

Annual Report 2019



Advancing the Mission



MIND
RESEARCH INSTITUTE



From Our Leadership

2019 was a year of great momentum for MIND Research Institute. We announced ST Math Chats, a new ST Math feature, launched our MathMINDs Games, and so much more. We also found new and creative ways to recognize the tremendous work of our colleagues, allies, and partners like you. Looking back, we are immensely proud of the foundation we've built and the partnerships we've forged. It's the feedback, advice, and challenges our partners present to us that keep us moving toward a future where we can mathematically equip all students to solve the world's most challenging problems.

Thank you for your continued support, and cheers to what's ahead!

Brett Woudenberg

Chief Executive Officer
MIND Research Institute

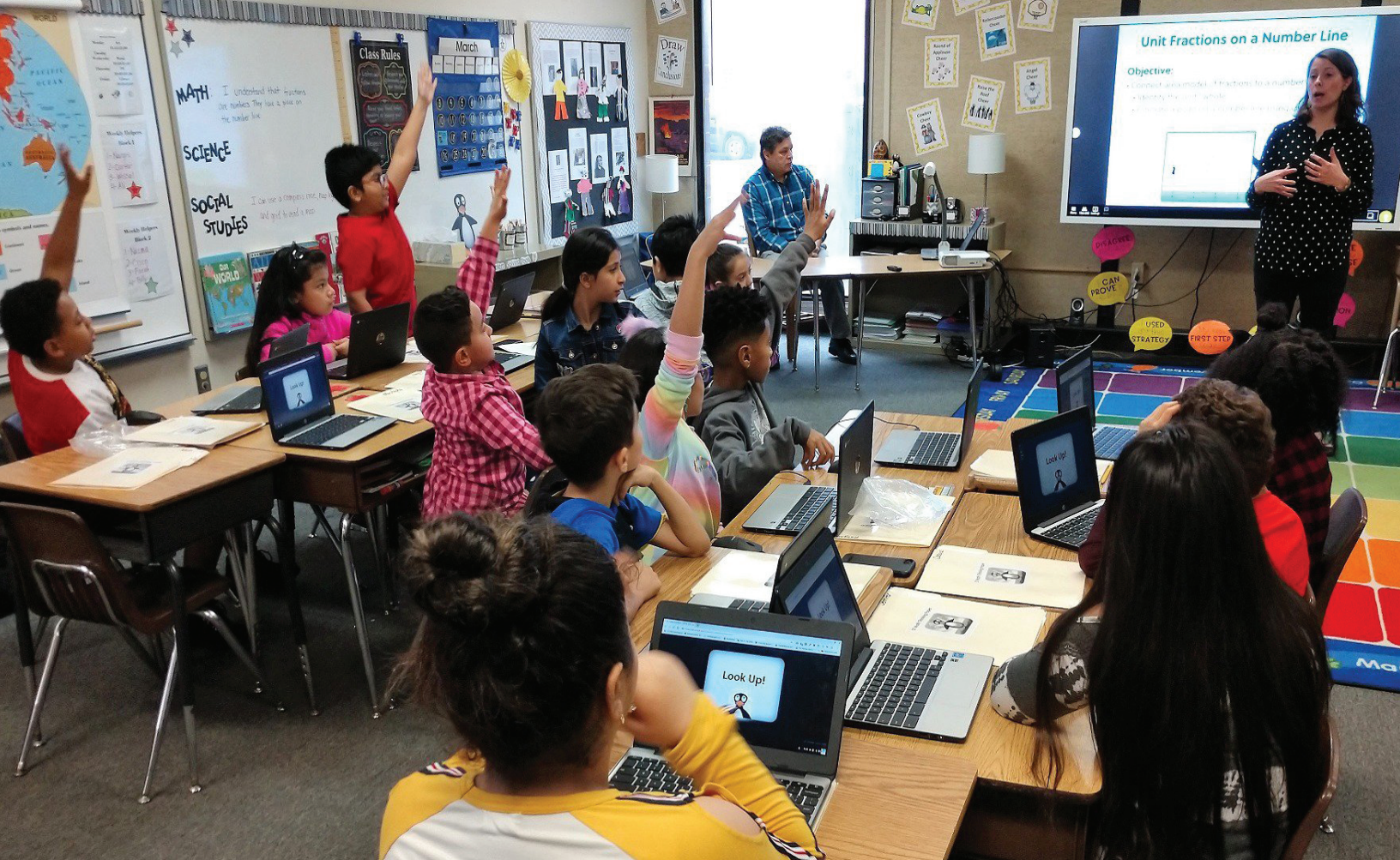
Matthew Peterson, Ph.D.

Co-founder and Chief Research & Development Officer
MIND Research Institute

Ensuring that all students are mathematically equipped to
solve the world’s most challenging problems.

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Advancing the Impact of ST Math

This year brought a new ST Math feature, ST Math Chats! ST Math Chats are 25-30 minute lessons that utilize 1:1 or 2:1 technology to create an interactive learning and sharing experience. Using a Play-Discuss-Apply model, these lessons designate time for students to play an ST Math game, participate in whole class discussion, and apply what they've learned to a math problem that concludes the lesson.

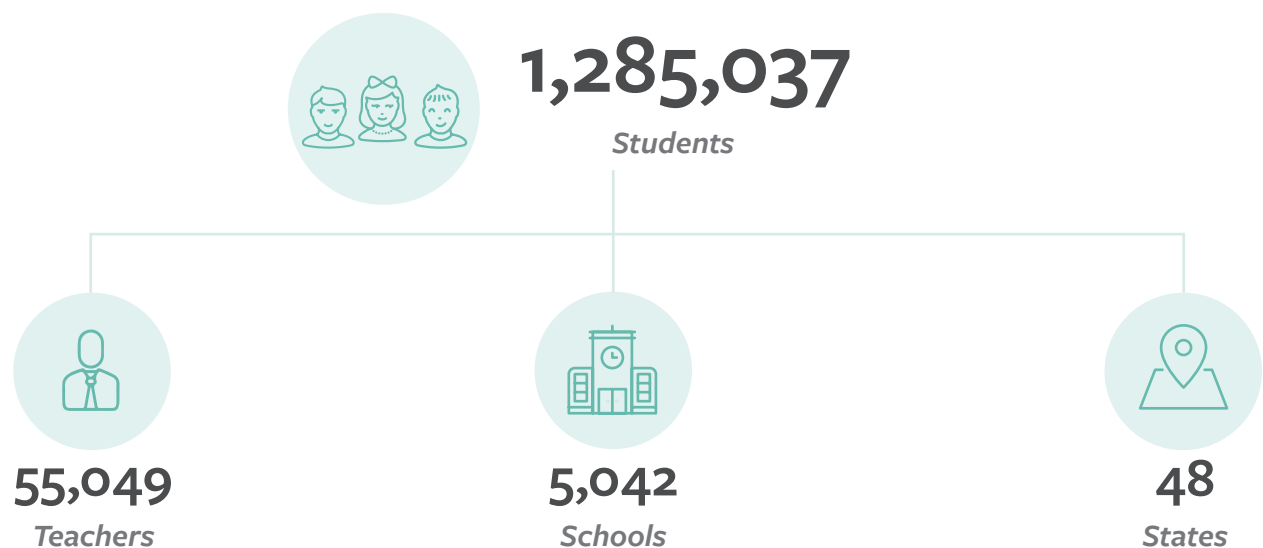
Read what teachers are saying about ST Math Chats » blog.mindresearch.org/blog/teachers-st-math-chats



ST Math School
Grants Totalled

\$3,859,472

Through the continued support of our partners, more students than ever
are now transforming their learning with ST Math.



Request info about ST Math School Grants Program at grants@mindresearch.org

ST Math Awards

We're proud to have won the following awards this year, and credit our success to the strong partnerships we have with our schools and donors.

//CODiE//
2019 SIIA CODiE WINNER

2019 Best Mathematics
Instructional Solution
for Grades PreK-8

2019 Best Overall Ed Tech Solution

THE EDTECH
AWARDS



COOL TOOL
FINALIST 2019

2019 Games for Learning/
Simulation Solution



2018 Top-Rated Nonprofit



2018 Best Math Program
(Silver)



A Unique, Patented Approach

This June, the U.S. Patent Office issued to MIND a patent that covers the core of how ST Math games function. U.S. Patent No. 10,304,346 protects the system and method for training with virtual manipulatives. It includes the use of spatial-temporal (ST) reasoning to interact with on-screen objects following mathematical rules, informative feedback showing why solutions work or not, difficulty ramps, and error tolerance. This is the ninth and latest addition to MIND's portfolio of design and utility patents.

Explore Patent Page >> www.mindresearch.org/patents

Educator Resources

We added to our collection of tools for educators, administrators and parents. We also created a place for everyone to tour and play ST Math games!



Empowering Educators

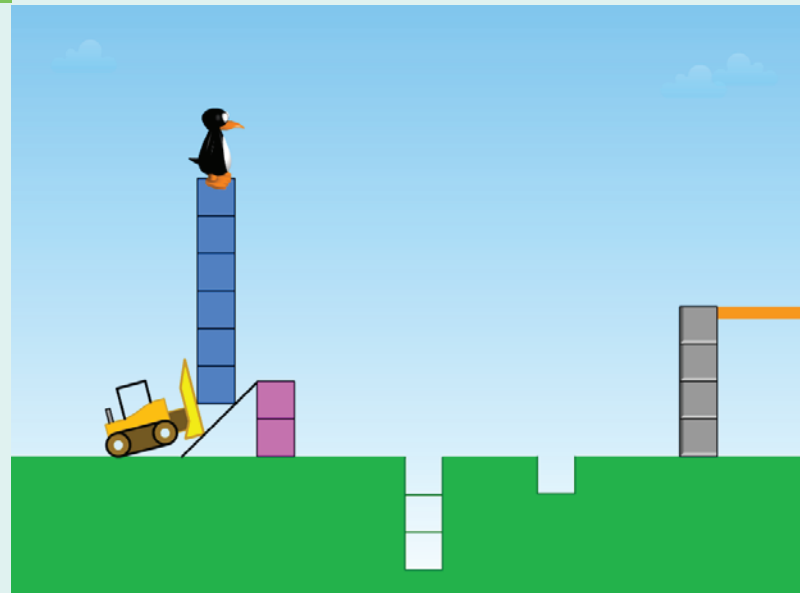
stmath.com/resources

This year, we refined our resource offerings to comprehensively cover core topics in math education, adding new content on **deep conceptual understanding** and **student engagement**.

Play Page

stmath.com/play

Here you can play sample puzzles from ST Math after watching guided video tours.



ST Math Community

www.facebook.com/groups/stmath

A place to learn and grow together! Members can share ideas, win prizes, and connect with other ST Math educators across the country.

Thought Leaders & Speakers

The MIND Research Institute team includes dynamic speakers and thought leaders who educate and inspire audiences across the country.



Dr. Matthew Peterson

Co-founder and Chief R&D Officer

- Neuroscience behind math learning
- Visual-spatial math
- Math for ELL students



Calli Wright

Education Engagement Manager

- Board games in education
- Education community building
- Social media & brand building



Nigel Nisbet

Vice President, Content Creation

- Middle and high school math
- Math teaching & learning
- Blended classrooms

Spotlight on Our Speakers

The new Thought Leaders & Speakers page on mindresearch.org launched in April. Here, you can get to know MIND's current featured speakers and what they have to say around mathematics, neuroscience, education, research, and learning.

Explore new Speakers page >> www.mindresearch.org/speakers

Advancing MIND's Voice

We continued highlighting the voices of our educators, partners, and colleagues. Dozens more podcasts, educator perspectives, and speaking engagements brought the work being done by MIND to audiences across the nation.



Speaking Engagements

We traveled to San Diego, Washington, D.C., and so many places in between to connect with education thought leaders from across the globe. We also had the privilege of sharing our own thoughts on the state of math education.

Global Math Week - San Jose, California

CAMT - Houston, Texas

ESEA - Kansas City, Missouri

ASU+GSV Summit - San Diego, California

NCSM and NCTM - San Diego, California

AERA and NCME - Toronto, Canada

STEMconnector Summit - Washington, D.C.

ISTE - Philadelphia, Pennsylvania



Podcasts

Listen now >>

blog.mindresearch.org/blog/topic/podcast

Twelve new episodes of the “Inside Our MIND” podcast were published in 2019. Each episode looks at issues and challenges facing education that MIND is working to address through research, technology, and strategic initiatives.

Listen in on this episode featuring Karin Wu, MIND’s Executive Vice President/Executive Director of Social Impact. Karin shares the story of what brought her to MIND, the organization’s mission, and how our partners help us pursue that mission.



Educator Perspectives

Three more educators’ stories were added to this series. Teachers and administrators across the country told us how they’re engaging, motivating, and challenging their students in unique ways.

“The students would say things to the principal on the playground like ‘I know JiJi is all about math, but JiJi wants us to never give up and figure out the problem.’ They were not only carrying that over to other content areas, but to behavioral and social areas, and that meant just as much as the quantitative results.”

-Kim Anthony, [How to Bring Edtech into a District Successfully](#)

Research Is Our Middle Name

We advanced the research being done by and with MIND Research Institute, and we took a more active role in shaping policy. This included multiple ST Math studies, data resources for educators, and insight from our own Chief Data Science Officer.

MIND Submits Comment on IES Proposed Priorities - The U.S. Department of Education Institute of Education Sciences published a notice seeking public comment on IES's proposed priorities. MIND's comment encourages educators to expect more from edtech research.

Demanding More from Edtech Evaluations - Let's change the conversation around edtech evaluations! This ebook collected information from our podcasts, blogs, webinars, and more into one resource to help administrators get more out of edtech evaluations.

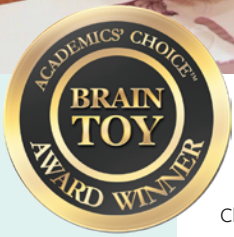
Why ESSA's Tier System is Only the First Step - An edtech program can be rated as having "strong" evidence based on a single randomized control trial, done many years ago, on a version of a product that no longer exists. We think there are better ways to evaluate programs.

Advancing Our Communities

Math is everywhere, in everything, and for everyone. Through our partnerships, we brought math to life for students, parents, and educators across the country.

Introducing MathMINDs Games

MIND created storybook board games that combine math, history, and literacy in a highly connected experience. Through each story, families learn and play a math game as they explore real events from the game's country of origin.



MathMINDs Games' first game suite, "South of the Sahara," even earned a 2018 Academics' Choice Award for Excellence!

We had opportunities to showcase MathMINDs Games at events and festivals including the **Global Math Week** kick-off event in Santa Clara, California, and the **National Math Festival** in Washington, D.C.

Interested in bringing MathMINDs Games to more families? Partner with us >> mindresearch.org/mathminds-games



K-12 Game-a-thon

Students designed, built, and shared games that featured creative and unusual solutions to mathematical problems in our annual K-12 Game-a-thon. We had almost 100 entries from nine states across the U.S., and even a few entries from Canada!

Meet the 2019 Top Teams >> blog.mindresearch.org/blog/game-a-thon-top-teams-2019



Jiji's Road Trip Adventure

We held our first ever ST Math Sweepstakes! Three lucky winners received an all expenses paid school visit from JiJi, including a backpack filled with JiJi-themed swag for the students. JiJi made stops in Corona, California; Port Isabel, Texas; and Logan Township, New Jersey—and had a whole lot of fun along the way!

Come see for yourself >> blog.mindresearch.org/blog/meet-jiji-st-math-sweepstakes

Advancing Our Social Impact

At MIND, where our core values revolve around people, problem solving, and learning, we take the development of capacity building partnerships very seriously. In addition to the financial support that has helped us reach nearly 1.3 million students with our award-winning ST Math program, we are also extremely grateful for the guidance and support that have led us to achieve significant results at scale.

To continue to make breakthroughs in education and ultimately achieve our mission, we count on the feedback and advice of our partners. From my perspective, our partnerships work so well because we have people who truly believe in and are committed to the work we do. Thank you, partners! We are so grateful for your true capacity building support, and MIND continues to see measurable improvement because of you.



Karin Wu

Executive Vice President/ Executive Director, Social Impact
MIND Research Institute



Rockwell Automation is a powerful partner for MIND. Their support of students extends beyond the classroom to the larger math ecosystem. They wholly support MIND's mission by advancing programs through their own key stakeholders and strategically investing in general operating support, ST Math, professional development, Family Nights, and research and development. In addition, this year, Rockwell Automation also funded the development of MathMINDs Games: South of the Sahara!

Read More >> blog.mindresearch.org/blog/partner-stories-rockwell-automation



Hyundai Motor America announced a \$250,000 donation to Montgomery Public Schools for STEM education. The Hyundai ST Math Initiative will now benefit nearly 3,000 students from these schools. On May 21, 2019, HMA executives invited city dignitaries, school officials and other special guests to celebrate with them.

Read More » blog.mindresearch.org/blog/hyundai-brings-st-math-to-montgomery



Our partnership with the One8 Foundation and Mass STEM Hub expanded ST Math to 60 additional schools, bringing the total number of participants in the ST Math Massachusetts Program to 114. At the end of the school year, Mass STEM Hub **celebrated** over 575 elementary school students' ST Math achievements at the New England Aquarium.

Read More » blog.mindresearch.org/news/massachusetts-students-celebrated-for-mathematics-achievements



Cisco has partnered with MIND for over a decade to ensure that the ST Math user experience for both students and educators is continually improving. They invited us, once again, to be part of their Active Learning Space at the annual ISTE Conference & Expo. Attendees flocked to take selfies and shake a tailfeather with JiJi and Hutu.

Read More » blog.mindresearch.org/blog/building-stem-communities-at-iste



Matthew and Roberta Jenkins Family Foundation

The Matthew and Roberta Jenkins Family Foundation has awarded scholarships to deserving students and institutions across the country, including MIND Research Institute. The foundation aims to continue elevating urban education by finding the positive possibilities all around and sharing them through education, work ethic, integrity, and good human values.



John Deere believes the world needs innovators now more than ever. Why? The population is growing and is forecast to reach 9.7 billion people by 2050. The result? A rising need for more and better food, shelter, and infrastructure. That is why John Deere is proud to support ST Math and the next generations of innovators. Since 2014, funding from the John Deere Foundation has helped more than 19,000 youth in Iowa and Illinois and continues to expand the number of students and teachers able to benefit from ST Math programs.



Partnership Advisory Forum

In May, we brought together several of our partners for the 2019 Partner Advisory Forum. Representatives from Cisco Foundation, Rockwell Automation, John Deere, Phillips 66, One8 Foundation, Pitney Bowes, Tata Consultancy Services, and Hillsborough County School District challenged us to think both bigger and more deeply about the impact we can achieve together.

Read More » [blog.
mindresearch.org/blog/mind-
paf-2019](https://blog.mindresearch.org/blog/mind-paf-2019)

Our Partners

Thank you to our partners for another successful year.

\$5 MILLION AND UP

Phillips 66
Verizon

\$3 MILLION AND UP

Cisco Foundation
One8 Foundation
PwC Charitable Foundation
Samueli Foundation

\$1 MILLION AND UP

Chevron Corporation
Croul Family Foundation
Emulex Corporation
Hyundai Motor America
Jim and Sheila Peterson
John Deere Foundation
Microsemi
Paul and Margo Folino
Rockwell Automation
The Boeing Company
The Horowitz Group
UC Irvine
Windsong Trust

\$500,000 AND UP

Abbott Medical Optics
APS Foundation, Inc.
Arconic Foundation
Bank of America
Bill and Pat Podlich
Capital Group
Children & Families Commission of Orange County
Dennis and Carol Troesh
Fluor Corporation
Helping Us Help Ourselves Foundation
Janet and James "Walkie" Ray

John and Sherry Phelan
Michael and Susan Dell Foundation
OneWest Bank/CIT Bank
Pacific Life Foundation
Ted and Janice Smith
The Argyros Foundation
The Larry and Helen Hoag Foundation
The Seaver Institute
The Whitman-Harsh Family Foundation
Toyota USA Foundation
Ueberroth Family Foundation
William E. Bloomfield, Jr.

\$250,000 AND UP

Albert and Bettie Sacchi Foundation
Capital Group
Fred Taylor
Gerard Family Trust
KDK-Harman Foundation
Leonetti/O'Connell Foundation
Macy's Foundation
Marion Knott
Marjorie Rawlins
Matthew and Sydni Peterson
Matthew and Roberta Jenkins Family Foundation
NewSchools Venture Fund
Overdeck Family Foundation
Ralph and Else Stern
Segerstrom Foundation
Southern California Edison
University of Phoenix Foundation
Wells Fargo Bank
Xerox

\$100,000 AND UP

American Honda Foundation
Arnold and Mabel Beckman Foundation
Brady Education Foundation
California Community Foundation
Carol and Budge Collins
CME Group
DIRECTV
Donald P. and Dodo Kennedy
Dwight Stuart Youth Fund

Dynamax International Trading Co., Ltd
Edwards Lifescience
Ella Fitzgerald Charitable Foundation
Ford Motor Company
General Motors
Hastings/Quillin Fund
Hot Topic Foundation
Houston Endowment
Jim and Vivian McCluney
Marc Levin
Michelle Rohe
NAMM
Napa Valley Vintners
Norris Foundation
O.L. Halsell Foundation
Pitney Bowes Inc.
RGK Foundation
Rose Hills Foundation
S.L. Gimbel Foundation
SAP America, Inc.
Southern California Gas Company
State Farm Companies Foundation
Stephen and Sally Herrick
Steve and Amy Litchfield
Symantec Corporation
Taco Bell Foundation
The Ahmanson Foundation
The Annenberg Foundation
The Beall Family Foundation
The Carol and James Collins Foundation
The Cummins Foundation
The Dito Devcar Foundation
The Green Foundation
The Kling Family Foundation
Tim and Jean Weiss
Troy Group
U.S. Bank
United Way of Greater Los Angeles
W.M. Keck Foundation

\$50,000 AND UP

Bruce and Karen Cahill
Conexant Systems, Inc.
Dick and Mary Allen
Donald and Constance Sperling Foundation
Emil and Maureen Brolick
Eric and Connie Boden
Experian Americas
Falcon Investment Group
Fariborz and Azam Maseeh
Five Point Communities Management, Inc.
Gilbert and Jacki Cisneros

Google, Inc.
Henry and Elizabeth Segerstrom
Henry Guenther Foundation
Herbert Lucas
ITC Holdings Corp.
John and Constance Chambers
John R. and Elizabeth Stahr
Mara W Breech Foundation
McMaster-Carr Supply Company
Mike and Janice Lowther
Mike S. and Ellie Gordon
Miller Environmental, Inc.
Northrop Grumman Foundation
Peggy and Robert Sprague
Robert E. and Linda F. Yellin
Roth Family Foundation
Rowena Yarak Schaber Foundation
Steinmetz Foundation
Tarsadia Foundation
The Grammy Foundation
The J. Willard and Alice S. Marriott Foundation
The Roripaugh Family Foundation
The Sutton Family Charitable Fund
United Way for Southeastern Michigan
Viejas Entertainment & Productions
WHH Foundation
William E. Hixson Foundation

\$25,000 AND UP

Adams Legacy Foundation
AFCEA
AT&T Foundation
Citigroup
Clearlight Partners, LLC
ConocoPhillips
Cox Communications
Crevier Classic Cars
David and Darrellyn H. Melilli
David Mark and Sandy Stone
Edwin Fuller
First American Corporation
George Hoag Family Foundation
Greg Njoes
Herb and Carol Amster Philanthropic Fund
IMC Chicago Charitable Foundation
I-Rise Foundation
James and Catherine Emmi
James and Suzanne Mellor
JP Morgan Chase Foundation
Larry and Dee Higby
Leo M. Shortino Family Foundation

Long Beach Community Foundation
 Lookout Foundation
 Mike and Sheila Lefkowitz
 National Society of Black Engineers
 NEC Foundation of America
 Opus Community Foundation
 Orange County Community Foundation
 Pacific General Ventures
 Quartics
 Richard L. and Ginny Linting
 Ronald McDonald House Charities
 SchoolsFirst Federal Credit Union
 Technology for Kids Foundation
 The Allergan Foundation
 The Eisner Foundation
 The Guardian Life Insurance Company of America
 TransCanada
 Western Digital Corporation

\$10,000 AND UP

Allen Charitable Lead Annuity Trust
 Ann W McDonald
 Atalanta Partners
 Barbara Roberts
 Benjamin Du
 Bill and Linda Kreidler
 Brett Woudenberg
 Bright Funds
 Bruce Chapman
 Commercial Bank of California
 Community Bank
 Crane Foundation
 Damien M. Jordan
 Dan S. and Sharon Whelan
 Dancing Tides Foundation
 Daryl and Patricia Pelc
 Davis Guggenheim and Elisabeth Shue
 DaVita Total Renal Care
 Deborah Lima
 Depository Trust & Clearing Corporation
 Don and Wendy Garcia
 Donald and Carol Murray Family Trust
 Douglas and Lynn Freeman
 Dwight Decker
 Edward and Helen Shanbrom Family Fund
 Erik and Kari Brandi
 Freeport-McMoRan Copper & Gold Foundation
 Gibson, Dunn & Crutcher
 Glen and Dorothy Stillwell Charitable Trust
 Hitachi, Ltd.
 IBM Corporation
 James P. Hagstrom and Cynthia O'Neill

James W. and Gail Daniels
 Jane Fugishige Yada
 John and Kerry Holtrust
 John and Tashia Morgridge
 John Bishop and Barbara Nieto
 JustGive.org
 KPMG
 Legacy Ladies, Inc.
 Liz Merae
 Marian and Garth Bergeson
 Mark Bodner
 Mathematical Sciences Research Institute
 Mike Ray
 Morgridge Family Foundation
 National Defense Industry Association
 Network for Good
 New Century Financial Corporation
 Noelle Marketing Group
 Orange County Business Journal
 Orange County United Way
 Otis and Joann Healy
 Patricia Dempster
 PNC Charitable Trust
 RF Nano Corporation
 Richard and Susan Bridgford
 Rick Smetanka : Haskell & White LLP
 Robert and Dallas Celecia
 Rockwell Collins
 Rolf Uitzetter
 Sam Goldstein
 Soka University of America
 Sook Foundation
 Staples Inc.
 Stephen and Kathy Peterson
 The Draper Foundation
 The Fieldstone Company
 The Itri Family Foundation
 The Merae Foundation
 The Pacific Endowment
 The William C. Bannerman Foundation
 Thomas E. and Gerda Sparks
 Tiger Woods Foundation
 Tim Molnar, CFP
 Tony and Ginger Allen
 Toshiba America Foundation
 United Health Foundation
 United Technologies
 Walt Disney Company: Disneyland Resort
 Waltmar Foundation
 William and Pam Lawless
 Zeiss Optics Corporation

Note: List reflects cumulative giving as of November 1, 2019

In the Media



46,664

social media followers
(20% growth from previous year)



59%

increase in blog views
(from previous year)

blog.mindresearch.org/blog



20,000

blog views in record month



11%

increase in unique
web visitors
(from organic search)



26,900

media mentions
(social media, blogs, press)



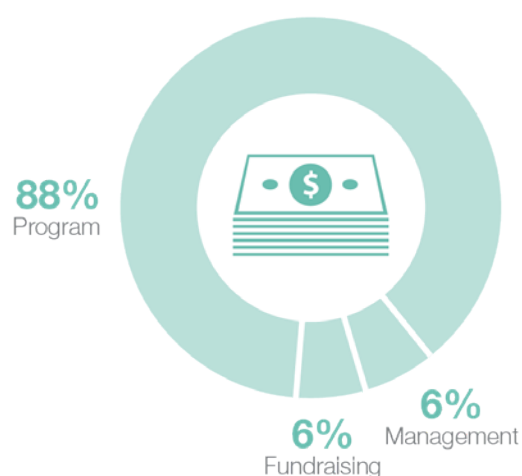
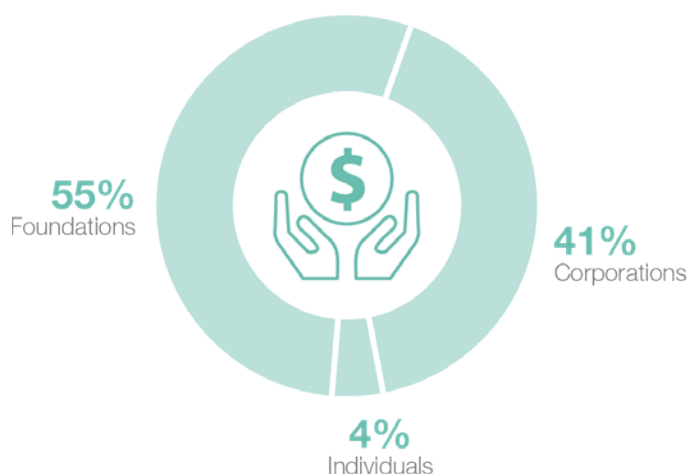
**Coverage of MIND and
ST Math appeared in:**

- District Administration
- eSchool News
- Education Week
- Tech & Learning Magazine
- EdSurge
- My Tech Toolbelt Podcast

Connect with us on:



Financials

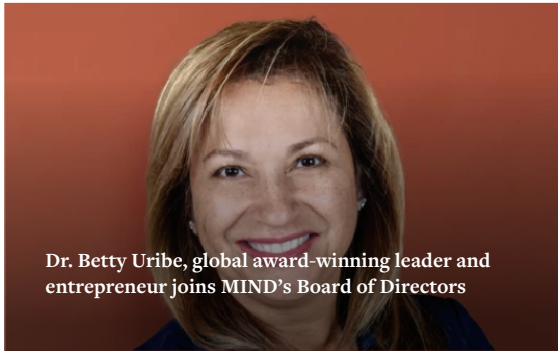


	FY 2018	FY 2017
SUPPORT AND REVENUES		
Contributions	\$ 8,220,214	\$ 5,681,259
In-kind revenues	176,386	220,262
TOTAL FUNDRAISING AND PHILANTHROPY	\$ 8,396,600	\$ 5,901,521
.....		
Program fees – schools	22,400,528	20,654,846
TOTAL SUPPORT AND REVENUES	\$ 30,797,128	\$ 26,555,161
.....		
EXPENSES		
Program	23,073,174	25,756,419
Management	2,770,134	2,074,470
Fundraising	1,726,069	1,312,816
TOTAL EXPENSES	\$ 27,569,377	\$ 29,143,705
.....		
INCREASE IN NET ASSETS	2,919,052	(2,588,544)
BEGINNING NET ASSETS (DEFICIT)	(1,660,482)	928,062
.....		
NET ASSETS, ENDING	\$1,258,570	(\$1,660,482)

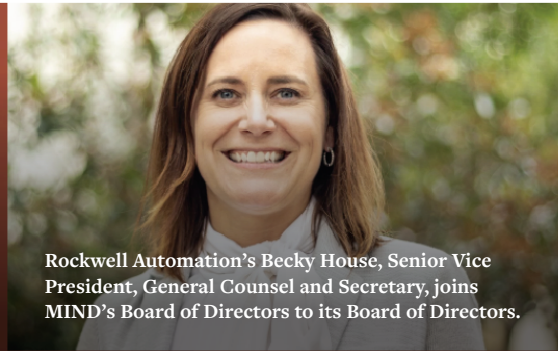
MIND Research Institute's fiscal year 2018 financial statements were audited by Grant Thornton LLP, certified public accountants. For a complete copy of the 2018 Audited Financial Statements, please visit www.mindresearch.org/financials.

Life at MIND

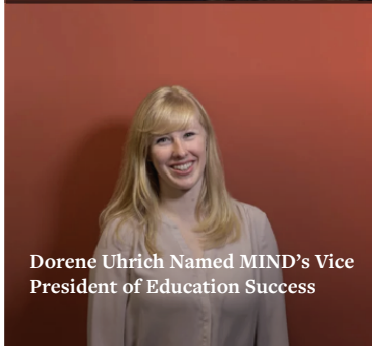
This year brought new board members, leadership, and plenty of opportunities to advance the mission. It also brought a lot of moments for MIND colleagues to give back, have fun, and celebrate. We invite you to take a peek into what life was like at MIND in 2019.



Dr. Betty Uribe, global award-winning leader and entrepreneur joins MIND's Board of Directors



Rockwell Automation's Becky House, Senior Vice President, General Counsel and Secretary, joins MIND's Board of Directors to its Board of Directors.



Dorene Uhrich Named MIND's Vice President of Education Success



Elizabeth Neiman Named MIND's Vice President of Engagement



Karin Wu Named MIND's Executive VP/Executive Director of Social Impact



Brandon Smith Pilots Math Maker Workshops with Girls Inc. of Orange County



MIND Colleagues Share the STEM Jobs Behind ST Math with Students



MIND Colleagues Share STEM Career Stories with Girls Inc. of Orange County



Maria Cervantes is "Principal for a Day" at Jackson Elementary



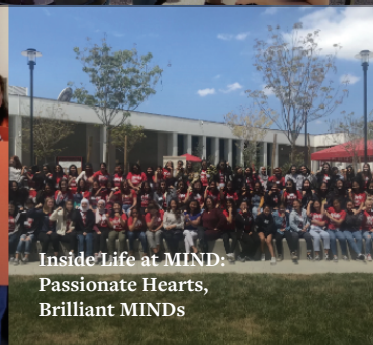
Recognizing Core Values in Our Colleagues



MIND Colleagues Share Meals and Culture to Celebrate United Nations Day



MIND Solves for the Scare Root of Fun on Halloween



Inside Life at MIND: Passionate Hearts, Brilliant MINDs

Board of Directors

John H. Phelan Jr.

Chairman of the Board
MIND Research Institute

Brett Woudenberg

Chief Executive Officer
MIND Research Institute

Matthew Peterson, Ph.D.

Co-founder &
Chief Research & Development Officer
MIND Research Institute

Mark Bodner, Ph.D.

Co-founder &
Research Scientist
MIND Research Institute

Andrew R. Coulson

Chief Data Science Officer
MIND Research Institute

Chuck Amos

Chief Executive Officer
GuideK12

Mary deWysocki

Senior Director of Corporate Affairs
Cisco Systems, Inc.

Edwin D. Fuller

President & Founding Partner
Laguna Strategic Advisors

Donald E. Garcia

Founder
Pinnacle Consulting Group

Lawrence Higby

Ret. Vice Chairman and Advisor
Apria Healthcare, Inc.

David L. Horowitz

Chairman
Horowitz Management, Inc.

Becky House

Senior Vice President, General Counsel and Secretary
Rockwell Automation

Roberta Jenkins

Vice President
Matthew and Roberta Jenkins Family Foundation

Claudia Kreisle

Director of Philanthropy
Phillips 66

Mike Lefkowitz

President
The Semel Group

Steve E. Litchfield

Chief Financial Officer and Chief Strategy Officer
MaxLinear, Inc.

James “Jim” McCluney

Ret. Executive Chairman of the Board
Emulex Corp.

Daryl G. Pelc

Ret. Vice President
Engineering & Product Support, Global Services & Support
Boeing Defense, Space & Security

Ted Smith

Ret. Founder & Chairman
FileNet (Retired)

Betty Uribe, Ph.D.

Executive Vice President
Business & Personal Banking
California Bank & Trust

IN MEMORIAM

Gordon Shaw, Ph.D.

Co-founder, Chairman Emeritus & Institute Scientist
MIND Research Institute;
Professor Emeritus, Physics
University of California, Irvine

Note: List reflects Board of Directors as of November 1, 2019



MIND's had an incredible year of forwarding its mission. ST Math now reaches more students than ever before and we're continuing to find ways to empower the next generation of problem solvers. Your support will help us to continue research and development, and to expand our reach to more students, teachers, schools, and communities.

Support MIND's mission >> store.mindresearch.org/pages/donate



mindresearch.org

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