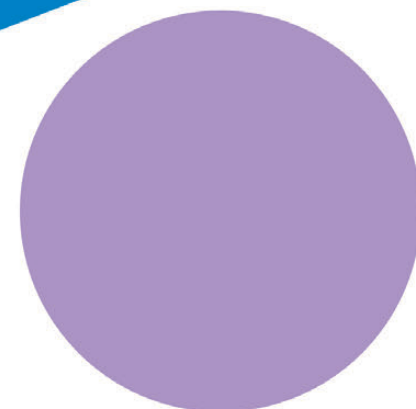
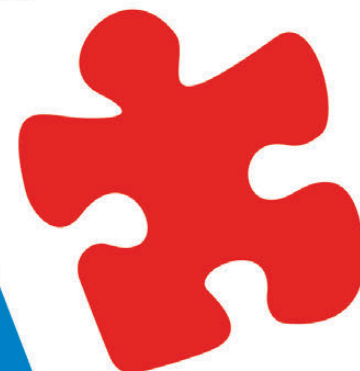




**Children's
Museum**
OF RICHMOND



Where children
play to learn
and adults
learn to play.



2017 Impact Report

The Donors



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Notes From the CEO

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."



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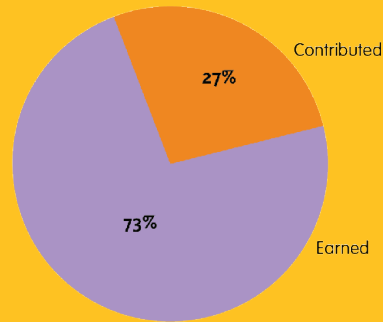
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The Financials

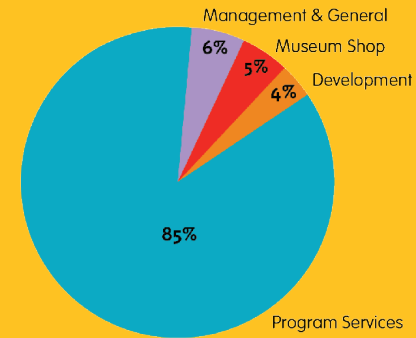
Revenue

Earned Revenue	\$2,528,976
Contributed	\$958,481
<hr/>	
Total Revenue	\$3,487,457



Expenses

Program Services	\$2,959,191
Management & General	\$205,059
Museum Shop	\$174,679
Development Activities	\$137,176
<hr/>	
Total Expenses	\$3,476,105



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

Thank you Virginia!



Yelp Foundation:
Winner of the 2017 Yelp Gives Local Campaign



Charlottesville Family's Bloom Magazine
Family Favorite Award:
Best Kid's Museum



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!



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.

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!

18,000
Books Distributed



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

**THIS
YEAR**

“We had such a great afternoon. So
much to do no matter what the age.
Our grandsons loved going from one
'grown-up' adventure to the next.”



“The Scholarship Membership Program has
truly been a blessing to our family. By the
time our youngest came along we had
experienced multiple layoffs, and a Family
Membership just didn't fit into the budget.”



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!

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



Individual Donors \$250 to \$999

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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



**ACCREDITED
CHARITY**

To view a complete list of donors from July 1, 2016 - June 30, 2017, please visit us online at: ChildrensMuseumofRichmond.org/donors