

2014 Impact Report





Children's Museum OF RICHMOND

BOOK BANK

EVERY Head Start and Title 1 student who attended a CMoR field trip received a free book from the CMoR Book Bank



The CMoR Book Bank delivered **over 7,400 books** to every PreK through fifth grade student in Petersburg City Public Schools.

28,500 books were given to children in need during 2014



Todd "Parney" Parnell, Vice President and COO of the Richmond Flying Squirrels, received the 2014 Book Bank Champion Award



Preschool Teacher of the Year, Jennifer Stearns, and Kindergarten Teacher of the Year, Virginia Rappa, each received a free one-year lease on a new car as part of their awards, courtesy of Priority Automotive.



**PRIORITY
AUTOMOTIVE**



**commonwealth
parenting**
powered by
The Children's Museum of Richmond



894 parenting sessions were held, impacting **1,774 families**

The museum hosted Lunch and Learn with early childhood development expert Nancy Carlsson-Paige to celebrate the museum's merger with Commonwealth Parenting.

In 2014, the museum created an app to help parents assess their children's readiness to enter kindergarten, thanks to a grant from The CarMax Foundation.



Over 2,500 families have utilized the Kindergarten Readiness app at the museum's locations or by downloading it to their phones.



The app makes so much sense to me because it's quick and tells me where my kids fall in terms of development. I really like that the suggestions are tied to the exhibits here at the museum, so I know what they are learning in the grocery store, for example, or the library, or by playing with the apple tree exhibit.

~ Mom of 4, from Lynchburg, VA

New and Improved Exhibits!



Grocery Store at CMoR Short Pump



Rainbow Tubes at CMoR Short Pump



The Children's Garden at CMoR Central sponsored by The Farm Table



Silver Diner at CMoR Central and CMoR Short Pump sponsored by Silver Diner



Block by Block traveling LEGO® exhibit at CMoR Chesterfield



The CarMax Foundation Service Stations at CMoR Central and CMoR Short Pump sponsored by The CarMax Foundation



The Schoolhouse exhibit at CMoR Central sponsored by Collegiate School



The Bank exhibits at CMoR Central and CMoR Chesterfield sponsored by Franklin Federal Savings Bank



Water Play at CMoR Central

New Museum!

The Wagaman children cut the ribbon to open the museum's 4th location. Their parents purchased the ribbon cutting experience package at Twilight Carniball Fredericksburg.



The Dentist Office exhibit, sponsored by Rappahannock Orthodontics



The Neri Grocery Store exhibit, sponsored by Charles & Jessica Beringer



The Dig Pit, sponsored by Betsy & Doug Quarles

420,048 guests visited CMoR this year



The Book Bank exhibit, sponsored by the Fredericksburg Area Service League



Explore it!
Children's Museum

Founders at CMoR Fredericksburg's Grand Opening VIP event

12,964 guests visited CMoR Fredericksburg in its first month



The Ginny Beringer, Sally Beringer, Anna Beringer, Landon O'Malley & Rainey O'Malley Stage exhibit, sponsored by Mary Jane O'Neill



The Auto Zone, sponsored by Rosner Auto Group



**Children's
Museum**

OF RICHMOND

FREDERICKSBURG

CMoR Fredericksburg is dedicated to Doug and Kitty Quarles. Having raised five children in Fredericksburg and believing strongly in the value of learning through play, Mr. and Mrs. Quarles did not hesitate to make the transformative gift necessary to bring a children's museum to the families in their community.



25,836 total Volunteer Hours served — an all time high!

The museum's inaugural year of the Junior Intern Program provided 34 high school seniors with **\$20,250 in scholarships**, and provided the museum with **12,787 hours of volunteer service**.



174 Offsite Events

More Outreach

Half of the **20,598 students** who attended field trip programs at the museum this year visited for **free or at a reduced price**.



The museum provided FREE transportation to **7,227** Title 1 students from the City of Richmond to visit CMoR for field trip programs.



Trick-or-treating at Halloween Hoopla, presented by Dominion Resources



Tuition Raffle

The museum's second Tuition Raffle, sponsored by VIRGINIA529SM, earned **\$114,000** for the museum, and provided four years of free college tuition for winner Michael Spinelli's grandson, Justin.

Virginia529
College Savings Plan



Operating Results

Contributed Revenue

\$944,992

Earned Revenue

\$2,394,598

Total Revenue

\$3,339,590

Expenses

\$3,296,133

Net Income

\$43,457



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



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, 2013 and June 30, 2014. 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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