Bringing Language to Life

Planet Word • Museum of Language Arts
ANNUAL REPORT 2020
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
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
- motivational
- playful
- inclusive
- unexpected
- 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
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”
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

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

—ENTREPRENEUR, PHILANTHROPIST, AND 108TH MAYOR OF NEW YORK CITY
MICHAEL R. BLOOMBERG
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 want us to know them better.
A Message from the Executive Director

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

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
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.
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 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.

**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.
**The Dan Logan Gallery**

**Lend Me Your Ears**

**Public Speaking**

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

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**The Schwarzman Family**

**Library**

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

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**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.

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**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
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

<table>
<thead>
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Local Projects
Exhibit Design and Media Production

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Creative Technologists

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Solomon Group
Fabrication, Installation and AV Integration

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Bringing Planet Word to the World

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.
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

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.
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.
Board of Directors

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

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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

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Michael Cornfeld
President
HERITAGE INVESTORS MANAGEMENT CORP.

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Chair
KHAN ACADEMY

Susan Engel
Senior Lecturer in Psychology and Founding Director of the Program in Teaching
WILLIAMS COLLEGE

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Mary Lou Gorno
Managing Director
INGENUITY INTERNATIONAL

Kenneth D. Greer
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AUGEO MARKETING

Kimberly H. Johnson
Executive Vice President & COO
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Lindsay Martin
Former Managing Director
LORD CULTURAL RESOURCES

Caron Garcia Martinez
Director, Center for Business Communications
AMERICAN UNIVERSITY
SCHOOL OF BUSINESS

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President
MUNDIE & ASSOCIATES

Jonathan Plutzik
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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
## 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
- Ellana, Josh, Laura and Gary Lauder
- Sara Mark Lesk and Jeff Lesk
- Holly* and John Madigan
- Craig and Marie Mundie
- The Nevada 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 Glickenhaus
- 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 CharlotteSiegle
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 Fraint
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. McClarty, 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

<table>
<thead>
<tr>
<th>REVENUE AND SUPPORT</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$4,034,661</td>
</tr>
<tr>
<td>Foundation Grants</td>
<td>3,390,436</td>
</tr>
<tr>
<td>Other</td>
<td>138,250</td>
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<tr>
<td><strong>Total Revenue and Support</strong></td>
<td><strong>$7,563,347</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$2,491,280</td>
</tr>
<tr>
<td>Management and General</td>
<td>295,206</td>
</tr>
<tr>
<td>Fundraising</td>
<td>174,266</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$2,960,752</strong></td>
</tr>
</tbody>
</table>

| Change in Net Assets                 | $4,602,595 |

Statement of Financial Position
As of December 31, 2020

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$350,300</td>
</tr>
<tr>
<td>Contributions and Grants Receivable, Net</td>
<td>5,354,925</td>
</tr>
<tr>
<td>Other Assets</td>
<td>197,011</td>
</tr>
<tr>
<td>Exhibits, Fixtures and Equipment, Net</td>
<td>16,500,373</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$22,402,609</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Line of Credit</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Loan Payable</td>
<td>133,100</td>
</tr>
<tr>
<td>Accounts Payable and Accrued Liabilities</td>
<td>483,789</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$2,616,889</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Without Donor Restrictions</td>
<td>$14,417,522</td>
</tr>
<tr>
<td>With Donor Restrictions</td>
<td>5,368,198</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$19,785,720</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Liabilities and Net Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$22,402,609</strong></td>
<td></td>
</tr>
</tbody>
</table>
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