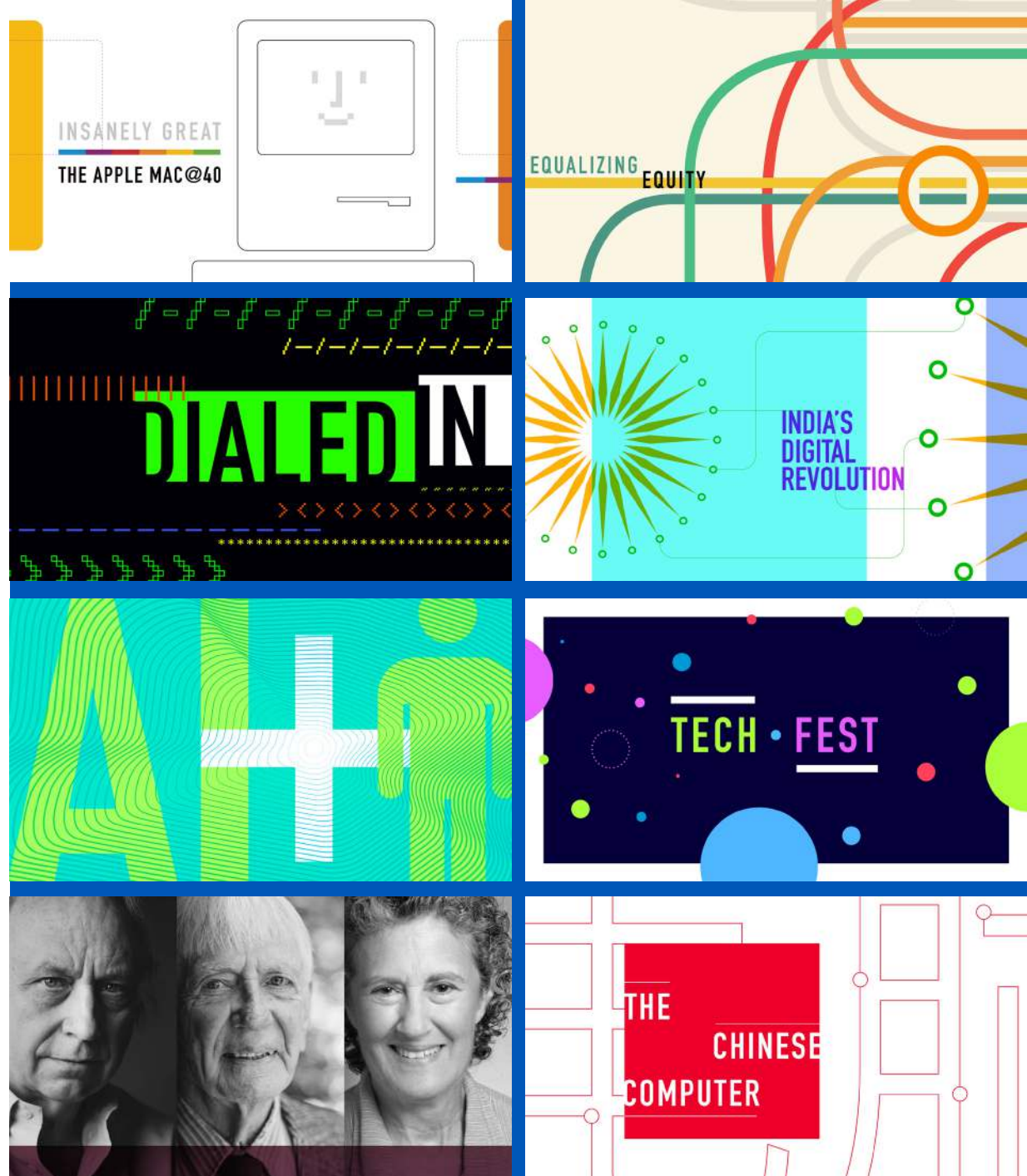
Steven Levy  
Editor at Large  
Wired

Dan'l Lewin  
Macintosh Higher Education Market Development  
Apple Computer and President & CEO  
Computer History Museum

Mike Murray  
Former Marketing Manager  
Apple Computer and Cofounder  
Unitus

**MODERATOR**  
David Pogue  
Journalist and Author





04.25.24  
**DIALED IN**

The Prehistory of Social Media

**SPEAKERS**

danah boyd  
Partner Researcher  
Microsoft Research and  
Visiting Distinguished  
Professor  
Georgetown University

Kevin Driscoll  
Associate Professor  
University of Virginia

**MODERATOR**

Marc Weber  
Internet History Program  
Curatorial Director  
Computer History  
Museum

04.27.24

**TECHFEST**

Back to the '80s

05.16.24  
**NOVA SECRETS IN  
YOUR DNA**

Screening of Clips and  
Panel Discussion

**SPEAKERS**

Eva Galperin  
Director of Cybersecurity  
Electronic Frontier  
Foundation

Patrick Jackson  
Chief Technology Officer  
Disconnect

Brewster Kahle  
Founder and Digital  
Librarian  
Internet Archive

**MODERATOR**

Alok Patel  
Physician and  
ABC News Medical  
Contributor

05.30.24  
**INDIA'S DIGITAL  
REVOLUTION**

Innovating Civic  
Technology

**SPEAKER**

Pramod Varma  
Former Chief Architect  
Aadhaar and India  
Stack and  
Co-chair  
Center for Digital Public  
Infrastructure

**MODERATOR**

M.R. Rangaswami  
Founder  
Indiaspora, Corporate  
Eco Forum, and Sand Hill  
Group

06.18.24  
**THE CHINESE COMPUTER**

**SPEAKER**  
Thomas S. Mullaney  
Professor of Chinese  
History  
Stanford University

**MODERATOR**

Yangyang Chen  
Research Scholar and  
Fellow  
Yale Law School

**SPONSOR**

Bin Lin and Daisy Liu  
Family Foundation

06.27.24  
**MAKING NEWS**

How Tech Shapes  
Journalism and Society

**SPEAKERS**

Kathryn Cramer Brownell  
Professor of History and  
Founding Director  
Purdue University's  
Center for Technology  
and American Democracy

Richard R. John  
Professor of History and  
Communications  
Columbia University

Alexis Madrigal  
Cohost  
KQED's Forum and  
Contributing Writer  
The Atlantic







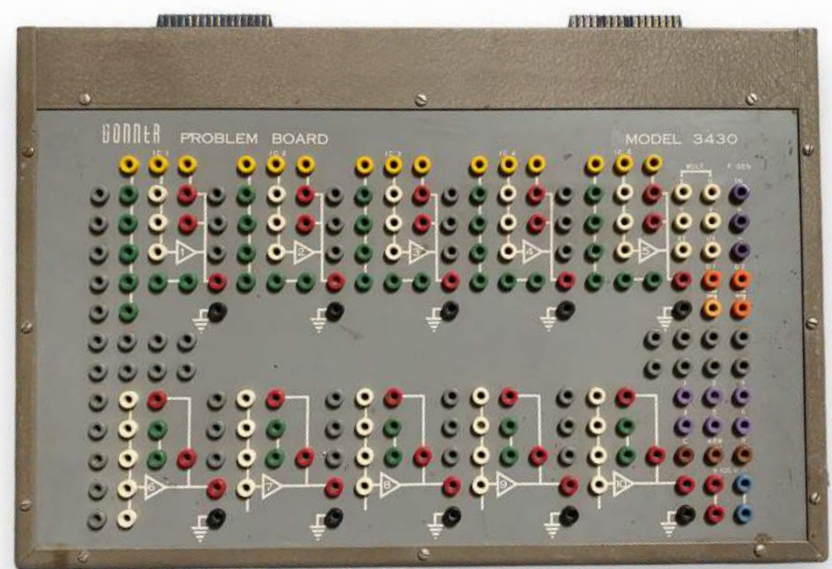
SRI original mouse prototype



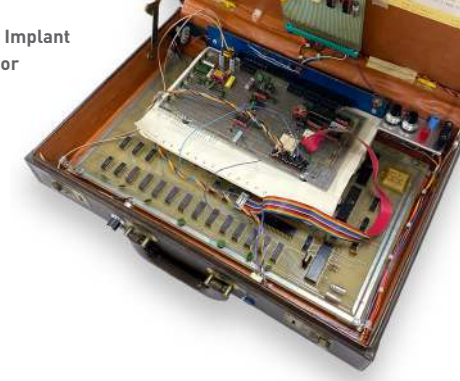
APF Imagination Machine



Ferranti Argus pegboard program storage unit



Donner Model 3400 analog computer problem board



PSP-2 Cochlear Implant Speech Processor

## HIGHLIGHTS FROM THE PAST YEAR

### STANFORD RESEARCH INSTITUTE, ORIGINAL MOUSE PROTOTYPE, 1964, USA

The world's first mouse was originally developed by SRI engineers Bill English and Douglas Engelbart as part of SRI's oNLine System. It publicly debuted during Engelbart's groundbreaking 1968 "Mother of all Demos" in San Francisco. Engelbart initially conceived of the mouse as a simpler method of inputting x-y coordinate data into a computer, but with graphical user interfaces it became an input device as important as the keyboard.

After evaluating a number of different control methods, including a head mouse and a knee mouse, the hand-activated device was selected. English built the mouse prototype with two thin disks that rolled across a surface, translating into the x and y motions of an on-screen cursor. Later mouse versions used wheels, balls, and optical methods.

GIFT OF SRI INTERNATIONAL, 1028030750

### APF IMAGINATION MACHINE, 1979, USA

Developed by engineer Ed Smith, this was a combination video game console and home computer meant to compete with the blockbuster Atari 2600. Despite crime and lack of opportunities growing up in an impoverished Brooklyn neighborhood, Smith taught himself electronics and eventually landed a job at APF Electronics, where he was put in charge of designing a new, less expensive, home computer.

The result was the \$599 Imagination Machine. Smith presented the new computer to Sears management to sell in their chain stores. After the successful presentation, Smith caught sight of himself and the city skyline in the top-floor Sears boardroom window and paused to consider how far he had come.

GIFT OF EDWARD SMITH, 102801477

### FERRANTI ARGUS PEGBOARD PROGRAM STORAGE UNIT, 1962, UK

A UK electrical engineering and equipment firm, Ferranti operated from 1885 until 1993. Strong in defense and power grid and transmission equipment, in 1951 Ferranti expanded into the new field of computers. Based on a University of Manchester design, it sold the country's first commercially available computer, the Ferranti Mark 1.

Originally developed in 1958 for military use, Ferranti's Argus evolved into a line of computers used to monitor and control complex technical systems like nuclear power plants, and some are still in use. The first installation was in May 1962 at the Imperial Chemical Industries plant in Fleetwood, UK. This board allowed for on-site reprogramming.

GIFT OF REMO J. DUDA, 102799752

### DONNER MODEL 3400 ANALOG COMPUTER, 1961, USA

Once the workhorses of scientific computing, electronic analog computers appeared on the market in the 1940s, when slide rules and manual calculations could no longer be relied upon to provide practical approaches to solving complex dynamic problems that appeared in science and nature. Built with improving electronics technology, analog computers became important tools in the design of aircraft, jet engines, atomic reactors, oil refineries, chemical plants, or anywhere a system could be modelled.

This computer came with a "Problem Board" to provide additional programming capability and/or to demonstrate analog computer programming in a classroom. This board plugs neatly into the main unit. Donner was based in Concord, California.

GIFT OF RANDY LEONARD, X2023.0072

### STANFORD UNIVERSITY, PSP-2 COCHLEAR IMPLANT SPEECH PROCESSOR, 1976-82

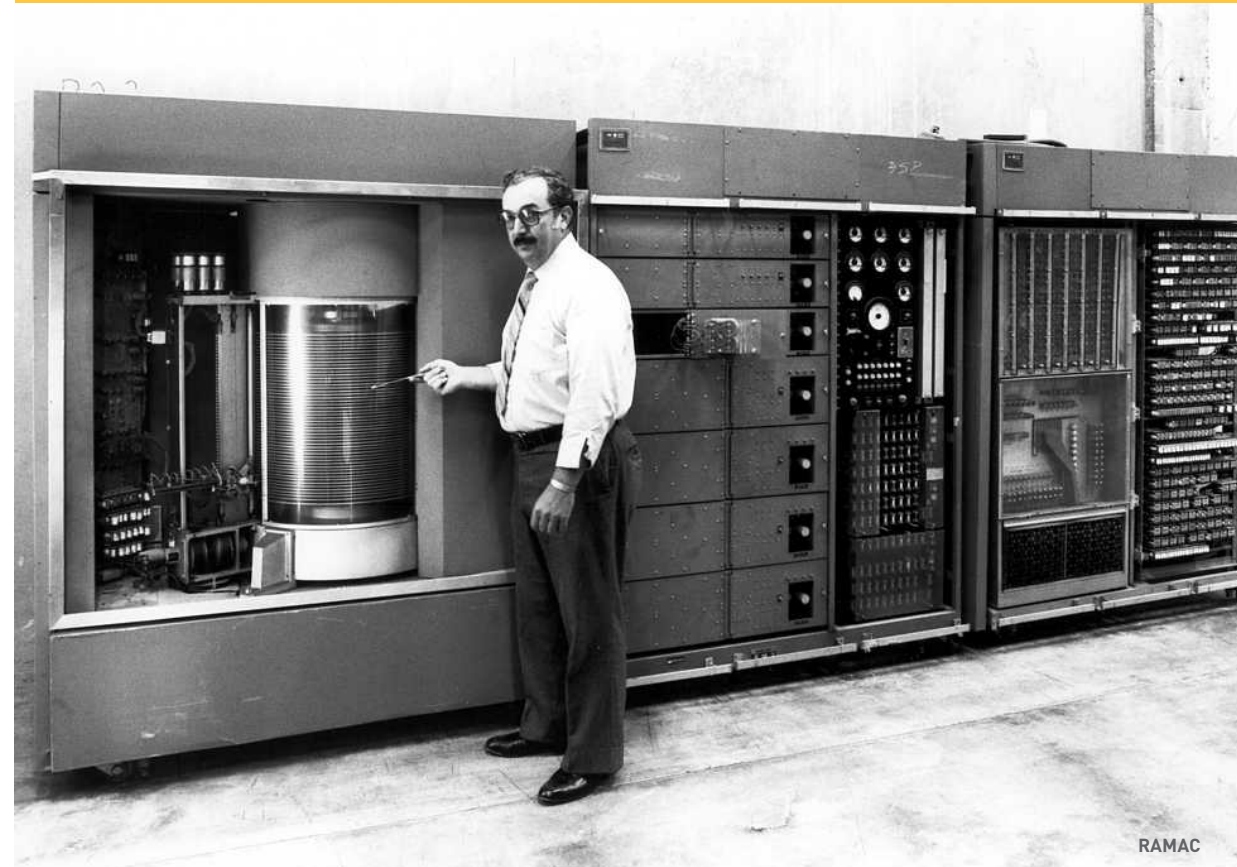
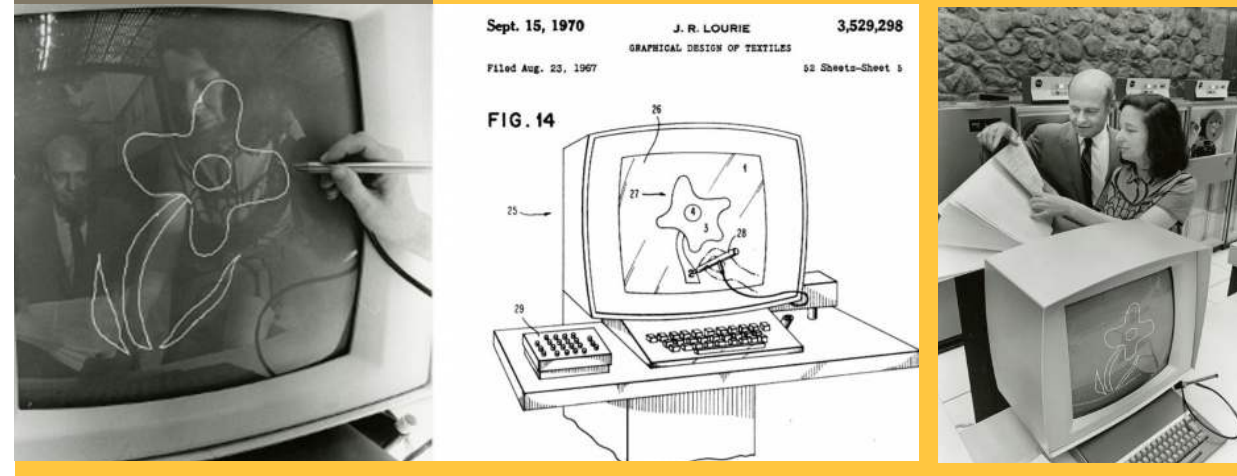
There is a long tradition of computers in medicine. Electrical engineering professor Robert White and Dr. Blair Simmons, chief of otolaryngology at the Stanford School of Medicine, led a decades-long quest to build a cochlear implant—a tiny circuit that directly stimulates nerve fibers in the ear and aids hearing.

The first implants had hair-thin wires that had to be inserted through the skull. To make these fibers stimulate the brain in a way that generates understandable speech was the job of this PSP-2 speech processor. Electrical engineering graduate students Les Atlas, Matt Herndon, Rob Mathews, and Marty Walker built the system into a briefcase, where it successfully converted speech signals into appropriate speech sounds.

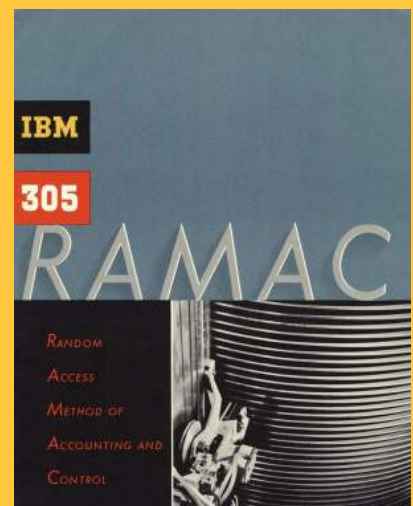
GIFT OF DR. MARTIN WALKER, 2024.0064



HIGHLIGHTS FROM THE PAST YEAR



RAMAC



Ken Thompson and Dennis Ritchie



Kit Colbert

**KIT COLBERT**

This oral history follows Colbert's trajectory within VMware, a company he joined in 2003, after a spending the previous year there as an intern. He rapidly ascended the company ladder, taking on ever more challenging technical roles and leading development of VMware's critical early software products. He is currently chief technical officer.

Colbert discusses the ecosystem in which VMware as a young company had to function following its beginning as a Stanford University computer science project. The company had to overcome great technical challenges, and many human factors centered around existing IT power and reward structures that had to be navigated. Customer education received great attention from Colbert as well, and he took on the role of evangelist, speaking to groups as small as five people to crowds of 10,000 in order to build a community in which VMware's products and technical ecosystem could thrive.

**JANICE LOURIE**

Janice Lourie is an American computer scientist and graphic artist. She created the Textile Graphics System in 1964—a landmark in computer-assisted design and the program awarded the world's first software patent. When the legendary IBM System/360 family of computers was announced in April 1964, Lourie's attention was captured by the new computer family's Model 2250 Graphics Display, an innovative video display terminal that used a light pen and was oriented to the emerging field of Computer Aided Design and Manufacturing (CAD/ CAM).

Lourie convinced IBM management to allow her to experiment with the new terminal, and the first public demonstration of her system, called GRITS, took place at the 1968 World's Fair in San Antonio, Texas, where the machine connected an IBM System/360 to a mechanical loom. (See top image). In this display, visitors could draw a pattern on the 2250 terminal and have the loom weave it, creating a keepsake for fair visitors to take home.

**RAMAC TEAM PANEL**

One of the most influential objects on display in CHM's award-winning exhibition, *Revolution: The First 2,000 Years of Computing*, is the world's first hard disk drive, invented in 1956 at a small IBM laboratory in downtown San Jose, California. For over a decade now, a team of CHM volunteers has demonstrated a restored RAMAC to the public every Wednesday.

This oral history panel brings together the key people who worked on the multiyear restoration of RAMAC, including veteran IBM engineers and students from Santa Clara University. While the problem RAMAC was solving at the time has long since gone away, the hard disk drive remains one of the main enabling technologies of our age. RAMAC was the first.

**LUCY SUCHMAN**

Lucy Suchman is a professor of sociology at Lancaster University, UK. This oral history explores her upbringing, education, and some of the intellectual positions for which she is best known. These are centered around humanities-based critiques of human-computer interactions (HCI). She is a major figure in HCI for her early and important work at Xerox PARC, where she worked for 22 years, including a stint as chief scientist.

Suchman's current work considers contemporary warfighting, with its highly automated systems of command and control and how humans are incorporated as elements into such human-technology hybrids. She also explores how to conceptualize "intelligence" in neural networks and machine learning. In particular, Suchman explains, real open-world environments are difficult for robots and machine learning. Engineering the world these machines inhabit and draw data from becomes almost as important for their proper functioning as the algorithms underlying them.

**KEN THOMPSON**

Ken Thompson is an American computer scientist and the co-creator of Unix and of the C and Go programming languages. This interview was conducted in partnership with the ACM by CHM's Director of Curatorial Affairs David C. Brock and covers Thompson's life and career as an innovator in programming languages, operating systems, and even computer chess: In 1983, he and Joe Condon built the world champion chess-playing computer Belle, the first computer to attain a Master rating in chess.

Back in 1969, Thompson and colleague Dennis Ritchie created the UNIX operating system at Bell Telephone Laboratories. UNIX was a scaled-down version of the MIT MULTICS operating system, one meant to run on the new smaller minicomputers becoming available at the end of the 1960s. When rewritten in the C programming language by Ritchie, UNIX became a truly portable operating system capable of running on many different hardware platforms. Thompson (and Ritchie) were awarded the ACM Turing Award in 1983 and were made CHM Fellows in 1997.



Janice Lourie



# VOLUNTEERS



CHM volunteer Michael Lenihan talks with visitors.



Anna Van Raphorst (left) and Dick Johnson (right) work on CHM collections.

## GIVING BACK, LOOKING FORWARD

CHM volunteers are a knowledgeable, enthusiastic, and dedicated group who contribute to essential activities for the Museum and make our visitors' experiences better. They work with our collections, conduct demos of our IBM 1401 and PDP-1, and guide visitors on fun and informative exhibit tours.

This past year, they've also begun to take center stage on our social media channels, making engaging educational content accessible to new and younger audiences.

Dozens of volunteers signed up for this initiative in FY2024, and they have the freedom to choose their own topics and prepare the video scripts. As a result, the content is authentic and reflects their passion for computing history.

Watch the volunteers in action.

Michael Lenihan: [Hollerith Machine](#), [Honeywell Kitchen Computer](#)

David Hoyt: [Sage System](#)

Samuel Plainfield: [PalmPilot](#)

Steve Stuckenborg: [Apollo Guidance Computer](#), [Xerox Alto](#)

Here's what people are saying about the videos:

**"I really enjoy these informative presentations! What a great museum 🙌"**

**"Amazing! Love info like this."**

**"As always, loved this post. This is by far my favourite Instagram. ❤️"**

## BY THE NUMBERS

Total active volunteers

82

Total volunteer service hours

5,573

Total volunteer-led tours

468

# FINANCIAL SUMMARY

INCOME STATEMENT (\$K)	FY 2024*		FY 2023		FY 2022		FY 2021		FY 2020	
Total Revenue	\$	21,441	\$	17,079	\$	7,842	\$	19,132	\$	12,582
Total Expenses	\$	18,058	\$	16,526	\$	14,284	\$	13,366	\$	14,934
Changes in Net Assets	\$	3,383	\$	553	\$	(6,442)	\$	5,766	\$	(2,352)

## REVENUE CATEGORIES (\$K)

Annual Fund	\$	3,254	\$	3,298	\$	2,334	\$	2,960	\$	2,026
Public Projects and Programs	\$	10,262	\$	9,954	\$	6,129	\$	7,066	\$	7,652
Museum Operations	\$	4,325	\$	2,884	\$	1,260	\$	433	\$	1,702
Investment Gain (Loss)	\$	3,013	\$	943	\$	(1,932)	\$	8,411	\$	1,202
Other Income	\$	588	\$		\$	51	\$	262		
	\$	21,441	\$	17,079	\$	7,842	\$	19,132	\$	12,582

## EXPENSE CATEGORIES (\$K)

Management and General	\$	2,615	\$	2,293	\$	1,807	\$	1,834	\$	1,880
Museum Services	\$	11,530	\$	10,548	\$	8,884	\$	7,772	\$	8,983
Fundraising	\$	1,418	\$	1,283	\$	1,156	\$	825	\$	985
Depreciation & Amortization	\$	2,495	\$	2,402	\$	2,437	\$	2,935	\$	3,086
	\$	18,058	\$	16,526	\$	14,284	\$	13,366	\$	14,934

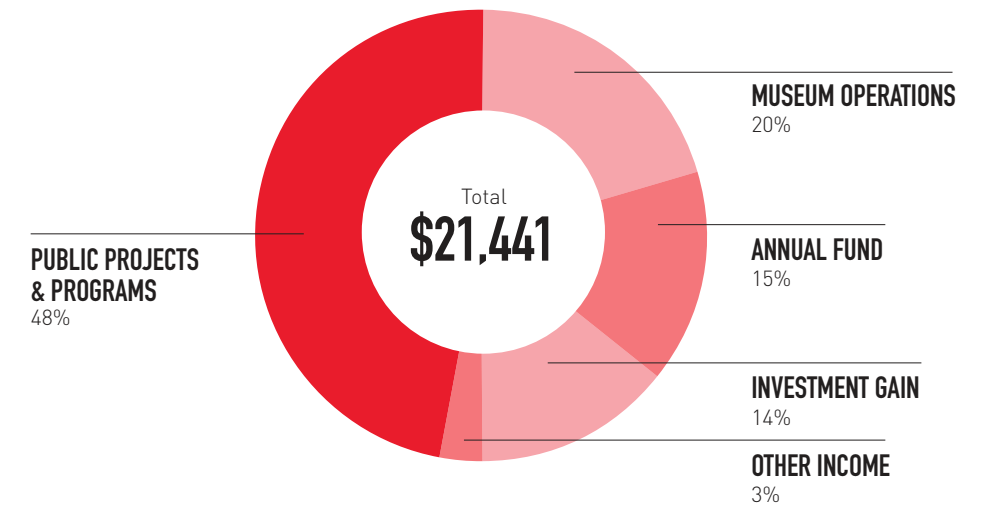
## ASSETS (\$K)

Net Assets	\$	60,804	\$	57,421	\$	56,868	\$	63,310	\$	59,896
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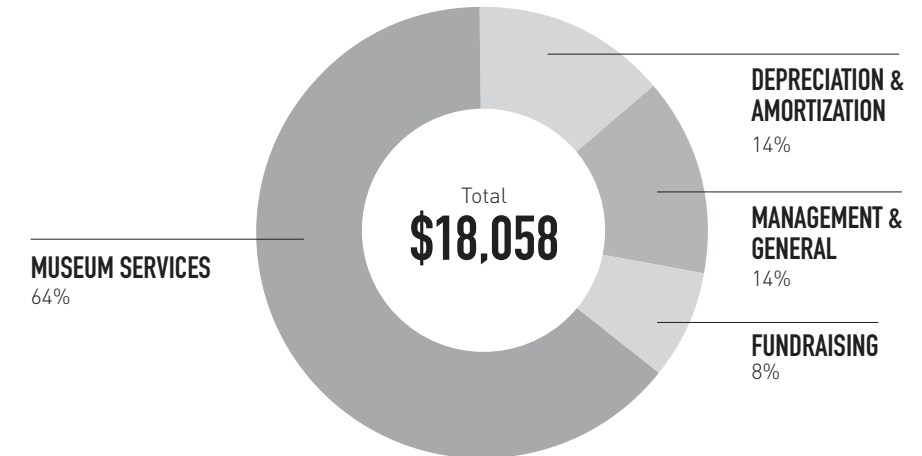
Contributions for museum programs and projects, including multi-year pledges, are recognized as revenues when received, whereas expenditures are recognized as incurred. Consequently, revenues and expenditures do not always align in the same fiscal year. The museum prudently manages cash such that major projects are not undertaken until funding has been secured.

Revenue changes from the previous fiscal year were driven by higher contributions from donors, investment gains, and the recovery of physical museum operations (ticketing, gift store sales, and venue rentals) in the wake of the pandemic. Expense increases were primarily driven by support for the same and increases in bond interest rate expenses.

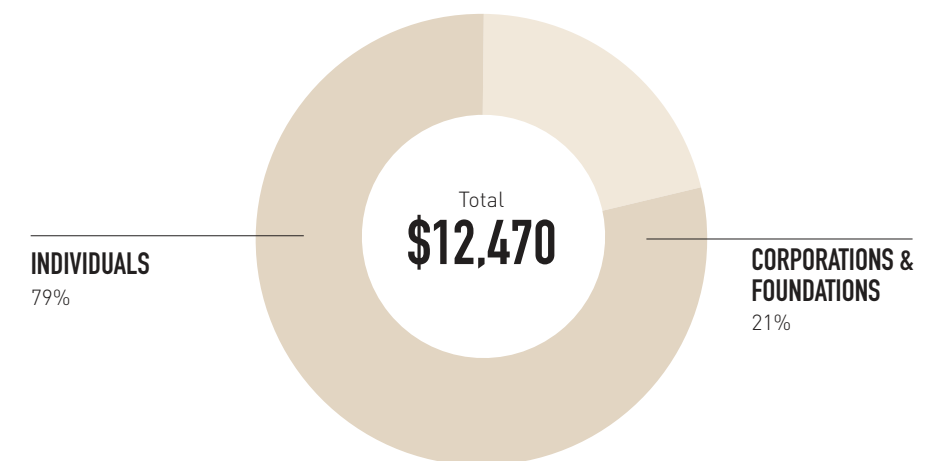
## REVENUE BY CATEGORY (\$K)



## EXPENSES BY CATEGORY (\$K)



## DONATIONS BY TYPE OF DONOR (\$K)





# DONORS

## Lifetime Giving Society

Computing is the story of people, the technology we create and how it has forever changed our world. It is a story that belongs to all of us. CHM's Lifetime Giving Society is a leading class of donors whose cumulative gifts total \$100,000 or more. These visionary donors form the foundation of our institution and pave the way for a future as inspiring as the story of computing. The list reflects donations through June 30, 2024.

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Kirk McKusick and Eric Allman have been contributing to CHM since 2007 and have been Core Club members since 2013. Involved in the computing industry throughout their careers, they have a strong interest in seeing the history and growth of the industry preserved so that future generations can be inspired by its successes and learn from its mistakes.



Edward and Pamela Taft have been contributing to CHM since 1999 and became members of Core Circle this last year when they provided a \$25,000 matching gift that helped CHM surpass its 2023 Giving Tuesday goal and raise over \$106,000. In 2005, the couple donated the popular PDP-1 Demo Room to the Museum. They are also members of the Lifetime Giving Society.

**Annual Donors**

Just as magnetic-core memory was the heart of early computers, CHM's Core donors are the heart of our organization. Core donors provide the largest source of support for our Annual Fund, which in turn provides flexible resources to support immediate needs, including collections and programming. This listing recognizes the generosity of Core donors who made gifts to the Annual Fund between July 1, 2023 and June 30, 2024. Giving levels are inspired by the standard binary sizes of computer memory.

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CHM is the leading museum decoding computing's ongoing impact on our world. From the heart of Silicon Valley, we are uniquely positioned to cull the key lessons of the past and through our research, exhibits, events, and incomparable collection of computing artifacts create informed digital citizens empowered to make the choices that will shape a better future.

### MUSEUM HOURS

Wednesday–Sunday  
10 a.m. to 5 p.m.

### CONTACT

1401 N. Shoreline Blvd.  
Mountain View, CA 94043  
info@computerhistory.org  
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