



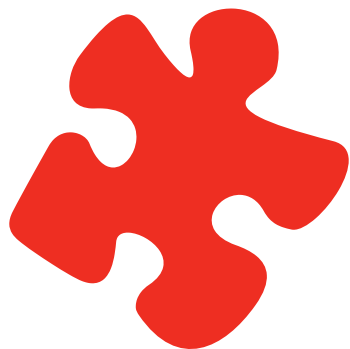
**Children's  
Museum**

OF RICHMOND

**30 Years**

---

# Annual Report 2010-2011



## A Letter from the Chairman of the Board of Trustees

On behalf of my fellow members of the Children's Museum's Board of Trustees and staff, I am proud to share a quick review of one of the organization's most significant years. In keeping with our 30th anniversary theme, we have picked 30 highlights of the museum's past fiscal year (July 1, 2010–June 30, 2011) and have given you a few descriptive sentences on each. The items are not listed in any particular order, except that we saved one of the most important for last: our donors. Without every person and organization listed, the preceding 29 items– and much of what happens everyday– could not have been possible. If you are listed on these pages, we thank you and encourage you to continue your support of our programs. If you are not listed among our donors for the past year, we ask that you consider including the Children's Museum of Richmond and the growing numbers of children we serve in your year-end giving plans. If you would like to know more, please visit our web site at [ChildrensMuseumOfRichmond.org](http://ChildrensMuseumOfRichmond.org) or give us a call.

A handwritten signature in blue ink, located to the right of the main text. The signature is stylized and appears to read 'Brian R. Pitney'.

Brian R. Pitney, Esq.  
Chairman, Children's Museum of Richmond  
Board of Trustees

# The Year at a Glance

1. Attendance Reaches All-Time High
2. Most Free Visits in 30 Years Thanks to Scholarship Fund
3. 30¢ Kids' Days Mark Museum's 30th Year
4. Little Golden Books Original Art Makes Only Virginia Appearance
5. School Superintendents Form Board Advisory Council
6. Short Pump Welcomes More Than 130,000 visitors
7. Special Nights For Special Needs Give Families a New Option
8. New Living Tree House Exhibit Opens in Partnership with the Virginia Living Museum
9. Every Richmond Public School 1st & 2nd Grader Visits Free of Charge
10. 2nd Central Virginia Heart Gallery Highlights Children Waiting for Forever Families
11. QR Codes Show Parents the Educational Value of Museum Exhibits
12. Target Nights Increase Museum Access
13. Kids' Carniball Brings Rio to Richmond
14. Membership Sales Soar
15. Celebrating 5 Years of Producing the Folk Fest Children's Area
16. Polar Train Enhances Winter Magic
17. A Feel For Color: Textured Art Touches the Visually Impaired
18. Volunteer Hours Highest Ever
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20. Commonwealth Parenting Offers Advice to Museum Member Families
21. Museum Partners to Create Heart the Arts Festival
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23. Tea With Santa Returns to Miller & Rhoads
24. Children's Museum Minute Highlights Community Partnerships
25. Volunteerism by Young People Recognized with Scholarship
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28. Earned Income Is 80% of the Museum's Operating Revenue
29. The Numbers
30. The Donors Who Make It All Possible

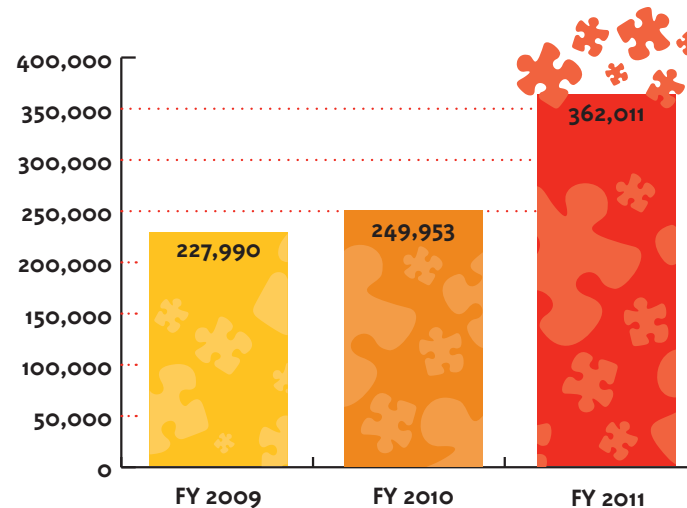
## Meet the staff!

The museum's staff worked hard to make CMoR's 30th Anniversary memorable. Look for their photos as children themselves alongside the events or projects that were near to their hearts!

# 1

## Attendance Reaches All-Time High

Thanks to a full calendar of public events, efficiencies in social media and a new location, more people than ever are visiting the museum. The chart below shows the museum's attendance growth over the past three years. With more than 360,000 visitors, the Children's Museum of Richmond's visitation places it among the top 5 percent of children's museums in the nation.



# Most Free Visits in 30 Years Thanks to Scholarship Fund

While all of our community's children benefit from the Children's Museum, those children with fewer opportunities for intellectual stimulation outside the classroom benefit the most. But sadly, these children often cannot afford the cost of admission. The Children's Museum's privately supported Scholarship Fund changes all that. Thanks to contributions from the community, 14,239 visitors received free or discounted admission. In fact, 35% of all the museum's visitors pay less than the full admission price, giving children the opportunity to be enriched, enlightened and inspired by the museum's programs and exhibits.



**Alma Cheyne**  
Group Education Coordinator

# 2

“

Our field trip was fantastic from start to finish! The educational program was great and our students had a wonderful experience.

-Pre-K teacher at J.A. Chalkley Elementary

”

“

We really appreciated the reduction in rate for being a Title I school as this is a valuable educational experience for our children.

-2nd grade teacher at Longdale Elementary

”



# 3

**30¢**  
**KIDS' DAYS**

## 30¢ Kids' Days Mark Museum's 30th Year

To celebrate 30 years of learning through play, the museum offered all children admission for just 30 cents on the 30th of each month. More than 8,500 children and families enjoyed the museum on 30¢ Kids' Days during the first half of 2011.

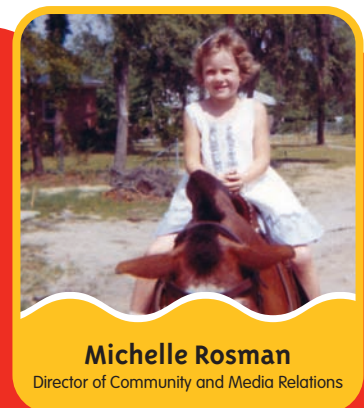


# Little Golden Books Original Art Makes Only Virginia Appearance

Sixty original pieces of art from the Little Golden Books series made a whimsical exhibit loved by children and adults alike. Thanks to support from Dominion Resources, visitors were able to see the iconic art featured throughout the book series' 65 year history including illustrations by Richard Scarry and Garth Williams. With artwork from treasured titles like *The Pokey Little Puppy*, *The Little Red Hen* and *The Saggy Baggy Elephant*, the Children's Museum of Richmond was proud to bring this rare and remarkable experience to Central Virginia.



# 4



**Michelle Rosman**  
Director of Community and Media Relations

# 5

## School Superintendents Form Academic Board Advisory Council

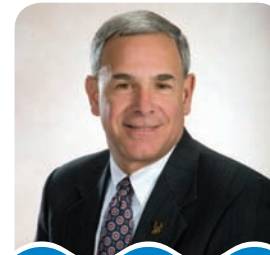
The Superintendents of the public school systems in Richmond, Henrico, Chesterfield and Hanover agreed to form a special Academic Board Advisory Council to provide advice to the museum's Board of Trustees. All four expressed interest in helping direct the museum's policy and programming. Their input is already informing the museum's leadership as it initiates the organization's next strategic plan.



**Dr. Yvonne Brandon**  
Superintendent of Schools  
City of Richmond



**Dr. Marcus Newsome**  
Superintendent of Schools  
Chesterfield County



**Dr. Patrick Russo**  
Superintendent of Schools  
Henrico County



**Dr. Jamelle Wilson**  
Superintendent of Schools  
Hanover County



**Jennifer Boyle**  
Director of Education



## CMoR Short Pump Welcomes More Than 130,000 visitors

The first children's museum satellite location in the country saw 130,000 visitors in its first year, propelled museum family memberships to an all-time high of 5,500 and was quickly embraced by the Western Henrico Community. The bump in attendance and memberships also helped CMoR Central host more children with scholarship visits.



# 6

“

We love CMoR! Thank you, thank you, thank you for opening a second location. My husband and I are from a much larger city where the options for educating while playing extend beyond the number available here in Richmond. Opening a second location of CMoR means that Richmond has another appropriate place to take children during the hot or cold months at times during the year when going outside is hard on small children. I hope there will be another branch of CMoR in yet another location in the future so as to add another place to take children.

”



**Lilly Webster**  
Assistant Guest Services Manager

# 7



## Special Nights For Special Needs Give Families a New Option

In an effort to give all children an opportunity to experience exhibits and programs, the museum's education staff offered four evenings devoted exclusively to children with special needs. Thanks to a gift from The CarMax Foundation, the staff received special training and materials to make the events as impactful as possible.

“

Thank you so much for the Special Night for Special Needs last Wednesday at Children's Museum. I was even more excited to hear about the grant from CarMax to fund the events moving forward- that is incredibly kind AND generous of them. We have sold three cars and bought two (and use their service department) from CarMax- we are big fans and now even bigger fans.

”

“

I just wanted to tell you how much my family enjoys - and appreciates - the Special Night for Special Needs at the Children's Museum. Our entire family looks forward to this event. But our special needs son Christopher gets the most excited. He talks more (and remembers more) about this event than anything else he does.

For this fun, inexpensive, and (relatively!) quiet event to be offered to the special needs kids in our area is a tremendous blessing to those families. Please pass this message - and my thanks - along to everyone involved in funding, planning, and participating in this fantastic event. Your hard work has not gone unnoticed.

”

“

For my family, those events are a godsend. My son, Alex, is five years old and has a rare syndrome that has resulted in severe speech/language and developmental delays as well as Sensory Integration issues. He LOVES the Children's Museum but is easily overwhelmed with the typical Saturday/Sunday crowds. Having the Special Night for Special Needs allows our family to enjoy the many exhibits without a meltdown.

There were many staff members and volunteers this time that were very accommodating and helpful to us.

Thank you again and we look forward to the next event!

”

# New Living Tree House Exhibit Opens in Partnership with the Virginia Living Museum

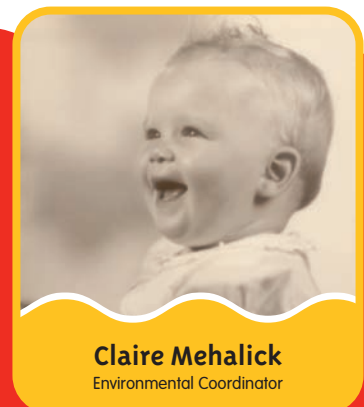
The Tree House exhibit has long been a centerpiece and a favorite at the museum. Thanks to a grant from The Beirne Carter Foundation and The Windsor Foundation Trust Under the Will of Quincy Cole, the museum was able to do a major renovation of the exhibit, making it considerably larger and expanding learning opportunities. The renovation introduced improved safety components, a new 2nd story observation area, an exit slide and upstairs and downstairs tree houses. Through a growing partnership with the Virginia Living Museum, the exhibit is also home to live mice, tree frogs and turtles that love watching the children play.



# 8

*The Beirne Carter Foundation*

*The Windsor Foundation Trust  
Under the Will of Quincy Cole*





# 9



*E. Rhodes & Leona B.  
Carpenter Foundation*

## Every Richmond Public School 1st & 2nd Grader Visits Free of Charge

Thanks to a grant from the MeadWestvaco Foundation and the E. Rhodes and Leona B. Carpenter Foundation, every 1st and 2nd grade student in the Richmond Public Schools received a free field trip to experience the art of the Little Golden Books, with an SOL-based education program designed just for them. Students read a special Little Golden Book, wrote and illustrated their own books to take home, and had a special tour of 60 pieces of original art.



**Jessica Shindler**  
Program Educator



**Megan Noakes**  
Program Educator



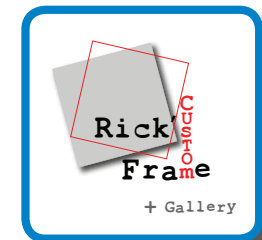
## 2nd Central Virginia Heart Gallery Highlights Children Waiting for Forever Families

Working with social services professionals, the museum led the effort to bring the Central Virginia Heart Gallery back to the community. Thanks to Rick's Custom Frame Gallery, which donated framing services, and Lisa Schafner, who emceed the exhibit's opening event, portraits of 27 children in foster care were on display at the museum in hopes of inspiring adoptive parents to create "Forever Families" for them.



# 10

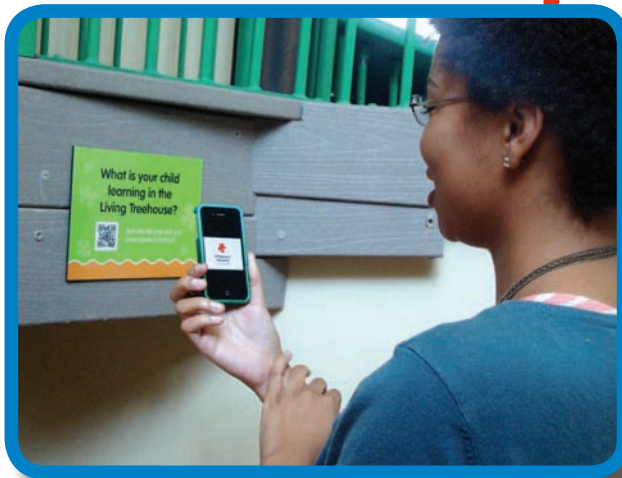
*Heart*  *Gallery*



# 11

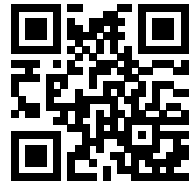
## QR Codes Show Parents the Educational Value of Museum Exhibits

How great would it be to have the museum's Education staff explain the educational value of all the exhibits and provide advice on how to extend learning beyond the museum to every visitor? QR codes and smart phones now make that possible. Adults can use QR codes at each exhibit to access YouTube videos which feature museum educators sharing important information for parents, caregivers and teachers.

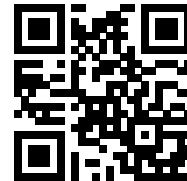


### See for yourself!

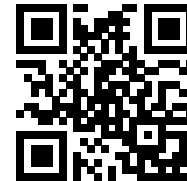
Scan any of these QR codes with your smart phone to see what museum guests are learning about CMoR exhibits!



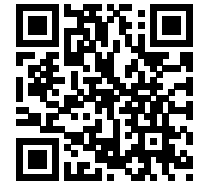
The Bank at  
CMoR Central



Little Farm at  
CMoR Central



The Living Treehouse  
at CMoR Central



The Safari Train  
at CMoR Short Pump



**Suzie Zeh**  
Marketing Manager



**Tara Swinford**  
Graphics Coordinator

## Target Nights Increase Museum Access

Thanks to support from Target, the museum can open one Friday evening each month and only charge \$1 admission, allowing many families to visit who might not be able otherwise.



“We thought it was a great way to check out the museum at very little cost. Our daughter loved the Little Farm”

“It was great and my family really appreciates what Target is doing for the families in Richmond. Keep up the good work!”



“Excellent benefit - we wouldn't have been able to come if it wasn't for the discount in price. 'Thank you' so much for helping my kids be able to come to the museum.”

# 12



**Candace Ross**

Database & Information Coordinator



# 13

Carniball



## Carniball Brings Rio to Richmond

In its second year as an all-day family event, Kids' Carniball brought the Latin Ballet, Parrots of Paradise and Ban Caribe to over 1,400 children and families, thanks to support from the E. Rhodes and Leona B. Carpenter Foundation. The evening before, grown-ups had the opportunity to experience their own version of Rio, with food, drink and dancing inspired by South American culture. The evening included an auction organized by the museum's Junior Board, raising more than \$74,000 for the museum's Scholarship Fund.





## Membership Sales Soar

This year, the number of families purchasing memberships to the Children's Museum grew 57% from 3,500 to 5,500. Not only does a museum membership give an entire family unlimited visits throughout the year, but it also gives exclusive privileges like Member-only Mondays, previews of new exhibits and Member Appreciation Month held each May.

# 14



**Ian Francis**  
Membership Coordinator

# 15

## Celebrating 5 Years of Producing the Folk Fest Children's Area

The Children's Museum of Richmond used the best of its hands-on traveling experiences to build the Children's Area at the Richmond Folk Festival. Over the past five years, the museum has given more than 100,000 children and their families the chance to make their own art while being inspired by the artists all around them.



**Bekah Miller**  
Art Studio Assistant



**Butch Wilson**  
Facilities Technician

## Polar Train Enhances Winter Magic

Thanks to a gift from the Mary Anderson Harrison Foundation, the museum was able to bring a new, interactive element to its holiday and winter programs. The Polar Train added great excitement while children waited for their special time with Legendary Santa, and continued to provide great fun until the first blooms of spring.



# 16

*Mary Anderson  
Harrison Foundation*



**Rock Pride**  
Director of Facilities & Exhibits



# 17

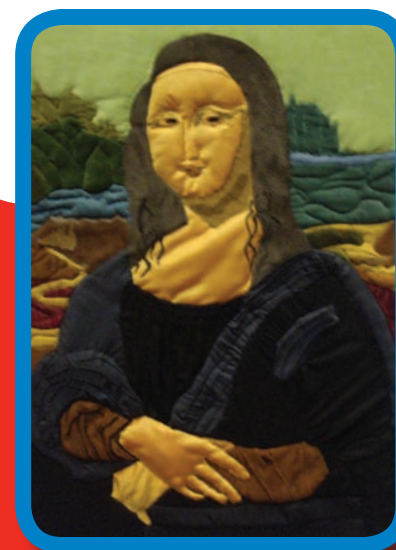
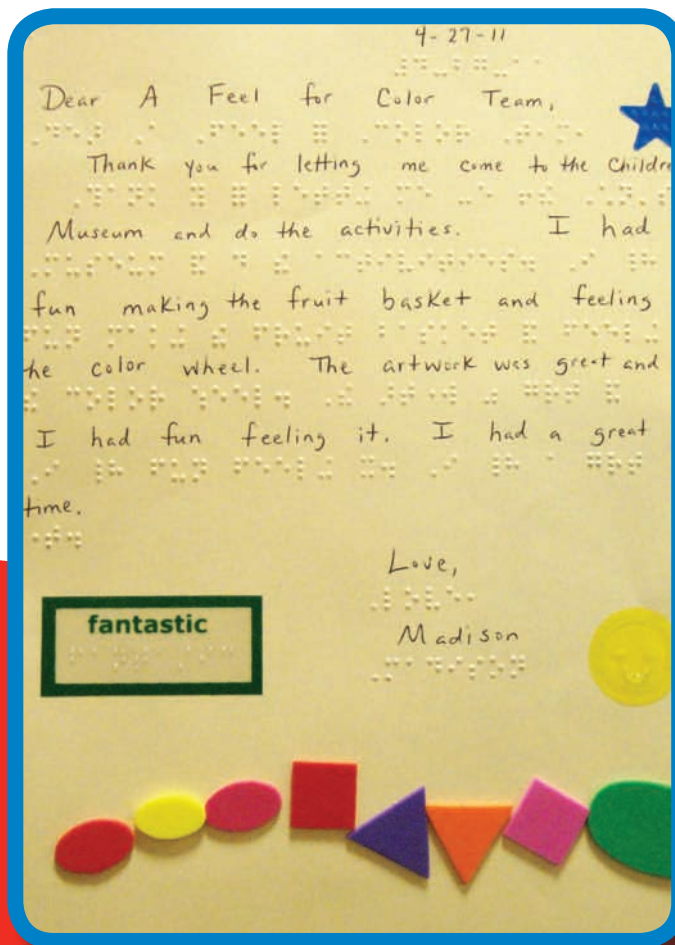


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DESIGN ■ COPY ■ PRINT ■ COMMUNICATE



## A Feel For Color: Textured Art Touches the Visually Impaired

Generous sponsorship provided by Richmond Eye & Ear Foundation and Alphagraphics brought the museum an exhibition by artist Sally Barker. Barker reinterprets famous paintings such as Vincent van Gogh's *The Starry Night* or Edvard Munch's *The Scream* amongst many others by quilting them in different textures, giving visually impaired visitors a way to "see" significant works of art.



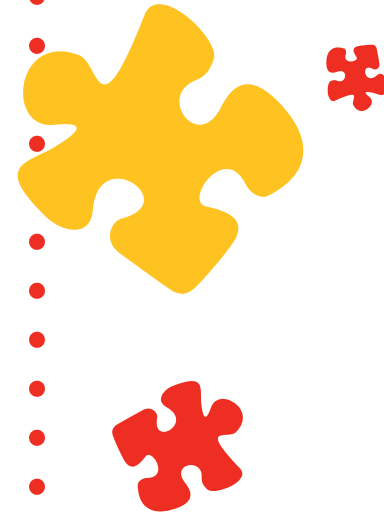


## Volunteer Hours Highest Ever



This year, the Children's Museum of Richmond put its strong team of volunteers to work in just about every capacity. From organizing and working special events to assisting camp teachers to preparing materials for young artists in the art studios, volunteers filled gaps and enabled the museum to serve more guests than ever before. Last year, volunteers provided just over 12,000 hours of service.

# 18



**Schuyler Davis**  
Marketing & Development Coordinator



**Alison Ballard**  
Guest Services and Volunteer Coordinator

# 19

Thinkfinity |  verizon foundation

## National Reading Month Brings Book Characters and Celebrity Readers

Clifford the Big Red Dog, characters from Pooh Corner and Super Why all stopped by in March, thanks to Thinkfinity and the Verizon Foundation to help foster a love of reading in the museum's young visitors. Families at both locations enjoyed story time with caring adults who donated their time to read to children.



## Commonwealth Parenting Offers Advice to Museum Member Families

The partnership between the Children's Museum and Commonwealth Parenting expanded this year to include development of a Parent Guide for the new Short Pump location as well as direct interaction during Member Mondays. Parents had the opportunity to visit with a Commonwealth Parenting representative and glean helpful insight into everyday parenting issues.



# 20



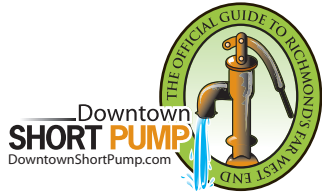
**Laura Madsen**  
Guest Services Manager



# 21

The Cultural Arts Center  
*At Glen Allen*

*charles* SCHWAB



**Meredith Timberlake**  
Director of Arts

## Museum Partners to Create Heart the Arts Festival

The museum and the Cultural Arts Center at Glen Allen combined forces to develop an arts festival in West Broad Village. Featuring local artists, musicians and food vendors, the Heart the Arts Festival provided a wonderful family-friendly day that introduced area residents to exciting, creative opportunities available right in their own community.



# 2011





## New Treasure Dig Area Embraced in Short Pump

Museum visitors often influence the design of exhibits, but when parents started pulling benches up to the always-crowded little treasure dig pit at CMoR Short Pump, something had to be done—and fast. Thanks to a grant from Henrico County, a new, bigger exhibit was built to give more children the chance to play while adding comfortable seating for parents.

“

I loved the changes to the treasure dig area. There is more room for the kids to dig, there is a place for parents to sit, and the shoes can be neatly stored in the cubbies. A huge improvement!

”



Richmond Times-Dispatch photographer Mark Gormus

# 22



**Josh Woods**  
Exhibit Technician

# 23

## Tea With Santa Returns to Miller & Rhoads

After hosting Tea with Santa for five years, the museum partnered with the Hilton Garden Inn to bring the tradition back to its original home in the Miller & Rhoads flagship store. Guests enjoyed Santa, the Singing Elf and Snow Queen while surrounded by the memories that made Santa Legendary.



“

“Those days were such magical memories and being back at the old Miller & Rhoads and seeing the memorabilia and listening to Santa say the same things at the Tea was just too much for this mama! What a great and precious memory we are making through four generations!”

”

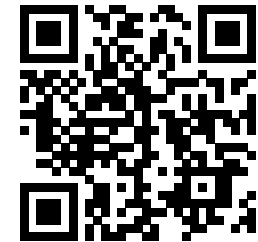


# Children's Museum Minute Highlights Community Partnerships

The museum highlights the organizations that bring value to children and families through the Children's Museum Minute that airs each week on WWBT Channel 12.



# 24

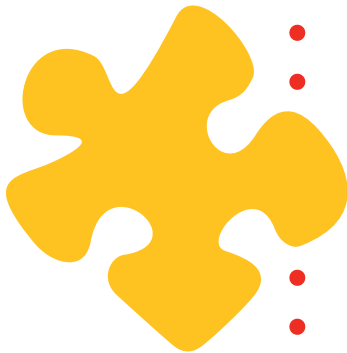


Scan HERE with your smart phone  
to watch a Museum Minute!



**Karen Coltrane**  
President & CEO

# 25



## Volunteerism by Young People Recognized with Scholarship

The Junior Board took on the challenging job of determining which one of the many high school students who volunteered at the museum best represented the organization's values. The 2011 Scholarship for Volunteer Excellence Given in Honor of Sally Bagley was awarded to Allen Black, then a senior at the Appomattox Governor's School, who started at Randolph-Macon College this fall. Allen has given nearly 100 hours, volunteering in camps and during many museum events.



**Stacy Smith**

Community Partnership Coordinator



## Junior Board Makes a Difference Throughout the Museum

The museum's Junior Board is comprised of individuals who share their talent to benefit the museum for everyone. As volunteers and donors, Junior Board members are hands-on leaders who help recruit and recognize other volunteers, welcome member families to the museum and solicit gifts to make the Carniball auctions financially successful.



# 26

### CMoR JUNIOR BOARD

**Chair:** Tunstall Willis  
Karen Berson  
Suzanne Carley  
Elizabeth Costello  
Lee Dolan  
Andrea Erda  
Karen Gilmore  
Jenni Gott  
Farrar Graham  
Kristin Gray  
Dana Hennesey  
Kerry Lemons  
Emily LeVasseur  
Maggi Lewis  
Alison Martin  
Meredith McNamara  
Carli Nelson  
Muriel Pitney  
Megan Pollard  
Catrina Restelli  
Anya Townsend  
Melissa Wood

## CMoR Board of Trustees Gives Time and Talent

Led by Brian Pitney, a partner with the law firm Sands Anderson, Marks & Miller, P.C., the museum's Board of Trustees is a dedicated group of people who give their time, leadership and support to make the museum a great place for children – and thereby make Richmond a great place to live. This past year, the Board oversaw the implementation of the strategic plan's branching strategy, making the Children's Museum the first in the nation to open a satellite location. In so doing, the Board's bold leadership resulted in impressive growth during challenging economic times, and expanded the organization's mission to serve even more children and families.

### BOARD OF TRUSTEES

**Chair:** Brian R. Pitney, Esq.  
 Henry H. Berling  
 Anne Axton Burnett  
 Andrea Childress  
 Mark S. Cross  
 Marc K. Elim  
 Jane C. Ferrara  
 David Gallagher  
 Mary Anne L. Graf  
 Iris E. Holliday  
 E. Darrell Jervy III  
 Jennifer McAdoo  
 Adria Graham Scott  
 Paul Van De Putte  
 Randolph W. Wyckoff



## Earned Income Is 80% of the Museum's Operating Revenue

A long term goal was realized this year when 80% of the museum's revenue came from admissions, memberships, birthday parties, camps, Legendary Santa pictures, gift shop sales and facility rentals. The remainder (20%) of the \$2.7 million needed to keep both locations open 359 days each year comes from donations.

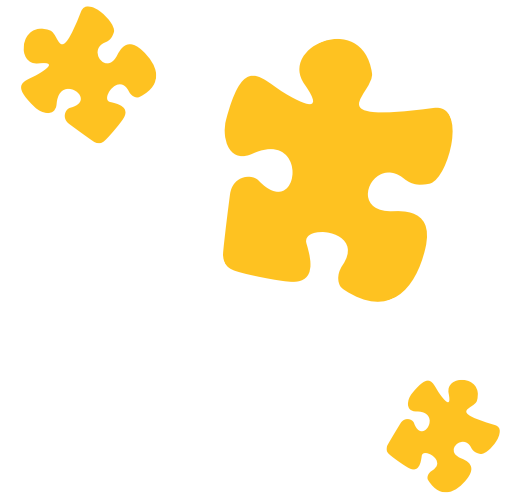


**AJ Matthews**  
Facilities Technician

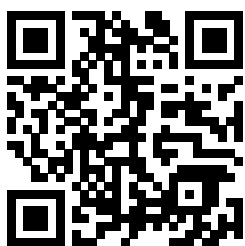


**Cati Howard**  
Party & Rental Coordinator

# 28



# 29



Scan HERE with your smart phone to view the museum's audited financial statement

## The Numbers: Financial Overview for the Year Ended June 30, 2011

### OPERATING FUNDS

#### Contributions & Grants

Individuals	\$ 124,217
Foundations	57,585
Corporations	290,076
Special Events	73,381
Gifts In Kind	73,335
Other	36,099

**Total Contributions & Grants \$ 654,693**

#### Earned Income

Admission	\$ 809,064
Membership	576,690
Museum Shop Sales	191,974
Education Programs	135,930
Program Activities	335,005

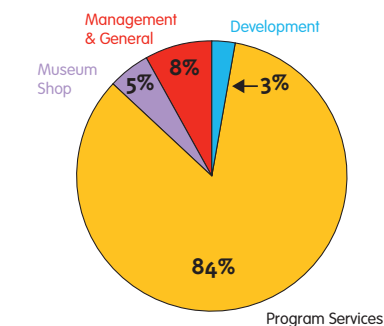
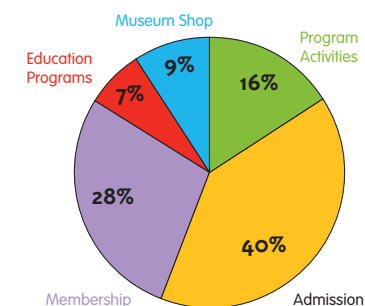
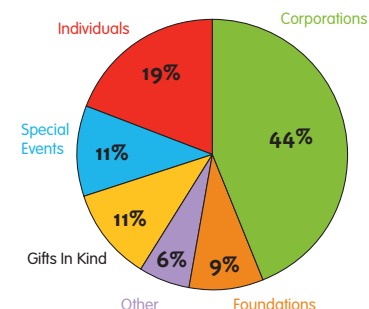
**Total Earned Income \$2,048,663**

**Total Revenue \$2,703,356**

#### Expenses

Program Services	\$ 2,262,691
Management & General	208,609
Development Activities	78,228
Museum Shop	131,421

**Total Expenses \$2,680,949**



**Susie Gibbons**  
Chief Financial Officer



**Sharon Fells**  
Finance Assistant



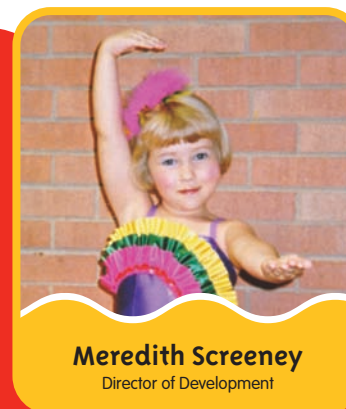
## The Donors Who Make It All Possible

The gifts given by those listed on the following pages represented 20% of the museum's operating budget, and 100% of its capital expenditures. This list reflects gifts received between July 1, 2010 and June 30, 2011. Every effort has been made to ensure that names are listed correctly. If this is not the case, please contact us at 804.474.7005 so we may correct our records. Everyone associated with the Children's Museum of Richmond deeply appreciates the gifts received and thanks each of you, again, for supporting the Children's Museum.

Mrs. Philip J. Bagley III  
Mr. & Mrs. Henry Berling  
Mr. & Mrs. Jory Berson  
Anne Marie & Bill Blatt  
Kim & Ryan Bradley  
Mr. & Mrs. J. Stewart Bryan, III  
Mr. & Mrs. Rudolph H. Bunzl  
Ann W. Burrus  
Mr. & Mrs. Jeffrey L. Childress  
Karen & Rick Coltrane  
Mr. & Mrs. Mark S. Cross  
Anna & Fleetwood Garner Family  
Freeman Family Fund  
Susie & Bill Gibbons  
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Mr. & Mrs. Harry Grandis  
Dr. & Mrs. Scott Gullquist  
Terrell & Elliott Harrigan  
Iris E. Holliday  
Mrs. Margaret Freeman Howerton  
Ivan Jecklin & Allison Weinstein  
Mr. & Mrs. E. Darrell Jerve, III  
Manuel & Carol Loupassi

Mr. & Mrs. Charles S. Luck, III  
Steve & Kathie Markel  
The McAdoo Family  
Malcolm S. & Sonia R. McDonald  
Foundation  
Dorothy B. Mehalick  
Mr. & Mrs. William S. Mistr  
Mrs. Chiswell D. L. Perkins  
Barbara R. Peskin  
Brian & Muriel Pitney  
Myron H. Reinhart  
Jim & Panny Rhodes  
Mr. & Mrs. Gregory B. Robertson  
Gilbert & Fannie Rosenthal  
Mr. & Mrs. W. Jerrold Samford  
Mr. & Mrs. John Schmohl  
Evie & Strother Scott  
Mr. & Mrs. Richard L. Sharp  
Tom & Scottie Slater  
Mr. & Mrs. Wallace Stettinius  
Mr. & Mrs. Richard G. Tilghman  
Susan & Mike Trenkle  
Mr. & Mrs. Randolph W. Wyckoff

# 30



**Meredith Screeney**  
Director of Development



## Gifts to the museum July 1, 2010 through June 30, 2011

### Individual Donors

#### Donors from \$500 to \$999

Mr. Stephen Craig  
Mr. & Mrs. Duke Dolan  
Mr. & Mrs. Thomas Farrell  
Mr. & Mrs. David Gallagher  
Yvonne & Charles Gold  
Philanthropic Fund  
Kirsti & Matthew Goodwin  
Mr. & Mrs. Peter Gott  
Mary Anne Graf  
Lindsay & Brent Halsey  
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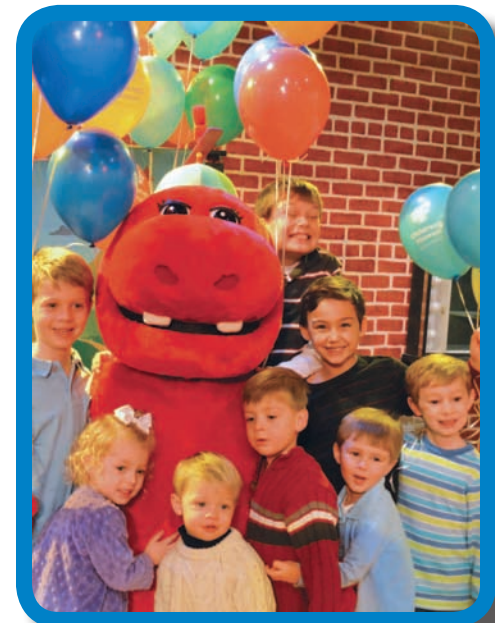
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**Thank you to everyone listed within  
 this Annual Report for supporting  
 the Children's Museum of Richmond.  
 We hope we can count on you again this year!**





## Our Mission

The Children's Museum of Richmond, a not-for-profit organization, exists to create innovative learning experiences for all children, and those who support them, that inspire the next generation of creative problem solvers.

## Our Vision

The Children's Museum of Richmond will foster a community that recognizes and appreciates that children grow and learn through play.

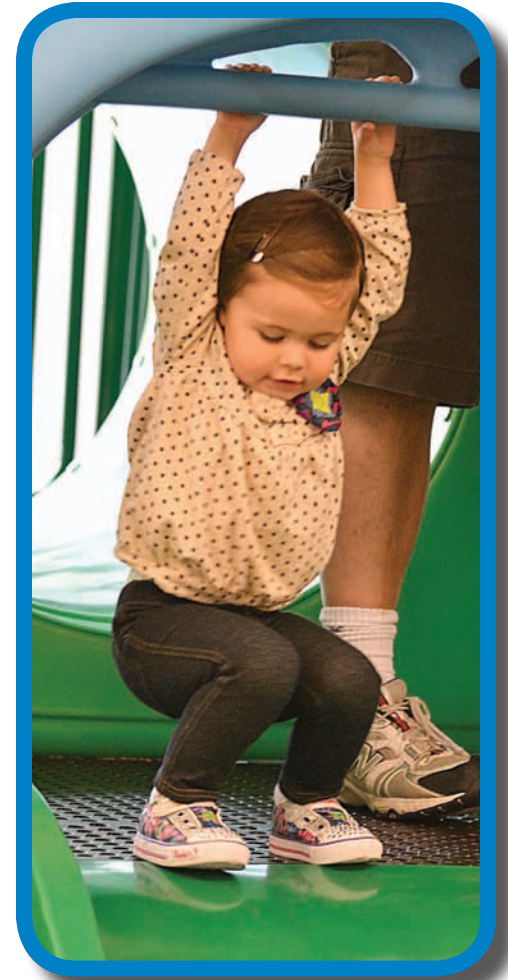
## Our Values

We value learning.

**Children:** We have respect for all children and their amazing abilities. We are passionate about the process of learning and the importance of play. We want to inspire their creativity, curiosity and exploration.

**Our People:** We surround ourselves with trustworthy people who thrive on a team and share our energy, passion, creativity, and optimism. We learn by listening to children, families, teachers and others who support them.

**Community:** We seek partnerships and collaborations that benefit young children. We celebrate our community's diversity and offer a safe place for all children to interact, play and learn.



**Charlotte Jensen**  
Director of Human Resources





# **Children's Museum**

OF RICHMOND

CENTRAL

2626 West Broad Street  
Richmond, VA 23220  
804.474.7000



# **Children's Museum**

OF RICHMOND

SHORT PUMP

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