



Children's Museum of Richmond

**BIG PLAY.**

**BIGGER IMPACT.**

2020-2021 Impact Report

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*In a year with a worldwide pandemic, significant health and safety concerns, tough decisions, constant change, and never-ending stress, I'd like to focus on the positive – the exceptional creativity of a team and community to deliver and expand CMoR's mission.*

# RE-IMAGINE

**Re-imagination of exhibits and floor space was key.**

The closure of two locations provided the exhibits that we needed to modify and enhance the Downtown and Chesterfield locations to comply with cleaning regulations and provide great experiences for children and families.



# ADAPTING

## **The Question is: how to sanitize literally every inch of the Museum?**

When we first reopened in September 2020, every manipulative was bagged so that families had their own set to play with; when families were finished, the manipulatives were sanitized and bagged for the next family; in addition, every surface was cleaned regularly. We also were able to implement online ticketing, which provided families with the comfort of knowing that capacity was limited and that no transaction exchange was needed at the front desk upon arrival.



## **Keeping the tradition of Legendary Santa alive!**

This meant changing camera angles and set-up for Santa to keep him (and you!) safe. We knew that our community needed hope in 2020; Legendary Santa and the 84-year tradition in our community is an important piece of many people's holiday traditions. To make it possible, our team made sure that the layout of the room could promote social distancing and safety; and, the plexiglass that protected Santa was placed at such an angle that it was not visible in the treasured family photographs!

# OUTREACH

## How can we reach students in new ways?

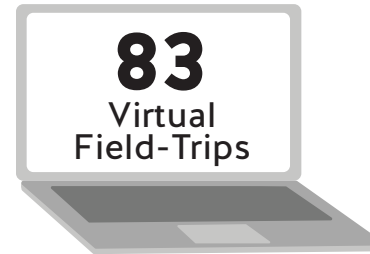
Virtual field trips and so much more! As the world leaned into technology, so did we; our creative education team figured out how to deliver field trips virtually to classrooms and were also able to use our blog and social media to provide at-home activities for children and families. New in-person offerings for the year included Creation Stations (small caregiver/child classes) and working with the YMCA to deliver programming Mondays-Thursdays at their Student Success Centers throughout the school year and into the summer.




**61,393**  
Visitors This Year



**11,624**  
Books Gifted







*In addition to creativity, a high level of resilience was also required – from the calisthenics needed to literally clean all day, every day; every team member pitched in to do what was necessary to be open to the public; and being up to the challenge of the “pivot.” There were a lot of ideas, thoughts, processes that occurred during the year; some worked, some didn’t, and some were modified a thousand times before the right solution was found.*

# EDUCATION

## **Upholding our educational mission of learning through play.**

One exciting part of the fiscal year was the hiring of our new Family Engagement Manager, Ali Sullivan. Ali has a bilingual capacity, speaking both English and Spanish. In addition to teaching and raising awareness about The Basics, Ali has assisted us in translating content throughout the Museum into Spanish to be more inclusive.

Despite the Museum being closed, our Children’s Book Bank was able to distribute over 10,000 books through meal distribution programs in Chesterfield County and the City of Richmond, as well as through additional community partners.



# CELEBRATE

## **A 40<sup>th</sup> Birthday Celebration for kids and families in May!**

This was the first time that we were able to welcome performers back to our locations, festive activities and special treats were also a part of the day! In the midst of an often-changing year, the team and volunteer committee also planned (and later hosted) a gala for adults in September 2021.

**CELEBRATING**  
**40**  
**YEARS OF PLAY**

*Through it all, the Museum carried out its mission; and, in many ways grew it, as well as leaned into service, partnership, and being a vital part of our community. This didn't happen in a staff vacuum – it was a broad team made up of many constituencies who made it possible. MANY thanks to all who rallied to make sure that the Children's Museum could not only celebrate its 40<sup>th</sup> Anniversary, but also prepare for the next 40, and the 40 after that, and many times again. This included the Board of Trustees, Associate Board, Commonwealth Parenting Advisory Committee, volunteers, donors, partners, and our broader community – for all of whom, we are most grateful.*



*In the end, we're ready. And, we're preparing for what's next. In 2021-2022 we're embarking on a strategic plan to make sure that we are in feedback and consultation with our community to determine how to deepen and broaden our mission. Our community's youngest learners learn best through play – hands-on interactive play. And now, more than ever, they need us to provide those experiences.*

*THANK YOU for believing in us and being with us as we unfold the next chapter! In joy, play, learning, and service."*

*Danielle Ripperton*

*Danielle Ripperton, Executive Director*

*Melvin Watkins*

*Melvin Watkins, Board of Trustees Chair*

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This listing reflects gifts received between July 1, 2020 and June 30, 2021. Every effort has been made to ensure that names are listed correctly. If this is not the case, please contact us at (804) 474-7005 so we may correct our records. Everyone associated with the Children's Museum of Richmond deeply appreciates the gifts received and thanks each of you for supporting the Children's Museum.

\*Deceased

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