



# Bringing Language to Life

Planet Word • Museum of Language Arts

ANNUAL REPORT 2020





The background features a light-colored, speckled surface with a repeating pattern of blue icons. These icons include various symbols such as a hand, a tree, a person, a gear, and a leaf, arranged in a circular or radial pattern.

PLANET WORD'S VISION

**To inspire a love of language  
and to increase literacy,  
the foundation of a strong  
modern democracy.**





**“ I think that the world needs Planet Word, not just Washington, D.C., not just the United States of America, but the entire planet.**

—BRAD SMITH, PRESIDENT OF MICROSOFT  
Planet Word Ribbon-Cutting Virtual Speaker

Photos in this report are courtesy of:  
Duhon Photography, Joseph Romeo, Les Talusan

## Table of Contents



Click the page numbers to jump to a section.

3

Mission and Core Values

---

4

A Message from the Founder and CEO

---

7

A Long-Anticipated Ribbon Cutting

---

11

A Message from the Executive Director

---

12

Planet Word’s Exhibits

---

17

A One-of-a-Kind Team

---

18

Bringing Planet Word to the World

---

20

Historic Franklin School

---

22

Board of Directors

---

23

Advisory Board

---

25

Founding Donors

---

27

Audited Financial Reports

---

# Mission and Core Values

## MISSION

Language is what makes us human. From earliest childhood, we weave our words into speech to communicate. Yet the appreciation of words, language, and literacy is rapidly declining. At Planet Word, we inspire and renew a love of words, language, and reading through unique, immersive learning experiences for all ages and provide a space to explore words and language that is grounded in a solid understanding of language arts and science.

## CORE VALUES

All of our exhibits and experiences share the following fundamental traits:

- fun
- playful
- unexpected
- motivational
- inclusive
- meaningful

Our commitment to promoting diversity, multiculturalism, and inclusion is clearly reflected in our content.



### ABOUT THE COVER PHOTO

Created by renowned contemporary artist Rafael Lozano-Hemmer, *Speaking Willow* celebrates the world's rich linguistic diversity. Museum visitors experience hundreds of languages as they pass under the branches as they enter the museum. *Speaking Willow* is a gift of Ann and Tom Friedman, commissioned in partnership with Public Art Fund.





# A Message from the Founder and CEO



**How do you put 2020 into words?** It was a year that saw millions of people fall victim to a new enemy: a virus without any existing antidote; wildfires that threatened millions of acres and homes across the globe; millions of immigrants pouring across borders in a desperate search for safety and dignity; governments and leaders employing malicious speech to control and belittle; voices for racial justice pleading to be heard.

Against this dark backdrop, a new kind of museum was born, a museum built on ideas, not a collection of artifacts; a museum where visitors, through their own words and choices and the help of wondrous technology, could determine their experience; a place where creativity was given free rein; where the classic rules of good design and beautiful space-making thrived; where joy and playfulness and surprise beckoned.

Hundreds of design, construction, and fabrication team members collaborated throughout the early months of 2020, continuing the work of the two previous years, to ready Planet Word to open. Everyone's ultimate goal was to bring renewed attention to the power, beauty, and fun of words to a world that had overlooked their importance and charms. The museum's mission had taken on even greater relevance during a time when so many Americans were searching for information and needed a safe space to counteract the isolation of the pandemic. It also became clear that in a time when diversity and inclusion were top of mind, words mattered more than ever.

So, on October 22, with "social distancing" the phrase of the day, Planet Word opened with a joyous pre-taped ceremony, flawlessly produced by Long Story Short Media (for which it received a Webby award). The ribbon-cutting was broadcast live so





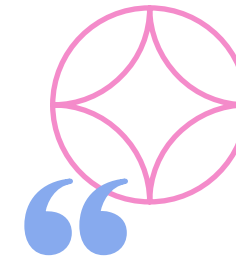
anyone anywhere could join us online. Viewers heard congratulatory messages from some of our most generous donors, a welcome message from former President Barack Obama, a recitation of a poem written just for the occasion by Naomi Shihab Nye, and beatboxing by local progressive hip hop artist Christylez Bacon against the backdrop of the Word Wall. Viewers were also treated to performances by soprano Renée Fleming and spoken word artist Charity Blackwell, performing from the glorious Bloomberg Philanthropies Great Hall. Production of the ceremony was generously underwritten by Bank of America.

Despite the immense challenges posed by opening a new, untried, nonprofit museum in the midst of a pandemic, we succeeded in unveiling a new concept that will grow and support a community dedicated to literacy and the language arts — winning accolades along the way for the experience and gallery design in the press, on social media, and in person from visitors. And the pandemic didn't impede the generosity of our many supporters either: In 2020, Planet Word raised the most gifts in its history, closed its successful capital campaign after surpassing its goal, saw board giving reach a new high, and signed up its first 300 members.

Although we ultimately decided to close after 5 weeks of limited operations, the rightness of our decision to go ahead with the opening at such a trying time was confirmed by the joyful sounds of laughter and singing echoing once again through the halls of the restored Franklin School. Not only had we succeeded in bringing language to life, but we had brought the school and the neighborhood back to life, too!



Ann Friedman  
*Founder and CEO*



**Against this dark backdrop, a new kind of museum was born...where visitors, through their own words and choices and the help of wondrous technology, could determine their experience.**







**Despite the immense challenges posed by opening a new, untried, nonprofit museum in the midst of a pandemic, we succeeded in bringing together a community — winning accolades for the experience and gallery design in the press, on social media, and in person from visitors.**







“Democracy depends on literate citizens. I hope that Planet Word can provide a forum for civil discourse and a place where our community, in all its vibrant diversity, can gather to share the words that bridge differences and forge solutions.

—ANN FRIEDMAN, FOUNDER & CEO



## A Long-Anticipated Ribbon Cutting

**Setting new standards** for museums around the world, Planet Word opened its doors to the public with a ceremonial ribbon cutting on October 22, 2020. Housed in Washington, D.C.’s historic Franklin School, Planet Word was the world’s first voice-activated museum and the newest museum in D.C.

Spoken word artist Charity Blackwell (pictured at right) wrote the original poem “May Our Words” to commemorate the opening of Planet Word. Blackwell performed the poem in *The Spoken World* gallery during the broadcast of the museum’s opening.

“Our words wield a wondrous power.

—AN EXCERPT FROM “MAY OUR WORDS”

Right: D.C. Mayor Muriel Bowser (right) with Planet Word Founder & CEO Ann Friedman (left) in Planet Word’s uniquely curated gift shop, Present Perfect.





“ In many ways I live in Planet Word...Reading and writing made me who I am. Even now, they are touchstones for me, so I hope Planet Word makes reading and writing touchstones for everybody.

—FORMER PRESIDENT BARACK OBAMA  
Ribbon-Cutting Virtual Speaker



“ So many of us learned to love words through lyrics.

—RENOWNED SOPRANO RENÉE FLEMING  
Sang Joni Mitchell’s “Both Sides Now” in the  
Bloomberg Philanthropies Great Hall



D.C. rapper Christylez Bacon offered freestyling hip hop in the Ann and Tom Friedman *Where Do Words Come From?* gallery.





“ **If you say a word often enough, it becomes you. Think about the magic in that.**

—SOCIAL JUSTICE ADVOCATE AND PLANET WORD BOARD MEMBER ANNA DEAVERE SMITH  
Ribbon-Cutting Virtual Speaker



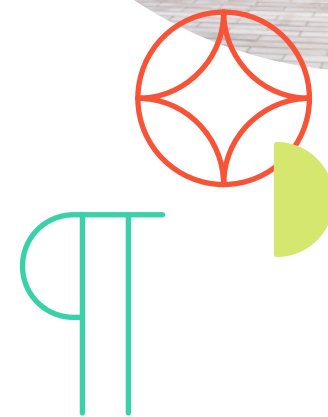
“ **I think the public is going to be absolutely delighted to have this addition to the cultural landscape of Washington, D.C.**

—SINGER-SONGWRITER AND PLANET WORD ADVISORY BOARD MEMBER PAUL SIMON  
Ribbon-Cutting Virtual Speaker



“ **Words are so important, because words have power, they open doors of opportunity and point the way to new discoveries.**

—ENTREPRENEUR, PHILANTHROPIST, AND 108<sup>TH</sup> MAYOR OF NEW YORK CITY  
MICHAEL R. BLOOMBERG  
Ribbon-Cutting Virtual Speaker







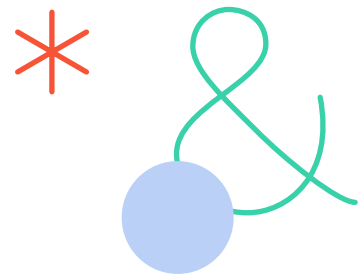
*Words want us to know them better*



# A Message from the Executive Director

Words lead us to connection, connection leads us to understanding. That's something we can all celebrate.

—LARRY SOLOMON,  
SVP, CORPORATE COMMUNICATIONS, AT&T  
Ribbon-Cutting Virtual Speaker



**Here's what we discovered** during the years of working to bring Planet Word to life: Everyone has a story about what words and language and reading mean to them. And they wanted to share those stories with us and to imagine what a museum of words and language could be like. Those stories of identity and reflection, of conflict and comfort, of joy and earworms — they are all celebrated at Planet Word.

That's what can happen when a bold community of contributors, board leaders, creative contractors, and staff are united behind a leader with a singular, powerful vision.

I know that all of you who have contributed to this incredible project feel as fortunate as I do that we got to be part of this journey with Ann, starting something from scratch and watching it develop in new and astounding ways, with so many contributing so much along the way.

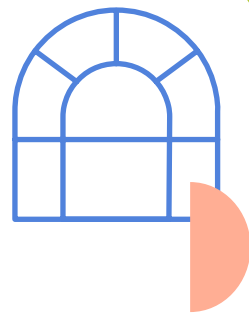
These pages acknowledge all of you who made it possible to bring Planet Word to life. We're looking forward to being part of your stories.

Thank you.

Patty Isacson Sabee  
*Executive Director*







## Planet Word's Exhibits

**We can truly say** that Planet Word is a museum you can talk to, and it will talk back to you! Each gallery is a fun, social, and interactive experience. Most of the experiences in the museum rely on voice activation or are motion activated, giving visitors a truly participatory way to interact with the museum and with other visitors.

In addition to the ten main immersive, gallery-sized installations, we researched, produced, and created 17 supplemental interactive exhibits that offer a deeper dive into the content of the galleries.

Planet Word's content framework takes visitors on a journey of discovery — from understanding the science of language acquisition in the womb and celebrating the remarkable diversity of languages on our planet; to experiencing all of the

fun and creative ways we use words in song, jokes, scene-setting, writing, public speaking, and storytelling; to appreciating the power of words in shaping our societal views and our personal identities.

Over 400 designers, fabricators, and content specialists were involved in producing Planet Word's unique exhibit experiences. The exhibits were designed in partnership with Local Projects, an exhibition and media design firm based in New York, and with the participation of a preeminent team of scholars, advisors, and content developers. The exhibits were fabricated and installed by Solomon Group, a leader in exhibit fabrication and AV systems integration based in New Orleans. (See *A One-of-a-Kind Team* graphic on page 17.)



**Museum exhibits won several prestigious design awards in 2020, and Planet Word was a winner in *USA Today's* Top 10 Reader's Choice Awards in the Best New Attractions category.**



## UPPER FLOOR Exhibits

The Ann and Tom Friedman Gallery

# Where Do Words Come From?

The Story of English

Our 22-foot-tall talking word wall explores the many forces that shaped the words we use today.



## First Words

Discover how we learn language.



The Bloomberg Philanthropies Great Hall

# The Spoken World

Languages Around the Globe

Meet speakers and signers from all over the world and let them introduce you to what's unique about their languages.



## MIDDLE FLOOR Exhibits

# Joking Around

Words and Wit

Find out who is the funniest person in your family.



The Paul Simon Gallery

# Unlock the Music

Words, Rhythm, and Rhyme

Choose an iconic song to sing karaoke-style and learn the techniques that help songwriters put together lyrics and create a hit.



# Word Worlds

Setting the Scene

Dip your brush into *verdant*, *surreal*, or *luminous* and thrill as you transform the room around you with color, sound, and motion.





## MIDDLE FLOOR Exhibits

### The Dan Logan Gallery

## Lend Me Your Ears

### Public Speaking

Deliver a famous speech using a teleprompter and discover what made it unforgettable.



### The Schwarzman Family

## Library

Enter a magical library where books come to life before your eyes.

## With voice activation driving the experience,

Planet Word benefited from the generous financial investment of two extraordinary corporate partners: **Microsoft**, Planet Word's Official Cloud Sponsor, and **AT&T**, in whose honor the AT&T Plaza at the courtyard entrance has been named. Voice recognition in the exhibits is provided by Microsoft's Azure speech-to-text recognition service. AT&T provided an extraordinary financial and in-kind investment to bring managed network services to the 150-year-old National Historic Landmark, enabling visitors' voices to travel seamlessly, swiftly, and reliably to the cloud and back to power the interactivity of the exhibits.

“

DC's newest museum is beyond AMAZING! It's a high tech, innovative, interactive, and immersive experience that you won't soon forget or regret!

— VISITOR TO PLANET WORD





## LOWER FLOOR Exhibits

### I'm Sold!

#### Techniques of Persuasion

Learn how advertisers make their goods and causes stand out, and try writing an ad yourself.



The Diller-Von Furstenberg Gallery

### Words Matter

#### Telling Our Stories

Share your story in our fully equipped recording booth and listen to the stories of others who have felt the power of words.



## Other Visitor Experiences



The **Picture Perfect Words Photo Booth** experience prompts you to play a fun game with SAT-level adjectives: act out the meaning of the word displayed and then take a picture. The experience was funded and developed in partnership with the College Board.



**Multilingual**, designed by SOSO Limited, enables visitors to “sign in” by

adding their hometown (or place of origin) and the languages they speak or sign to a large, digital, artistic installation that evolves over time to reflect the many languages used by visitors to the museum.



# A One-of-a-Kind Team

Thank you to everyone involved in producing Planet Word's unique exhibit experiences. Here are some of the specialties involved.

## Planet Word *Content Development*

52

Scholar Advisors

25 Content Developers

3 Video Sourcing and Licensing Contractors

## Local Projects *Exhibit Design and Media Production*

8

Visual Experience Designers

6 Project Directors and Managers

2 Interaction Designers

4

Motion Designers

8 Physical Designers

12 Creative Technologists

4 Content Developers

80 Recorded Talent

(includes actors, voice talent, interpreters, storytellers, authors, poets, narrators, and orators)

4 Creative Directors

14

Live Action Production  
(video/sound)

15 Linear Media Producers  
(video/audio/animation)

2 Transcribers

## Solomon Group *Fabrication, Installation and AV Integration*

7

Project Managers

6 Technical Designers

5 Graphics Specialists

3

Computer Numerical Control Machinists

4 Welders

7 Painters

19 Carpenters

61 Fabrication Installers

7 Administrators

6 Audio-Visual Integrators

26

Audio-Visual Integration Installers

50 Sub Contributors

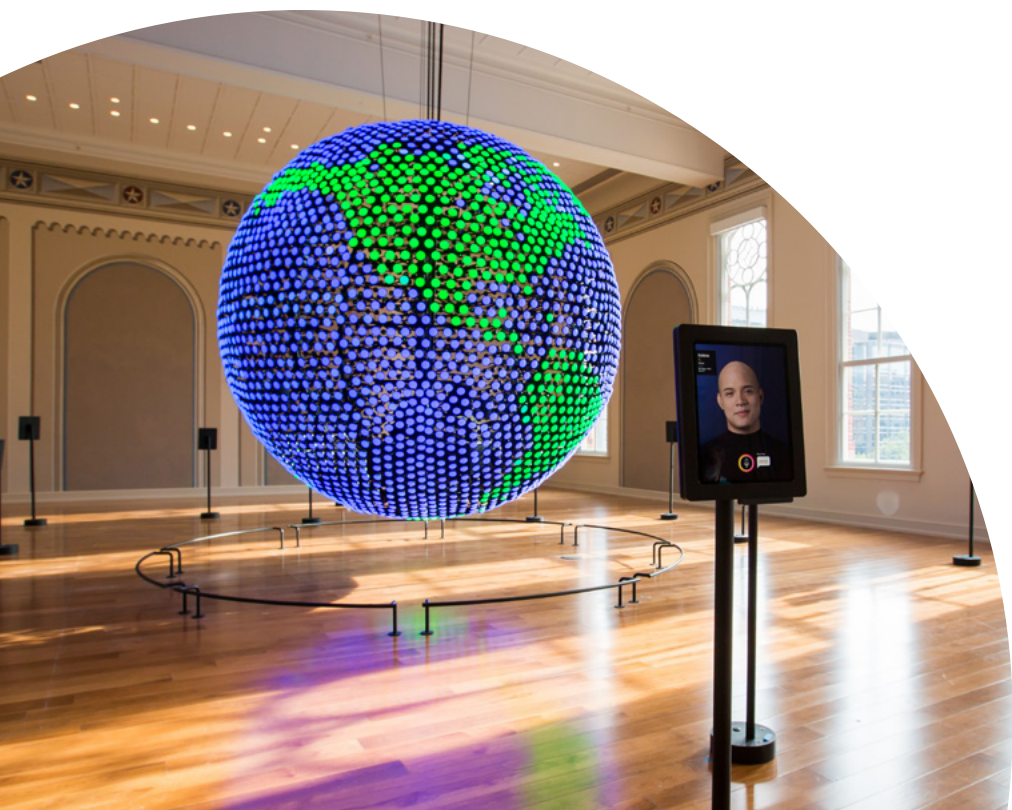
GRAND **430** TOTAL



# Bringing Planet Word to the World

I just listened to “The Global Language of Comedy” event and wonder if a recording is available? I’d like to share it with my students. It was excellent!

— EDUCATOR



**From its inception**, the vision for the museum was to be more than a destination, but also a means to engage and build community locally, nationally, and globally. The pandemic provided an opportunity to further reinvent the museum experience. Using a live, full-body audio-visual environment, Planet Word also offered a variety of ways to connect visitors virtually through the first permanent Portal site in Washington, D.C. Presented in partnership with Shared\_Studios, the Portal at Planet Word creates meaningful human connections through curated encounters between people separated by distance and difference.

Through our monthly online DIVERCITIES program, also in conjunction with Shared\_Studios, visitors explored the relationship between language and city. Our first DIVERCITIES program featured multilingual readings by poets in Nigeria and Washington, D.C.

Virtual visitors participated in a range of events, from “We Love Word Games” to “Crosswords and the People Who Love Them” to “The Global Language of Comedy.”

To better support literacy development of all students, Planet Word created free lesson plans available to teachers nationwide to engage students with important language concepts in new, fresh ways.

Planet Word is working with a network of community partners to provide equal access to age-appropriate, culturally relevant reading materials. Planet Word partnered with Shout Mouse Press to deliver over 500 books by and about District youth to District youth — for free.





**According to the National Center for Educational Statistics, in 2020, 21 percent of adults in the United States (about 43 million) fall into the illiterate/functionally illiterate category.**

**A new study by Gallup finds that low levels of adult literacy could be costing the U.S. as much as \$2.2 trillion a year.**

Planet Word shifted its offerings to students and educators to the virtual space when the pandemic led to cancelled school field trips and educational tours. Within days of offering virtual field trips on two subjects related to our gallery experiences — idioms and advertising copywriting — classroom teachers began signing up.



## Voices of Students and Educators

I learned that ads have a deeper meaning than just a quote. I also learned that some ads use alliteration, rhyme, and use two of the same words with different meanings.

— STUDENT

I think the lesson was very well-planned and interesting. The students were able to learn something about advertisements and they had fun at the end trying to create their own.

— EDUCATOR

Your museum is the innovative approach that tethers heightened engagement to empowering literacy.

— SECONDARY RLA COORDINATOR



# Historic Franklin School

Planet Word's home is in the historic Franklin School located at 13th & K streets in Northwest Washington, D.C. A National Historic Landmark designed by renowned architect Adolf Cluss, it opened as a flagship public school in 1869. In 2017, the City awarded a 99-year lease to Planet Word Founder Ann Friedman, who led a major restoration and rehabilitation of the building.

The school has been the site of many firsts:

- One of the city's first public schools
- Alexander Graham Bell's first wireless voice transmission
- The world's first voice-activated museum

The architecture firm Beyer Blinder Belle oversaw the restoration and rehabilitation of the Franklin School in partnership with general contractor Whiting-Turner.







PLANET  
WORD  
the museum  
where  
language  
comes to life  
←



## Board of Directors

Planet Word's governing Board of Directors includes leaders in education, media, real estate, technology, the arts, and museums.

### CEO/Chair

#### **Ann B. Friedman**

*Founder and CEO*

PLANET WORD

### First Vice Chair

#### **Thomas L. Friedman**

*Foreign Affairs Columnist*

NEW YORK TIMES

### Second Vice Chair

#### **Sara Mark Lesk**

*Senior Educator, ret.*

NATIONAL GALLERY OF ART

### Third Vice Chair

#### **Joseph Sassoon**

*Director for the Center for Contemporary Arab Studies*

GEORGETOWN UNIVERSITY

### Treasurer

#### **Jay D. Goldberg**

*Attorney and CPA*

GAASEDELEN & GOLDBERG

### Secretary

#### **Douglas L. Siegler**

*Tax and Estate Planning Attorney*

VENABLE, LLP

#### **Donald Baer**

*Partner*

BRUNSWICK GROUP

#### **Hyesook Chung**

*President*

BALTIMORE CIVIC FUND

#### **Michael Cornfeld**

*President*

HERITAGE INVESTORS  
MANAGEMENT CORP.

#### **Ann Doerr**

*Chair*

KHAN ACADEMY

#### **Susan Engel**

*Senior Lecturer in Psychology  
and Founding Director  
of the Program in Teaching*

WILLIAMS COLLEGE

#### **Samia Farouki**

*Founder and CEO*

HII-FINANCE CORP.

#### **Mary Lou Gorno**

*Managing Director*

INGENUITY INTERNATIONAL

#### **Kenneth D. Greer**

*Brand Strategist*

AUGEO MARKETING

#### **Kimberly H. Johnson**

*Executive Vice President & COO*

FANNIE MAE

#### **Lindsay Martin**

*Former Managing Director*

LORD CULTURAL RESOURCES

#### **Caron Garcia Martinez**

*Director, Center for  
Business Communications*

AMERICAN UNIVERSITY  
SCHOOL OF BUSINESS

#### **Craig Mundie**

*President*

MUNDIE & ASSOCIATES

#### **Jonathan Plutzik**

*Chairman and Principal Owner*

THE BETSY – SOUTH BEACH

#### **Patty Isacson Sabee**

*Executive Director*

MUSEUM OF LANGUAGE ARTS |  
PLANET WORD

#### **Deborah Ratner Salzberg**

*Partner*

RMS INVESTMENT GROUP

#### **Stefanie Sanford**

*Chief of Global Policy & Advocacy*

COLLEGE BOARD

#### **Dov Seidman**

*Founder*

LRN CORP.

#### **Marsha Semmel**

*Independent cultural and  
educational consultant*

#### **Tina B. Small**

*Community Leader*

#### **Anna Deavere Smith**

*Actress, Playwright, Teacher, Author*

#### **Ralph Smith**

*Managing Director*

CAMPAIGN FOR GRADE LEVEL READING

#### **Rick Soskin**

*President and CEO*

ENGINEERED NETWORK SOLUTIONS

#### **Sree Sreenivasan**

*Visiting Professor of Digital Innovation*

STONY BROOK SCHOOL OF JOURNALISM

#### **Jerry Tarde**

*Chairman and Editor-in-Chief*

GOLF DIGEST COMPANIES

#### **Fred Terrell**

*Retired Executive Vice Chairman*

INVESTMENT BANKING AND CAPITAL  
MARKETS, CREDIT SUISSE

#### **Lynn Thoman**

*Adjunct Professor, Columbia University*

SCHOOL OF INTERNATIONAL  
AND PUBLIC AFFAIRS



## Advisory Board

The advisory board is a group of national and international scholars, linguists, and creative practitioners. Advisory board members help generate ideas and decide how people will experience the museum through different displays of language and communication.

**Allen Adamson**

*Metaforce*

**Naomi S. Baron**

*American University*

**Lisa Bernstein**

*Doctrina Education Consulting*

**Adam Bradley**

*University of California, Los Angeles*

**Cindy K. Chung**

*Principal Research Scientist*

**Linda Coleman**

*University of Maryland*

**David Crystal**

*University of Bangor, Wales*

**Anne Curzan**

*University of Michigan*

**Petra Dierkes-Thrun**

*Stanford University*

**Guinevere Eden**

*Georgetown University*

**Michael Erard**

*Author and Linguist*

**Deborah Fallows**

*Author and Linguist*

**Ben Folds**

*Singer-Songwriter, Composer,  
and Multi-instrumentalist*

**Candace**

**Kaleimamoowahinekapu Galla**

*University of British Columbia*

**Craig Hoffman**

*Georgetown University*

**John Huehnergard**

*Harvard University and  
University of Texas*

**Dan Jurafsky**

*Stanford University*

**Kathrin Kaiser**

*Cognitive Linguist and  
Instructional Designer*

**Kimberlee Kiehl**

*Ohio High School Athletic Association*

**Michael Macovski**

*Georgetown University*

**Gretchen McCulloch**

*Internet Linguist and Author*

**Erin McKean**

*Wordnik*

**Cecile McKee**

*University of Arizona*

**John McWhorter**

*Columbia University*

**John Morreall**

*Humorworks*

**Deborah Morrison**

*University of Oregon*

**Eric Motley**

*National Gallery of Art*

**Elisa New**

*Harvard University*

**Rochelle S. Newman**

*University of Maryland*

**Barry Slaughter Olsen**

*Middlebury Institute of International  
Studies*

**Daniela K. O'Neill**

*University of Waterloo*

**James Pennebaker**

*University of Texas*

**Colin Phillips**

*University of Maryland*

**Steven Pinker**

*Harvard University*

**Valerie Pitaluga**

*Bilingual and Bicultural Speech-  
Language Pathologist*

**Jason Reeder**

*Arabic Linguist*

**Jason Reynolds**

*National Ambassador for  
Young People's Literature*



**Bill Rivers**

*WP Rivers & Associates*

**Andrew Robinson**

*Author*

**Deborah Ross**

*ELL Teacher*

**Lorie Roule**

*Transparent Language, Inc.*

**Mark Seidenberg**

*University of Wisconsin-Madison*

**Bennett A. Shaywitz**

*Yale University*

**Sally E. Shaywitz**

*Yale University*

**Will Shortz**

*New York Times*

**Paul Simon**

*Sing-Songwriter, Musician,  
and Composer*

**Clint Smith**

*The Atlantic*

**Geneva Smitherman**

*Michigan State University*

**Catherine Snow**

*Harvard Graduate School of Education*

**Deborah Tannen**

*Georgetown University*

**Rob Turknett**

*IBM Watson*

**Charlotte Vaughn**

*University of Oregon*

**Miako Villanueva**

*Gallaudet University*

**Laura Wagner**

*Ohio State University*

**Walt Wolfram**

*North Carolina State University*

**David Yaun**

*Corporate Communications Executive*

**Ana Celia Zentella**

*University of California*

**Ben Zimmer**

*The Wall Street Journal*





## Founding Donors

The following donors generously supported Planet Word prior to its opening and through December 31, 2020. These gifts included contributions made for the design, development, and installation of the exhibits; leasehold improvements to the building, including a gift shop and restaurant; the development of education and public programming, including free educator resources; and unrestricted funds for start-up operations. The following categories represent cumulative giving 2017–2020.

### **\$1 Million and Above**

Anonymous (2)  
AT& T Corporation  
Bloomberg Philanthropies  
Carolyn Bucksbaum  
Diller-von Furstenberg Family Foundation  
Ann and John Doerr  
Ann B. and Thomas L. Friedman  
Microsoft Corporation  
Christine and Stephen A. Schwarzman

### **\$100,000–\$999,999**

Altec/Styslinger Foundation  
Bank of America  
Lisa and Joshua Bernstein  
Jacolyn and John Bucksbaum  
The College Board  
The Leon and Toby Cooperman Family Foundation  
Janet and Michael Cornfeld  
Dalio Foundation  
Samia and A. Huda Farouki  
Robert and Arlene Kogod  
Eliana, Josh, Laura and Gary Lauder  
Sara Mark Lesk and Jeff Lesk  
Holly\* and John Madigan  
Craig and Marie Mundie  
The Revada Foundation of the Logan Family

Deborah Ratner Salzberg and Michael Salzberg  
Joseph Sassoon and Helen Jackson  
Silicon Valley Community Foundation  
Tina and Albert H. Small, Jr., Albert N. and Marshall B. Small  
Michelle Smith\*

### **\$25,000–\$99,999**

Anonymous (2)  
Madelyn Bucksbaum Adamson and Allen Adamson  
The Adler Family  
Paul G. Allen Family Foundation  
Patricia and Gary Attman  
Don Baer and Nancy Bard  
Eli\* and Edythe Broad  
Bonnie and Jere Broh-Kahn\*\*  
Antoinette and Dwight Bush  
Greg Carr  
Bruce and Ann Christensen  
The Crown Family  
Nancy Glickenhau  
Mary Louise Gorno  
Joan W. Harris  
Carolyne Hyde  
Kimberly and Mark Johnson  
Michael Klein and Joan Fabry  
Leonard and Judy Lauder

The Annette and Theodore Lerner Family Foundation | Lerner-Cohen-Tanenbaum Families  
Lowenstein Foundation  
Tom and Pam O’Neil  
Neil Oxman  
Jonathan Plutzik and Lesley Goldwasser  
Poetry Foundation  
Steven Rattner and Maureen White  
Patty Isacson Sabee and David Sabee  
Roger Sant  
Dov and Maria Seidman  
Peter Seligmann and Lee Rhodes  
Sherwood Foundation  
Cal and Sandy Simmons  
Ralph R. Smith and Cookie Otani-Smith  
Stephanie and Rick Soskin and Family  
Gillian and Robert Steel  
Jerry and Beth Tarde  
Laurie M. Tisch

### **\$10,000–\$24,999**

Pat and David Bernstein  
David and Katherine Bradley  
Bridgewater Associates  
Catto Shaw Foundation  
Eric Dayton  
Steven B. Fader and Judi Fader  
Orly Friedman and Matthew Miller  
Michael and Elizabeth Galvin



Ken Greer and Jill Sigel-Greer  
 Jane Harman and the Harman Family Foundation  
 Innovations for Learning  
 Institute for the Future  
 Maxine Isaacs  
 Samir and Puja Kaul  
 David Kristal  
 Lynn and Theodore J. Leonsis  
 Marlene Malek  
 John and Judy McCarter  
 The Mesdag Family Foundation  
 Esther Newberg  
 Penny Pritzker and Bryan Traubert  
 The Rockefeller Foundation  
 Stefanie Sanford and David Moore  
 Doug and Charlotte Siegler  
 Smart Family Foundation of Illinois  
 Lynn Thoman  
 Denise Winston  
 Natalie Friedman Winston and Daniel Winston  
 Jeff Zients and Mary Menell

**\$5,000–\$9,999**

Ronald and Ann Abramson  
 Stephen M. Banker  
 Jill and Jay Bernstein  
 Brookfield Properties Management  
 Dinyar and Aashish Devitre

Randi and Bob Fisher  
 Lynne and Jeff Ganek  
 Patrick Gross  
 Martin Indyk and Gahl Burt  
 Cheryl and Glen Lewy  
 Mark Ordan  
 Rotonda Foundation  
 Andrea Soros and Eric Colombel  
 Earl and Amanda Stafford  
 Arthur Sulzberger  
 Frederick Terrell and Jonelle Procope  
 United Nations Foundation  
 Washington Hebrew Congregation  
 Jeff and Valerie Wilpon  
 Gloria Winston

**\$1,000–\$4,999**

Anonymous (2)  
 Scott Adelson  
 Kerry Bader  
 Dori Beckhard  
 Afsaneh Masayekhi Beschloss and Michael Beschloss  
 Kyle E. Black, Jr.  
 Carolyn Brody  
 Cindy Chung  
 HyeSook Chung  
 CityBridge Foundation  
 Nancy and Ed Colodny  
 Lindsay Cooper Martin

Anne Curzan  
 Anna Deavere Smith  
 Susan Engel  
 Eric and Kathryn Frait  
 Chad Goldberg  
 Jay and Ilene Goldberg  
 Alice Goodman  
 Hakluyt & Company Limited  
 Anne and William B. Harrison, Jr.  
 James L. Haskel and Ann C. Zimmerli-Haskel  
 Miriam S. Kagol  
 Joan Kerrigan  
 James\* and Kate Lehrer  
 Willee and Finlay Lewis  
 Desiree Magney  
 Julie Maltzman  
 Steve Martin  
 Donna and Thomas F. McLarty, III  
 Rosalia Miller  
 Clare Muñana  
 Mark C. Myron and Debbie Smith  
 James Pennebaker  
 Kim Price  
 Diane Quinn  
 Deepak Raj  
 Laura Roberts and Ed Belove  
 Jeanne Ruesch  
 Deborah Rutter  
 Linda Sankanung

Arlene Selber  
 Marsha Semmel  
 Eileen Shields-West  
 George Stevens, Jr.  
 Rob and Melani Walton Foundation  
 Christie Weiss  
 Zubatkin Owner Representation, LLC

**In-Kind \$5,000 and Above**

Apple Inc.  
 Nate Berkus Associates, Inc.  
 CLINTON-RIES Landscape Architects  
 Ken and Jill Greer  
 HARMAN International  
 Hunton Andrews Kurth LLP  
 Neal Gerber Eisenberg LLP  
 Nixon Peabody LLP  
 Jason Pickens  
 Venable LLP  
 Zubatkin Owner Representation, LLC

\* Deceased

\*\* Planned Gift

Every effort has been made to create a complete and accurate list of contributors. Please call 202.931.3145 with questions or corrections.



# Your Support Matters

From the time when we first opened our doors, we were committed to providing access to the museum for free to all visitors.

Thank you for your financial support, which enables us to continue to provide innovative experiences to visitors whether in-person or virtually.

## Audited Financial Reports

### Statement of Activities

For the Year Ended December 31, 2020

REVENUE AND SUPPORT	
Contributions	\$ 4,034,661
Foundation Grants	3,390,436
Other	138,250
<b>Total Revenue and Support</b>	<b>\$ 7,563,347</b>
EXPENSES	
Program Services	\$ 2,491,280
Management and General	295,206
Fundraising	174,266
<b>Total Expenses</b>	<b>\$ 2,960,752</b>
<b>Change in Net Assets</b>	<b>\$ 4,602,595</b>

### Statement of Financial Position

As of December 31, 2020

ASSETS	
Cash and Cash Equivalents	\$ 350,300
Contributions and Grants Receivable, Net	5,354,925
Other Assets	197,011
Exhibits, Fixtures and Equipment, Net	16,500,373
<b>Total Assets</b>	<b>\$ 22,402,609</b>
LIABILITIES AND NET ASSETS	
Liabilities	
Line of Credit	\$ 2,000,000
Loan Payable	133,100
Accounts Payable and Accrued Liabilities	483,789
<b>Total Liabilities</b>	<b>\$ 2,616,889</b>
Net Assets	
Without Donor Restrictions	\$ 14,417,522
With Donor Restrictions	5,368,198
<b>Total Net Assets</b>	<b>\$ 19,785,720</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 22,402,609</b>





**Welcome to Planet Word!**  
Your journey with words starts with these words right here—please follow our COVID-19 safety guidelines:

- Stay 6 feet apart.**  
What has 6 feet and three eyes? Social Distancing.
- Wear a mask.**  
Everyone loves a mystery.
- Use hand sanitizer.**  
Lady Macbeth would approve.

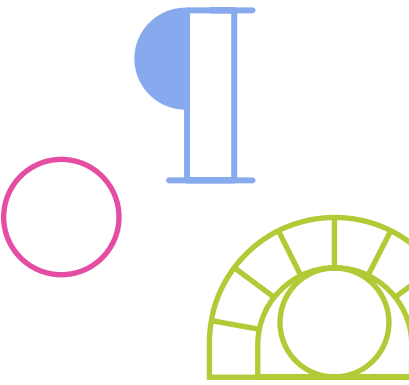
THANK YOU!



## CLOSING REMARKS

### The Pandemic and Language

The English language has proven to be remarkably adaptable. Indeed, the pandemic provided fertile opportunities for creating and modifying words and phrases. Most people today understand the meaning of words and phrases such as “long-hauler,” “variant,” “COVID-19,” and “herd immunity,” and lexophiles have created new words such as “quarantini,” which is any cocktail you mix at home. The Merriam-Webster Dictionary even made the extraordinary decision to include COVID-19-related initialisms, such as “WFH” (work from home).







You could carry a word all your life  
as a guide  
It will shimmer    befriend you  
Your word will change

— NAOMI SHAHIB NYE

Excerpt from "Welcome the Word," written to  
commemorate the opening of Planet Word

## Planet Word

Museum of Language Arts

925 13th St, NW, Washington, DC 20005

[www.planetwordmuseum.org](http://www.planetwordmuseum.org)

[support@planetwordmuseum.org](mailto:support@planetwordmuseum.org)

[volunteer@planetwordmuseum.org](mailto:volunteer@planetwordmuseum.org)

[@PlanetWordDC](https://www.instagram.com/PlanetWordDC)



Planet Word is a member of the D.C. Arts and  
Humanities Education Collaborative and the  
American Alliance of Museums.

Report Design by Eighty2degrees