

# SECONDSKY

SCIENCE GARDEN + SOCIAL CLUB



Case for Support

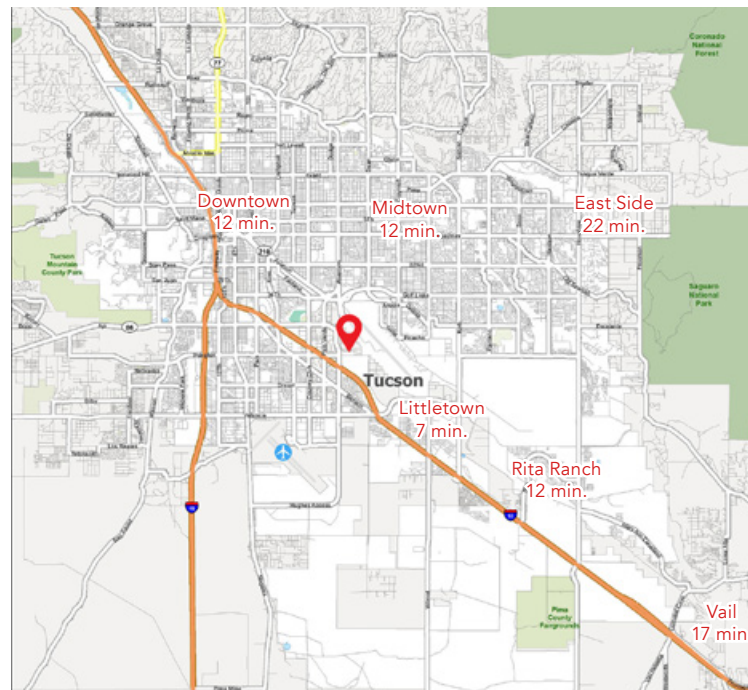


# WE ARE BUILDING A NEW KIND OF COMMUNITY CENTER

This extraordinary community center is:

- An investment in community resilience and workforce development
- A sustainable, green, outdoor/indoor event space for large and small groups
- A permanent destination for other Tucson non-profits
- A non-profit that thinks like a for-profit

## The Location



## The Plan



## Multiple Experiences in One Place

Creating diverse experiences in one place ensures inclusivity and engagement for people of all ages and backgrounds. Second Sky is:

- A shaded outdoor adventure playground for hands-on S.T.E.A.M. learning across multiple ages.
- A cafe with coffee, pastries, fast casual lunch and dinner, beer, wine and healthy soft drinks.
- A digital art venue.
- An event space with regular programming.
- A community space for meetings, rehearsals, clubs, and groups.
- A co-working spot for remote and self-employed workers.

Putting these attractions in one large beautiful space lets people spend more time together instead of driving from destination to destination. By saving families time and keeping all ages occupied and engaged, we open up opportunities for child learning, homework help, career development, casual socialization and special events for all ages.



# WE STARTED FIVE YEARS AGO

For years, Creative Machines has held S.T.E.A.M. field trips and open houses for students and families from Tucson, Vail and Sahuarita. During these visits, kids develop initiative by directing the experience themselves. They explore, take risks, challenge and support each other, and learn to think critically and creatively. They learn about careers in science, technology and trades. Self-directed exploration in a challenging but safe environment builds resilience and skills.

These visits showed us how we could serve our community directly, and we have also connected with other non-profits to offer a place for their own educational programming. We are now committed to establishing a permanent location to extend our impact together.





# OUR COMMUNITY ASKED FOR MORE

After five years of these programs, visitors have asked us to create a permanent facility. Students, teachers, and other non-profits all want this to become a permanent resource for Tucson. Schools want to bring kids on field trips, families want to become members, non-profit partners want to run their after-school programs here, our immediate community wants a place to get together across generations, and our neighbors in Vail and Sierra Vista want the same thing. Many non-profits in Tucson are looking for an inspiring multi-generational space for their programs and they have reached out to us.

We have the building and the land. We have a great board and formed a 501c3. Second Sky is our effort to expand the depth and breadth of what we've been doing at Creative Machines for years.







## SO WE DESIGNED THIS AMAZING SPACE

Creative Machines has been designing and building children's museums and public spaces around the world for nearly 30 years and we poured all our experience into this space for Tucson. Second Sky will be filled with life, shade, color, inspiration, and exploration. It is fun enough for kids but sophisticated enough for adults. It's like nothing else.

We're not just a charity; we're a fun and educational space to hang out even if you can afford to go elsewhere. Our indoor/outdoor shaded spaces, activities and refreshments can accommodate and unite multiple generations with a wide range of activities for all ages.

Adults are full participants - as volunteers, mentors, participants in play-based learning, and as parents observing what their kids can do on their own. Many adults have told us they are eager to volunteer as mentors and facilitators once we are up and running. We just need to build the space.





# WE PARTNER WITH EXISTING ORGANIZATIONS

Tucson has many non-profits devoted to after-school support, S.T.E.A.M. education, career preparation and other forms of support for families. The problem is that many of them lack an inspiring physical location to host their programs. Second Sky will create a common space for other non-profits to use, share, and even collaborate - reinforcing their individual missions and strengthening our collective impact.



*"As the CEO of SARSEF, I am supportive and enthusiastic about Second Sky. I see how the gathering space could create the perfect environment for SARSEF programming and how it would provide a missing piece in the after-school space that we've been seeking for a long time. I know we're not the only local non-profit that recognizes how this project could enhance their impact with kids and their caregivers, and so I see their success as a win for our entire community."* - Julie Euber, CEO, SARSEF

*"Creative Machines gave my preschool classroom the most memorable field trip we have ever had."* - Teacher at Climbing Tree School

*"It was the most meaningful and inspiring field trip I've ever been on."* - Private school teacher

*"Creative Machines is consistently my students' favorite field trip. It inspires them to think about science and engineering as something they could do."* - TUSD teacher

*"The key to community is enabling individuals and families to spend long periods of time close to one another. Higher Ground is very excited to support this project."* - Higher Ground





# A 2GEN COMMUNITY SPACE FOR KIDS AND CAREGIVERS

As a “2Gen” organization, we focus on providing the space for services and support to both children and their caregivers simultaneously. The 2Gen approach, popularized by the Aspen Institute’s Ascend program, draws on a wide range of research and studies related to economic security, educational success, and family well-being.



## Consider a typical weekday:

A book club meets at 9:30 am and its members buy coffee and pastries. A business group has brunch. A group of home-school and micro-school parents bring their kids to the adventure playground for all day socialization and S.T.E.A.M. programming, while the parents talk and have snacks. A handful of remote workers start their work day in the designated co-working space.

Around 2:30 pm, after-school groups arrive by bus. After-school programs are run by Higher Ground, Boys and Girls Club, and Kidco supported by outside funding. Helping other non-profits fulfill their missions is an important way that Second Sky serves underprivileged populations. These non-profits already have kids enrolled in funded programs but need inspiring spaces. They pay Second Sky a ‘wholesale rate’ for use of the space and supervision.

Around 5:30 pm, caregivers arrive and the kids in the after-school programs shift to the adventure playground. Caregivers meet and socialize with their adult peers while their kids play under supervision of Second Sky staff. This gives caregivers the chance to decompress after work and be more present for their kids.

Later, families have dinner at the built-in fast-casual restaurant. For those who want, there is an event every night of the week: applying to college, energy saving appliances, homework help, tutoring, robotics, a model rocket launch, etc. It is easy for families to stick around for this extra programming because we provide something for all ages in the same space. By providing temporary supervision of kids and eliminating the need to drive to many different locations, we help diverse families build a community of mutual support rather than isolated individuals each facing challenges on their own.





# SELF-SUSTAINING AND FINANCIALLY VIABLE

The strategic design of Second Sky's non-profit business model ensures fiscal sustainability. Our combination of food, beverage, events, and programs for micro-schools ensures a robust operating revenue. We're a non-profit that thinks like a for-profit; all we are missing is the capital to get started.

We've researched the operating budgets of similar organizations and consulted with experts in food+beverage, family attractions, and non-profit operations. We've tested the waters by holding a few paying events. Our detailed estimates anticipate breaking even in our first year and reaching a healthy operating budget in our second year.

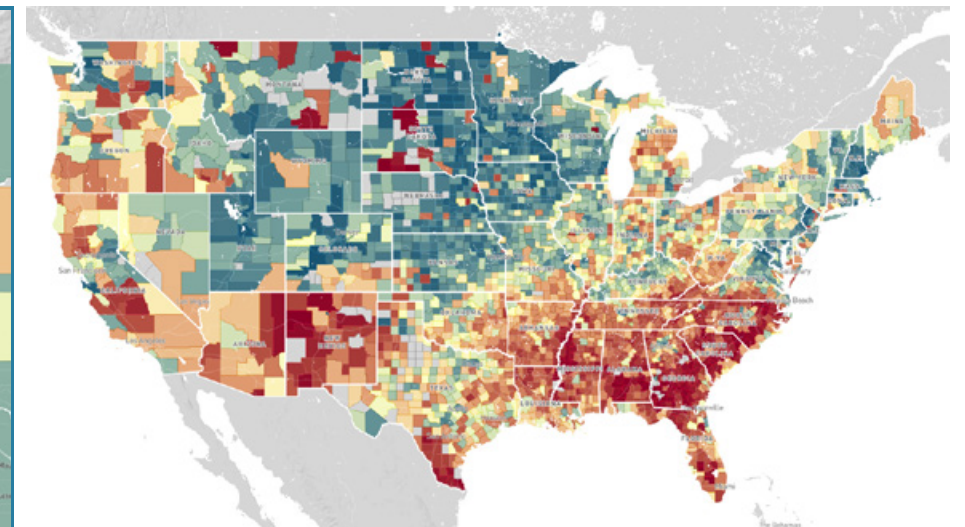
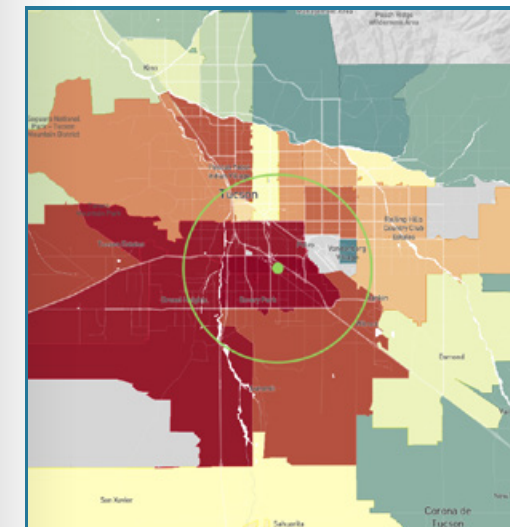




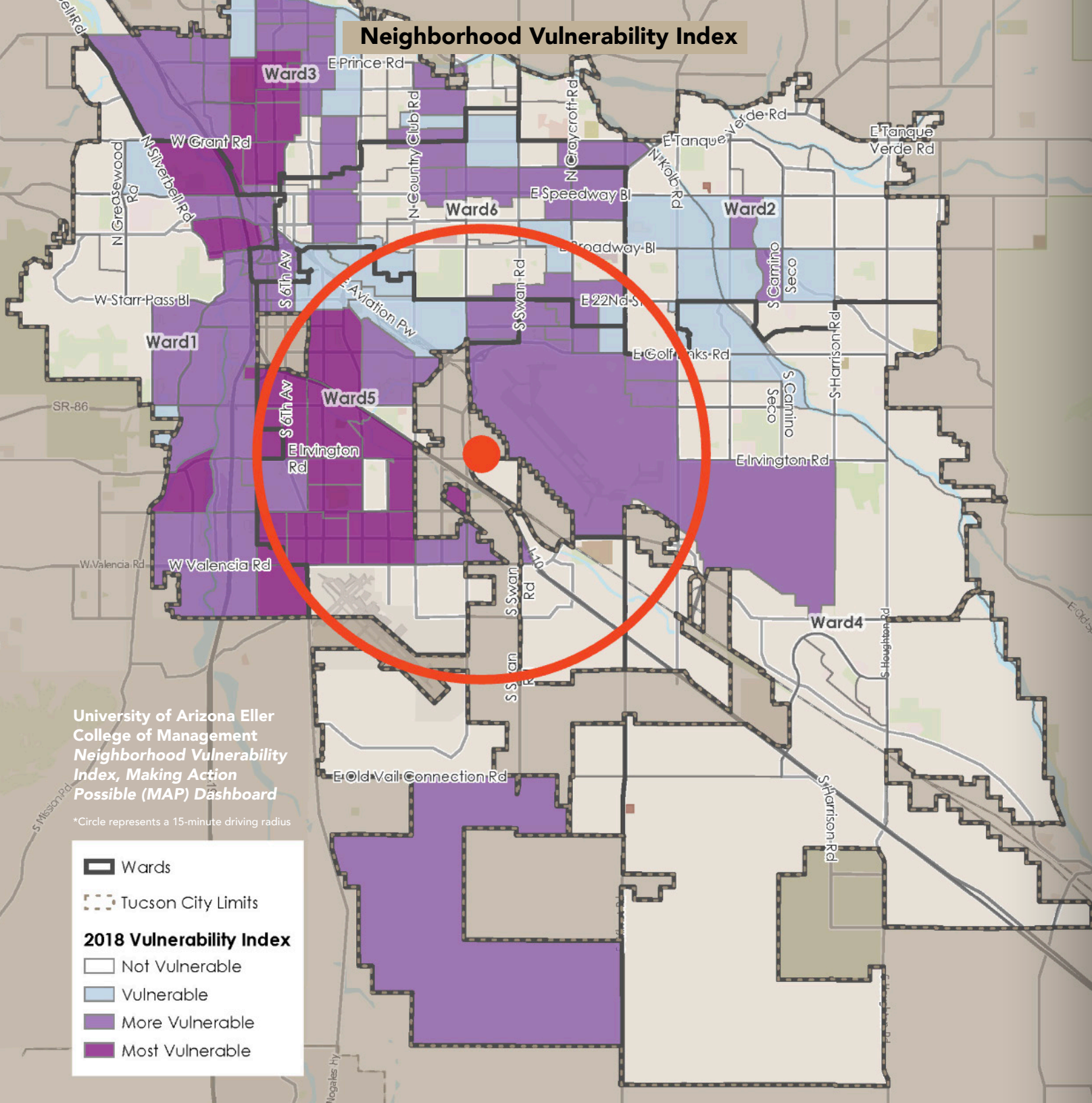
# SOCIAL CAPITAL AND QUALITY PROGRAMMING

The area around Second Sky experiences high neighborhood vulnerability, both compared to the national average and the broader Tucson community. Second Sky is built on the latest research about social and economic mobility, S.T.E.A.M. education, workforce development and community resilience, which points to the following solutions:

- Adopting a wholistic approach that starts at an early age.
- Providing crucial support for kids during after-school hours.
- Recognizing that in order to serve kids, we also need to serve caregivers (A 2Gen approach).
- Establishing connections for economic and social mobility that span age, friend group and class boundaries.
- Understanding that kids engaged in open-ended S.T.E.A.M. play within challenging yet supportive environments will become the highly skilled S.T.E.A.M. workforce that Tucson needs.



For more details on the research behind our design, visit [www.secondsky.org](http://www.secondsky.org) or contact Joseph O'Connell.





# WHY OUR STRATEGY WORKS

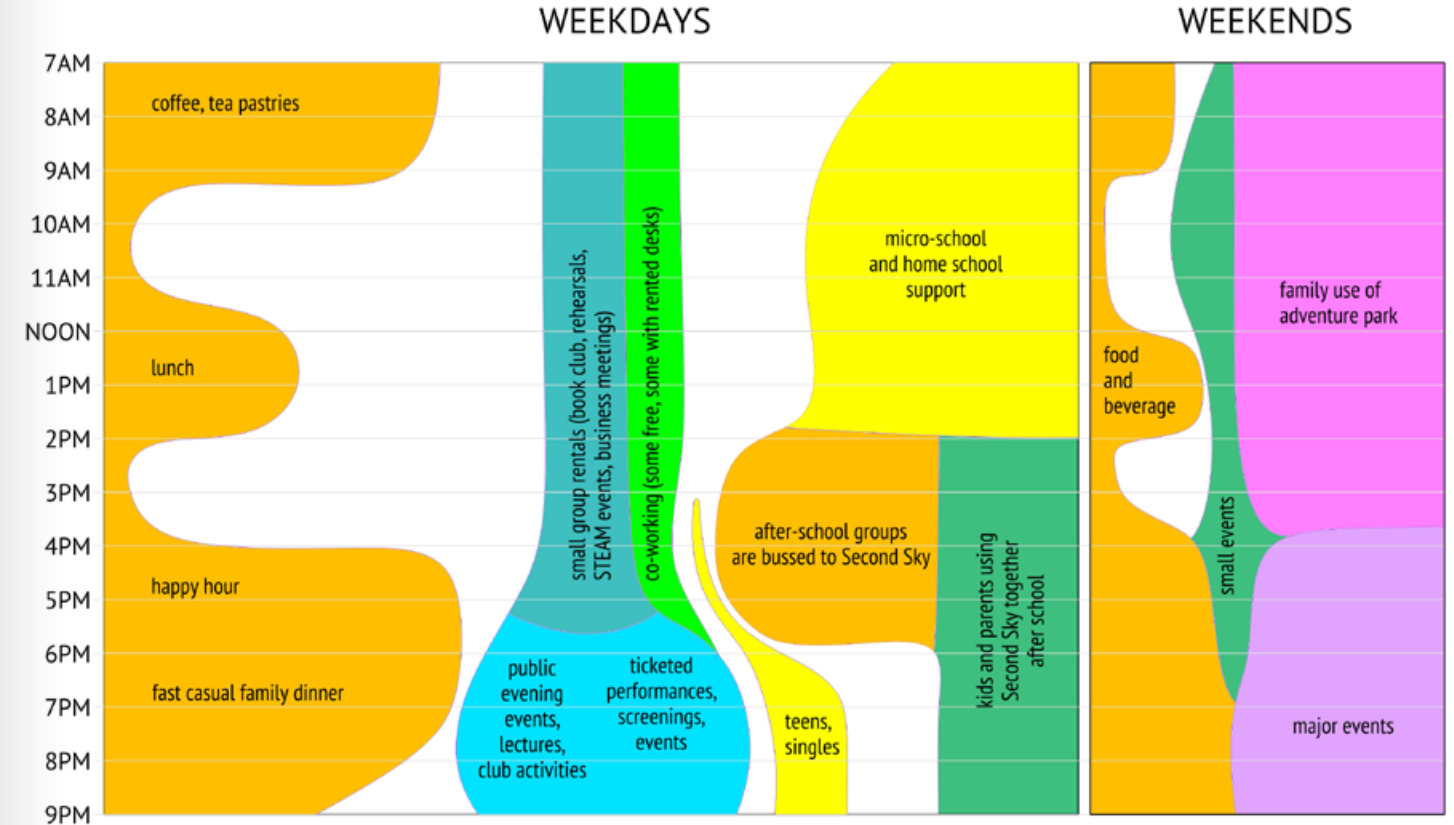
## Child-Directed Learning

In the right environment, kids can direct their own learning. We invest in a rich, challenging, yet safe environment. We provide trained 'playworker' supervision for safety, but trust kids to challenge themselves and learn how to solve problems creatively. This intentional programming is backed by research-based solutions, which include unstructured play combined with a structured environment.



## The Time Map

Filling all hours is crucial to supporting families, while also ensuring financial success. Every hour of the day presents an opportunity to educate, inspire, and build meaningful connections.



## Community Involvement

It all starts with community. It may seem paradoxical to build a fun facility to achieve S.T.E.A.M. education and workforce development, but in the long run that's the only way to do it. We start by solving people's real needs, then create a fun and positive space for adults and kids, then develop a community...and research shows that the educational and economic outcomes will follow.





# OUR LEADERSHIP HAS A TRACK RECORD OF SUCCESS

Our board members have a track record of success in all the areas that Second Sky will lead. We represent our community and we are ready to make this dream real, with your support.

## Board of Directors



Joseph O'Connell  
President and Founder  
Creative Machines Inc.



Karla Morales, MBA  
Vice President  
Arizona Technology Council



Terri Watson  
Elementary Teacher  
Tucson



Vanessa Hyland  
CEO/Founder  
Kaleidoscope Guild



Liz Pocock  
CEO  
Startup Tucson



PABlo Bley  
Executive Creative Director  
The3rdParty.co



## Creative Machines

Creative Machines is a world class creator of experiences for children and adults. We have built some of the most successful multi-generational educational spaces in the United States. All of these spaces have become tremendously popular across generations and active most hours of every day.

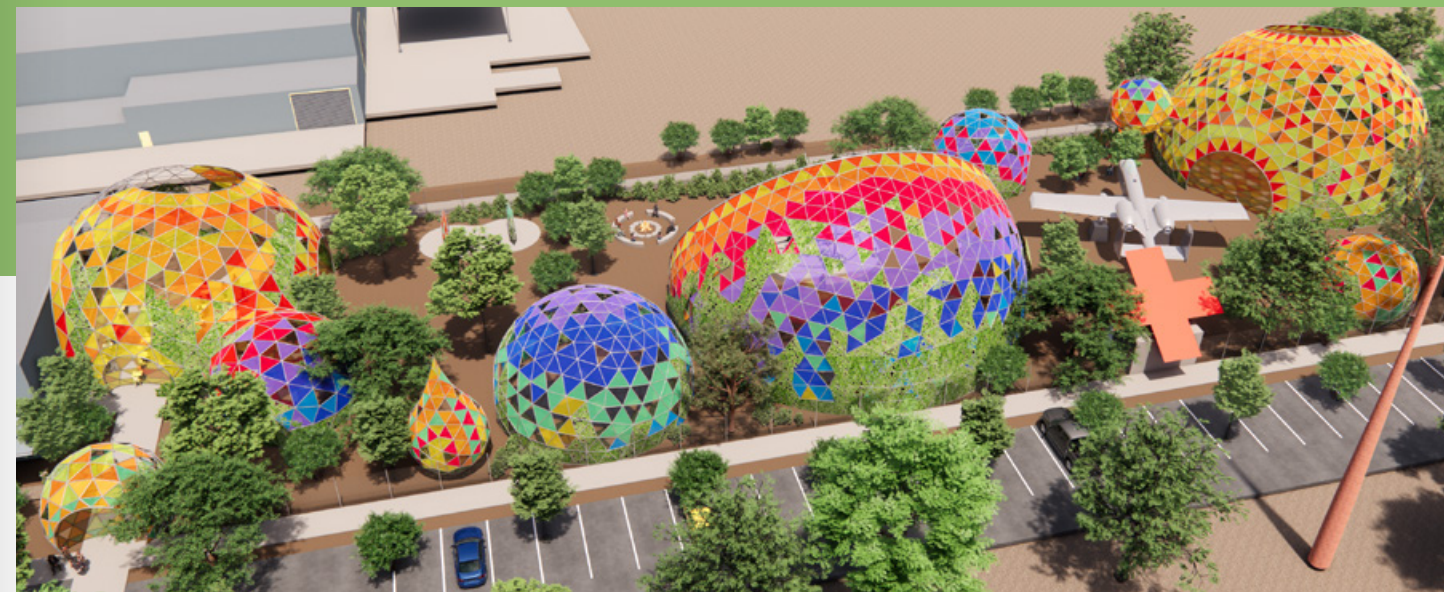
Our mission statement, established in 1995, is to create objects and environments that encourage creativity, support social interaction, and inspire self-confidence. We've been doing that for the rest of the world for nearly 30 years and we look forward to supporting Second Sky as Tucson's community hub! Learn more at [www.creativemachines.com](http://www.creativemachines.com)



# WE'RE HALFWAY THERE

We have the building. We have the ideal location. We have a devoted and growing following. We have community support. We are partnering with other Tucson non-profits. We have a sustainable economic plan once begun. We have a leadership team. What else do we need?

We simply need a one-time infusion of capital to get started. Everything else is ready to go!



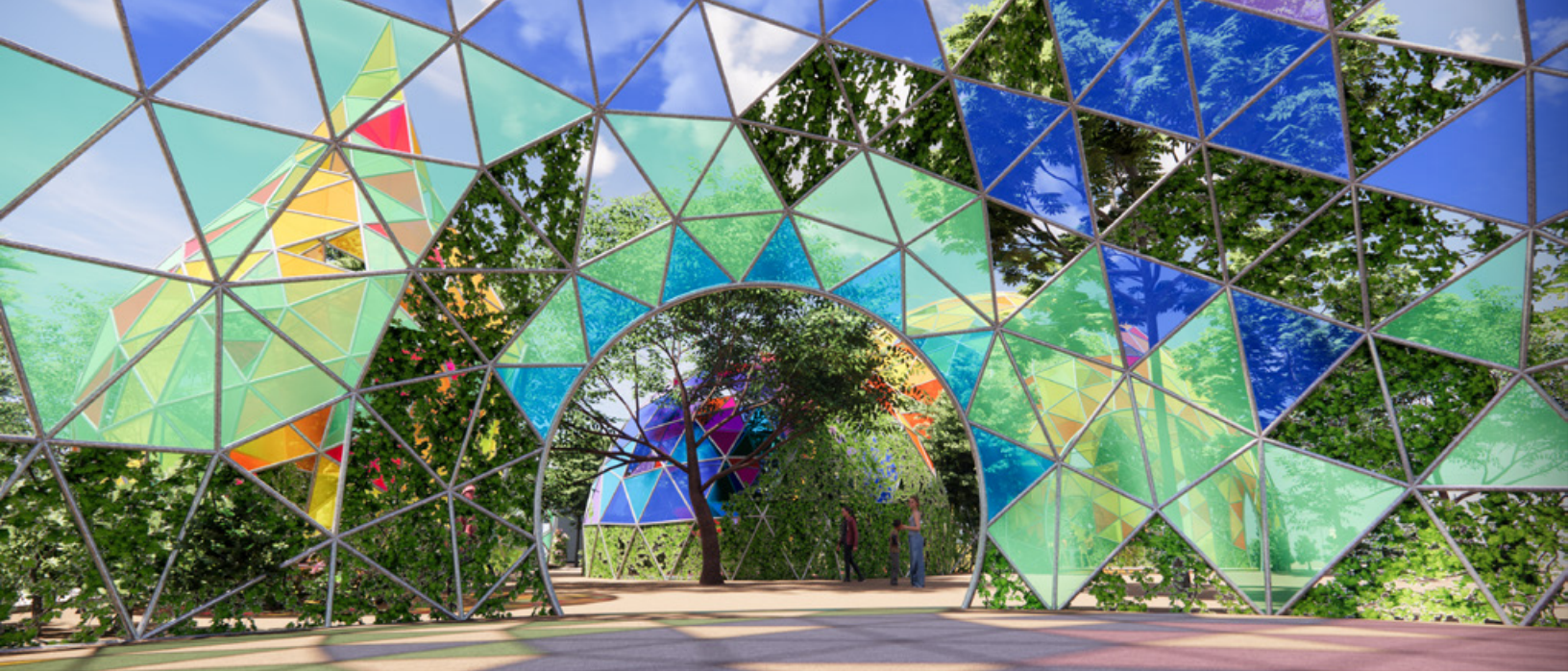


# OUR CAPITAL GOAL IS ACHIEVABLE

We estimate it will cost \$3.5M to build Second Sky. That's what we're asking from people and organizations like you who have a stake in Tucson's future. We especially need visionaries to start us off with contributions that signal to the rest of the community that this is a project worth supporting. All donations are tax-deductible by law, and there are a host of donor benefits, including public recognition.







# OUR PROGRESS

- Demonstrated need
- Years of outreach to community and non-profits
- Great location
- Building and land ready
- Preliminary Planning, Zoning, Development hurdles crossed
- Sustainable budget once operational
- Initial capital





# WHAT'S YOUR PASSION?

Do you have a passion for S.T.E.A.M. education, workforce development, improving economic mobility, or better support for single-parent families? Second Sky addresses all these issues through self-directed, social, outdoor adventure play in an inspiring environment that supports caregivers as well. We're here for everyone. Even if you are economically fortunate, Second Sky will make your life better. Some of our most ardent supporters are people who just want an amazing place to spend time with their family and friends.







**PLEASE GIVE TODAY**

Do you want to help bring Second Sky to Tucson? We are a 501c3 organization, so your gift is tax-deductible as allowed by law. Join us in making a lasting impact on our community and shaping a brighter future for all by becoming a giving partner.





# SECONDSKY

SCIENCE GARDEN + SOCIAL CLUB

## COMMUNITY

A vibrant and inclusive space for the community that partners with other non-profits to serve individuals, groups, and families.

## INTERACTIVE PLAY

Exciting, dynamic and hands-on activities to encourage kid-directed play, exploration, and discovery.

## S.T.E.A.M. LEARNING

Support for all students to build creative problem-solving and critical thinking skills.



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[info@secondsky.org](mailto:info@secondsky.org)