

MOMENTUM! - Campaign Financial Breakdown

THE NICE AGE TRAIL - \$750,000: A new exhibit opening in spring of 2024 in the space currently occupied by Coops to Cathedrals. The Nice Age Trail will be an immersive and interactive exhibit exploring kindness to all living things—animals, plants, each other, and ourselves. The exhibit will be organized around the four seasons and four distinct Wisconsin ecosystems. The 26 letters of the alphabet will guide activities where children learn how all living things are interconnected and gain an understanding of how and why it's important to “be kind to all kinds”.

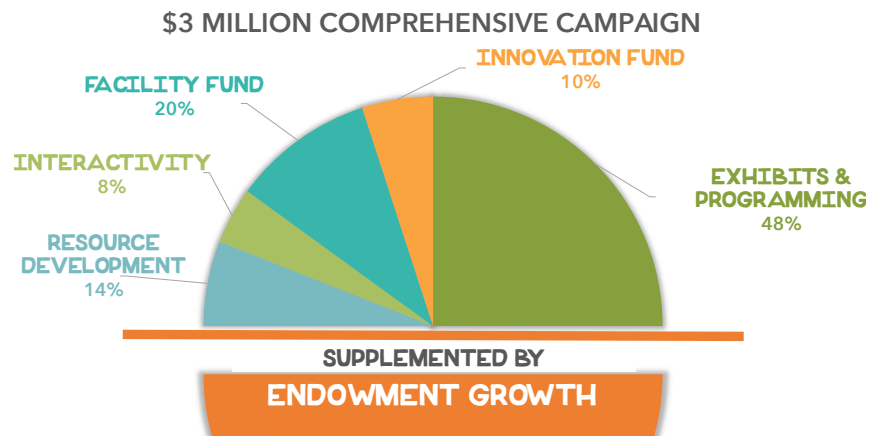
CARETAKERS OF WONDER - \$700,000: A group of 9 children’s museums from across the country, led by MCM, will create a multi-year climate and resiliency framework that is appropriate for children birth–8. The museums have committed to take regenerative climate action and build education initiatives that foster compassion, engagement, agency, and hope among young children and those who care about them. Funds will support MCM’s leadership role and the reduction of the museum’s carbon footprint.

ACM INTERACTIVITY CONFERENCE - \$250,000: In May 2024 over 1,000 children’s museum professionals will travel to Madison for the Association of Children’s Museums annual conference. Our unique museum and innovative initiatives such as Little John’s Lunchbox, Rhythms of Life, and Caretakers of Wonder will be on full display to our field, affirming MCM’s position as one of the top children’s museums in the country. Funds will support MCM staff time in preparing for the conference and a bevy of smaller projects in the museum to ensure our entire facility and all exhibits are in their best condition.

FACILITY FUND - \$600,000: MCM’s facility fund supports keeping our building in good repair. It is in need of replenishment to allow us to tackle some deferred maintenance projects and prepare for scheduled projects in the coming years. A dedicated fund helps us plan for the future with confidence and be able to be ready for maintenance surprises, without having to pull resources from programming.

RESOURCE DEVELOPMENT - \$425,000: A key strategy in reopening from the pandemic was investing in our people. Pay was increased across the board to provide all staff with a competitive wage. As a result, retention has sky-rocketed and we are able to attract new talent. Funds will support future investments in staff, such as the recruiting of new team members to fill identified skill and capacity gaps, and supporting wage growth as inflation continues to put upward pressure on wage expectations.

INNOVATION FUND - \$275,000: Beginning in 2025 MCM will enter a multi-year period of innovation, experimenting with ideas for new sources of mission-based revenue. While potentially lucrative, they carry higher financial risks. A dedicated fund will insulate our core programming in the event returns on the investment are less than projected. What we learn over 2-3 years will form the foundation of the museum’s master plan as we look toward our 50th anniversary in 2030.



ENDOWMENT GROWTH: Before the 50th anniversary, several traditional revenue sources will sunset. Investing in the endowment will supplant those sources and strengthen MCM’s financial foundation.