Next Steps

We’re not big on looking back.

We look forward to opening our doors every day to welcome all our eager arrivals. We look forward to the work of making this the best possible museum for the broadest swath of our community.

This annual report is, of course, a thoughtful and necessary look backward. We look back to take stock of how we’ve done and to report back to all those who have invested in the success of the museum. We’ve had a good year as you will see in this brief report!

Another reason to look back is to take in the big view, to find the themes, trends and lessons that will influence the future. Last year saw an auspicious end — the Funkyard — and a promising beginning — Design to Move, a new initiative to use good design to create good, healthy behavior.

The Funkyard, after a two-year run, closed on the back lot this past fall and became the Shadow Castle mural in the spring. The sprawling Funkyard, a city of structures built of pallets and cable spools, was an extremely popular obstacle course and track for kids on scooters and trikes, arriving from all over the city and learning to negotiate the space together.

Design to Move is funded by a major grant we won from the Institute for Museum and Library Services (since augmented by a KaBOOM! grant). We are currently planning many “Stair Trek” creative stairwell transformations, both in and out of the museum. The end result will be more people taking the stairs, enjoying the trip, and experiencing better health.

What we learned last year is our community and our museum need environments that spark movement and active play. We’re looking forward to taking that next step with you.

Deborah Gilpin, President & CEO
Peggy Pyle, Chair, Board of Directors

“What we learned last year is our community and our museum need environments that spark movement and active play.”
Mission
Madison Children’s Museum connects children with their families, their communities, and the world beyond through discovery learning and creative play.

Vision
Madison Children’s Museum strives to be a welcoming, imaginative, joyful learning environment that supports families in nurturing children’s creativity and curiosity. We foster the healthy development of all children so that they will fulfill their potential and become engaged community members and global citizens.

Values
Our core values reflect what we believe is in the best interest of children—always.

We believe...

- **Play** is the work of childhood and the joyful right of all children.
- We strive for **integrity** by basing our decisions on research, our experience and the best interests of children.
- **Creative** environments help people learn to solve problems, find beauty in uncommon places and unleash their most innovative and unique selves.
- People value and champion what they **collaborate** to build.
- Taking progressive **risks** in childhood builds confidence to take healthy risks later in life.
- **Inclusive** play leads to working and living together successfully.
- **Learning** through play lays the foundation for a lifetime of critical thinking and intelligent living.
- **Sustainable** stewardship of our resources demonstrates our interconnectedness and inspires thoughtful choices.
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New Exhibits

Back to Babytown

Opened in November 2015

Children jumped back in time with the opportunity to play and explore in a nursery environment from the 1940s. With gentle lullabies playing on an old-time radio, children fed, weighed, washed, clothed, tucked in, and rocked MCM’s babies. Historical clothing, picture books and objects, like a pram, made this time period come to life for the museum’s youngest visitors.

Drawing Fast and Slow: The Compbook Art of Lynda Barry

October 2015 to April 2016

Twenty one “compbooks” (part diary, part sketchbook) by celebrated and nationally recognized local writer and cartoonist Lynda Barry graced the walls of MCM. In addition, a wealth of drawings and interactive exhibit pieces enticed visitors young and old to jump into the creative life of drawing. In this imaginative exhibit, the first of its kind for Ms. Barry, visitors wrote bits of stories with the Magic Cephalopod, created timed drawings for Ms. Barry’s collaborative sketchbook, walked into a giant compbook, and played I-spy with some of her characters.
Get Small: Dolls, House and Miniatures from the Museum’s Collection

Opened May 2015

Get Small introduces children to the wonderful world of miniatures, dolls and dollhouses from the museum’s collection. It includes 100 dolls from around the world, a selection from the American Girl collection, six interactive doll houses, and miniatures throughout the museum. Children play with scale, learn about culture, and have fun with all things tiny.

Hole in the Wall

Opened in May 2015

Hole in the Wall introduces children to the wonderful world of miniatures, dolls and dollhouses from the museum’s collection. It features six miniature environments built into existing walls and exhibit spaces. Exhibit features include a miniature gerbil wheel, powering the Possible-opolis jeep, a small gathering of hobos around a fire, a mouse family bathroom scene, and a fanciful crow beneath the crow’s nest.

Installations Throughout the Museum

Sidewalk Surprise:
- Faisal Abdu’Allah: Chasing Mirrors (July 2015)
- Bernadette Witzcak: Picture Picture (July–September 2015)
- Lynda Barry: Drawing Fast and Slow (October 2015–March 2016)
- Tyanna Buie: Birthday Party (opened April 2016)

Windows to the Past:
- Neighborhood Heroes: Madison Story Project Postcard Project (July–September 2015)

Community Concourse Gallery:
- Liberia at Play/the Don and Suzanne Grainger Collection (July–September 2015)
- Amazing Crystals (February–May 2016)
- Finn Jackson: Farmyard Friends (opened October 2015)

Third Floor Windows:
- Glow Show III (opened May 2016)

Rooftop:
- Holiday House (November 2015–March 2016)

Backlot:
- Shadow Castle (opened May 2016)
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:

- 13 camps serving 177 children
- 312 school visits serving 11,605 children
- 7 Girl Scout workshops serving 514 scouts
- 34 off-site community events reaching 16,350 people
Our goal is to always say yes to play, which is why we created the Access for Everyone program.

Access for Everyone allowed 26,654 children, caregivers, and groups to engage in playful learning at the museum — 14% of our total audience served.

Access for Everyone serves our community through these primary initiatives:

**Family Access Memberships**

Last year, the museum offered 769 free and reduced-priced family memberships, representing 21% 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 3,879 children and adults. This summer we used our Free Family Nights to build a partnership with One City Early Learning Center. Together we created a Turning on Learning series that focused on fun educational activities to prevent summer learning decline.

**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.
Gift Grows Opportunities for Teens and Museum

“A first job often means so much more than a paycheck. It can mean a connection to a lifelong mentor, the ability to envision a career path, a boost in self-confidence, an appreciation for the value of education, an off-ramp from a life on the streets, a belief that you can be something.”

—White House blog, 11/21/2013

In Dane County, the rate of high school youth unable to find a job decreased overall from 27% in 2009 to 19% in 2015. However, 35.5% of African American high school youth who report looking for a job are unable to find one, according to the most recent Dane County Youth Assessment Report. These statistics, and the recent Race to Equity report, inspired Madison Children’s Museum to create our Teen Workforce program, a summer program to engage teens of color in meaningful first-time employment.

The program wouldn’t have launched without the generous help of Dick Goldberg, who was similarly inspired to fund the program. MCM celebrated the third successful summer of the Teen Workforce program this year, graduating seven teens.

Mr. Goldberg is a psychotherapist at the UW-Madison Counseling Center. In his spare time, he puts out a bi-weekly podcast and dabbles in media and investment ventures. He’s also a devoted husband and volunteer — and an exemplary role model for kids, families, and the philanthropic community.

Mr. Goldberg’s Teen Workforce gift is transformational for the teens and
families who benefit. The gift also benefits museum staff who mentor and work with those teens, as well as all of the museum visitors, children and adults, who learn something new -- from a teenager!

We know the program works to give teens the skills they need to secure jobs -- because the museum has hired a number of them as permanent staff. “It’s not really a job that a lot of people have,” said Kalief Walker, whose favorite part of his discovery guide duties is working in the nature center in the museum’s rooftop garden. Kalief is just one of the teens who is now a permanent staff member.

“I really like animals, and I’m coming here every day doing something I enjoy — taking care of the animals, showing kids the animals, making sure the kids are having a good time,” he said. “Yes, I could work in a restaurant, but I think I enjoy this more.”

Mr. Goldberg and his wife, Lisa Munro, attended the graduation celebration of our Teen Workforce program this summer and delighted in the chance to meet the students. “Going to graduation and seeing these terrific kids being recognized and receiving a thank you from them was fantastic,” he said. He also offers some good advice for others who make charitable gifts, “If it doesn’t feel good, don’t do it. You have a right to feel good about your gift. Don’t be ashamed if you like recognition either — 98% of people who give money choose not to be anonymous. And, our gifts encourage others to give, which is equally important!”

In addition to helping make our Teen Workforce program possible, Mr. Goldberg has remembered the museum in his estate plans. He says, “MCM is a community-wide organization that serves everyone, including low-income children and their families, through subsidized admission. MCM will be there many years after I’m gone, and it’s my way of giving back.”

“You have the right to feel good about your gift.”
— Dick Goldberg on charitable giving
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.

- Fifteen moms and their babies enjoyed daytime visits to the museum.
- More than 250 moms and kids attended two 2015 SAPAR reunion events.
- All participating mothers are given a complimentary two-year MCM membership.

SPARK!
Over the past year, SPARK! provided 26 cultural arts programs to 287 adults with Alzheimer’s disease and other types of memory loss.

“There are a lot of things I really liked about the Children’s Museum, but I just can’t pick my favorite one. So I’ll just tell you I loved all of the things about the Children’s Museum.”

— Anna Uriostegui, visitor
SummerPalooza

This annual summer celebration takes over downtown Madison for a day of family fun with free museum admission for everyone, creative and exploration activities, a lively lineup of local entertainment, and a block party outside the building. Over 2,600 people attended, with the help of 42 volunteers.

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.

Living Laboratory

Part of a national program developed by the Museum of Science in Boston, MCM’s Living Lab gives cognitive scientists from UW-Madison the opportunity to conduct experiments in child development at the museum, and then talk with parents and visitors about their research. Topics include exploring how kids decide to share, read body language, and learn patterns.

Living Lab:
- 415 hours of onsite research
- 1,434 museum visitors participated in research studies and educational Living Lab activities, guided by a total of 30 researchers from 6 UW departments.

Teen Workforce

The Teen Workforce program celebrated its third summer, this year working collaboratively with Common Wealth Development. The program provides area teens with essential first job skills, interviewing coaching and training, and professional development. Research shows the skills and behaviors that teens acquire through early work experience are essential to jobs at all levels, throughout their careers.

Seven students in the program excelled in working with visitors and engaging in conversations with young and old alike — all while honing the necessary skills for working in exhibit spaces in the museum. Students attended bi-weekly meetings to discuss and share successes and challenges with each other, and met with professionals of color to learn about their careers and work journeys. Each student also received a summer bus pass.

Play and a Play

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

- 100 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.
MCM works to ensure that we are a museum not just for the community, but a museum by and with the community. We collaborate with a myriad of educational and cultural institutions, social service agencies, and local and regional consortia, such as the University of Wisconsin–Madison, Healthy Kids Collaborative, Madison Out of School Time, Any Given Child, and YWCA Equitable Organizations Training. These partnerships strengthen and inform all of our work, from exhibits and public programs, to admissions and membership programs, to our financial support networks.

Community members ranging in age from 8 to 67 give their time, interacting with museum visitors as customer service ambassadors and community resources, or working behind the scenes with staff.

- 283 individual volunteers and interns
- 11 different community group–provided volunteers
- 8,723 volunteer hours provided

The American Girl Benefit Sale relies on volunteers for its great success: 242 individuals gave 11,207 hours of time.
Throughout the year, MCM hosts several special events to raise money to support our mission. We work with local partners to ensure all children have access to our exhibits and programs.

The **American Girl Benefit Sale** is a long-standing partnership with American Girl/Mattel, and serves as MCM’s largest annual fundraiser. Starting with Mattel’s gift of returned dolls and merchandise, 150 museum volunteers and staff make repairs year-round to prepare for the sale. Madison Children’s Museum and the American Girl Fund for Children share in the $810,000 raised by the sale. The fund provides grants to MCM and more than 20 nonprofits across Dane County who also serve children.

Other events included **Wonder Ball: A Night at the Tropicana**, a most whimsical gala; **Tea & Trains**, a family holiday tradition at the Madison Club; and **Spring Scramble**, a boisterous day at Maple Bluff Country Club. Together, these signature events raised an additional $245,000.

MCM members are some of our biggest fans. They enjoy unlimited play, special events and discounts on summer camps, Gift Shop purchases and more. 3,660 member families visited the museum over 60,000 times during the year.

Member events included the PJ Party and Get Small exhibit opening.

“Having a membership really allows our family to say, ‘Ok, today he only wants to play in the Funkyard. And it’s ok.’ Because we have a membership, we can go and just do that. To me, that’s been a real value to our family — not feeling rushed to see everything; we know we can come back.”

— Sarah K., member
We strengthen the local economy
Madison Children’s Museum’s building represents a $16.5 million capital investment in downtown Madison. Annually, the museum contributes more than $3 million into the local economy through wages and purchases.

We educate children and families
We offered more than 900 educational programs in the arts, history, culture, science, health, and civic engagement throughout the 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
Around 25% of our visitors come from outside Dane county, including dozens of international guests. The museum has become a favorite event site for national and regional gatherings — in disciplines ranging from environmental education, technology, early education, and the arts.

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 our Only Local initiative and national leadership in sustainable exhibit design, the museum is a model of green renovation, exhibit design, and sustainable operations. Request our “Green Guide” to learn more.
Income & Expenses

Operating Income

Earned revenue accounted for 51% of the museum’s income. MCM is deeply grateful for the generosity of community members, whose contributions provided the remaining 49% 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. Direct program costs comprise 59% of all expenses.

Investment and Endowment

MCM has four endowment funds that are operated as a component part of Madison Community Foundation (including the Fund for the Future, and the Pleasant Rowland Great Performance Fund). The fair value on these endowments were $4,456,020, while the resulting distributions provided $223,270.

*FY 2014–15 included gifts to the Keystone Campaign
\(\Delta\) Net of expenses
Our Supporters

July 1, 2015 – June 30, 2016

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

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“I felt at the Children’s Museum that I was having fun and I liked it there. ... Me and Jordan went to the shadow room. It was cool. Jordan and I made it look like we were falling. Jordan grabbed my leg and I bent down. We hit the button and 6,5,4,3,2,1, FLASH! ... Then I heard Marian scream, so I went in the hamster wheel. It was fantastic. I loved the Children’s Museum.”

— Jerry M., visitor