



**Children's
Museum**
OF RICHMOND

2013 Impact Report



She doesn't know she's learning.

Kayleigh's parents purchased the "Your Child on the Cover of CMoR's Impact Report" package at the 2013 Twilight Carniball auction which supports the museum's Scholarship Fund.

Improving the Early Childhood Experience



Dennis Bickmeier, President of Richmond International Raceway opens CMoR's Pit Stop exhibit, sponsored by RIR Care's. The exhibit opened in CMoR Chesterfield and traveled to the museum's other two locations in 2013. NASCAR celebrity guest appearances included Hermie Sadler, Sam Hunt and Sam Bass.



CMoR Board Treasurer Mark Cross and CMoR CEO Karen Coltrane open the Trees Across Virginia exhibit, sponsored by the MeadWestvaco Foundation, which opened in the Front Yard at CMoR Central.



**CMoR
Chesterfield
welcomed
its
100,000th
visitor.**



Improving Early Childhood Literacy

CMoR Board member and Capital One Senior Vice President of Brand Marketing Marc Mentry opens a new exhibit devoted to reading and early childhood literacy.

**28,569 books were
donated by the CMoR
Book Bank this year.**



Washington Redskins player Josh Morgan joins CMoR Board Chair and Dominion Director of Corporate Philanthropy Iris Holliday and CMoR CEO Karen Coltrane in honoring teachers Terry Hill and Christine Gay, and Virginia Tech football Coach Frank Beamer at the museum's first Book Bank Champion luncheon.



Each child at the Peter Paul Development Center received his or her own summer reading home library, thanks to donations to the CMoR Book Bank.

**427,889 visitors
ranking CMoR 8th
among the nation's
300+ children's
museums**

**6,495 area
families are CMoR
members and
visited an average
of 7.8 times
last year**

**Volunteers
gave 13,742 hours
of service this
year—the highest
in CMoR history!**

Improving Outreach



**44% of CMoR
non-member visitors
(99,172) were admitted
free or with a discount.**



Children participate in a Washington Redskins-themed program.

**Half of the 26,729
students who
visited on field trips
came free or at a
reduced price.**

**CMoR participated
in 168 offsite events**

Tuition Raffle

The museum's first Tuition Raffle, sponsored by VIRGINIA529SM, earned **\$136,000** for the museum, and provided four years of free college tuition for winner Jon Rittling.

Virginia529
College Savings Plan



Operating Results

Contributed Revenue	\$924,620
Earned Revenue	\$2,432,110
Total Revenue	\$3,356,730
Expenses	\$3,161,190
Net Income	\$195,540



Thank you for your continued support of learning through play at CMoR!



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](https://www.ChildrensMuseumOfRichmond.org/about/financials)

The Donors Who Make It All Possible

The gifts given by those listed on this fold and on the back represented 28% of the museum's operating budget, and 100% of its capital expenditures. This list reflects gifts received between July 1, 2012 and June 30, 2013. 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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