2019 Impact Report

It has been another amazing year at the Children's Museum – where learning is always in play! Play is our brain's best and favorite way to learn, helping children prepare to solve problems in very creative ways. From strategies that integrate family learning into educational field trips to our partnerships and collaborations in support of the Region's focus on school readiness and The Basics, I believe the museum has become a key resource for the communities that we serve. Our expansion of programs serving children and families with disabilities as well as working with partners such as Sacred Heart Center has surely demonstrated our increased efforts and commitment to offer museum experiences and programs to all children and their families.

As I am nearing the end of my tenure at the museum, I want to note that I am so proud to have been able to work with a wonderful staff, dedicated volunteers and generous donors who have made “learning through play” experiences possible for so many families throughout our community.

Shannon L. Venable
President & CEO

A Note From the CEO

386,333 total visitors in 2019
14,751 Total Hours
Book Bank
32,312 Books Distributed
28,601 Books Collected
3,025 Other Hours

79% 3% 4%
66% 30% 3% 14%
Our Mission

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

Our Vision

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

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Jillian Zemp

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- 2,918 Art Studio Hours
- 2,566 Internship Hours
- 2,567 Exhibit Buddy Hours
- 3,025 Other Hours

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Attendance by Location
386,333 total visitors in 2019
- Downtown: 191,519
- Fredericksburg: 46,967
- Short Pump: 68,684
- Chesterfield: 79,163

Revenue
- Earned: $2,705,800
- Operating Contributions: $1,252,700
- Capital Contributions: $125,000
- In-Kind Contributions: $59,902
Total Revenue: $4,143,402

Expenses
- Program Services: $3,318,300
- Management & General: $597,200
- Museum Shop: $169,100
- Development: $131,500
Total Expenses: $4,216,100

26,742 School Program Guests
37% Free/Reduced School Program Rate

23,198 Legendary Santa Attendees
1,741 Total Volunteers
6,290 Total Member Families
818 Scholarship Member Families
Play Ahead

“Play Ahead to Get Ahead” was the theme of the Children’s Museum’s new campaign that was launched in the spring of 2019. The campaign raised awareness for the importance of learning through play.

Framework

The Children’s Museum introduced The Learning Framework to align school programs, exhibit design, and the overall museum experience. As the first cultural institution that most children visit, the museum understands that it is most impactful when addressing the social, cultural, educational, and developmental issues that affect children in our community.

Guiding Principles

- Children and families are at the center of everything we do.
- Children are capable of creating their own unique answers.
- Children learn through play and hands-on experiences.
- Children thrive from informal learning that honors their individual learning styles.
- Children need a strong foundation in literacy and life skills for success.

Outcomes

- Children are excited about learning and are ready for school.
- Parents and caregivers understand their role in early learning.
- Teachers recognize the role of the museum in early learning.
- Our community understands and supports the importance of early learning and the role of the Children’s Museum in school success.
School Readiness Through Partnerships

The Children’s Museum received one of two technical assistance grants through a joint project with the BUILD Initiative and the Boston Children’s Museum to lead and promote School Readiness Through Partnerships throughout the Commonwealth of Virginia. As a result of this work, partners are networking and providing complementary programs utilizing The Basics.

The Basics

The Children’s Museum uses The Basics to provide programming for families with young children at each of its four locations and through work with community partners such as the Sacred Heart Center, Partnership for Families, and the YWCA’s Sprout School.

The Basics are five parenting and caregiver principles based on research indicating that 80% of brain growth happens during the first three years of life.

1. Maximize Love, Manage Stress
2. Talk, Sing, and Point
3. Count, Group, and Compare
4. Explore through Movement and Play
5. Read and Discuss Stories

Museum Partners
- Lewis Ginter Botanical Garden
- Science Museum of Virginia
- Virginia Museum of Fine Arts

Library Partners
- Chesterfield County Public Library
- Henrico County Public Library
- Library of Virginia
- Petersburg Public Library
- Rappahannock Regional Library
- Richmond Public Library

Smart Beginnings Partners
- Smart Beginnings RVA
- Smart Beginnings Southeast
- Smart Beginnings Rappahannock

Community Partners
- ChildSavers
- Richmond Public Schools

Magnificent Magnets was the most booked field trip with 3,199 students!
Framework Outcomes
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The Basics
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School Readiness Through Partnerships
The Basics

VCU Doctoral Students

VCU Doctoral students Carrie Dawkins, OTS and Valeria Gonzales, OTS with Virignia Commonwealth University’s Department of Occupational Therapy spent a semester at the Children’s Museum studying the use and application of adaptive strategies to support engagement and participation for special needs children during their time at the museum, specifically during field trip programs.

“Our little family simply adores this place! The hands on learning activities are endless fun! I’m taken aback by how much the place has changed since I was a child.
There is so much to do there, the possibilities are endless! Our first trip we were hooked. I love their ability to disguise learning as play. I’m looking forward to exploring all the other wonderful locations with our babies as well.”
-Kara Shea, member

community

Book Bank

Richmond City Public Schools received the most books from the Book Bank this year. Capital One hosted the largest book drive bringing in 6,008 new and like new children’s books.
people

Scholarships

This year’s Volunteer Scholarship was awarded to Nitya Balasubramanian from Henrico High School who volunteered 92.33 hours!

The Snow Queen Scholarship was awarded to Katie Taguchi (supported by the Mary Anderson Harrison Foundation in memory of Cameron Gallagher).

Volunteer Strategies

The Children’s Museum was certified as a Service Enterprise for its volunteer program through Points of Light and HandsOn Greater Richmond.

Board Reunion

In October 2018, the Children's Museum hosted a reunion of its Board of Trustees and Associate Board members dating back to the museum’s inception in 1981 and also recognized the museum’s Directors Emeritus.

awards

Public Relations Society of America Richmond Chapter Award of Merit for “The Importance of Playing” by Shannon L. Venable, October 2018 in the Richmond Times Dispatch

Virginia Living Magazine’s Best of Virginia 3rd Place Award for Best Museum

Richmond Magazine’s Best & Worst 3rd Place Award for Best Attraction that “Keeps Kids of All Ages Engaged”

Richmond Times Dispatch’s Best Fest Runner Up Award for “Best Museum”

2019 Impact100 Finalist for the Children’s Museum Sensory Room Project
Leadership Circle

$10,000+
Farrell Family Charitable Trust
Mr. John Lewis
Edward & Shannon Venable

$5,000+
Anonymous
Mr. & Mrs. Frank Bradley
Thomas & Anne Garland Farrell
Dr. & Mrs. George Knaysi

$2,500+
Sally T. Bagley
Mary & Stuart Farrell
Four G's Charitable Trust
Rudene Haynes
Richard & Linda Larochelle
Marc & Carla Mentry
Bill & Suzanne Mistr
Barbara Peskin
Sean Ryan
Mrs. Martha Schley Kemp Smith
Barbara J. Thalhimer & William B. Thalhimer, Jr. Family Fund of the Community Foundation for a greater Richmond

$1,000+
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Bob & Liz Blue
David & Anne Carson
Mr. & Mrs. Richard Core
Mr. & Mrs. Mark S. Cross
Marc & Kirsten Elim
Rob & Jean Estes
Ken Felts
Susie & Bill Gibbons
Martin L. & Patricia H. Giles Fund of The Community Foundation Serving a greater Richmond
The Good Shepherd Fund
Mr. & Mrs. William H. Goodwin, Jr.
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Mr. & Mrs. Kevin Harris
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James Mackin
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$10,000+
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Dudley & Jennifer DuPuy
The Board of ExploreIt! Children's Museum
Mr. & Mrs. John D. Farrington
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Jimmy & Ellen Jarrell Family Legacy Fund of the Community Foundation
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The Santillo Family
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George & Kirstin Sneed
Ben & Kitty Walle

Capital Donors

E.B. Duff Charitable Lead Annuity Trust
The Marietta McNeill Morgan & Samuel Tate Morgan, Jr. Trust
Anne Carter & Walter R. Robins, Jr. Foundation
The Virginia Soybean Association & The Virginia Soybean Board

Corporations & Foundations

$40,000+
Dominion Energy Charitable Foundation
Economic Development Authority of the County of Chesterfield
Genworth
Robins Foundation
Bob & Anna Lou Schaberg Foundation
Wegmans Food Markets, Inc.
The Windsor Foundation Trust

$20,000+
Bank of America
Bon Secours Health System
Call Federal Credit Union
CarMax
E. Rhodes & Leona B. Carpenter Foundation
CultureWorks
Genworth Foundation
The M&T Charitable Foundation
Walmart

$10,000+
The CarMax Foundation
The Collegiate School
John Randolph Foundation
McGuireWoods
MEDARVA
Richard & Caroline T. Gwathmey Memorial Trust
Shelton Hardaway Short, Jr. Trust
Virginia529
Wells Fargo
THANK YOU

This list reflects gifts received between July 1, 2018 and June 30, 2019. 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, 2018 - June 30, 2019, please visit us online at: ChildrensMuseumOfRichmond.org/about-us

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L.S. & J.S. Bryan Fund of the Community Foundation for a greater Richmond
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Byrd Family Foundation
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Yvonne & Charles Gold
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Martha Warthen
Ashley White & Joshua Teets
Mary Beth Yates
Tom & Christy Yates

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$1,000+
Amica Insurance
Atlantic Builders
Atlantic Union Bank
BDG
Cabot Creamery Cooperative
Capital One
Children’s Hospital of Richmond at VCU
The Dairy Alliance
Davenport & Company
Ernst & Young
Gray Holdings, LLC
Duff McDuff Green, Jr. Fund
Hougan
Hunton Andrews Kurth
James River Air Conditioning Company
James River Construction
Kimble, Certified Public Accountants
Kohl’s
Louise B. Cochrane Charitable Foundation
Mary Washington Healthcare
McKinnon & Harris, Inc.
Mutual Assurance Society of Virginia Fund of the Community Foundation for a greater Richmond
Nora Roberts Foundation
NSWC Federal Credit Union
Patient First
PGA Tours, Inc.
Publix Super Markets Charities
Rappahannock Electric Cooperative
The Rea Charitable Trust
RECO Foundation
Smart Beginnings Rappahannock Area
SunTrust
Thompson Siegel Walmsley
The Tittmus Foundation
West Cary Group, LLC

In Honor Of
Sally Bagley
Ann Burrus
Mary Farrell
Ms. Cheryl Lewis
Vishwa Link
Erica Plale
Charlie S.
Molly Sipe

Katie Taguchi
Wade & Natta Tyler
Westminster Canterbury
Child Development
Teachers
Turnstall Willis

In Memory Of
G. Waddy Garrett
Allison Knott & Kit Thomas
Sara F. Markham
Dr. Jay Nogi
Courtney E. Price
Susan Schaffranek
Carolyn Whelan

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