

Annual Report

2009/2010



**Children's
Museum**
OF RICHMOND

A Year of Firsts

CHILDREN'S MUSEUM OF RICHMOND

2009-2010 Leadership

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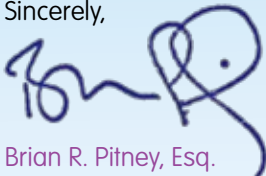
LETTER FROM THE CHAIRMAN OF THE BOARD OF TRUSTEES

Last year was one of tremendous growth and accomplishment for the Children's Museum of Richmond, in spite of the challenges of the economic downturn. It was a year of firsts as we explored ways to build upon the museum's special events, became better stewards of the environment, accommodated more children through group visits and programming, expanded the museum's presence in the community and worked towards securing the organization's future.

While many entities only survived the recent economic challenges, the Children's Museum has prospered. A record-breaking 248,000 children and families visited and readers of Richmond Magazine voted the Children's Museum of Richmond the Best Kid's Attraction and host of the Best Children's Festival.

The progress and expansion the museum has made in the past year would not have been possible without everyone – our Board of Trustees, CMoR Junior Board, donors, volunteers and guests. If you are listed as a donor, thank you. If you aren't, please consider joining us this year.

Sincerely,



Brian R. Pitney, Esq.

Chairman, Children's Museum of Richmond
Board of Trustees

The Year in Review

- * Welcomed over 5,000 visitors to Halloween Hoopla
- * Added the Gingerbread Festival to the museum's holiday event schedule
- * Created the Snow Queen Scholarship
- * Created the CMoR Junior Board
- * Expanded Carniball into a two day event, voted "Best Children's Festival" by Richmond Magazine readers
- * Opened the Sun Tubes exhibit, powered by solar panels
- * Opened the first children's museum satellite location, CMoR-Short Pump



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.



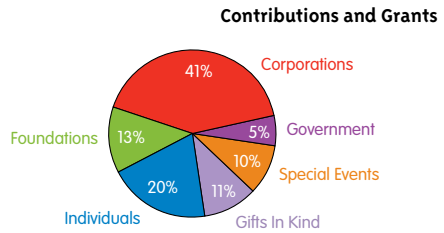
FINANCIAL OVERVIEW

For The Year Ended June 30, 2010

OPERATING FUNDS

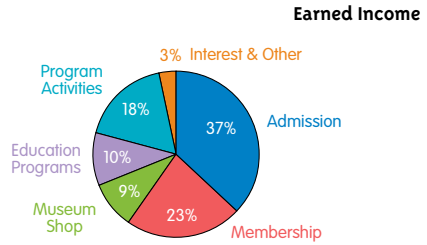
CONTRIBUTIONS & GRANTS

Individuals	\$ 127,059
Foundations	81,564
Corporations	266,752
Special Events	62,522
Gifts In Kind	67,331
Government	36,017
Total Contributions & Grants	\$641,245



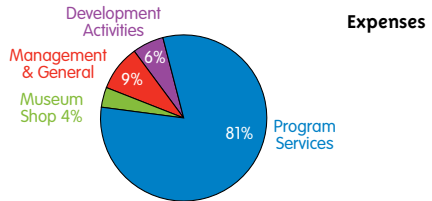
EARNED INCOME

Admission	\$ 593,946
Membership	361,501
Museum Shop Sales	148,551
Education Programs	162,653
Program Activities	282,156
Interest & Other	50,600
Total Earned Income	\$1,599,407
TOTAL REVENUE	\$2,240,652



EXPENSES

Program Services	\$ 1,728,159
Management & General	193,202
Development Activities	124,111
Museum Shop	78,286
TOTAL EXPENSES	\$2,123,758



CAPITAL FUNDS

Capital Donations	\$320,000
Capital Purchases	\$452,659
Depreciation Expense	\$551,914

ENDOWMENT FUNDS

Balance 7/1/09	\$ 998,944
Net activity for FY 6/30/10	103,388
Transfer to Operations	(50,600)
Balance 6/30/10	\$1,051,732

BALANCE: ALL FUNDS

ASSETS

Cash & Cash Equivalents	\$ 483,021
Long Term Investment	960,803
Inventory & Other Assets	82,741
PP&E, Net of Accum. Depreciation	6,768,142
TOTAL ASSETS	\$8,294,707

LIABILITIES AND NET ASSETS

Liabilities

Accounts Payable & Accruals	\$ 281,947
Deferred Revenue	288,861
Total Liabilities	\$570,808

Net Assets

Unrestricted & Temp. Restricted	6,665,648
Permanently Restricted	1,058,251
Total Net Assets	\$7,723,899
Total Liabilities and Net Assets	\$8,294,707

1ST

CHILDREN'S MUSEUM TO OPEN A SATELLITE LOCATION

The Children's Museum of Richmond expands to Short Pump

As part of its strategic goal to reach more children, the museum's Board of Trustees authorized a study that revealed area families think highly of the Children's Museum's exhibits and programs. However, thousands of Central Virginia families did not visit regularly due to the museum's distance from their homes, schools and shopping areas. After careful consideration by a committee of community leaders, the museum's Board of Trustees approved the committee's recommended branching strategy, whereby the museum would open smaller locations in population areas where visitation at the Central location was under-represented.





The first of these locations opened June 5, 2010 in Short Pump at West Broad Village. Thanks to a gift from Harry Grandis, the 15,500 square foot museum included exhibits all themed to iconic children's literature. Membership sales and attendance have surged, suggesting the nation's first children's museum satellite will be a success. It is generating additional funds that will enable the museum to serve even more children throughout Central Virginia, especially those from communities with limited economic resources.





1ST

MUSEUM IN VIRGINIA TO GO SOLAR

Solar panels generate power for fun, new exhibit

Thanks to a grant from the Dominion Foundation, the museum became the first in the state to generate some of its power from the sun through a solar array installed by Urban Grid Solar. The project was another step in the museum's commitment to reduce its fossil fuel usage while also demonstrating alternative forms of energy production to young children and their families. The solar array helps power the museum's Sun Tubes exhibit, an interactive maze of tubes that carries objects using forced air. As the first exhibit visitors encounter, Sun Tubes and its solar panels have become a visible example of the museum's commitment to both hands-on learning and alternative energy production.



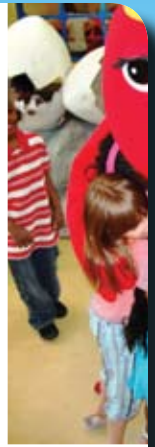
**Over 36,000 school children
attended program or group visits
during the 2009-10 school year,
with 38% of those visits underwritten
by the museum's scholarship and
grant programs.**

1ST

VIRGINIA CHILDREN'S
MUSEUM TO EXCEED
240,000 VISITORS

**Highest attendance ever
recorded**

While the Children's Museum of Richmond consistently enjoys the highest attendance of any children's museum in Virginia with more than 230,000 annual visitors, attendance had stabilized in recent years. But in the 2009-10 fiscal year, attendance increased by 8.9% to 248,182. These visitors enjoyed the nearly \$1,000,000 in exhibit upgrades made over the past two years, as well as a full calendar of diverse programs and special events designed to spark every child's interest.



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1ST JUNIOR BOARD

The museum's Guild transformed into an impactful Junior Board

For more than ten years, the CMoR Guild produced the museum's signature fund raising event, Kids' Carniball. Wanting even more impact, the group's leadership looked for ways to expand their influence both inside and outside the museum. After thoughtful consideration, the Guild agreed to reconstitute as a new CMoR Junior Board. In its first year, this talented group of 25 supported the museum's fund-raising efforts by obtaining auction packages for the newly formatted Twilight Carniball Gala, helped with volunteer recruitment efforts including production of the museum's volunteer appreciation event, and began a program to call new museum members and thank them for joining. Their efforts raised more money, recruited more volunteers and made more member families aware of the museum's benefits than ever before, solidifying their role as the museum's chief community ambassadors.

**300 volunteers provided
over 11,900 hours of
service in 2010.**

1ST

TWILIGHT CARNIBALL

**On its 10th anniversary year,
Carniball becomes
a weekend-long celebration**

Kid's Carniball, the museum's highly anticipated and historically successful fund raising event, was extended to a two-day celebration for the first time. Carrying the theme Destination: Italy!, Carniball 2010 included both a family-friendly Kids' Carniball and a Twilight Carniball Gala for adults. At Kids' Carniball, visitors participated in Italian-themed art projects and games, made their own pizzas, and played in the museum surrounded by Mediterranean décor. The Twilight Carniball Gala included a live band, Italian food and drink, and an extremely successful auction. The new Carniball format created more fun for more people, and raised more than \$100,000 for CMoR's Scholarship Fund, offsetting admission for 12,500 children who could not otherwise afford to attend. The event was also voted the community's best event for children by readers of Richmond Magazine.



1ST

SIMULTANEOUS HOLIDAY FESTIVALS

Gingerbread Festival included in museum's holiday events

Each year talented and generous Richmond-area chefs show off their creative skills during the museum's Gingerbread Festival. Last year, chefs from A Cake to Remember, Cakes by Graham, The Jefferson Hotel, The Mixing Bowl Bakery, Sweetest Thing Bakery, TLCakes, Ukrop's Bakery, White House Catering and Williams Bakery Inc. built one-of-a-kind gingerbread houses. They donated their creations to the museum and delighted thousands of children and families. For the first time in 2009, the three-year old Gingerbread Festival was incorporated into the museum's holiday schedule. After the week-long Gingerbread Showcase ended, the incredible creations were raffled off to benefit the museum's programming.



1ST

SNOW QUEEN SCHOLARSHIP

The Snow Queen Scholarship Program was created

Since 1936, the Snow Queen has welcomed millions of children who visit Legendary Santa. Recognizing this special aspect of holiday magic, the Mary Anderson Harrison Foundation provided support to expand the Snow Queen's role beyond the holidays. Specifically, the gift enabled the creation of a Snow Queen Scholarship Program, where a deserving young woman is awarded a college scholarship and the title, Snow Queen. In the program's first year, more than 70 area high school juniors who demonstrated excellence in academics, sports, creativity and community service, and who planned to pursue a career devoted to the development and creativity of children, applied for the scholarship. Alicia Talley from Deep Run High School was selected by more than 5,000 votes through the museum's Snow Queen web site. Alicia's role includes making appearances at special events throughout the community, serving as a positive role model for young children, and reigning over the museum's Snow Day Festival in January where she will crown the 2011 Snow Queen.



VALUABLE PARTNERS

The Children's Museum continues to strengthen existing partnerships and build new ones every year. The museum is pleased to share ideas and resources and participate in collaborative projects with the following organizations:

Richmond Public Schools
Henrico County Public Schools
Chesterfield County Public Schools
Hanover County Public Schools
Chesapeake Bay Foundation
Commonwealth Parenting
Virginia Department of Social Services
Early Childhood Development Council

IQRA Academy
James River Association
Jepson School for Leadership at the University of Richmond
The Community Idea Stations
SPARC
St. James's Children's Center
St. Joseph's Villa
VCU Head Start
William Byrd Community House



The Donors Who Make It All Possible

This list reflects gifts received between July 1, 2009 and June 30, 2010. 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.

We deeply appreciate the gifts we receive, and thank each of you for supporting the Children's Museum of Richmond.



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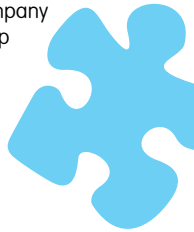
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 Dana Gibson, Inc.
 Diamond Doghouse
 Diebold
 DMS
 Mr. & Mrs. Duke Dolan
 Dominion Payroll Services
 Duck's Cottage
 Fire Station #5
 Firestone at Willow Lawn
 Fish World
 For Arts Sake Gallery and Studio
 For the Love of Pete
 Barbara Francis
 Free Run Wine Merchants
 Fresh Market
 Mr. & Mrs. David Gallagher
 Gearharts Fine Chocolates
 Gelati Celesti Ice Cream
 The Getty Group
 Gibson Lane Studio
 Gold's Gym Willow Lawn
 Green Top Sporting Goods
 HandCraft Cleaners
 Maxine Hays
 Health First Chiropractic
 Heidi Story
 Hohner, Inc.
 Home Depot
 It's Hip to Be Round
 Independence Golf Club
 Irresistibles
 J. McLaughlin
 James Limousine Service
 James River Association
 Janet Bourne Interiors
 Janet Brown Interiors
 The Jefferson Hotel
 Mr. & Mrs. E. Darrell Jervey III
 Jermies
 Jingles Bridal Salon
 Julep's New Southern Cuisine
 Just Desserts

Governor Tim Kaine
 Kathy Davies Interiors
 Kids Layne
 Kona Grill
 Kroger at Willow Lawn
 L.T.S. Inc.
 La Bella Dona Skin Care
 Landmark Oaks, LLC
 Ledo Pizza
 Levys
 Lewis Ginter Botanical Garden
 Life's a Beach, A Lilly Pulitzer Via Shop
 Logo Advantage
 M.A. Williams
 Massage Envy
 Maymont
 Mr. & Mrs. Robert McAdams
 Megan McSweeney Photography
 The Melting Pot
 David R. McGeorge Mercedes-Benz
 Merrymaker
 Mise En Place
 Montana Gold Bread Company
 Norfolk Waterside Marriott
 One Thing at a Time
 Page Bond Gallery
 Paper Plus
 Park Avenue Interiors
 Party Perfect
 Ronnie Pascale
 Patrick Carpet Installations, Inc.
 Perfectly Organized
 Peter Blair
 Physique
 Mr. & Mrs. Brian Pitney
 P'kolino
 Pleasants Hardware
 Cheairs Porter
 Pottery Barn Kids
 Mr. Rock Pride & Ms. Jane Schofield
 Private Stock Cigar & Wine
 Quirk Gallery
 Rattle & Roll
 Recreational Equipment Inc.
 F. Scott Reed
 Philip Reed
 Retirement Plan Administrative
 Service, Ltd.
 The Richmond Ballet, The State
 Ballet of Virginia
 Richmond CenterStage
 Richmond Kickers
 Richmond Marriott Downtown
 Richmond Piano
 Richmond Revolution
 Richmond Shakespeare

Richmond SPCA
 Richmond Symphony
 Scott Ruth
 Sally Bell's Kitchen
 Sarah Porter Flowers
 Savor
 Seasonings Fine Catering & Event
 Planning
 Shred-it
 Six Burner Restaurant
 SMARTBOX of Richmond
 Sona MedSpa
 Southside Greetings LLC
 Speaking Roses of Maine
 The Specialty Group
 St. Catherine's School
 St. Christopher's School
 North Robinson Street Starbucks
 Coffee
 Story People
 Elizabeth Stott
 Strange's Garden Center
 Strawberry Fields Flowers & Gifts
 Styles Group Women's Fitness
 Network
 Mary Swezey
 Thistles
 Tierras Tequilas, Castle Brands
 U.S.A. Corp.
 Topsy Wear
 Tommy's Gourmet Market
 Jessica Tongel
 Venture Richmond
 Vino Market
 Virginia Historical Society
 Virginia Museum of Fine Arts
 Virginia Opera
 W.B. Perkinson & Associates LTD
 Washington Nationals Baseball Club
 Waste Management of Virginia, Inc.
 Water Grill
 Westhampton Pastry Shop
 Westover Plantation
 White House Catering
 Whole Foods Market
 Williams & Sherrill
 Winterfield Veterinary Hospital
 Wintergreen Resorts
 Wolff-Fording, & Company
 Worth Products Group
 Robert Wrenn
 WWBT Channel 12
 Wyldology





Children's Museum

OF RICHMOND

CENTRAL

2626 West Broad Street
Richmond, VA 23220
804.474.7000



Children's Museum

OF RICHMOND

SHORT PUMP

2200 Old Brick Road
Richmond, VA 23060
804.474.7000

**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!**

ChildrensMuseumOfRichmond.org