



2018/2019
ANNUAL REPORT

OUR MISSION

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

OUR 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.

OUR VALUES

Our core values reflect what we believe is in the best interest of children—always. We believe in: Play, Learning, Inclusiveness, Risk, Collaboration, Integrity, Creativity, and Sustainability.

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as of 6/30/19

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LOOKING BACK, LOOKING FORWARD

Next year, we will celebrate 40 years as an organization and 10 years in our home on Hamilton Street.

For decades, Madison Children's Museum has been a leader among children's museums. We continue to build on that legacy, pioneering first-of-their kind programs throughout the museum. We redefined "access" by going further than any other children's museum to remove barriers to visitation through our Access for Everyone programs. Our toolkit for welcoming families of children with autism or sensory processing challenges has become a nationwide resource for schools, universities, and other museums. And we added to our long history as a leader in green design with new rooftop exhibits that allow all children to experience the power of renewable energy.

Now, we look forward to our next ten years. We're not content to rest on our successes—we know that we can welcome more families, reach more neighborhoods, and collaborate with more community partners. We look forward to continuing to work with the citizens, organizations, and companies who share our vision for children in our community.

Thank you for joining us on this journey.

With Gratitude,



Deb Gilpin
President & CEO



José J. Madera
Board Chair





REDEFINING ACCESS

Meeting community needs through Access for Everyone programs

We've created a top ten children's museum designed by artists and child-development experts where children enjoy learning through play. But that alone is not enough. We must ensure that all children are able to access and benefit from the museum. Racial and economic disparities in Madison and surrounding communities begin at birth and create challenges with a lifetime of impact.

Our Access for Everyone programs and initiatives collectively address the needs of many diverse groups across the Madison area.

The most visible of these programs are the Access Admission program, which offers \$1-per-person admission, and the Family Access Membership program, which offers a \$15-per-family annual

membership to all who qualify. These opportunities are available to participants in more than 20 programs, including free-or-reduced price school lunch, Medicaid, Supplemental Security Income, and Individualized Education Plans, among others.

While the museum had long offered these major access programs, four years

we became concerned that usage rates should be higher. We listened to experts and program participants and heard that the stigma of asking for assistance can be a barrier. In response, we developed an innovative solution—we would stop requiring any proof of qualification for participation.

Removing the need to show qualification was a radical decision at the time—no other museum that we were aware of was doing anything like it. Some of our peers said that we would be overrun and others felt it would have little impact. This year, with the program fully implemented, we are able to report that the initiative has been a resounding success. Last year over 13,000 people visited the museum using \$1 Access Admissions. Over 3,400 families became museum members though the Family Access Membership program—and they visited more than 26,000 times. Visits by access member families have grown by 84% over the past two years.

Other Access for Everyone programs include Free Family Nights, which open the museum for a free evening once a

month; Access for School Kids (ASK), which offers significantly discounted field trips for schools and daycares; the First-Time Parent Membership program, which gives a free membership to new parents until their first child turns 18 months old; and our Teen Workforce program, which connects teens of color with first-time jobs, training, and professional development.

Madison Children's Museum is committed to growing and expanding our access programs to better serve even more of our community. These programs address some of the most pressing societal issues affecting our community, but offering meaningful solutions is not easy or inexpensive. The museum relies on the generosity of the Madison community, including individuals, foundations, and corporations, to offer and expand our access programs. We are grateful to the CUNA Mutual Group Foundation for their leadership support this year and to our many supporters who make the museum more accessible and inclusive to all in our community.



210,845 Visitors in 2019



Each figure represents 1,000 visitors. The teal figures represent visitors using access programs.

39,000

reduced-cost visits
made possible by
access programs

9,100

group visits from schools,
community organizations,
and daycare centers

6,100

member families

1,190

education programs



SUSTAINABILITY FOR ALL

Reenergizing our rooftop garden

Accessibility and sustainability are two of our guiding principles. This year, the museum renovated our popular Pleasant T. Rowland Rooftop Ramble and Clubhouse to better live both those values.

To help teach sustainability, we created a new series of exhibits about renewable energy called Forces of Nature. In the spring of 2019, we added a solar powered flower sculpture; a wind turbine that pumps rainwater through sculptures constructed of upcycled materials; and a model electric car big enough for kids to play in. In the fall, we installed a waterwheel to our rooftop stream.

We also improved our rooftop to make it easier to navigate for visitors with limited mobility. In the spring we renovated the interior of our rooftop clubhouse and in the fall we retiled the courtyard and added a new automatic door to make it more accessible.

This project was made possible with generous support from Madison Community Foundation, The Evjue Foundation, and many others. Moving forward, Madison Children's Museum will continue to work with community partners to embody and teach our values.





250

institutions downloaded toolkits
for welcoming and serving
children with autism and/or
sensory processing challenges



BEYOND SENSORY-FRIENDLY SPACES

National leadership for children with autism and their families

As we serve families in the Madison area, Madison Children's Museum is also providing valuable resources and guidance to cultural and educational institutions nationwide.

Last year, we continued to lead in our field with pioneering efforts to serve children with Autism Spectrum Disorder (ASD) and/or sensory-processing challenges. According to the Center for Disease Control, Autism Spectrum Disorders are the fastest-growing developmental disability among children. The museum worked with local partners, including individuals on the autism spectrum and outside experts, to develop best practices for welcoming and including children with sensory processing issues. As a result we enhanced our training for staff, added resources for visitors, and began to host monthly Sensory-Friendly Museum Times outside of our normal schedule.

During this process we also developed a toolkit of best practices, ideas, and resources to better serve children with ASD and/or sensory-processing issues. The toolkit has already been downloaded by nearly 250 institutions—including museums, schools, universities, and care centers around the country. The project will continue with the production of additional resources, including a video series that caregivers and children can use to better plan and enjoy their visits. We are proud to be a leader in creating welcoming spaces for children with ASD and their families.

FINANCIAL OVERVIEW

INVESTMENT AND ENDOWMENT

The museum has four endowment funds through Madison Community Foundation, including the Fund for the Future and the Pleasant Rowland Great Performance Fund. Their combined fair value was \$5,299,548 as of June 30, 2019, while the resulting distributions provided \$207,225 in fiscal year 2018–2019.

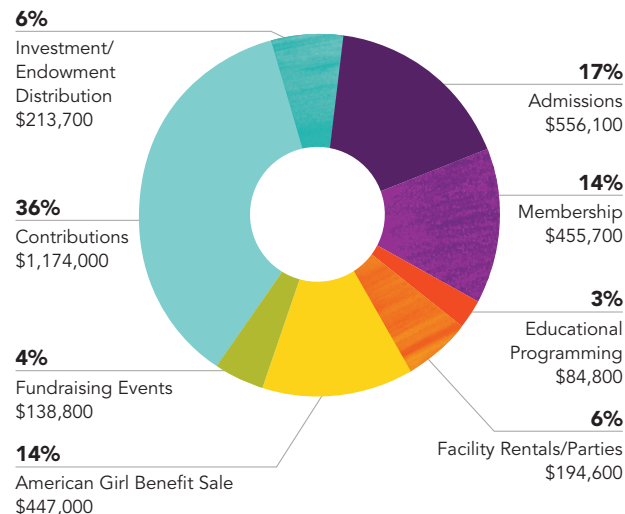
OPERATING INCOME

Earned revenue accounted for 40% of the museum's income. We are deeply grateful for the generosity of community members, whose contributions provided the remaining 60% of the operating income.

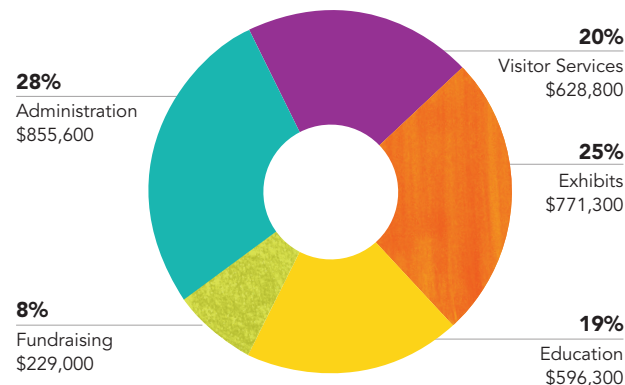
OPERATING EXPENSES

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.

Operating Income: \$3,264,700



Operating Expenses: \$3,081,000





THANK YOU TO OUR SUPPORTERS

\$250,000+

American Girl's Fund for Children
Diane K. Ballweg
Madison Community Foundation

\$50,000–100,000

CUNA Mutual Group Foundation
Margaret B. Pyle & Thomas F. Pyle

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\$5,000–9,999

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\$500–999

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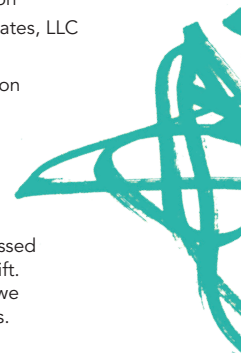
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We apologize if we missed
acknowledging your gift.
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can correct our records.





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