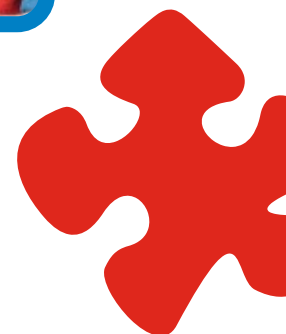
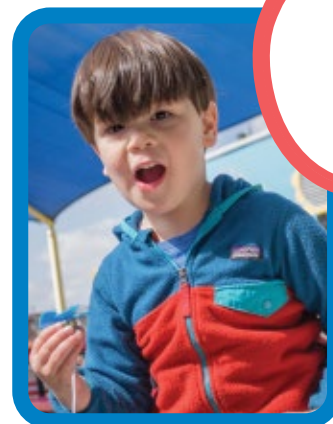


2018 Impact Report



**Children's
Museum**

A Note From the CEO & Board Chair

Children's Museum



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“ The Children’s Museum has a long history of providing opportunities for learning through play. Many generations of families have experienced what our museums have to offer with an average of 400,000 visitors each year. In preparing our strategic plan this past year, we wanted to ensure that the next generation of families will know and understand the important purpose we serve. The impact that we can make relies on key elements of our strategies – the museum experience, community awareness, financial sustainability, and our people. This year’s impact report reflects those priorities and highlights our progress so far.

Our messaging is key, and to that end, we want our community to think about us as “The Children’s Museum – where learning is always in play.” Our mission has not changed, but, you may note, that we have restated it to be more succinct and clear for those who are new to us.

We hope you recognize the impacts that we are making with your families, in your communities and how we are positioning for future generations as we continue to serve our calling to support families and early learning – embracing all families and all children through our programs and community partnerships.

”

Shannon L. Venable
President & CEO

Vishwa B. Link, Esq.
Board of Trustees Chair

We inspire growth in all children
by engaging families in learning
through play.

The Children's Museum will foster a community that recognizes and appreciates that children grow and learn through play.

Amanda Macdonald
Chair

Mary Farrell
Chair Elect

Kelly Beazley
Past Chair

Amy Kelley
Committee Chair

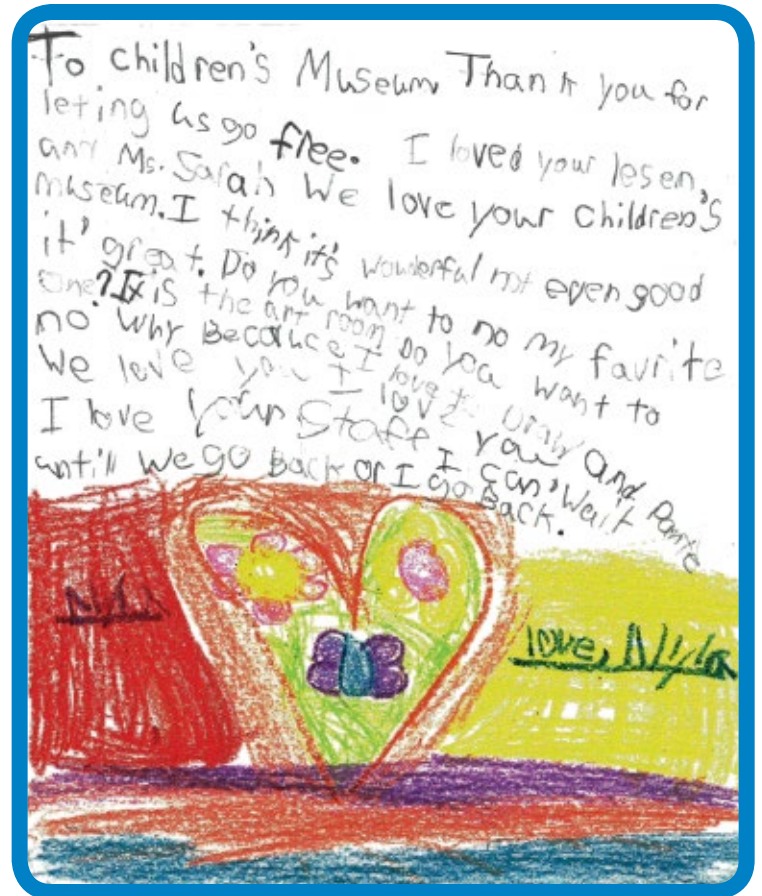
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 Ashley White
 Jennie Wood



Experience

The Children's Museum enhances its exhibits, program experiences, and offerings in alignment with its mission - engaging families and learning through play.

New Exhibits

- Hospital and Ambulance presented by Bon Secours Health System
- Solar Panel opened with a "Solarbration" presented by Dominion Energy
- Science Station presented by the Virginia Soybean Association & the Virginia Soybean Board



\$1 Family Nights

presented by

CARmax

"My favorite part of \$1 Family Nights is watching my kids smile. I am a single mother of two, a college student, and work two jobs. I can't afford to do much with them. So my heart is grateful for these \$1 Nights. "

- \$1 Family Night Visitor
June 2018



Summer Service Days

provided free admission for military, veterans, first responders, and their families!

presented by

Walmart

Summer
Service
Days

54% of the 26,647
School Programs guests visited
at a free or reduced rate thanks
to the Access for All Fund!

Community

The Children's Museum broadens the awareness and impact of its offerings and resources that support community needs.

747 families

benefited from the

Access for All Fund

which provides

free museum memberships

for families with a household income below \$35,000.

Children's Museum Book Bank

Kersey Creek Elementary School, led by Associate Board Member Jenn Junod, collected **2,595 books** for the Children's Museum Book Bank!



38,146

books distributed - over twice as many as last year

38,058

books collected by the community



Sensitive Santa is presented by



Legendary Santa

celebrated its 81st anniversary as a free holiday tradition!

Sensitive Santa expanded to 3

events serving over 115 families!

Supper with Santa hosted 111 at-risk children and their caregivers.

Legendary Santa is presented by



Commonwealth Parenting

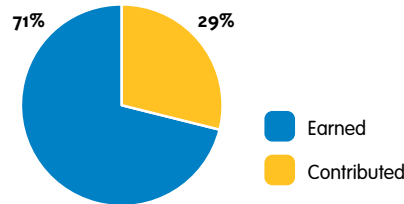
educators hosted 183 family engagement activities.

Financial

The Children's Museum strives for financial stability including reduced liabilities, cost controls, and vendor

Revenue

Earned	\$2,556,936
Contributed	\$1,047,944
<hr/>	
Total Revenue	\$3,604,880

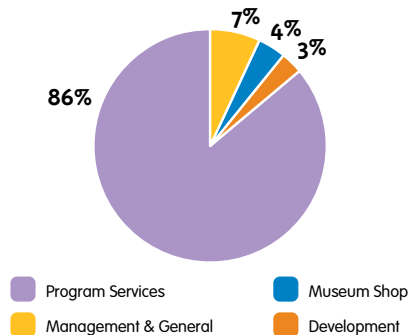


The 6th Annual Tuition Raffle raised **\$123,525!**



Expenses

Program Services	\$3,060,599
Management & General	\$275,733
Museum Shop	\$119,322
Development	\$97,562
<hr/>	
Total Expenses	\$3,553,216



This year's winner, Camden, is currently in 6th grade and plans to study engineering in college!



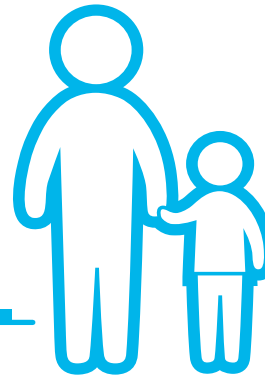
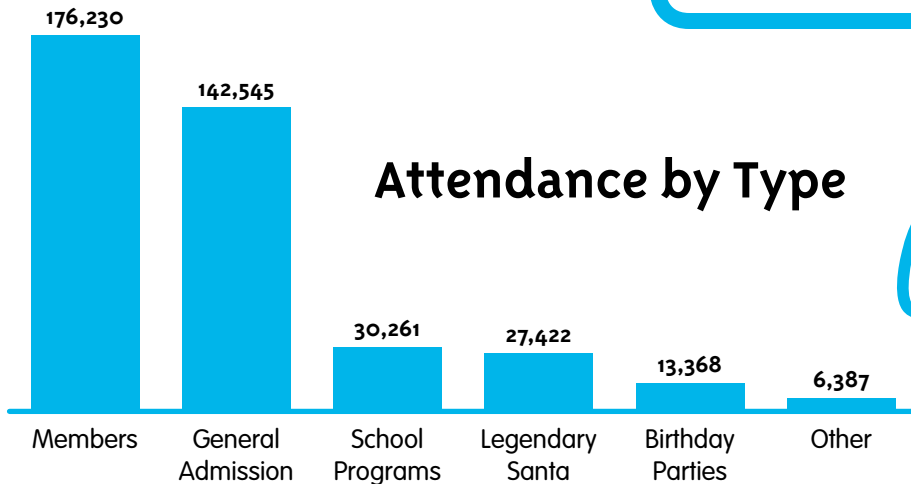
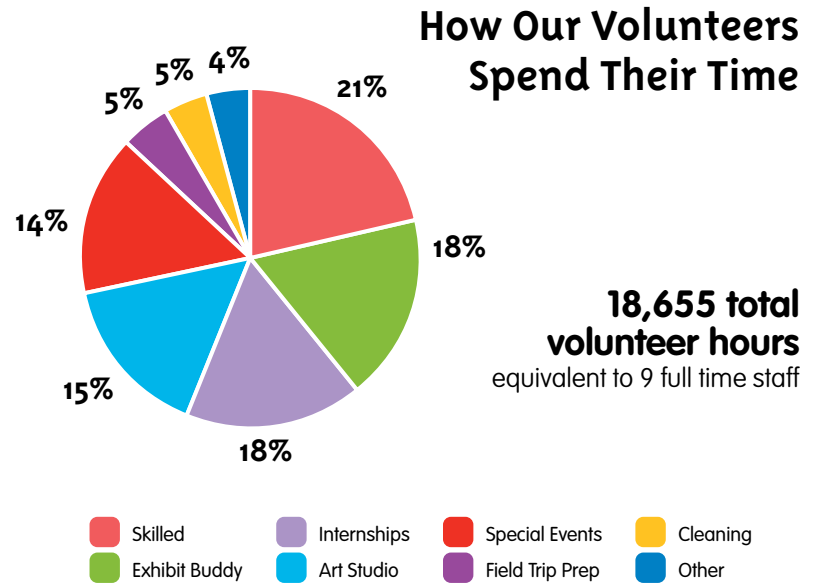
Twilight Carniball Destination: Mexico raised **\$167,116** for the museum's mission and program initiatives!

People

The Children's Museum has the right people in the right positions getting compensated the right way so that we can serve our community.



The Children's Museum hosted **6 skill development interns** from The Faison Center for Autism as part of its partnership to lifelong learning!



29
full time employees

50
part time employees

1,983
volunteers

Over 396,213 families and children visited the Children's Museum between July 1, 2017 and June 30, 2018. **42% of General Admission guests** came at a **free or reduced price** with support from the **Access for All Fund**.

Leadership Circle

\$10,000+

Mr. & Mrs. Frank Bradley
Farrell Family Charitable Trust
Edward & Shannon Venable

\$5,000+

Anonymous
Mrs. Florine H. Harowitz
Dr. & Mrs. George Knaysi
Mr. & Mrs. Claiborne Robins, Jr.

\$2,500+

Mrs. Philip J. Bagley, III
Stuart T. & Mary C. Farrell
Ken & Kasey Felts
Rudene & Ricardo Haynes
Marc & Carla Mentry
Bill & Suzanne Mistr
Barbara J. Thalhimer & William B. Thalhimer, Jr.
Family Fund of the Community Foundation
for a greater Richmond

\$1,000+

James & Kelly Beazley
Ryan & Kim Bradley
David & Anne Carson
Mr. & Mrs. Mark S. Cross
Marc & Kirsten Elim
Mark & Erin Gargano
Bill & Susie Gibbons
Martin L. & Patricia H. Giles Fund
of The Community Foundation serving
a greater Richmond
The Good Shepherd Fund
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Meredith Harris
Adrienne Haskins
Bryan & Stephanie Jones
Kamran & Nammi Khan
Richard & Linda Larochele
Eric & Vishwa Link
The Loucks Family Foundation
Manuel & Carol Loupassi
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Capt. & Mrs. Wallace Stettinius
Twin Rivers Fund
of the Community Foundation for
a greater Richmond
Lisa & Melvin Watkins
Charlene J. Whitfield

Fredericksburg Founding Families

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Dr. & Mrs. Matthew DuMont
Dudley & Jennifer DuPuy
The Board of Exploret! Children’s Museum
Mr. & Mrs. John D. Farrington
Fick & Pence Families
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Jimmy & Ellen Jarrell Family Legacy Fund
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George & Kirstin Snead
Therapy Toolbox
Ben & Kitty Wafle

Capital Donors

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Fredericksburg Area Service League
Freeman Family Fund
Mr. & Mrs. Douglas E. Quarles, Jr.
Rappahannock Orthodontics
Virginia Soybean Association &
The Virginia Soybean Board

Corporations & Foundations

\$40,000+

Altria Companies Employee Community Fund
Economic Development Authority
of the County of Chesterfield
The Bob & Anna Lou Schaberg Fund
at the Virginia Nonprofit Housing Coalition
Wegmans Food Markets, Inc.

\$20,000+

Bank of America
Bon Secours Health System
Call Federal Credit Union
CarMax
E. Rhodes & Leona B. Carpenter Foundation
CultureWorks
Dominion Energy Charitable Foundation
Genworth
The M&T Charitable Foundation
The Virginia Soybean Association &
The Virginia Soybean Board
Walmart

\$10,000+

The CarMax Foundation
The Collegiate School
The Community Foundation
for a greater Richmond
Genworth Foundation
Harrison Foundation
John Randolph Foundation
McGuireWoods
MEDARVA
Partnership for Families
Virginia529

Guests to the
Children's Museum donated
\$4,382.24
during their visits!

This makes it possible for nearly
500 children and caregivers
to access the museum for free!

Individuals

\$250+

Scott & Nancy Belleman
Caitlyn Berry & Brian Wright
Bob Blue
Pamela Branch
Ms. Dorothy Brotherton
Mrs. Lissy S. Bryan
Ann Burrus
Mr. & Mrs. Robert W. Cabaniss, Jr.
Mr. & Mrs. J. Scott Carreras
Mary C. Doswell
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Lindsay & Brenton Halsey
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Alice Ann & Tyler Howard
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Amanda Jay
Cal & George Jennison
Jess & Chris Jones
Jenn & Paul Junod
The Justice Family
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The Valentine Family Fund
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Martha Warthen
Mr. Hays T. Watkins
Mr. & Mrs. John T. West IV
Ginny Wortham
Mary Beth Yates
Tom & Christy Yates



Corporations & Foundations

\$1,000+

Amica Insurance
Atlantic Builders
Cabot Creamery Cooperative
Capital One
Children's Hospital of Richmond at VCU
Louise B. Cochrane Charitable Foundation
The Dairy Alliance
Dominion Energy
Edward Jones
Ernst & Young
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Richmond Chapter
Habalis Construction, Inc.
Hamilton Beach Brands
Hourigan
Hunton Andrews Kurth
James River Air Conditioning Company
Kimble, Certified Public Accountants
Kiwanis Club of Tuckahoe
Lilly Pulitzer at Short Pump Town Center
Mary Washington Healthcare
McGuireWoods Consulting
McKinnon & Harris
Mutual Assurance Society of Virginia Fund
of the Community Foundation
serving a greater Richmond
NSWC Federal Credit Union
Ogletree Deakins
Patient First
Publix Super Market Charities
Rappahannock Electric Cooperative
RECO Foundation
Reid Engineering
Smart Beginnings Rappahannock Area
SunTrust
Surgi-Center of Central Virginia
Union Bank & Trust
Wells Fargo Advisors
Wells Fargo Private Bank

In Honor Of

Sally Bagley
Children's Museum Associate Board
Mary Farrell
Adelyne Hall
Niko Hough
Stephanie Maxwell
Willa McCalla
Alex Moore
Carli & Garrett Nelson
Jenna Petrosino & Kevin Kindler
Wade & Natta Tyler
Paul Van De Putte
Shannon Venable
William & Mary Alumni Association
(Richmond Chapter)
Laura Young & Nicholar Ruxton's
Wedding Guests

In Memory Of

Sara Markham
Kelley Jones Miller

This list reflects gifts received between July 1, 2017 and June 30, 2018. Every effort has been made to ensure that names are listed correctly. If this is not the case, please contact us at (804) 474 - 7022 so we may correct our records. Everyone associated with the Children's Museum deeply appreciates the gifts received and thanks each of you, again, for supporting the Children's Museum.

To view a complete list of donors from July 1, 2017 - June 30, 2018, please visit us online at:
ChildrensMuseumOfRichmond.org/donors

Children's Museum of Richmond

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Richmond, VA 23220