With that aforementioned focus on learning in mind, I leave you community involvement. We believe in education for the whole over 400,000 individuals each year through visits, programs, and an organization that extends its services out into the community institution devoted to learning through play. It has grown into The Children's Museum of Richmond has been a long standing Notes From the CEO

M. H. Reinhart
Barbara R. Peskin
Bill & Suzanne Mistr
of the Rappahannock River Region Fund of the Community Foundation
Rudene Haynes
Mrs. Philip J. Bagley, III
$2,500+
Dr. & Mrs. George A. Knaysi
Mrs. Florine H. Harowitz
Mr. & Mrs. Thomas Farrell
$5,000+
Farrell Family Charitable Trust
$10,000+
Anonymous
$20,000+
Richmond & Central Virginia
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Mr. & Mrs. Jerrold Samford
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The Board of ExploreIt! Children's Museum
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Mr. & Mrs. James Brewer
Mr. & Mrs. David F. King, Sr.
Bill & Patti Lynch
Mrs. David F. King, Sr.
Fund of the Community Foundation
Dan & Susan Hansen
Mr. & Mrs. Bill Freehling
The CarMax Foundation
Bank of America
Corporations & Foundations $20,000+
(Hack & Anna Lou Schaberg)
Dominion Energy Charitable Foundation
County of Chesterfield
The CarMax Foundation
Bank of America
Corporations & Foundations $20,000+
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Thomas G. Slater, Jr.
Mr. Michael Shelton
Helen & Patrick Serrill
Mr. & Mrs. R. Strother Scott
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Mr. & Mrs. Christopher E. Pollard
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Stephen P. & Georganne W. Long
The Justice Family
Mr. Kristopher Johnson & Ms. Sarah Hobgood
Nick & Susan Harrison
Mr. Sean Harrigan
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Yelp Foundation
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Virginia Commonwealth University
US Trust & Bank of America
Southeast United Dairy Industry Association, Inc.
Smart Beginnings Rappahannock Area
Silver Diner
RECO Foundation
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Kohl's Department Stores, Inc.
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Estes Express Lines
Ernst & Young
Durham Foundation
Rappahannock River Region
Community Foundation of the
The Duff McDuff Green, Jr. Fund of the
Louise B. Cochrane Foundation
Clover
Capital One
BB&T
Anonymous
Corporations  & Foundations $10,000+
Virginia529
MEDARVA
Harrison Foundation
The Collegiate School
Corporations  & Foundations $10,000+
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Mr. & Mrs. B. Briscoe White, III
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Jayne & Bobby Ukrop
Steve & Linda Tissiere
Mr. & Mrs. Richard G. Tilghman
- Crewe Primary School, Ms. Alexa McMillian, 1st Grade Teacher
please visit us online at:
®

2017 Impact Report

Where children play to learn and adults learn to play.
The Children’s Museum of Richmond has been a long standing institution devoted to learning through play. It has grown into an organization that extends its services out into the community through programs and additional museum locations – reaching over 400,000 individuals each year through visits, programs, and community involvement. We believe in education for the whole family and that parent/caregiver engagement is key to helping a child learn and ultimately be successful in school.

With that aforementioned focus on learning in mind, I leave you with this thought through a poem from an unknown writer.

I tried to teach my child with books. He gave me only puzzled looks. I tried to teach my child with words. They passed him by often unheard. Despairingly, I turned aside. “How shall I teach this child?” I cried. Into my hand, he put the key. “Come,” he said, “play with me.”

**Thank You!**

**Fredericksburg Founding Families**
Mr. & Mrs. James Brewer
Dr. & Mrs. Matthew DuMont
Dudley & Jennifer DuPuy
The Board of ExploreIt! Children’s Museum
Mr. & Mrs. John D. Farrington
Fick & Pence Families
Mr. & Mrs. Bill Freehling
Andrew & Anna Grossnickle
Chris & Angie Holberg
Dan & Susan Hansen
Jimmy & Ellen Jarrell Family Legacy
Fund of the Community Foundation of the Rappahannock River Region
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Bill & Patti Lynch
The McCullough Family
John & Susan Moss
Angus & Barbara Muir
Mr. Josiah P. Rowe, III
The Santillo Family
Samuel & Laura Smart
George & Kirstin Snead
Therapy Toolbox
Ben & Kitty Waffle

**Capital Donors**
Charles & Jessica Beringer
Bon Secours Health System
Call Federal Credit Union
Fredericksburg Area Service League
Freeman Family Fund
Mary Jane O’Neill

**Corporations & Foundations $20,000+**
Bank of America
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The CarMax Foundation
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CultureWorks
Economic Development Authority of the County of Chesterfield
Dominion Energy Charitable Foundation
Jenkins Foundation
The M&T Charitable Foundation
McGuireWoods
Partnership for Families
Virginia Nonprofit Housing Coalition (Bob & Anna Lou Schaberg)
Wegmans Food Markets, Inc.

**The Donors**

**$20,000+**
Anonymous

**$10,000+**
Farrell Family Charitable Trust
Edward & Shannon Venable

**$5,000+**
Mr. & Mrs. Thomas Farrell
MRS. FLORINE H. HAROWITZ
Dr. & Mrs. George A. Knaysi

**$2,500+**
Mrs. Philip J. Bagley, III
James & Kelly Beazley
Stuart T. & Mary C. Farrell
Mark & Erin Gargano
Rudene Haynes
Jimmy & Ellen Jarrell Family Legacy
Fund of the Community Foundation of the Rappahannock River Region
Marc & Carla Mentry
Bill & Suzanne Mistr
Barbara R. Peskin
M. H. Rainhart
Barbara J. Tholheimer & William B. Tholheimer, Jr. Family Fund of the Community Foundation Serving Richmond & Central Virginia

**Notes From the CEO**

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The Financials

Revenue

- Earned Revenue: $2,528,976 (73%)
- Contributed: $958,481 (27%)
- Total Revenue: $3,487,457

Expenses

- Program Services: $2,959,191 (85%)
- Management & General: $205,059 (6%)
- Museum Shop: $174,679 (5%)
- Development Activities: $137,176 (4%)
- Total Expenses: $3,476,105

Visit ChildrensMuseumOfRichmond.org to view the museum’s latest audited financial statements and IRS Form 990.

Our Mission
The Children’s Museum of Richmond 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.

Thank you Virginia!

Yelp Foundation:
Winner of the 2017 Yelp Gives Local Campaign

Style Weekly Reader’s Choice 2017:
Best Museum

Richmond Magazine Best & Worst 2017:
Best Indoor Recreation / Amusement Spot to Visit with Kids

CMoR was recognized as a family favorite throughout the region!

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Visit ChildrensMuseumOfRichmond.org to view the museum’s latest audited financial statements and IRS Form 990.
This year we distributed 795 free memberships to families in need - a 1,428% increase over 2010!

With help from the RVA Book Buggy, the Central Virginia Children’s Book Bank was able to reach over 200 schools and organizations!

OVER 381,000 families and children visited the Children’s Museum of Richmond

68% of the 26,527 field trip guests visited at a free or reduced rate!

73,876 non-members attended the museum at a reduced price, which is 33% of all non-member visitors!

18,000 Books Distributed

THIS YEAR

56% increase in volunteer hours! Over 1,800 volunteers contributed 18,465 hours of service!

Nearly 500 Special Needs guests received tailored programming for free!

CMoR hosted 24 onsite events highlighting culture and diversity in the Central Virginia community!

CMoR serves over 6,000 member families!

80th Anniversary Welcomed

25,000 Visitors

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Individual Donors $250 to $999
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Dr. Russell A. Barkley
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Tom & Christy Yates

Corporations & Foundations $10,000+
The Collegiate School
Genworth Foundation
Harrison Foundation
MEDARVA
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Corporations & Foundations $1,000+
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The Duff McDuff Green, Jr. Fund of the Community Foundation of the Rappahannock River Region
Durham Foundation
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Estes Express Lines
Hourigan Construction
John Randolph Foundation
Kohl’s Department Stores, Inc.
Lilly Pullitzer at Short Pump Town Center
McKinnon & Harris, Inc.
Mutual Assurance Society of Virginia Fund of the Community Foundation Serving Richmond & Central Virginia
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RECO Foundation
Relay Foods
Richmond Christmas Mother Fund
Silver Diner
Smart Beginnings Rappahannock Area
Southeast United Dairy Industry Association, Inc.
US Trust & Bank of America
Virginia Credit Union
Virginia Commonwealth University
Wells Fargo
Yelp Foundation

In Honor Of
Sally Bagley
Kelly Beazley
Anne & Bob Chewning
Mr. Richard Ford, Jr.
John R. Grier
Will Hoffler
Cora Talletula Metheti
Melanie Rogers
Wade & Natta Tyler

In Memory Of
Walter W. Craigie
Allison Knott
Sara F. Markham
Dr. Jay Nogi
Susan Schaffranek

Thank you so much for offering Scholarship Field Trips, which allowed our children to attend at a discounted rate. We asked our kids on the way who had been to the Children’s Museum and out of almost 80 first graders, only ONE had been! Our children come from high poverty backgrounds and not many have the opportunity to visit places like the Children’s Museum. We heard over and over how excited they were and how this was “the best field trip ever.”

- Crewe Primary School, Ms. Alexa McMillian, 1st Grade Teacher