

## A Note from the Executive Director

What an incredible year it has been at the Children's Museum of Richmond! Not only did we survive the devastating effects of the pandemic, but we emerged with a more powerful vision. Without the hard work of CMoR's staff, Board of Trustees, Associate Board, donors, volunteers, partners, and our broader community, CMoR would not be in the position that is today: a position of resiliency and strength.

The Children's Museum is now proudly looking to the future and how we can expand the benefits of play. Play is a crucial element in the development of a young mind. It develops skills such as problem-solving, motor development, communication, and coordination. These skills build a great foundation the young mind needs in order to thrive.

Thanks to consultation from the Spark Mill, PIP Collective, and feedback from our community, we feel more ready than ever to execute our new plan for the future. We want to continue to produce dynamic exhibits and make play accessible to all in our community, expanding beyond our walls.

THANK YOU for believing in our mission and being with us as we embark on our next chapter of expanding the meaning of play.

In Gratitude,

*Danielle Ripperton*

Danielle Ripperton, Executive Director

Disclaimer: The Children's Museum of Richmond 2021-2022 impact numbers reflect the Museum continuing to emerge and deal with the significant impact of the pandemic and variants.

### Book Bank

**14,815**

Books distributed

**1,280**

Books given to teachers

**3,665**

Books to United Way for their Little Free Libraries

## Awards

Best of Virginia 2022

Richmond-Times Dispatch Top Workplaces 2022

## Scholarships

Grace Dulay, Volunteer Scholar

Peyton Schwarz, Snow

Ambassador Scholar



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# PLAY with us!



**Children's**  
**Museum**  
OF RICHMOND

**2021-2022 Impact Report**

See how we're working towards our five new Strategic Plan goals!

## Play Beyond Our Walls

Defined: CMoR is bigger than a building and our reach will extend into all of Richmond's communities.

CMoR is not just a building where families and guests can come learn through play in safe environment. CMoR is a community movement and we believe that no matter where you are, play should be accessible.

### 179 Field Trips

Nearly 65% of field trips went beyond our walls and expanded access to play into our community!

51

In-Museum Field Trips (Downtown)

14

In-Museum Field Trips (Chesterfield)

89

Outreach Museum-To-Go Trips

27

Virtual Program Trips

### 3,809 Students taught beyond our walls!

3,089 Students on Outreach trips | 1,399 Students at the Downtown Location  
481 Students at the Chesterfield Location | 720 Students in 48 Virtual Classes

## Play with Style

Defined: Every CMoR experience will include a unique "wow" factor.

We want every experience at CMoR to be unique and memorable. We are committed to constantly producing dynamic and refreshed exhibits, crafting a welcoming environment, and creating a space where even caregivers can learn through play.

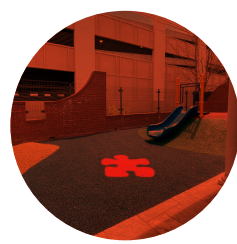
### We introduced many new exhibits this year



Backyard/KABOOM!



Amtrak



Imagination Playground

741 Participants Bilingual Story Time & Tutus and Ties on Tuesdays

## Play with Meaning

Defined: Be explicit about the connection between play and learning.

We want to make implicit exhibit learning connections explicit and embed learning values across all CMoR experiences. Not only that, we want to ensure children and their caregivers are learning through play together and caregivers are learning tools to extend the learning.

### Learning Framework

Our framework explicitly informs/guides caregivers to deepen the impact on young children beyond the museum experience. CMoR can play a pivotal role during critical brain development by ensuring our programs are built on a strong educational framework.

1. Children are capable of creating their own unique answers.

2. Children learn through play and hands-on experiences.

3. Children thrive from informal learning that honors their individual learning styles.

4. Children and families are at the center of everything we do.

5. Children need a strong foundation in literacy and life skills for success.

### School Readiness

We and our partners helped the community prepare for their first day of kindergarten. Our guest speaker presentations included tips on early literacy, social-emotional support, healthy habits, and ways for caregivers to support learning in and out of the classroom

## Play with more Friends

Defined: Be explicit about the connection between play and learning.

We want to tell our story in a way that connects us with the broader community and embraces our identity. We want to invite more people to support our mission of learning through play and extending our impact by recruiting the very best staff that is reflective of our diverse community.

432

Total Volunteers

29

Volunteers Opportunities

5,859

Total Volunteer Hours

## Play for Everyone

Defined: Ensure everyone has access to "learn through play."

We want to evaluate and adopt our environment and experiences through community relationships so that all feel welcome to play. We will make CMoR a welcome place for all by identifying and addressing barriers within our community and expanding outreach and partnerships through schools and organizations.

36

School Field trips with the Scholarship Program

296

Memberships distributed to families in need

630

Special Nights Attendees

A free monthly night for families with children with disabilities.

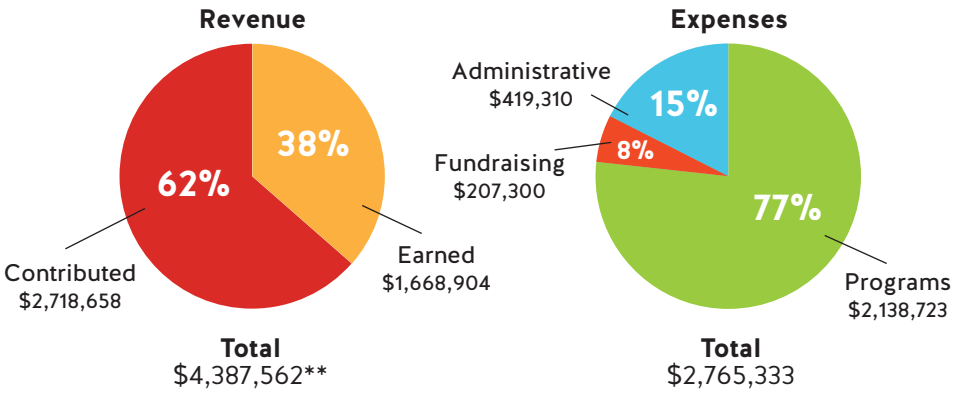
25,593

Visitors utilized Museums For All



# 2021-2022 Financials\*

July 1, 2021 - June 30, 2022



\*These figures are unaudited; as soon as the audit is complete it will be posted to our website at [cmorva.org](http://cmorva.org).

\*\*CMoR received a one-time federal grant to support prior and current fiscal years with the hardship on the organization due to the coronavirus pandemic.

**Total Attendance**  
175,540



# Individual Donors

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