dream big

A Capital Campaign to Transform the Future of Play and Learning



Children's Museum
OF RICHMOND



Inspiring for Generations

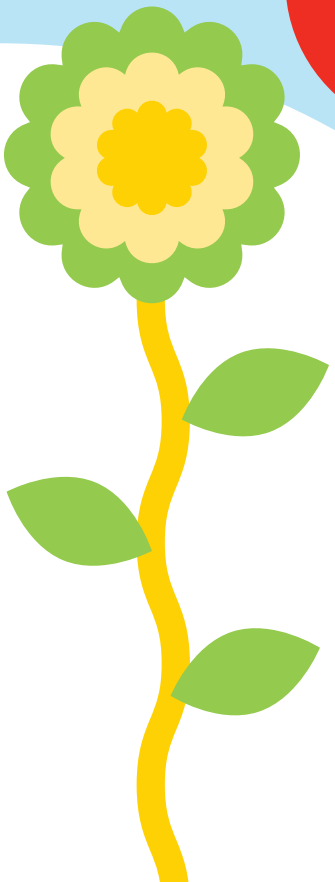
Since 1981, the Children's Museum of Richmond (CMoR) has been a cornerstone of early childhood education, providing interactive programs, exhibits, and services that integrate development, parent education, and literacy. As a vital first cultural experience for many children, CMoR complements educational efforts from schools, childcare centers, and homes, fostering a love of learning in millions of children and their families across Virginia.

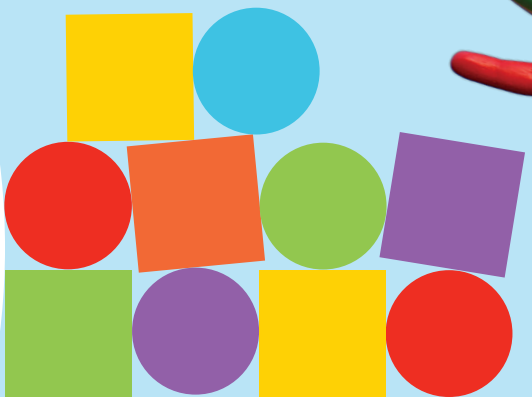


Our Mission:

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

Play is a child's first language — and the more often children have the opportunity to engage in hands-on, interactive educational experiences, the more likely they are to find success inside the classroom.











Why Children's Museums Matter

Children's museums like CMoR play a vital role in economic vitality, lifelong learning, cognitive and social development, community well-being, and mental health. They serve as local destinations, educational laboratories, community resources, and advocates for children's well-being.

- **Play is Serious Learning:**
  Enhances brain structure, executive functioning, academic skills, social interactions, healthy risk-taking, and motor skills.
- **School Readiness:**
  Builds a strong foundation for classroom success.
- **Supportive Environments:**
  Nurtures mental health through enriching play experiences.
- **Educational and Cultural Hubs:**
  Provides exhibits and programs that stimulate curiosity, motivate learning, and support well-being.
- **Community Engagement:**
  Addresses community needs, acts as a cultural gateway, and provides social services.
- **Innovators in Education:**
  Develops child-centered, play-based teaching methods outside formal education systems.

Increased Community Need

The Children's Museum of Richmond plays a crucial role in addressing early childhood skill gaps that are critical for long-term academic success and community well-being.

These statistics highlight significant disparities in educational opportunities and experiences among historically marginalized groups. Access to highquality learning experiences is essential to narrow these early opportunity gaps and set the stage for school success.

Disparities in School Readiness

Students who were English language/multilingual learners and those with no preschool experience had lower readiness skills at the beginning of the school year.

43% of Kindergarteners

Began the 2025-2026 school year needing to build skills in math, self-regulation, and/or social skills.

Continued Educational Disparities:

50% of Black children, 59% of Hispanic/Latino children, 69% of English language learners, 55% of children from low-income backgrounds, and 66% of children with disabilities ended the school year below the overall benchmark.

Stats from the Fall 2025 Virginia Kindergarten Readiness Program Snapshot

Growing Beyond Our Imagination

We are seeing attendance numbers at our Downtown location soar, surpassing pre-pandemic totals. This surge in visitation and field trips underscores the growing demand for our unique educational experiences. To meet this demand and continue providing high-quality learning through play, our facilities must evolve.

249,164
total attendance

1,066
Sensory Friendly Night attendees

17,214
books distributed

780
family scholarship memberships

35,110
low-income visitors played at a reduced rate

37%
of all field trips were free or reduced price

FY26 Impact Totals from the Children's Museum of Richmond

The Time for Transformation is Now

The Children's Museum of Richmond's Broad Street location has not undergone a sizeable renovation since its opening in 2000. After nearly 25 years, the wear and tear on CMoR's beloved exhibits is significant. The exhibits that have delighted and educated children for decades are now in need of an update for the Museum to maintain effectiveness and appeal.

> *"**Our favorite thing** about the Children's Museum is that magical spark that allows kids to just walk in to **discover**, to be, to **play**, and to **create** every day."*
>
> *-Amie Potter, CMoR Member*













By investing in the renovation and transformation of CMoR, we are not just improving a museum but also contributing to the future success of the Central Virginia community.

1 Expand Educational Impact and learning interactions

New and improved exhibits will provide dynamic and educational opportunities, promoting early learning, development of essential life skills, literacy, caregiver engagement, and diverse modalities of play.

2 Enhance Accessibility and promote learning opportunities for all

Provide children from every background with the tools and experiences they need for school readiness and beyond.

3 Foster Community Engagement

Updated facilities and exhibits will support increased visitation and community engagement, making CMoR a central hub for family learning and play in Richmond.



Transformed play experiences include:

- Exploratory Play
- Physical (Gross Motor) Play
- Physical (Fine Motor) Play
- Constructive Play
- Social Play
- Expressive Play
- Pretend Play



KEY

1 Welcome Desk
2 Stan
3 The Portal
4 Magic Meadow
5 Nature Lab
6 Skybox Climber
7 Itty Bitty River City
8 The Cave 2.0
9 RVA Water Table
10 Seymour Studio
11 Sam's Stage
12 Apple Tree 2.0
13 Celebrate!
14 Splashmor

Where Dreams Take Root:

Rendering of the Downtown Exhibit Transformation



Photo of the opening of Magic Meadow Exhibit Area

The Children's Museum of Richmond is poised to enter a new era of impact and innovation. Children's hearts will leap and their imaginations will run wild in new and expanded exhibits. Your support will allow more children to grow with curiosity into lifelong learners through our dynamic new environment.



Welcome Desk



Stan the T-Rex



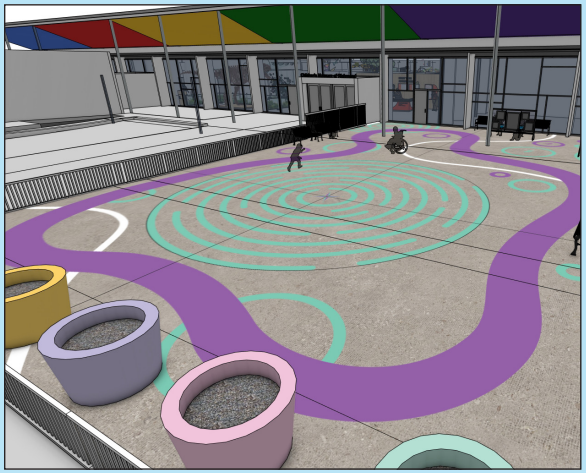
Celebrate



Apple Tree



Sam's Stage



Outdoor Splash Pad

Project Timeline

Throughout these phases, CMoR will remain either partially or fully open, providing continuous access to educational and engaging experiences for all visitors.





2024-2025

Develop detailed exhibit plans to ensure innovative and engaging experiences.

2026

Update existing facilities and exhibits in one half of CMoR Downtown.

2027

Complete final updates and installations for second half of CMoR Downtown, enhancing overall exhibit experience.

> *"Every time we visit, we know that there's going to be an **opportunity to learn through play** and reinforce what the girls have been working on in school."*
>
> *-Samantha Charlet, CMoR Member*

Transforming Dreams into Reality:

Our Capital Campaign Vision

To ignite a lifelong love for learning in children through the **transformative power of play.**

CMoR fosters an environment where young learners and their caregivers are inspired to be **curious, resourceful, and goal-directed** explorers of their expanding world.



$10M
Capital Campaign Goal

$7.5M
Downtown Exhibit Transformation

$2.5M
Downtown Building Renovations + Campaign Operating Costs

Planned Giving Goal for endowment: **$2M**



We've Got Big Dreams!

The Downtown Museum exhibit transformation is the first phase of a much broader long-term vision for CMoR. It will lay the groundwork for future projects, such as building expansions and location improvements.

Ensuring Long-Term Sustainability and Impact through Endowment Growth

Growing the endowment is crucial for the long-term sustainability of the Children's Museum of Richmond. A robust endowment provides a stable financial foundation that enables us to:

Ensure Financial Stability

Expand Accessibility

Maintain and Enhance Exhibits

Support Innovative Programming

By growing our endowment and encouraging planned giving, we can ensure that the Children's Museum of Richmond remains a vibrant, essential resource for children and families for generations to come.

Planned Giving

Your support can create a **Legacy of Learning**.

Make a Long-Term Impact through planned gifts to our endowment, providing perpetual support that lets us plan for the future with confidence!



You Can Make Dreams Come True

Your gift to the Dream Big campaign will weave a tapestry of wonder and discovery, creating a lasting legacy of learning and play. Together, we will enrich the lives of countless children and families, and strengthen the future of our community. Together, we can turn dreams into reality and inspire generations to come.

> *"We need to invest in our children and prepare them to be future leaders. I believe CMoR embraces this at its core; we learn through play and discovery. It has been a pleasure and privilege to support this organization. As we move forward with the Dream Big capital campaign, we must continue to take big leaps to provide above and beyond support that will transform playful learning experiences for the next generation of children and their families."*
>
> *-Lynn Mussatt,*
> *Campaign Leadership Committee Member*

Thanks for your support!

Campaign Leadership Committee

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Children's Museum of Richmond

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Children's Museum of Richmond

www.cmorva.org

