



## A Note from the Executive Director

It's been an inspiring and eventful year at the Children's Museum of Richmond and we are so very grateful! Museum and field trip attendance has surpassed expectations, at times exceeding our pre-pandemic totals, and has only continued to grow. With so many new ventures, from fresh, new STEM-based exhibits, to the creation of our free family field day, *I See Me Play in RVA!*, and the return of the springtime gala, we have had many opportunities to expand our reach beyond our walls and play with more friends. It was absolutely heart-warming to see so many smiling faces this year learning through play.

The Children's Museum also saw a significant increase in the utilization of Access for All benefits, confirming that the need for such programs remains high in our community. Thank you to our staff, Board of Trustees, donors, volunteers, partners, and greater community for being our champions, working tirelessly to break down barriers to make play more accessible for all children.

Playful learning helps to foster a child's creativity, develop a healthy sense of self-confidence, and improve future academic performance in the classroom. We will continue to engage learners inside the museum and outside our walls, and be thoughtful on how to meet the needs of every young child in our community. THANK YOU for helping us reach so many children and for building a stronger community along the way!

In Gratitude,

*Danielle Ripperton*

Danielle Ripperton, Executive Director



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# PLAY for EVERYone

2022-2023 Impact Report







34,629

Low-income visitors played at a reduced rate

↑ 35%

17

Chesterfield

26

Virtual

125

Downtown

Total Number of Field Trips

98

Offsite

## Play for Everyone

We were able to expand our reach to even more Title I schools and low-income families, resulting in a significant year-over-year increase in the utilization of Access for All benefits! CMoR's staff also participated in training with the Autism Society of Virginia to ensure all members of the community feel welcome to learn through play at the museum.

### Family Engagement Partners

- Sacred Heart
- Waymakers
- YMCA Greenleigh
- CCPL Meadowdale Library
- RPL, VPM, ExCELL partnership for Kindergarten Readiness
- VCU OT Department – Developmental Screenings (in-museum)
- CECLA – Kindergarten Readiness
- Richmond Area Directors – training

## Play with More Friends

We launched a brand new event this year which allowed us to play with even more friends and connect with the broader community. *I See Me Play in RVA!* brought many new community partners in to share their authored books, skills, and inspiring careers. We were able to invite more people and businesses to support CMoR's mission with the return of the fall auction and springtime gala!

1,299

Special Nights Attendees

↑ 106%

21,162

books were distributed

↑ 7%

Total Number of Students Taught

1,000

Chesterfield

7,371

Downtown

3,536

Outreach

## Play Outside the Walls

We returned to Folk Fest to host over 4,000 visitors at the Family Area, engaging with the community and providing hands-on activities to families! The BUILD IT exhibit delighted little learners during its visits at the Children's Hospital of Richmond and St. Christopher's School.

Our Family Engagement program brought bilingual story times and school readiness activities to local libraries and partners throughout the region! We also expanded our educational partnerships with the community, bringing Basics Playgroups and LEGO activities to children and caregivers.



## Play with Meaning

We introduced Baby Stops in exhibit spaces, enhancing the learning value for our youngest visitors. With the help of VCU Occupational Therapy students, we created places where caregivers can direct babies' attention to mirrors, high contrast images, and enriching sensory experiences that help to sharpen their visual skills and focus.

Last year, CMoR had visitors from **49 states** plus multiple countries!

Montana was the only state we didn't see visitors from.

287,833

Total Attendance

↑ 52%

26%

of all Field Trips were free or reduced

↑ 6%

368

Scholarship Memberships

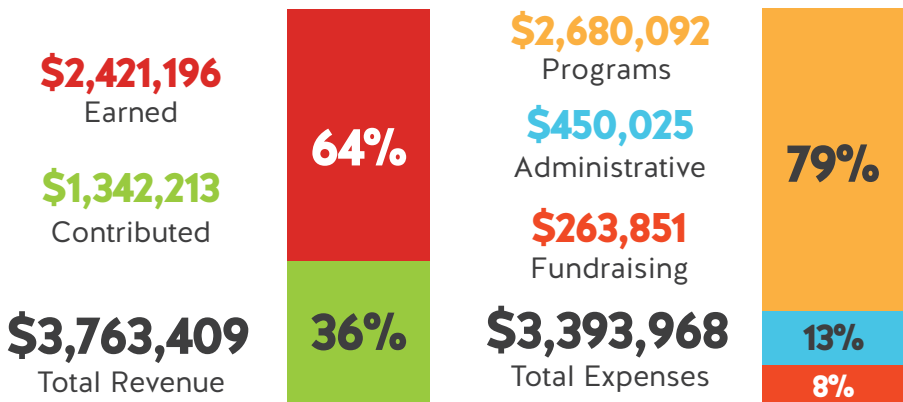
↑ 24%

## Play with Style

We delivered huge "wow" factor experiences to visitors! CMoR's first traveling exhibit in many years, Moon to Mars, explored the current realities of space travel. We also launched our own CMoR-designed mobile exhibit, BUILD IT, plus a Music Exhibit in Chesterfield from the Freeman Foundation Asian Culture Exhibit Series.



# FY23 Financials\*



\*These figures are unaudited; as soon as the audit is complete, it will be publicly posted on the Children's Museum of Richmond's GuideStar listing.

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