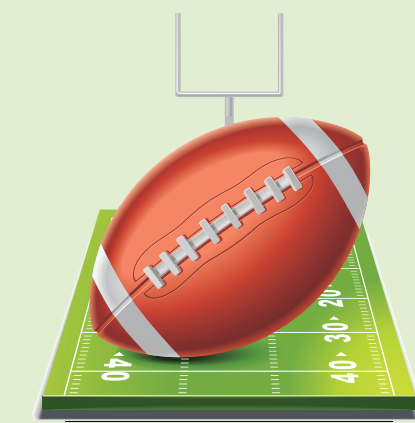


# Your Contributions

In 2012, CMoR grew to  
**66,000**  
 square feet  
 of exhibit space  
 which is equivalent to



**1.2 football fields**

**Admissions: 30%**



**Memberships: 25%**



**Shop & Carousel: 11%**



**Parties & Rentals: 7%**



**Legendary Santa: 5%**



**Educational Programs: 2%**



**CMoR Volunteers** worked  
**10,274 hours**  
 providing  
**\$232,192.40**  
 in additional in-kind support



# 80%

of CMoR's budget  
 is earned through  
 museum operations



Visitors to CMoR in 2012:

# 362,755

Making CMoR the **15th most visited**  
 out of over 300 Children's Museums in the USA

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[ChildrensMuseumOfRichmond.org/donors](http://ChildrensMuseumOfRichmond.org/donors)



# Children's Museum OF RICHMOND

# Impact Report 2011-2012





## The Donors Who Make It All Possible

The gifts given by those listed on this fold and on the back represented 20% of the museum's operating budget, and 100% of its capital expenditures. This list reflects gifts received between July 1, 2011 and June 30, 2012. 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.



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The Wachovia Wells Fargo Foundation  
Walmart Foundation

Donor list continues on the back panel.

## Made an IMPACT

49%  
of field trip  
students



visited CMoR for  
**FREE**  
or reduced admission

I truly appreciated how the lesson about dinosaurs had SOLs embedded throughout. The lesson reinforced so many of the objectives that I have been teaching this year. All the activities were well-planned and engaging.

Michelle Reed, Teacher, Miles Jones Elementary School



My class absolutely loves coming to CMoR! It is one of my favorite places to take my students. Special Education Mondays allow my students to learn specific topics that align with the Virginia Alternate Assessment. The teachers are wonderful about including all students in my class regardless of their ability levels.

Kelsie Myers, MoID teacher, Bailey Bridge Middle School



The other staff at Bensley Elementary School Head Start, the students and I were grateful for the opportunity to participate in such a fun and educational adventure. Thank you for seeking to incorporate diverse learners' needs into your programming. We have a legally blind child in our class this year; not only were the specific visual needs of my student met, our entire class was given a chance to see the exhibit through his beautiful eyes.

Danielle Todd, Teacher  
Bensley Elementary School

57,271

Non-members visited  
at a reduced price



— which is 31% of all non-member visits!

16,078  
children  
came on  
field trips  
this year.

CMoR field trips cover  
**94 out of 209**  
K-3rd Standards of Learning



1<sup>st</sup> Children's Museum  
in the country to have  
3 locations



Children's  
Museum  
OF RICHMOND  
CHESTERFIELD



CMoR was open  
**8,365 hours**  
— a 211% increase  
in hours open since 2009.



Scan this QR code with your Smart Phone to view the museum's latest audited financial statements and IRS Form 990, or visit CMoR online at [ChildrensMuseumOfRichmond.org/about/financials](http://ChildrensMuseumOfRichmond.org/about/financials)

18,175  
BOOKS

were provided by the  
Children's Book Bank  
to under-resourced children.

The museum has helped Rylan in so many ways its hard to point out just a few. From the early stages it really helped his gross motor skills, whether it was working on the car in the garage or putting apples in the basket at the apple tree. Eventually we moved to cognitive development as far as now being able to count the apples and recognizing different shapes and colors. However, it's the social aspect of the Children's Museum that I appreciate most for him. Since he is an only child, it was one of the first places he got the chance to develop social skills and interact with other children his age! Over all, a great experience. I would highly recommend membership to those even with infants.

Chad Sumner & Rylan Sumner (Age 4)  
members since September 2012

CMoR has over 5,500 members.

Our family joined the Children's Museum in the summer after our daughter turned 2. I must say that I never expected her to ASK me to take her to the museum on a weekly basis! We flip flop between the Central and Short Pump locations, as she has favorite activities at both. She could spend hours in the art studio: painting masterpieces while learning to mix colors, using fine motor skills to create a collage of textured fabrics, and finally grasping the concept that a little glue goes a long way!

It's evident that being at the museum has also taught her to be aware of and share her space. She is learning the art of time management while waiting for her turn with the scarves at Sun Tubes at Central and learning organization and coordination while she collects berries out of the bushes in Short Pump.

We are always looking forward to our next visit to the Children's Museum. And, as always, we are counting the days until we get to sit on Santa's lap! One of our favorite family traditions!

Rebecca S. Harvey  
Clare Harvey (Age 2)  
members since July 2012

