



We Take Play SERIOUSLY



madison children's museum

2014-15 Annual Report

Every day in the museum, children and families visit from neighborhoods with a diversity of economic backgrounds, cultural practices, schools, access to nature and more. Our offerings create a window through which any child, with his or her unique approach to the world, will be inspired to learn more, explore differently, or see something in a new way. The wide variety of Madison Children's Museum exhibits and programs lets each family have a successful, child-centered experience — and fosters learning a variety of lessons through playing together as a family.

For those who come frequently, every museum visit is familiar, yet different — allowing visitors to enjoy their favorite exhibits or activities, yet always find something to stretch their thinking and see things from new perspectives. Last year, along with our hundreds of existing exhibit elements, we introduced seven visiting exhibits and seven new custom-crafted permanent exhibits. We produced more than 800 educational classes, workshops, and events — spanning arts and music, science, math, health, technology, culture, history, challenging conversations, and more, bringing children and their adults closer to the people and places in our community.

Play is the universal language, and playing together is key to fostering a shared future that strengthens all members of our community. Play is how children learn to invent, share, explore and meet other children. When they do those things together, they build a foundation for working and solving problems together as adults. We don't impose boundaries and there is no right way to play at MCM. This open-ended environment sets the stage for learning in ways that aren't found elsewhere. Our museum is a learning playground that changes the future for every child who visits

In May 2015, we welcomed our one millionth visitor. We look forward to continuing and improving our work in 2016 and beyond. Thank you for being a part of our community — it takes all of us.



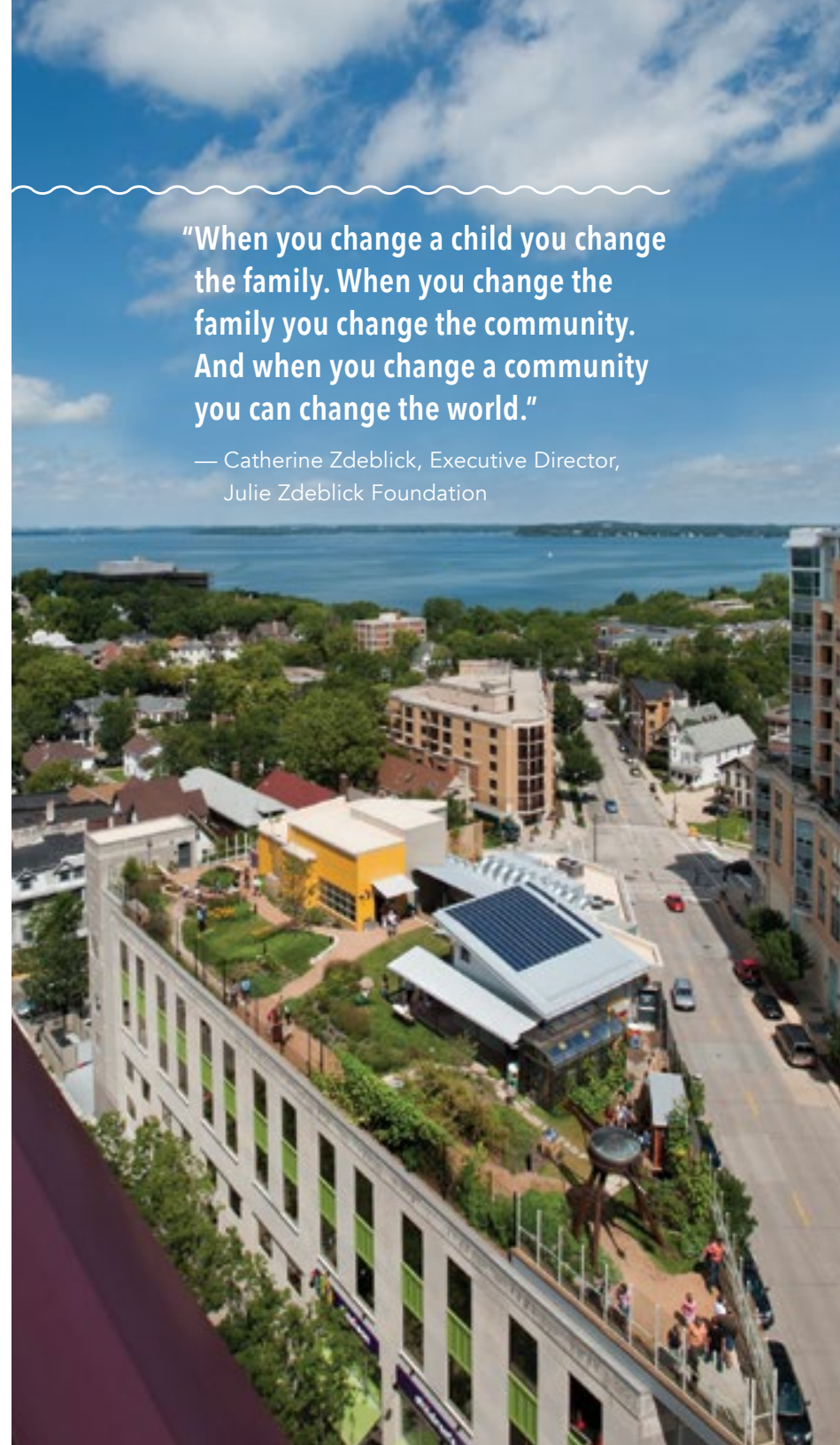
Deborah Gilpin, President & CEO



Peggy Pyle, Chair, Board of Directors

“When you change a child you change the family. When you change the family you change the community. And when you change a community you can change the world.”

— Catherine Zdeblick, Executive Director,
Julie Zdeblick Foundation





OUR MISSION: Madison Children's Museum connects children with their families, their communities, and the world beyond through discovery learning and creative play.



201,420
Fiscal Year
Attendance





NEW EXHIBITS



Funkyard

Summer 2014–15

In the walls of this upcycled outdoor exhibit children navigated an oversized obstacle course, made music, played dress up and enjoyed stage performances.



Millennium Chicken

Opened November 2014

Playing off our iconic chickens and the Millennium Falcon of *Star Wars* fame, the name fits perfectly. Kids can explore the vehicle and pretend to soar through space — there are even planets and a space baby floating nearby waiting to be activated!



Window to the Past

Spring 2014 (Changes Seasonally)

Inspired by our building's past, we routinely feature playful bits of history in our window gallery. In 2014 we featured *Play, Back in the Day*, an exhibit showcasing vintage toy collections.

Lessons from Penguins

Opened January 2015

This stunning collection of 120 photographs by award-winning photographer J.J. L'Heureux, showcased the beautiful penguins of Antarctica, displayed in our Community Concourse gallery and Mendota Stairwell.

Exhibition organized through Katharine T. Carter & Associates and supported by Endres Mfg. Company Foundation.



Liberia at Play / The Don and Suzanne Granger Collection

Opened June 2015

This immersive exhibit centered on play and family life of children in Liberia. Children could interact with a giant mancala board, carry fruit on their head, solve disputes in the hut, or try on traditional clothing.

Liberia at Play was curated and designed by Lynne Harper, Nancy Bellinger and Sandra O'Connor.



Installations Throughout the Museum

VSA Wisconsin — *Creative Power*

UW-Madison and Art Institute Chicago students — *Glow Show II*

Olive Early — *Curious Stories*

Laura Anderson Barbatta — *El Señor de Aztlán*

Sidewalk Surprise Gallery:

- Angela Richardson — *Don't Forget to Write*
- Faisal Abdu'Allah — *Chasing Mirrors*
- Bernadette Witzack — *Picture, Picture*





ECONOMIC IMPACT

We strengthen the local economy

Madison Children’s Museum’s building represents a \$16.5 million capital investment in downtown Madison.

We educate children and families

We offered more than 800 educational programs in the arts, history, culture, science, health, and civic engagement last year.

We provide jobs

The museum is open to the public six days a week and provides hands-on education programs to visitors. To do so, we employ 64 staff (34 full-time and 30 part-time) with a wide range of skills.

We use Wisconsin products

From the beautiful hardwood floors to energy-saving bathroom fixtures, our facility is a showcase for Wisconsin natural resources and manufactured products.



We promote tourism

Since opening in 2010, the museum has served visitors from 49 states plus the District of Columbia, and 53 Wisconsin counties. In the summer, an average of 25% of our visitors come from outside Dane County.

We model sustainability

In October 2014, MCM earned LEED-Gold certification for an existing building — the only museum in Wisconsin to have earned this award. With its local initiative and national leadership in sustainable exhibit design, the museum is a model of green renovation, exhibit design, and sustainable operations.





ACCESS, DIVERSITY & INCLUSION

893 Access
Memberships
in FY14

Our goal is to always say yes to play, which is why we created the Access for Everyone program.

Access for Everyone allowed more than 23,000 children, caregivers, and groups with high needs to engage in playful learning at the museum — 24% of our total audience served.

Access for Everyone serves our community through these primary initiatives:

Family Access Memberships

Last year, the museum offered 893 free and reduced-priced family memberships, representing 23% of all memberships, totaling nearly \$100,000 in discounts.

Free Family Nights

Free Family Night offers free museum admission for all on the first Wednesday of every month. This popular program served 4,120 children and adults.

Additional Access Initiatives

- \$1 admission
- Reduced-price field trips
- Agency Memberships
- Teen Workforce Program
- SAPAR — School-age parent program
- SPARK — cultural arts programming for adults with memory loss
- Free Community Festivals and Celebrations
- Adult Role Models in Science
- Equity, Diversity and Cultural Competency training for staff
- Play and a Play

Access for Everyone is made possible by underwriting support from generous corporations, foundations, and individuals.





ENGAGING OUR COMMUNITY

SAPAR (School Aged Parents Program)

MCM collaborates with Madison Metropolitan School District to provide teen moms with support services that meet their academic needs along with childbirth, prenatal, child development and parenting classes.

- Visits from moms and their babies totaled more than 360
- More than 150 moms and kids attended our summer 2014 SAPAR reunion
- All participating mothers are given complimentary two-year MCM membership

SPARK!

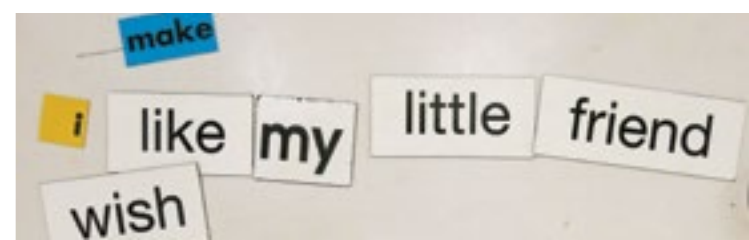
Over the past year, SPARK! provided 34 cultural programs to 426 people. SPARK! brings children together with adults who have memory loss, where they create projects, build understanding and learn new things.

"This is a place to get involved, whether it be weaving in the art room, meeting the chickens in the rooftop garden, admiring the recycleopian paradise out back, or churning butter at the historical log cabin."

— Erika Jarden, visitor



34 SPARK!
Programs
Held





Living Laboratory

Part of a national program developed by the Museum of Science in Boston, MCM's Living Lab gives cognitive scientists the opportunity to conduct experiments in child development at the museum, and then talk with parents and visitors about their research.

Play we're exploring in Living Lab:

- How do kids decide to share?
- Can children read body language?
- How do children learn patterns?

Living Lab:

- 379 hours of onsite research
- 2,013 museum visitors participated in research studies and educational Living Lab activities, guided by a total of 26 researchers.



Funkyard Festivals

In July 2014, we converted our former parking lot into the Funkyard, a whimsical outdoor play space and exhibit environment. Our Funkyard Festivals series offered unique and participatory, free public arts events, including a family circus night, community drum circles and concerts, unique Gallery Night events and space for community-wide celebrations, such as the UW Arts Institute's spring 2015 STRUT! festival. Over 3,750 people enjoyed Funkyard Festivals, and many more enjoyed free play in the exhibit throughout the year.



Play and a Play

Launched in fall 2014, Play and a Play created a collaboration between MCM, Children's Theater of Madison (CTM), Goodman Community Center, Salvation Army, and YWCA Madison to increase access for underserved families at downtown cultural institutions, while providing those institutions with comprehensive training opportunities to increase cultural competency and better serve diverse audiences.

- 265 children and family members enjoyed a free evening of play at MCM, a free meal and a free performance at CTM
- 40 staff and board members from the partner organizations received between 4 and 16 hours of training each through a series of YWCA Racial Justice workshops



SummerPalooza

This annual summer celebration takes over downtown Madison for a day of family fun with free MCM admission for everyone, creative and explorative activities, a lively lineup of local entertainment and a parade around the Capitol Square. Over 3,000 people attended, with the help of 56 volunteers last year.

SummerPalooza is a partnership between Rotary Club of Madison and Madison Children's Museum, with generous supplemental support from BMO Harris Bank and Habush Habush & Rottier.





EDUCATION PROGRAMMING & CAMPS



We're a busy place offering hundreds of educational activities, classes and workshops.

Our museum programs are designed to foster healthy growth, development, learning, taking measured risks — and having fun!

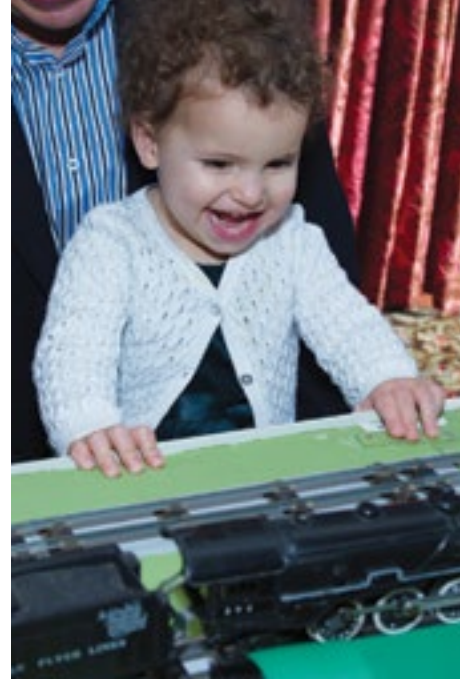
Creative play and discovery learning through over 1,000 educational programs, including:

- 18 camps serving 208 kids
- 278 school visits serving 11,360 kids
- 12 Girl Scout workshops serving 398 scouts
- 36 off-site community events





SPECIAL EVENTS



American Girl Benefit Sale

The American Girl Benefit Sale is a partnership with American Girl / Mattel, and serves as MCM's largest fundraiser. Starting with American Girl/Mattel's gift of damaged dolls and product, 300 museum volunteers and staff make repairs all year, and manage the annual weekend sale in July. Attracting 7,000 attendees from all over the country, last year's sale provided nearly \$400,000 for the American Girl Fund for Children. The fund then redistributes those proceeds to more than 20 non-profits in Dane County who also serve children. Together our efforts have provided more than \$22 million over the 28-year history of the sale!

Special thanks to Mattel and American Girl for their support. Linda Slepica, Chair

Wonder Ball

We went wild with wonder at the most whimsical fundraiser in town! Complete with live and silent auctions, cocktails and hors d'oeuvres, dining and dancing, and live entertainment, our black-tie gala raised \$190,000.

Mary C. Turke, Amy Recob and Peggy Pyle,
Co-Chairs

Tea & Trains

Our annual holiday fundraiser gives families the chance to enjoy an early holiday celebration while raising money for the museum. Tea & Trains is a wonderfully warm event featuring classic holiday activities and festive treats. Last year's sale raised \$33,000.

Valerie Kazamias, Chair, Jennifer Krueger and
Brenda Zeddun, Co-Chairs

Spring Scramble

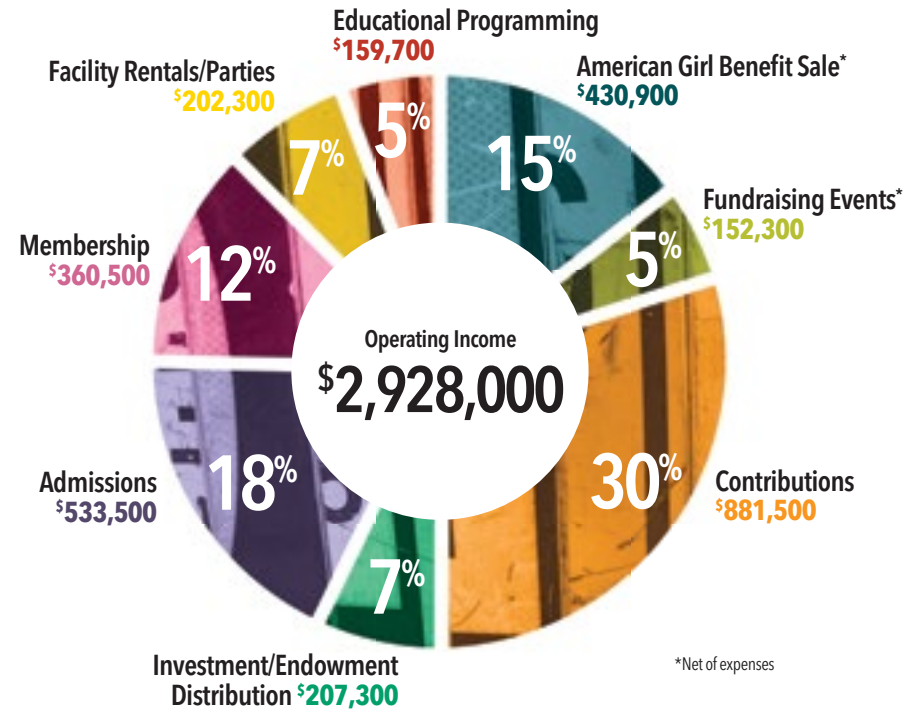
Museum supporters golf for a cause and play one of the most exclusive courses in Madison — last year at Maple Bluff Country Club. Last year's Spring Scramble raised over \$70,000.

TJ Blitz and Aleta Kaplan, Co-Chairs

INCOME & EXPENSES

Operating Income

Earned revenue accounted for 47% of the museum's income. MCM is deeply grateful for the generosity of community members, whose contributions provided the remaining 53% of the operating income.

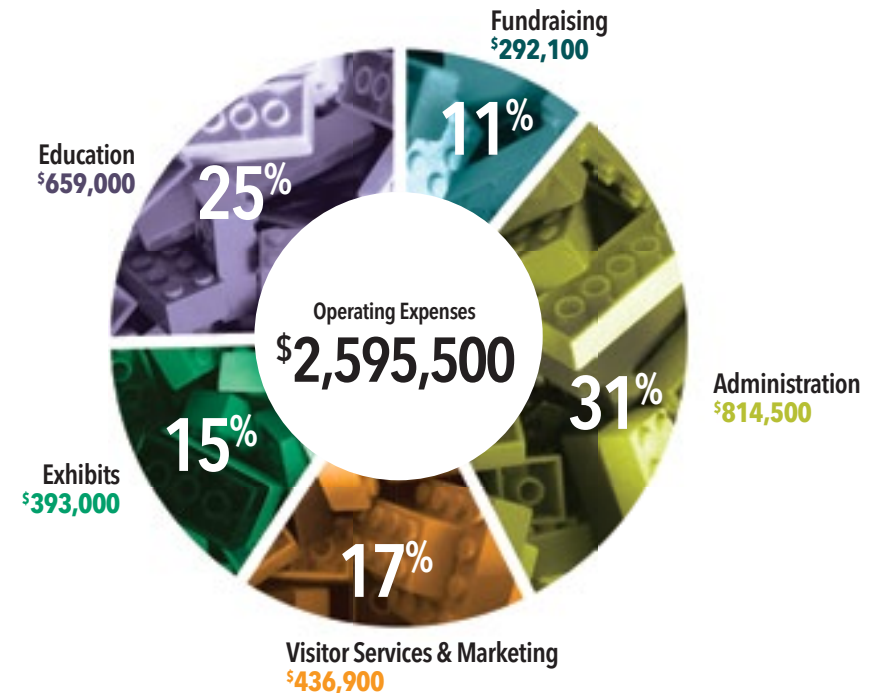


Operating Expenses

Museum expenses are focused on serving visitors every day by providing safe, working exhibits, multi-disciplinary programming, and knowledgeable staff and volunteers who facilitate learning, skill-building, and fun.

Keystone Campaign

In addition to maintaining operating income, MCM launched the Keystone Campaign in late 2013 to reduce its 2008 capital campaign debt and save interest. Since then, \$1,466,600 was contributed by 178 supporters, reducing the remaining debt to \$857,300, and resulting in savings of over \$46,000 this fiscal year (payment was made mid year). Interest savings are projected at over \$90,000 annually for the next three years.



Our Supporters

July 1, 2014 – June 30, 2015

We gratefully acknowledge the individuals, corporations, foundations, organizations, and government agencies whose generosity and goodwill provided critical support for Madison Children's Museum.

\$500,000+

Jan & William DeAtley and The DeAtley Family Foundation
American Girl's Fund for Children

\$250,000–\$499,999

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\$10,000–\$24,999

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\$250–\$499

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Katie & Compton Kurtz
The Little Gym of Middleton

“Thank you for taking me to the Madison Kid’s Museum. You’re the best mom ever. Love, Kate”

— Young visitor to the Arts Studio

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Gifts made in tribute to:

Kathleen Kruger
Larry Peters

In-Kind Contributions

Throughout the year, organizations and companies provide in-kind goods and services to benefit MCM. Your generous support sparks children’s imaginations and creativity. Thank you!

THANK YOU!

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\$500–\$999

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