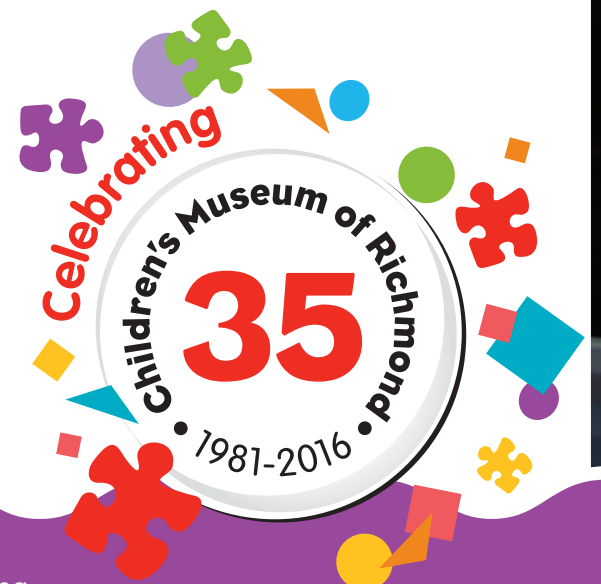


2016 Impact Report



**Children's
Museum**
OF RICHMOND



The Children's Museum of Richmond (CMoR), 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.

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play

"**PLAY** allows children to use their creativity while developing their imagination, physical dexterity, and cognitive and emotional strength," according to a report from the Journal of the American Academy of Pediatrics. Play leads to the confidence and adaptability needed for future challenges faced in and out of the school environment. Time spent in the museum engaged in free play reinforces the development of school readiness skills and ultimately, in preparing young children for the future.



Play Happens Here

- 4 Central Virginia locations (Richmond, Short Pump, Chesterfield, Fredericksburg)
- Open 361 days a year
- 3rd most visited cultural attraction in Richmond
- 8th most visited children's museum in the country

Learn

Much more than a pleasant pastime, play is how children naturally **LEARN** about the world around them. Research from the National Association for the Education of Young Children shows that play improves foundational capacities such as memory, self-regulation, oral language abilities, and social skills, all of which lead to greater success in school. The Children's Museum of Richmond exists to foster this vital learning process.

Learning in Progress

- **70** learning environments that encourage exploration and role play
- 16 SOL-based field trip programs presented to **26,792** visitors
- **26** graduate students participated in Seymour's Living Lab, a program offered in partnership with VCU and developed by the Museum of Science in Boston, where research on child development is conducted at the museum

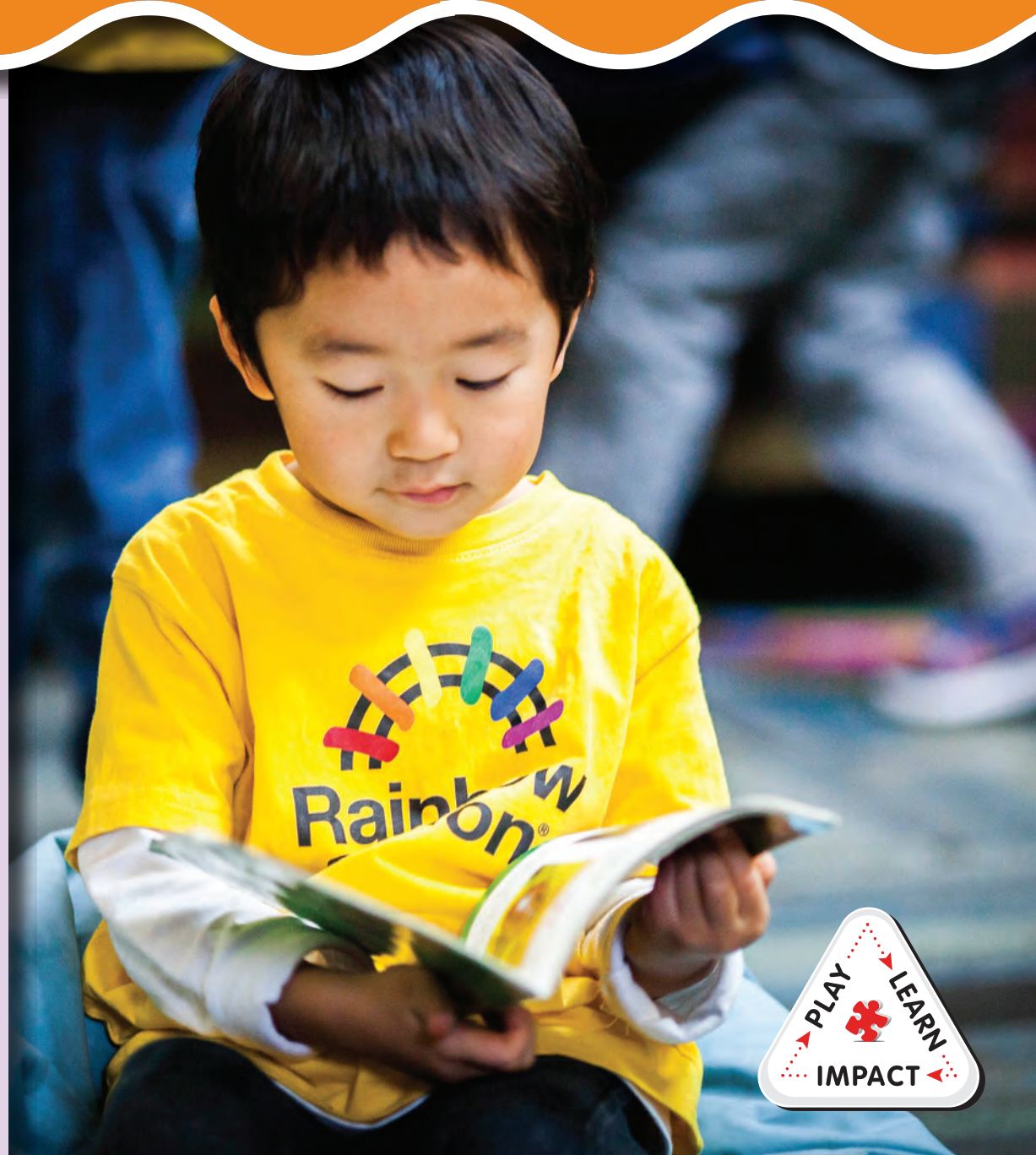


iMPACT

For 35 years, the Children's Museum of Richmond has opened its doors and invited families to learn through play, to experience cultural events, and to prepare for success in school. We have also developed services that go beyond those doors in the hope that we will have an **IMPACT** on as many children and families as we can in the community we serve.

Our Impact This Year Alone

- Over **48,000 books** were distributed last year to children in under-resourced communities through the Central Virginia Children's Book Bank (powered by CMoR)
- CMoR's scholarship program made it possible for **9,913** students to receive a free or reduced field trip
- Commonwealth Parenting (powered by CMoR) continued to offer tools and resources for parents, to support efforts in Richmond, Northside, Petersburg and Suffolk to help those in need and to help improve parent engagement while families visited the museum
- CMoR's Access for All program resulted in more than **51%** of non-member guests being able to visit for FREE or at a discount
- **730** special needs guests received tailored programming for FREE, including the museum's Special Night for Special Needs where those families were invited to a free, exclusive evening once a month
- Legendary Santa welcomed **over 25,000 visitors** and set aside a night specifically for families with special needs as well as a night for under-served families so that everyone might have the opportunity to partake in Richmond's most beloved holiday tradition.





July 2015

CMoR Short Pump opens in Short Pump Town Center



October 2015

4,000+ children attend CMoR's 15th Annual Halloween Hoopla thanks to Dominion Resources



February 2016

Former Dominion Vice President, Shannon L. Venable named new President & CEO of CMoR

The Headlines



March 2016

The RVA Book Buggy makes its debut thanks to The M&T Charitable Foundation



April 2016

Wegmans exhibits open in CMoR's 3 Richmond locations



June 2016

The Gantz Family wins CMoR's Annual Tuition Raffle

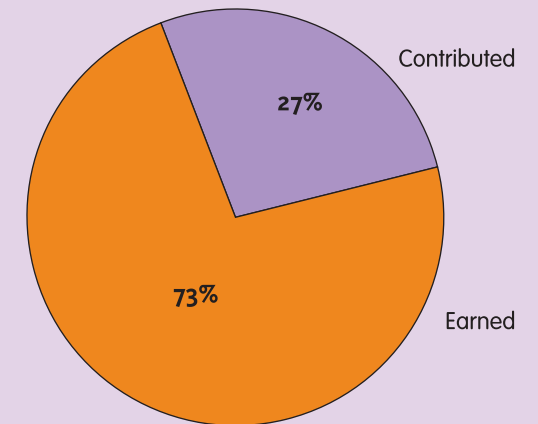
The Facts

- CMoR welcomed **426,366 visitors** for the year ending June 30, 2016
- **928 volunteers** provided over 9,000 hours of service
- **6,505 households** became Family Members
- 29 full time staff

The Financials

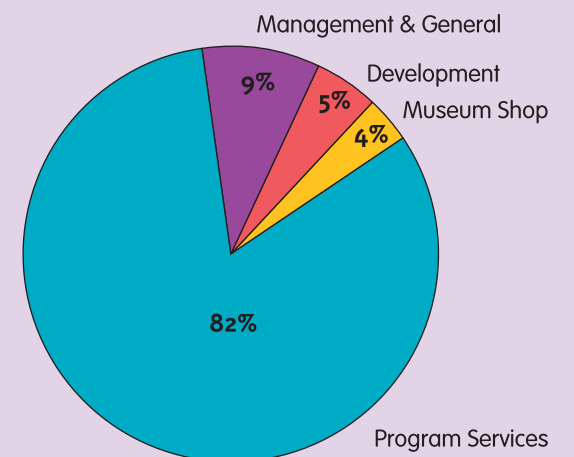
Revenue

Earned Income	\$2,604,978
Contributed Income	\$954,075
Total Revenue	\$3,559,053



Expenses

Program Services	\$2,868,477
Management/ General	\$323,165
Development Activities	\$177,771
Museum Shop	\$119,098
Total Expenses	\$3,488,511



Visit CMoR online to view the museum's latest audited financial statements and IRS Form 990

To make a secure online donation today, please visit ChildrensMuseumOfRichmond.org/support-us/donate

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