

CHEMICAL EDUCATIONAL FOUNDATION®

# 2016

ANNUAL REPORT



CHEMICAL  
EDUCATIONAL  
FOUNDATION®



“ As a society, we have to celebrate outstanding work by young people in science at least as much as we do Super Bowl winners. Because superstar biologists and engineers and rocket scientists and robot-builders... they're what's going to transform our society.”

–President Obama



## A LETTER FROM OUR LEADERSHIP

Over 95% of our daily lives are touched by science. From the air we breathe, to the food we eat and the products we buy, our lives are built with chemistry. Chemical Educational Foundation® (CEF) has worked tirelessly to ensure K-8 students understand the great impact chemistry has on their lives and the potential it can have on their futures.

I am proud to share that 2016 rounded out four years of explosive growth for CEF. In 2012, the *You Be The Chemist*® programs were introduced to just over 100,000 students. In 2016, we reached nearly 1 million learners, introducing the world of chemistry and the benefits of its power to society! For many years our Board has hoped to impact one million students and I'm thrilled to say your contributions made it possible to achieve this goal. We are sharing the joy of chemistry with so many young minds and expanding their understanding of the world around them in the process.

Every student impacted by our programs uses critical thinking skills and comes away with an increased awareness of chemistry's impact on their life. Through these successes, we continue to build and inspire future innovators to solve our world's biggest questions. The next generation of scientists will be faced with everything from finding a cure for cancer to establishing a more sustainable society, and we hope to empower young dreamers to rise to the challenge.

CEF has surpassed even the internal goals the Foundation's Board set for our programs this year, and that is due directly to your support. From the volunteers who give countless hours of their personal time to many who generously support our programs financially, to the countless others who introduce our programs to students and teachers in a multitude of ways; we say thank you. On behalf of our entire Board of Trustees, I am honored that you have entrusted us to fulfill this vital mission. As we look to the future, I hope that you'll continue along this journey with us as we enhance science education among every generation, beginning with our youth.

Sincerely,

Bruce H. Schechinger  
*President, Chemical Educational Foundation*  
*President, BHS Marketing, LLC*

# WHO WE ARE

The Chemical Educational Foundation® (CEF) is a national organization committed to enhancing science education! CEF was founded by the National Association of Chemical Distributors (NACD) in 1989 and became a distinct entity under our current name in 1997. Our popular *You Be The Chemist*® programs are geared towards grade K–8 educators and students. By focusing on these grade levels and emphasizing the central role of chemistry in all the sciences and in our everyday lives, CEF strives to inspire our future leaders to pursue science-related careers and to improve the overall understanding and appreciation of chemistry.



# OUR STAFF

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As of January 1, 2017

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# OUR IMPACT

# 942,835

total students reached across our programs



*You Be The Chemist*<sup>®</sup>  
**ESSENTIAL ELEMENTS**<sup>SM</sup>

1,705 | 243,301  
educators | students reached

**112** PROFESSIONAL  
DEVELOPMENT  
WORKSHOPS



*You Be The Chemist*<sup>®</sup>  
**ACTIVITY GUIDES**

9,303 | 649,260  
distributed | students reached

DISTRIBUTED ONLINE  
+ FLASH DRIVES



*You Be The Chemist*  
**CHALLENGE**<sup>®\*</sup>

664 | 50,274  
schools | students participated

**122** LOCAL CHALLENGE SITES

**37 STATES**  
PLUS THE DISTRICT OF COLUMBIA  
AND PUERTO RICO

numbers reflect the 2015-2016 cycle

# OUR PROGRAMS

## *You Be The Chemist*<sup>®</sup> Activity Guides

CEF's award-winning *You Be The Chemist* Activity Guides<sup>SM</sup> offer a variety of exciting, hands-on science lesson plans and activities for grades K-8. Whether they are used in the classroom, at home, or at STEM fairs, the Activity Guides are a great way to bring hands-on science to students everywhere!

### Activity Guides in Action

This year, CEF teamed up with a variety of partners to share its Activity Guides with communities across the country, bringing hands-on science to everything from museums to baseball games. CEF worked with Brenntag Great Lakes and Betty Brinn Children's Museum in Milwaukee, Wisconsin, to host a Hands-On Chemistry day for over 100 preschool- and elementary school-aged students. The support of Clariant brought CEF's Activity Guides to a Charlotte Knights' baseball game in Charlotte, NC. Closer to home, CEF exhibited at Koshland Science Museum in Washington, DC, for a "STEM Family Night" and as part of Smithsonian magazine's "Museum Day Live!"

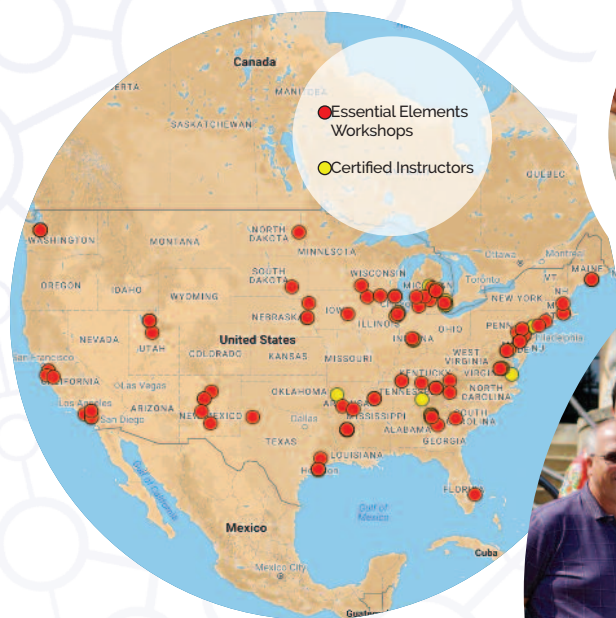


Download the  
Activity Guides for  
FREE or purchase  
a flash drive at  
[www.chemed.org](http://www.chemed.org).

# OUR PROGRAMS

## *You Be The Chemist* Essential Elements<sup>SM</sup>

CEF's *You Be The Chemist* Essential Elements<sup>SM</sup> professional development workshop program is designed to provide K–8 educators—our “essential elements” in education—with methods for teaching chemistry concepts through hands-on learning and real-world connections. This year marked exponential growth in the program with **112 workshops** reaching **1,705 educators** and a whopping **243,301 students!**





# OUR PROGRAMS

## *You Be The Chemist Challenge*<sup>®</sup>

The *You Be The Chemist Challenge*<sup>®</sup> is an interactive, nationwide academic competition that invites students in grades 5-8 to engage with chemistry concepts and their real-world applications. The program also strives to enrich community engagement in chemistry by connecting with schools, local businesses, and public figures.



## Challenge Draws Local Representatives



This past spring, the South Cook County Local Challenge received a special appearance from Congressman Dan Lipinski who gave a welcome speech in which he praised the participants for their academic achievements and championed his support for STEM education programs.

At a press conference on education held by West Virginia's Governor Earl Ray Tomblin, Governor Tomblin hailed the Challenge program for making STEM education accessible for young students. He also recognized The Dow Chemical Company and West Virginia State University for their efforts to bring the program to West Virginia and congratulated 2015 National Challenge West Virginia participant, Craig Flowers, for his achievement.



LEFT TO RIGHT: Dr. Micheal Fultz, Assistant Professor of Chemistry, West Virginia State University; Greg Brown, Global Education Leader, West Virginia Operations Analytical Leader and Local Challenge Organizer, The Dow Chemical Company; Earl Ray Tomblin, WV Governor; Meredith Morris STEM Education Program Leader, The Dow Chemical Company

# DANIEL LIU

AT THE 2016 WHITE HOUSE SCIENCE FAIR

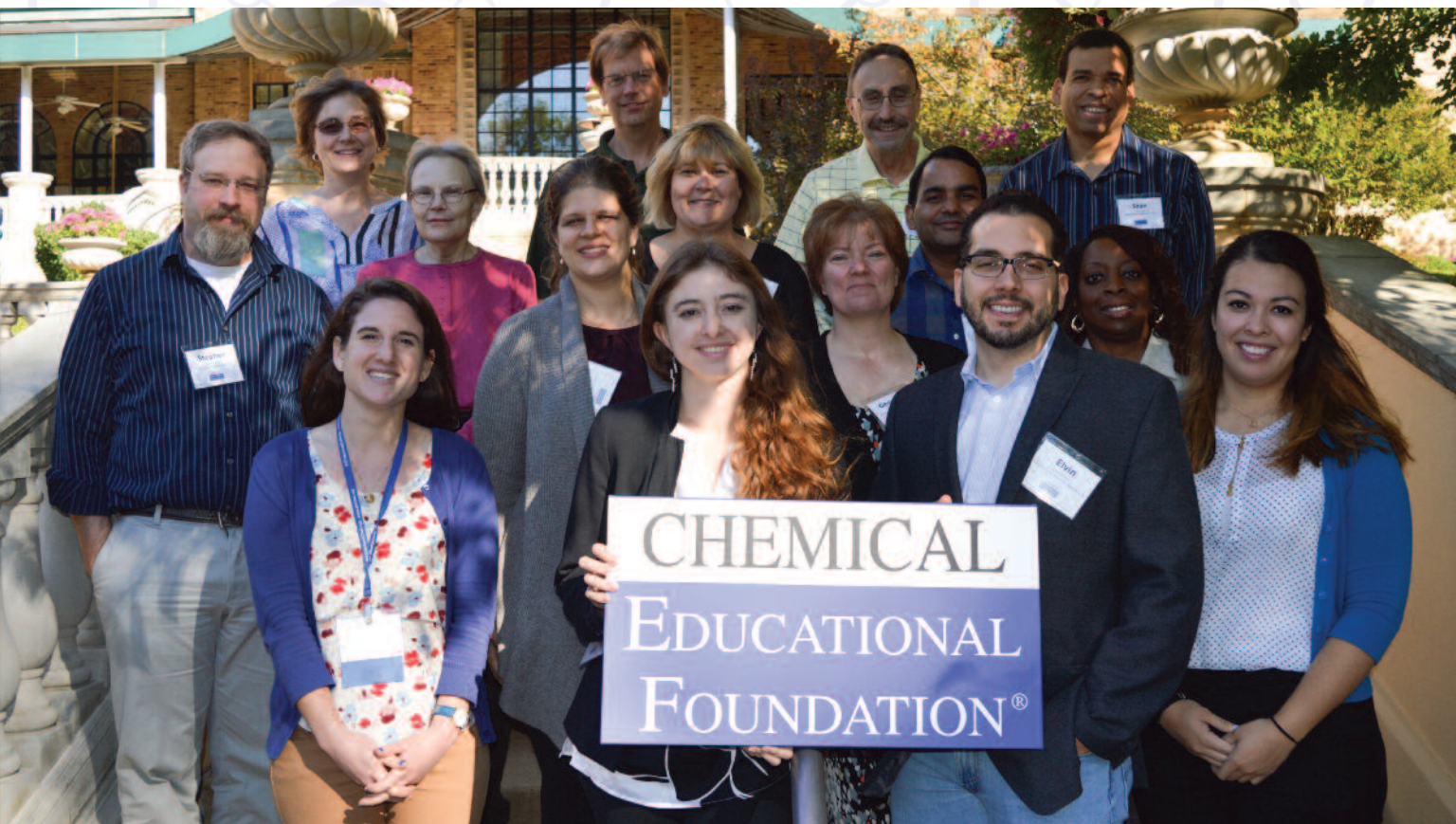


For the second year in a row, CEF's National *You Be The Chemist* Challenge® Champion was invited to attend the White House Science Fair! Since 2009, the White House Science Fair has celebrated scientific accomplishments of young Americans. In April, **Daniel Liu, the 2015 National Challenge winner**, traveled to Washington, D.C. with his parents to attend the event. Daniel met President Obama, mingled with fellow young scientists, and even got a selfie with Bill Nye the Science Guy! When asked to describe his day in one word, Daniel chose "excellent," and said that his favorite part of the day was shaking the President's hand. We are thrilled that Daniel was honored for his accomplishment at the White House and hope future Challenge participants continue to be recognized in this exciting way.



# CONTENT DEVELOPMENT CONFERENCE

In October of 2016, CEF held its first Content Development Conference in Washington, D.C. Members of the Content Development Team joined CEF staff to discuss the future development of CEF's educational and scientific program content. The two-day conference included various discussions about methods to continue the development of content, specifically for the YBTC Challenge. CEF was glad to bring together such an experienced group of volunteers who are enthusiastic about enhancing science education nationwide.



# COMMITTEES

## FUNDING & INVESTMENT COMMITTEE

An experienced team of high-level industry executives who guide the Foundation in its current fundraising and investment activities and explore new funding opportunities.

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*President/CEO,  
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## EDUCATION COMMITTEE

This group applies their education and science backgrounds in overseeing the educational aspects of CEF's programs.

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## YOU BE THE CHEMIST CHALLENGE® ORGANIZER COMMITTEE

A group of educators and industry professionals who represent over 100 other Challenge Organizers in guiding *You Be The Chemist Challenge*® activities and program development.

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# COMMITTEES



## CONTENT DEVELOPMENT TEAM

The Content Development Team (CDT) is a group of volunteers including scientists, educators, and other science professionals dedicated to maintaining the scientific integrity of CEF's content. CDT members work with CEF staff to develop and review program materials and to ensure that they meet the high-quality standard of CEF's educational resources.

### **Elvin Alemán**

Associate Professor, Department of Chemistry, California State University, Stanislaus, Turlock, CA

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Professor of Chemistry, Franklin & Marshall College, Lancaster, PA

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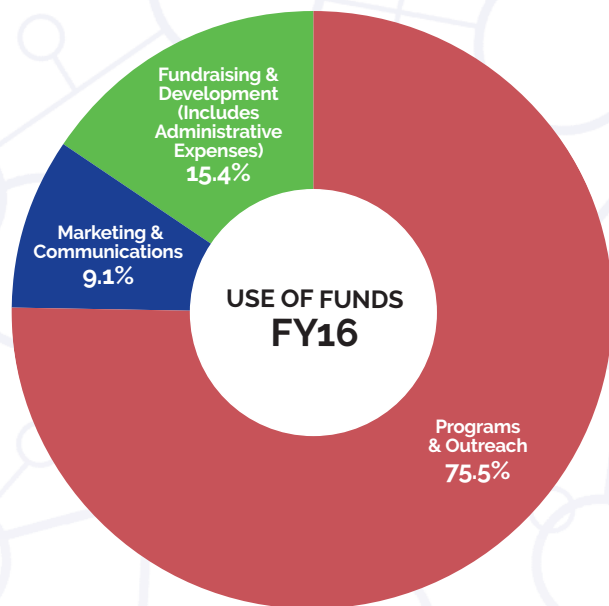
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# 2016 FINANCIALS

## FINANCIAL STABILITY FEEDS PROGRAM GROWTH



CEF is a not-for-profit 501(c)(3) charitable entity. Our financial position remained strong in 2016 thanks to a network of committed corporate and individual donors (listed on pages 13 through 16). Our programs are growing at an exponential rate, which would not be possible without the support of our valued contributors.

In 2016, over 85% of CEF's total expenses were used for the development, implementation, and marketing of the *You Be The Chemist*<sup>®</sup> programs to enhance science education opportunities for students and educators nationwide.

	FY2016*	FY2015*
<b>Total Revenue</b>	\$1,554,315	\$1,648,344
<b>Expenses</b>		
Programs – Outreach & Development	\$1,405,184	\$1,131,006
Marketing & Communications	\$169,107	\$183,939
Fundraising & Administrative	\$286,931	\$250,572
<b>Total Expenses</b>	\$1,861,222	\$1,565,517
<b>Change in net assets</b>	(\$306,907)	\$82,827
<b>Net assets, beginning of year</b>	\$2,212,990	\$2,130,163
<b>Net assets, end of year</b>	\$1,906,083	\$2,212,990

\*The CEF fiscal year runs from July 1-June 30.

# CORPORATE CONTRIBUTORS

CEF thanks the following companies and organizations for their generous support of CEF and our mission of fostering a greater understanding of the science and value of chemistry. This list includes companies whose contributions were received between January 1, 2015 and the present. Companies highlighted in yellow have distinguished themselves as members of the CEF President's Club.

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CEF would like to thank The Dow Chemical Company for their Diamond Sponsorship of the *You Be The Chemist*® programs.

## LEVERAGING LOCAL SUPPORT

McCullough & Associates and Akrochem Corporation implemented successful Local Challenges in the Atlanta Metro Area and Summit County, Ohio, respectively, building relationships with schools, planning exciting events, and partnering with other companies and community partners to make their Challenges outstanding!

Thank You!



# INDIVIDUAL DONORS

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Bart Whitaker III  
Victoria Whitaker  
Richard A. White  
Betsy Witteman  
Don Witteman





“ Thank you [to] the CEF staff for three amazing years of fun and inspiring work and opportunities... the *You Be the Chemist* Challenge<sup>®</sup> has opened many doors for me and has carved a path towards higher education and a profession in the sciences. I cannot thank you ...enough.”

–Garrett Thornton, three-time National Challenge participant from Oklahoma

CHEMICAL  
EDUCATIONAL  
FOUNDATION®



***“You Be The Chemist® opened his eyes to the amazing world of chemistry and the endless opportunities to find better solutions and solve real problems. He is more confident and more passionate to pursue a career in science.”***

*— You Be The Chemist® parent*

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