

# Bringing Language to Life

Planet Word  
Museum of Language Arts  
ANNUAL REPORT 2023



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# Mission, Vision, and Core Values

## MISSION

To inspire and renew a love of words, language, and reading through unique, immersive learning experiences for all ages and to provide a space to explore words and language that is grounded in a solid understanding of language arts and science.

## VISION

To increase literacy, the foundation of a strong modern democracy.

## CORE VALUES

Our exhibits and experiences are some combination of:

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





## A Message from the Founder and CEO



**With the pandemic having largely receded, in 2023 Planet Word was finally able to launch on all cylinders — to move into a new orbit, so to speak — to discover our true capabilities and capacity. But with no constraints on what might be possible, how would we determine our priorities and how would we preserve our staff’s energy — and reduce stress on the precious building itself?**

To help answer such questions, we were guided by our newly drafted strategic framework. We realized that we still knew too little about our visitors and their motivations and even demographics to do a full-fledged strategic plan, but we did need something to help determine our choices and to guide Planet Word’s future.

And thank goodness we had been seriously engaged in this type of thoughtful forward planning, because in the midst of finalizing the strategic framework, we ended up faced with the scenario that few organizations are ever adequately prepared for — and which is often the very reason for introspection and strategic planning —namely, the departure of our founding executive director, Patty Isacson Sabee. Because of her hard work and commitment to advancing Planet Word’s mission over the years, she left the museum in a robust financial position and with key management positions filled with excellent, capable leaders. What might have left the organization with a major

predicament instead proceeded smoothly as Nikki DeJesus Sertsu, our longest-serving employee and our Senior Director of Exhibits and Special Projects, who had overseen every gallery installation, was able to step into the top job with nary a wobble!

Between the two leaders and our top-notch team, the year saw steady growth in visitor numbers, consistently high ratings from visitors, a constant stream of school groups, and visits from curious museum professionals from all over the world who wanted to see what a 21st-century, participatory museum could be.

Keeping our content fresh and relevant was a goal that drove many activities in 2023. The addition of 24 new books to the Schwarzman Family Library and a new interactive display on dyslexia reminded us how much our content matters. We are proud to have built a community that trusts Planet Word to provide useful information and resources. We also broadened our public programs to welcome speakers on topics ranging from disinformation to the science of reading, and we provided a venue for corporations like Axios and Microsoft to hold popular programs on AI.

In 2023, Planet Word began to more fully realize its potential to be a hub for literacy, a creator of community, and a place that truly does bring language to life. We invite you to read more about this past year in our annual report, and look forward to continuing our “thoughtful growth” in the years to come.



ANN FRIEDMAN  
Founder and CEO



“

**In 2023, Planet Word began to more fully realize its potential to be a hub for literacy, a creator of community, and a place that truly does bring language to life.”**

## A Message from the Executive Director



Reflecting on the past year, I am filled with immense pride and gratitude for all we have achieved together. Celebrating the power of words has guided every endeavor and initiative. Our dedicated team and supporters have made our mission a reality, and this annual report is a testament to their unwavering commitment. As Planet Word's new executive director, I stand on the shoulders of our inaugural executive director, Patty Isacson Sabee. Patty led with purpose, always mindful of the needs and challenges of a start-up museum striving to pursue excellence in all we do.

In our pursuit of excellence, we have embraced the ethos of thoughtful growth. This approach is not just about expansion; it is about sustainable progress that aligns with our core values and furthers our mission. It's about nurturing our roots while reaching new heights. Yet, amidst this growth, we have remained committed to the individuals and communities we serve, ensuring Planet Word is stimulating, relevant, diverse, and engaging.

Guided by our strategic framework, we are curating a world-class visitor experience with fresh content, creating more

pathways to Planet Word by connecting people through new programs and partnerships, and securing our future in a sustainable, thoughtful way. Thank you for supporting our efforts so that Planet Word remains a vibrant hub of linguistic exploration and discovery, captivating the imagination of visitors young and old to engage with the beauty and diversity of words and language.

*Nikki Sertso*

NIKKI DEJESUS SERTSU  
Executive Director

## Visitor Feedback

**“I give you my ‘word’  
you’ll enjoy every  
moment here.”**

**“There was always  
something to do to interact  
with the different spaces  
and exhibits.”**

“

**They truly make the museum  
experience engaging, interesting,  
and interactive. From touch screens  
to incredible animations, games, and  
even karaoke, there’s fun things to do  
for everyone while explaining the  
history of words, languages, and  
their importance. I especially  
enjoyed the library where  
books came to life!”**

**“At Planet Word,  
I learned it’s important  
to recognize that  
different people have  
different dialects and  
linguistics, and no one  
is right or wrong.”**

**“We were there with big  
field trips, and the kids  
and adults, alike, were  
having a blast.”**



# Curating a World-Class Visitor Experience

STRATEGIC GOAL #1: CONTINUE TO BUILD A GREAT EXPERIENCE FOR MUSEUM VISITORS.

Call it our mission, our moonshot, our raison d'être: Planet Word sparks a passion for words and language, one visitor at a time. In 2023, 160,000 people visited the museum, surpassing our stretch goal of 155,000.



## CELEBRATING READING IN OUR LIBRARY

All of Planet Word's interactive galleries celebrate words and language, but it is the Schwarzman Family Library that holds a special place in visitors' hearts. Here, each book represents a new opportunity for visitors to see themselves reflected at Planet Word.

So when Planet Word added 24 new, interactive titles, expanding the Library collection by nearly 50%, we knew it was something to celebrate.

Enchanted Pages Community Day drew hundreds of young people and families for a day packed with free book-inspired programs, from book signings with popular young adult authors to sidewalk art to interactive performances. The day concluded with a conversation between award-winning authors Jason Reynolds and Tony Keith, Jr., and a screening of the documentary film *Judy Blume Forever*. One of Blume's best-known books, (*Tales of a Fourth Grade Nothing*), was among the 24 new titles added to the Library.



## MAKING SPACE FOR MANY KINDS OF LANGUAGE LEARNERS

Coinciding with October's Dyslexia Awareness Month, Planet Word introduced "Inside Look: Dyslexia," a voice-activated touchscreen that explores and demystifies dyslexia, normalizing this common learning difference that affects 1 in 5 people. Through examples and personal stories, the 11-minute interactive station invites visitors to learn about dyslexia and also offers a framework for effective interventions based on decades of research.



### VISITOR STUDY

In our first formal Visitor Study, we learned that 84% of visitors rated their experience as "excellent" or "superior," which is nearly double the norm. We are using recommendations from this study to implement new data-driven strategies that deepen engagement with our existing community and attract new, diverse visitors. The strategies are about sustaining an environment where every visitor feels so inspired that they tell others about the museum, and ultimately renew their own passion for words and language.

### A VIRTUAL MUSEUM TOUR

To ensure a great visitor experience before visitors even step through the doors of the historic Franklin School, Planet Word unveiled a new virtual tour. The 3D map allows users to explore the galleries and event spaces from all angles.

“

**Inside Look: Dyslexia is a powerful experience that will undoubtedly lead many visitors to recognize and understand why those around them, and perhaps they themselves, struggle with reading.”**

— Dr. Guinevere Eden, Professor of Pediatrics and Director of the Center for the Study of Learning at Georgetown University, and co-producer of Inside Look: Dyslexia



TWO WORDS  
THAT DESCRIBED 2023 WERE:

*thoughtful growth*

HERE'S HOW:

.....  
.....



UNLOCK THE MUSIC

**46,728**  
songs selected

Top three were, "Let It Go" from Disney's *Frozen*, "How Far I'll Go" from Disney's *Moana*, and "Firework" by Katy Perry



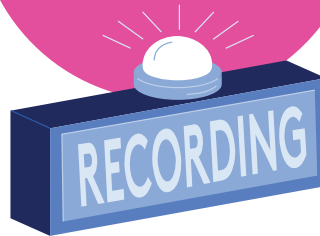
LEND ME YOUR EARS

**11,104**  
speeches recorded

Most popular by far is James Earl Jones's speech from *The Lion King*

WORDS MATTER

**7,082**  
videos recorded



SHORT STORY  
DISPENSER

**56,950**  
stories and  
poems printed,  
making this the  
most used Short Story  
dispenser in the world

THE LIBRARY

73 Library books viewed more than **240,000** times

Popular titles included *Percy Jackson and the Olympians: The Lightning Thief* by Rick Riordan, *The Lorax* by Dr. Seuss, *Corduroy* by Don Freeman, *The Day the Crayons Quit* by Drew Daywalt (new), and *Fish in a Tree* (new) by Lynda Mullaly Hunt



EDUCATION

**350** School Group Visits



PRESENT  
The Shop  
at Planet Word  
WASHINGTON, D.C.  
EST. 2020  
PERFECT

PRESENT PERFECT  
GIFT SHOP

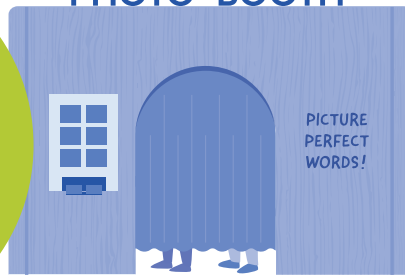
**19,886**  
items sold



PHOTO BOOTH

PHOTO BOOTH

**5,600**  
photos printed



IMMIGRANT FOOD

**50,459**  
customers served



JUNE 2023



PUBLIC PROGRAMS

**2,054** guests attended  
29 public programs



# Creating Pathways, Connecting People

**STRATEGIC GOAL #2: CREATE  
ADDITIONAL ENTRY POINTS  
FOR PEOPLE TO ENGAGE WITH  
PLANET WORD, ITS CONTENT,  
AND ITS EXPERT ADVISORS.**

The joy and power of language extend beyond Planet Word's gallery spaces. Through carefully curated programs, we sparked meaningful conversations, connected with new and diverse audiences, and amplified influential voices in learning and literacy. In doing so, we began to realize Planet Word's potential as a convener that can effectively connect distinct communities with some of our day's most significant language topics.

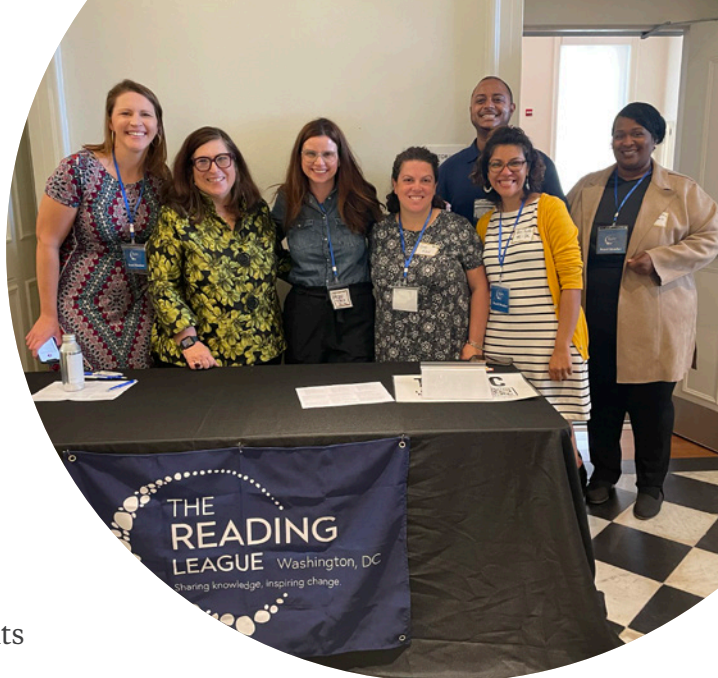
## EYES ON READING

Planet Word launched "Eyes on Reading," a new, in-depth discussion series dedicated to illuminating the challenges and potential solutions to the literacy crisis in America. These free in-person and virtual events delved into the research around literacy acquisition and highlighted the personal stories and high stakes for those affected by this pressing issue.

The language community came together for events that included a film screening of *The Right to Read* by filmmaker Jenny MacKenzie and executive producer LeVar Burton; a virtual workshop with author and advocate Maya Smart, author of *Reading for Our Lives: A Literacy Action Plan from Birth to Six*; and a conversation with Emily Hanford, creator of the podcast *Sold a Story*.



The “Eyes on Reading” events were so well received that Planet Word deepened its focus on literacy through a new partnership with The Reading League’s Washington, D.C., chapter. The new “Meet the Researcher” programs empower educators and academics with research-backed resources and insights to address the literacy crisis. The opening program featured Dr. Elsa Cárdenas-Hagan, formerly of the International Dyslexia Association and noted author of *Literacy Foundations for English Learners: A Comprehensive Guide to Evidence-Backed Instruction*.



## Community Connections



### WHITE HOUSE EASTER EGG ROLL

Following First Lady Dr. Jill Biden’s 2022 visit to Planet Word, the White House invited Planet Word to participate in one of its most popular events, the annual Easter Egg Roll, a family celebration that welcomed 30,000 children and their families to the South Lawn for fun, learning, and access to educational resources. Exhibiting alongside renowned international brands such as NASA, Lego, and PBS Kids, Planet Word hosted a bustling activity station where visitors — including active military and veteran families — made Scrabble tile word magnets. It was such an EGG-ceptional event that Planet Word was invited back in 2024.

**“Reading is not just a skill; it’s a fundamental human right that opens doors and builds foundations for a lifetime of learning. Planet Word is creating a forum for those who believe that ensuring all children become skilled readers is critical to the health of our democracy.”**

— Ann Friedman

## Community Connections

### WORDSHOPS

Planet Word's Workshops are one of the primary ways that school groups from grades 3–12 engage with the museum. These language-driven experiences, offered in-person and virtually, invite students and their teachers into the museum for thoughtful learning experiences.

### 2023 WORDSHOPS

- ▶ 168 total
  - ▶ 136 onsite
  - ▶ 32 virtual
- ▶ 5,278 students served



### NATIONAL BOOK FESTIVAL

The Planet Word team brought the magic of the museum to the Library of Congress' National Book Festival, a highly anticipated annual event that attracts thousands of book lovers, writers, and literary luminaries. At the museum's table, the team spread the word about Planet Word to 20,000 festival-goers, including Librarian of Congress, Dr. Carla Hayden.

## New Programs and Events at Planet Word in 2023

### A JUNETEENTH CELEBRATION

Planet Word's first "Black Author Book Fest" brought local authors to the museum to reflect, celebrate, and showcase their work. Free and open to all, the event gave attendees access to vital voices in the local literary world and provided focused programming on a new national holiday, when schools and businesses are closed, and families are seeking out meaningful ways to celebrate.



### PLANET WORD'S BLACK AUTHOR BOOK FESTIVAL, A JUNETEENTH CELEBRATION

Jun 19 at Planet Word | 12 p.m. ET (free!)





## WORDPLAY WEDNESDAYS

Seeking to connect with downtown workers, particularly the coveted “under-35” demographic, Planet Word piloted Wordplay Wednesdays, extending museum hours and offering themed experiences on the first Wednesday of the month. In the spirit of “thoughtful growth,” Planet Word solicited attendee feedback through post-event surveys. The data is being used to refine the offering for 2024 and beyond.

## Encore Events and Programs



*New Kid*

## TRAILS

Through a prestigious National Science Foundation grant, researchers have partnered with Planet Word to invite visitors to participate in a “living language laboratory” to understand how people rely on potentially imperfect AI outputs and to promote AI literacy. Developed in collaboration with the University of Maryland, George Washington University, Morgan State University, and Cornell University, The Institute for Trustworthy AI in Law & Society (TRAILS) is focused on transforming the practice of AI from one driven primarily by technological innovation to one that is driven by ethics, human rights, and feedback from communities whose voices have previously been marginalized.



- ▶ **New Kid with Imagination Stage**
- ▶ **Smithsonian Mother Tongue Film Festival**
- ▶ **DC Public Schools World Languages Festival**
- ▶ **National Science Foundation funded Language Science Station**
- ▶ **Own Your Story with an Open Book Foundation**

# Securing Our Future

**STRATEGIC GOALS #3 AND #4:  
DEVELOP MORE – AND MORE  
SUSTAINABLE – REVENUE  
STREAMS. INVEST IN A STRONG  
ORGANIZATIONAL FOUNDATION.**

As Planet Word continues to grow in scope, strength, and popularity, we are taking thoughtful, strategic steps to ensure long-term sustainability. Transitioning from a start-up, we are investing in a powerful, visionary team and expanding our community of dedicated supporters who, together, will ensure that Planet Word thrives well into the future.

## **A NEW CHAPTER FOR THE PLANET WORD TEAM**

In 2023, after seven successful years, Planet Word's inaugural executive director, Patty Isacson Sabee, stepped down to become CEO and President of the Detroit Opera. Seamlessly stepping into the role was Nikki DeJesus Sertsu, formerly the Senior Director of Exhibitions and Special Projects. Nikki's leadership, including the launch of a museum in Baltimore and her success in exhibit development at Planet Word, made her the clear choice.

The Planet Word team grew in other ways, too: In support of increased attendance and programming, Planet Word expanded its Visitor Services team. To increase our earned and contributed revenue, we created a new events position and recruited a new Senior Director of Development, who



rapidly began work to secure new supporters. As the year drew to a close, Planet Word posted a call for its first Director of Marketing and Communications, a role that completes the leadership team.

## CORPORATE CONNECTIONS THROUGH PRIVATE EVENTS

We refined Planet Word’s event strategy with a revised pricing structure and an increased focus on cultivating relationships with organizations that support our work in ways beyond the bottom line, including through mission-aligned content and by attracting new audiences to the museum. We hosted organizations including:

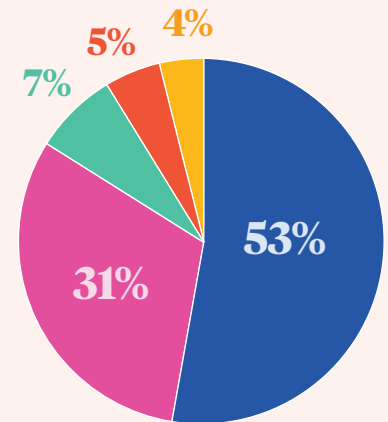
- Amazon Web Services
- Deloitte
- Microsoft
- Washington Commanders

Along with our private events strategy, we continued to thoughtfully grow our earned revenue streams, ensuring that we are both increasing and diversifying funding.



## 2023 Earned Revenue Streams

- Private Events
- Gift Shop
- Group Admissions
- Restaurant
- Programs





## Securing Our Future



## MAJOR GIFTS EXPAND THE LIFE OF OUR GALLERIES

Planet Word received two major gifts to fund the expansion and enhancement of the museum's galleries. The first, from a new Spanish-speaking donor, will enable the addition of five Spanish language books to our magical library — making the Library the museum's first truly bilingual experience.

The second comes from The Diller-von Furstenberg Family Foundation, to support the expansion of the Words Matter gallery. The two-year gift will fund the production of four new "Words Matter" videos, where visitors can hear from storytellers about the words that have had the most meaning in their lives. This gift will also fund the development of a digital extension of the gallery, bringing its powerful content to a broader audience.





**“I’ve always been interested in language. My father read or spoke over eight languages, and I finally caught up to him. My wife, Bonnie, and I were impressed with Ann Friedman’s vision of reviving the historic Franklin School and creating a museum dedicated to language. My living trust contains a bequest that will help ensure that the museum remains accessible to all.”**

— Jere Broh-Kahn, Bookend Society Member

.....

## **INTRODUCING THE FOUNDERS CIRCLE**

Launched in June, the Founders Circle unites leading philanthropists who share Planet Word's belief in the power of words and language to strengthen society. Donors who commit \$25,000 or more annually form this group of generous ambassadors who support Planet Word — both financially and intellectually — and ensure the institution achieves its ambitious goals.

As of December, our Founders Circle had grown to 24 members.



# Board of Directors *As of December 31, 2023*

Planet Word's governing Board of Directors includes leaders in education, media, real estate, technology, the arts, and museums. Board members serve by contributing their advice and service through committees and ad hoc working groups, as well as with financial support through annual and endowment gifts.

## CEO/Chair

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*Founder and CEO*

PLANET WORD

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*Foreign Affairs Columnist*

NEW YORK TIMES

## Second Vice Chair

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*Senior Educator  
and Manager, ret.*

NATIONAL GALLERY OF ART

## Third Vice Chair

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*al-Sabah Chair in Politics  
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GEORGETOWN UNIVERSITY

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*Attorney and CPA*

GAASEDELEN & GOLDBERG

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*Tax and Estate  
Planning Attorney*

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### **Don Baer**

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### **HyeSook Chung**

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BALTIMORE CIVIC FUND

### **Michael Cornfeld**

*President*

HERITAGE INVESTORS  
MANAGEMENT CORP.

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*Chair*

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*Director, Center for  
Business Communications*

AMERICAN UNIVERSITY'S  
KOGOD SCHOOL OF  
BUSINESS

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Speaker, Host of  
"FOMO Sapiens with  
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THE BETSY - SOUTH BEACH

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*President of Civic Ventures*

ALITHI CONSULTING AND  
HUMANITAE PHILANTHROPY  
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*Founder and Chairman*

THE HOW INSTITUTE  
FOR SOCIETY AND LRN

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*Independent consultant  
for cultural and  
educational organizations*

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*Community Leader*

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Teacher, Author*

### **Ralph Smith**

*Founding Managing  
Director*

CAMPAIGN FOR GRADE  
LEVEL READING

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SCHOOL OF JOURNALISM

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*Chairman and  
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GOLF DIGEST, A DIVISION OF  
WARNER BROS DISCOVERY

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Corporate and  
Investment Bank*

WELLS FARGO

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*Adjunct Professor*

COLUMBIA UNIVERSITY  
SCHOOL OF  
INTERNATIONAL  
AND PUBLIC AFFAIRS

### **Natalie Winston**

*Executive Producer of  
Booking and Specials*

NPR



# Advisory Board *As of December 31, 2023*

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**  
*Wondrus Consulting*

**Adam Bradley**  
*University of California,  
Los Angeles*

**Kelly Butler**  
*Reading Universe*

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Scientist*

**Linda Coleman**  
*University of Maryland*

**David Crystal**  
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*University of Michigan*

**Petra Dierkes-  
Thrun**  
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**Guinevere Eden**  
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*Author and Linguist*

**Deb Fallows**  
*Author and Linguist*

**Ben Folds**  
*Singer-songwriter,  
Composer, and Multi-  
Instrumentalist*

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*University of  
Massachusetts, Amherst*

**Candace  
Kaleimamoowahinekapu  
Galla**  
*University of British  
Columbia*

**Craig Hoffman**  
*Georgetown University  
Law Center*

**John Huehnergard**  
*Harvard University  
and University of Texas*

**Dan Jurafsky**  
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*Cognitive Linguist and  
Instructional Designer*

**Michael Macovski**  
*Georgetown University  
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*Internet Linguist  
and Author*

**Erin McKean**  
*Wordnik*

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*University of Arizona*

**John McWhorter**  
*Columbia University*

**John Morreall**  
*Humorworks*

**Deborah Morrison**  
*University of Oregon*

**Eric Motley**  
*National Gallery of Art*

**Elisa New**  
*Poetry in America*

**Rochelle S. Newman**  
*University of Maryland*

**Barry Slaughter  
Olsen**  
*What About Language?*

**Daniela K. O'Neill**  
*University of Waterloo*

**James Pennebaker**  
*University of Texas*

**Colin Phillips**  
*University of Maryland*

**Steven Pinker**  
*Harvard University*

**Valeria Pitaluga**  
*Bilingual and Bicultural  
Speech-Language  
Pathologist*

**Jason Reeder**  
*Arabic Linguist*

**Jason Reynolds**  
*Author*

**Bill Rivers**  
*WP Rivers & Associates*

**Andrew Robinson**  
*Author*

**Deborah Ross**  
*ELL Teacher*

**Lorie Roule**  
*Transparent  
Language, Inc.*

**Andreas Schleicher**  
*Organisation for  
Economic Co-operation  
and Development*

**Mark Seidenberg**  
*University of  
Wisconsin-Madison*

**Bennett A. Shaywitz**  
*Yale University*

**Sally E. Shaywitz**  
*Yale University*

**Will Shortz**  
*New York Times*

**Paul Simon**  
*Singer-songwriter,  
Musician, and Composer*

**Clint Smith**  
*Author*

**Sara A. Smith, Ph.D.**  
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**Geneva Napoleon  
Smitherman**  
*Michigan State University*

**Catherine Snow**  
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School of Education*

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**Charlotte Vaughn**  
*University of Maryland*

**Miako Villanueva**  
*Gallaudet University*

**Laura Wagner**  
*Ohio State University*

**Walt Wolfram**  
*North Carolina  
State University*

**David Yaun**  
*DRY Inc.*

**Ana Celia Zentella**  
*University of California,  
San Diego*

**Ben Zimmer**  
*The Wall Street Journal*

# 2023 Annual Report Honor Roll

We gratefully acknowledge those donors who made gifts, pledges, or pledge payments during the fiscal year 2023. The contributions made play an integral role in fulfilling Planet Word's mission to inspire a love for words, language, and reading. We also extend our thanks to the many visitors who made donations when registering to visit the museum.

## \$1,000,000 +

**Kerfuffle Foundation**

## \$500,000-\$999,999

**Anonymous Donor**

**John and Ann Doerr**

**Robert M. Fisher  
Memorial Foundation**

**Tom and Ann Friedman ●**

## \$250,000-\$499,999

**Dalio Philanthropies**

**The Diller - von  
Furstenberg Family  
Foundation**

**Carlos Rodriguez-Pastor**

## \$100,000-\$249,999

**Anonymous Donor**

**Microsoft Corporation**

## \$25,000-\$99,999

**Don Baer and  
Nancy Bard ●**

**Carolyn Bucksbaum ●**

**John and Jackie  
Bucksbaum ●**

**Leon and Toby  
Cooperman ●**

**Samir and Puja Kaul ●**

**Robert and Arlene  
Kogod ●**

**Judy and Peter Blum**

**Kovler Foundation ●**

**Ted and Lynn Leonsis ●**

**Jeff and Sara Lesk ●**

**Elizabeth Vickrey Lodal ●**

**John Madigan ●**

**Nussdorf Family  
Foundation ●**

**Steve and Maureen  
Rattner ●**

**Revada Foundation of  
the Logan Family ●**

**Michael and Sheila Ryan ●**

**Michael Salzberg and  
Deborah Ratner Salzberg ●**

**Roger Sant and  
Doris Matsui ●**

**Joseph Sassoon ●**

**Dov and Maria Seidman ●**

**Simon Family  
Foundation ●**

**Fred Terrell and  
Jonelle Procope ●**

**Dan and Natalie Winston ●**

## \$10,000-\$24,999

**Altec/Styslinger  
Foundation**

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Every effort has been made to create a complete and accurate list of contributors. Please call **206-456-3983** with questions or corrections.



# Audited Financial Reports

## Statement of Activities

For the Year Ended December 31, 2023

	2023	2022
<b>REVENUE AND SUPPORT</b>		
Gifts, grants, and corporate support	\$6,436,808	\$3,130,394
Group admissions, less donated admission fees	1,111,866	919,778
Fundraising event, net of expenses	5,500	346,138
Shop, net of cost of goods sold	284,665	239,820
Rental income	91,643	81,439
Program income	70,181	62,027
Contributed goods and services*	292,262	37,209,216
Other revenue	133,870	4,740
<b>TOTAL REVENUE AND SUPPORT</b>	<b>\$ 8,426,795</b>	<b>\$41,993,552</b>

	2023	2022
<b>EXPENSES</b>		
Program Services	\$6,735,603	\$4,797,986
Management and General	505,350	424,989
Fundraising	436,356	374,556
<b>TOTAL EXPENSES**</b>	<b>\$ 7,677,309</b>	<b>\$5,597,531</b>
<b>Change in net assets from operations before other items</b>	<b>\$749,486</b>	<b>\$36,396,021</b>
<b>OTHER ITEMS</b>		
	2023	2022
Extinguishment of debt	—	—
<b>Changes in net assets</b>	<b>\$749,486</b>	<b>\$36,396,021</b>
<b>Net assets at beginning of year</b>	<b>\$ 54,749,617</b>	<b>\$18,353,596</b>
<b>Net assets at end of year</b>	<b>\$55,499,103</b>	<b>\$54,749,617</b>

\* \$36,900,000 of the total in 2022 represents the gift of the Franklin School to Planet Word.

\*\* Includes depreciation and amortization costs of \$1,953,793 in FY23 and \$1,226,458 in FY22 allocated across all three expense categories.

The summary information presented here is derived from the museum's audited financial statements. A full copy of these statements is available from the museum upon request.

### Statement of Financial Position

As of December 31, 2023

ASSETS		
	2023	2022
Cash and cash equivalents	\$2,206,513	\$876,829
Contributions and grants receivable, net	1,242,316	1,702,375
Other assets	280,566	217,909
Property, exhibits, fixtures and equipment, net	52,119,695	53,306,230
<b>TOTAL ASSETS</b>	<b>\$55,849,080</b>	<b>\$56,103,343</b>

LIABILITIES AND NET ASSETS		
	2023	2022
<b>LIABILITIES</b>		
Line of credit	—	\$1,050,000
Accounts payable and accrued liabilities	334,358	297,712
Other	12,250	6,014
<b>TOTAL LIABILITIES</b>	<b>\$349,977</b>	<b>\$1,353,726</b>
<b>NET ASSETS</b>		
Without donor restrictions	53,609,101	53,110,989
With donor restrictions	1,890,002	1,638,628
<b>Total Net Assets</b>	<b>\$55,499,103</b>	<b>\$54,749,617</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$55,849,080</b>	<b>\$56,103,343</b>

# Larry's Puzzle Corner

The family of Larry Jeffers, an avid puzzler and language lover, made a donation to fund Larry's Puzzle Corner in our newsletter, *Word on the Street*. Subscribe for exclusive access to word puzzles created in Larry's memory by *New York Times* crossword editor and Planet Word Advisory Board member Will Shortz.

## OH! OH!

By Will Shortz

A lowercase "o" can be converted into one of six other letters of the alphabet — a, b, d, g, p or q — or by adding a stroke of the pen. Add strokes to some of the letters below to produce common nine-letter words.

1. scrooooook
2. clioooooro
3. oonowooon
4. oeoooooue
5. ouooruo eo
6. oostroooo
7. ouoiotooe
8. oronoeeoe
9. scooeoot
10. oooyouoro



## Visitor Feedback

**“So. Much. Fun! For everyone from 8 to 88. We stayed here for three hours, learning without realizing it in the many creative, hands-on galleries.”**

“

**The museum beautifully combines technology and storytelling to explore the wonders of language, its evolution, and its impact on our lives. Each section offers a unique and thought-provoking experience, whether it’s deciphering languages or participating in interactive word games.”**

**“This museum makes such good use of original, engaging technology!”**

**“Great place for all ages, you’re sure to learn something new!”**

**“And these were interactive in a way that was new to us — It was just so cool and so memorable.”**

## Planet Word

Museum of Language Arts

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202-931-3139

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

@PlanetWordDC  

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

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Planet Word is a member of the D.C. Arts and Humanities Education Collaborative and the American Alliance of Museums. Planet Word is a registered 501(c)(3) nonprofit organization. Tax ID#46-4894732.

