

The Schiele

Museum of Natural History

Armed For Advocacy

Important points to share about The Schiele

- Accredited by the American Association of Museums
- An Affiliate of the Smithsonian Institute (one of only six in North Carolina)
 - Access to Smithsonian exhibits & resources
- Has served the citizens of Gaston County, North Carolina, and the southeastern region since 1961 (60 years!)
- Provide high-quality exhibits, programs, planetarium programs, and family events
 - Natural history
 - Prehistory and the history of the early settlers in the Piedmont
 - Astronomy and planetary science
 - Permanent exhibits on North American Wildlife and habitats
 - *Carolina 'Cue* exhibit opened May 2022.
- 77,000 sq. ft. building on 20 acres
 - Outdoor exhibits include Farm, 18th Century Cabin, interactive Farm, Catawba Indian Village, Nature Trail, and Playscape
- Over 100,000 general visitors annually (in 2023)
 - 84% visitation from NC
 - 11% visitation from SC
 - Florida, Georgia, Virginia next top 3 visiting states
 - Visitors from 48 States
- Provides planetarium programs for more than 47,635 visitors

Funding

- Over 3 million needed each year to support the facility, exhibits, and programs
- City of Gastonia provides over 62% of critical support
- The remaining 38% is raised by the Schiele Board of Trustees from sources across the region, state and nation
 - State of North Carolina – Grassroots Science Museum Collaborative – Department of Commerce
 - State of North Carolina – capital funds from time to time
 - Grants from foundations in Gaston County and the region
 - Corporate support through sponsorship and membership
 - Individual support through donations to Annual Fund, Community Run, memorials/honorariums, donations, and memberships

Current Issues

- State of North Carolina budget from Science Museum's Competition Grant from the Department of Natural and Cultural Resources.
- National and regional trend showing reduced charitable giving.
- Revenue loss (admission, membership, and field trips) from extended Covid-related issues.