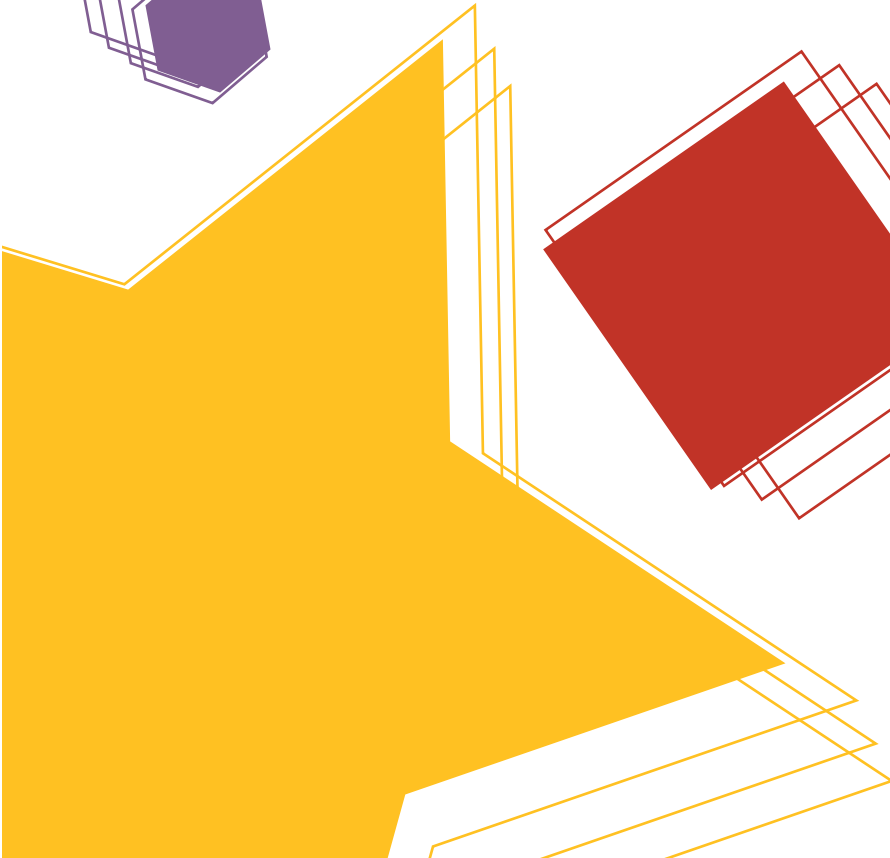
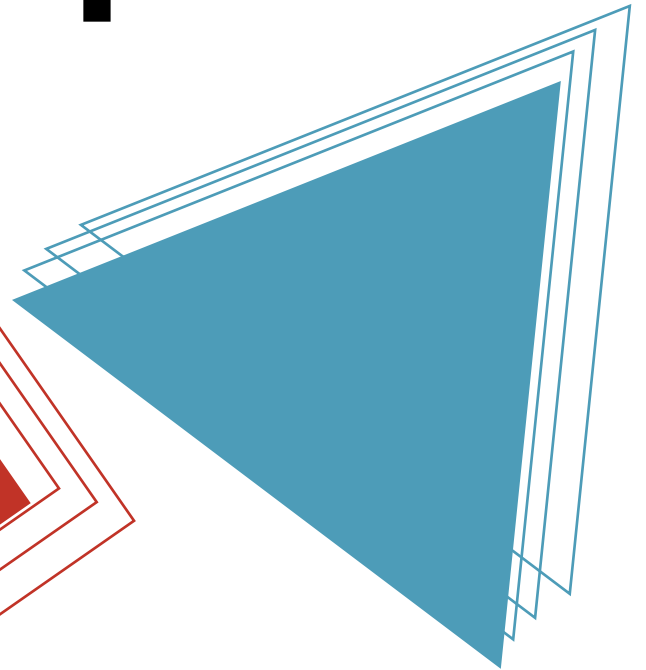
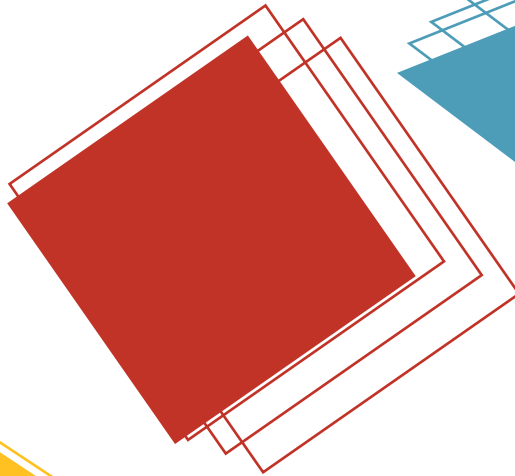
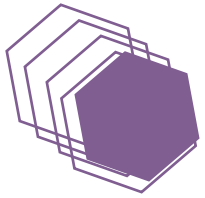




2019 Impact Report



Children's 
Museum



A Note From the CEO

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

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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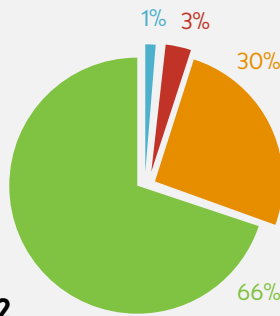
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by the numbers

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

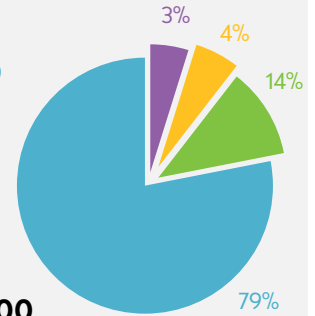
Revenue

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

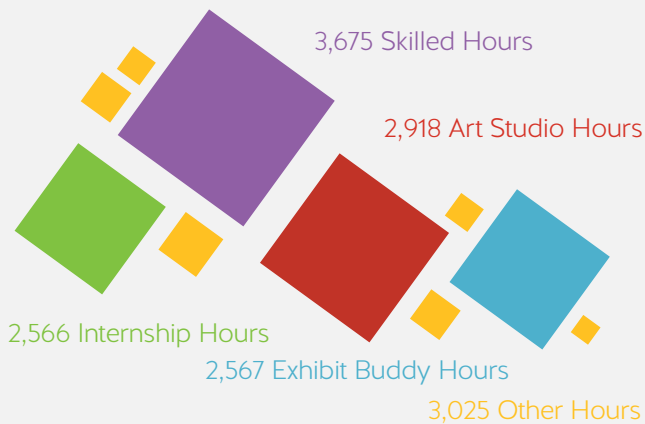


Expenses

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



How Our Volunteers Spend Their Time 14,751 Total Hours



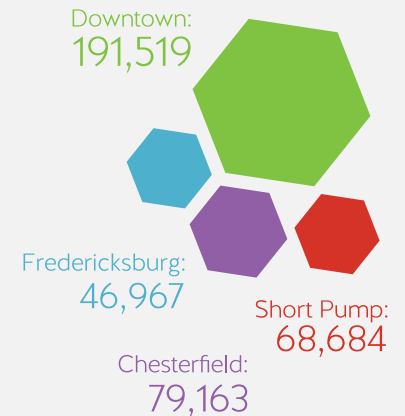
Book Bank 32,312 Books Distributed



28,601 Books Collected



Attendance by Location 386,333 total visitors in 2019



23,198 Legendary Santa Attendees

1,741 Total Volunteers

6,290 Total Member Families

818 Scholarship Member Families

education

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

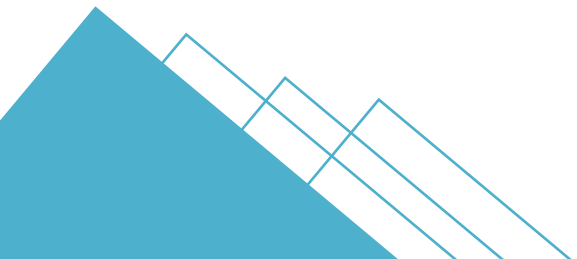
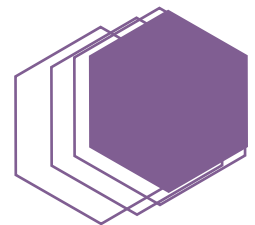
The Children’s Museum introduced **The Learning Framework** to align school programs, exhibit design, and the overall museum experience. As the first cultural institution that most children visit, the museum understands that it is most impactful when addressing the social, cultural, educational, and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

Community Partners

- ChildSavers
- Richmond Public Schools

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

Magnificent Magnets was the most booked field trip with 3,199 students!





experience

May 2019 marked the Children's Museum Fredericksburg's 5th Anniversary. The community supported the milestone by funding two new exhibits: The Fredericksburg Co-Op and an interactive Everbrite Wall. Since opening in 2014, the Fredericksburg location has welcomed 265,947 guests.

VCU Doctoral Students

VCU Doctoral students Carrie Dawkins, OTS and Valeria Conzales, OTS with Virginia 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

Fredericksburg Co-Op Sponsors



community



Sacred Heart Center Family Day

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

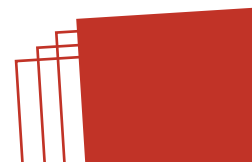
Public Relations Society of America Richmond Chapter Award of Merit for "The Importance of Playing" by Shannon L. Venable, October 2018 in the Richmond Times Dispatch

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+

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Mr. & Mrs. Frank Bradley
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ChildrensMuseumOfRichmond.org/about-us

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