

THE CHILDREN'S MUSEUM OF WILMINGTON

2020-2021 ANNUAL REPORT



PLAY IT FORWARD —————>

2020-21 BOARD OF DIRECTORS

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Cameron Crafford - *Vice President*

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OUR MISSION

We aspire to be a catalyst for neighborhood and community engagement, and to collaborate with other local institutions and organizations to create dynamic partnerships.

We introduce children to an appreciation for our world. We support the development of essential foundational skills in children. We help create the spark that ignites a lifelong love of learning.

Our educational programs and hands-on exhibits encourage creativity and imaginative play while fostering a lifelong love of learning.



It is our mission to provide a welcoming and engaging environment that promotes hands-on art, science, and literacy-focused learning for children and families.

A NOTE FROM OUR EXECUTIVE DIRECTOR

Heather Sellgren

The Children's Museum of Wilmington was closed for the first 2 ½ months of our 2020-2021 Fiscal Year and we reopened to the public in September 2020 to eager visitors who were excited to be back. Guests returned to the Museum to find an updated facility complete with new exhibits and upgrades to current exhibits. As the months went by and capacity restrictions gradually lifted, we watched our attendance and membership numbers slowly, but steadily, increase. Our supporters continued to give the children of our community some sense of normalcy when they needed it most. It is an understatement to say that we are grateful for all of our members, visitors, donors and community partners who stood by us and continued to believe in our mission during what has been a difficult time. A special thank you to our staff who rose to the challenge of adapting in many ways during this most unusual year.

Play serves a powerful role in childhood development. There is no shortage of research on its vital role in children's healthy brain development, improvement of cognitive skills and emotional wellbeing. Through the basics of play, The Children's Museum of Wilmington provides an engaging and inspiring space for kids to build the foundation that can help make them successful learners later in life. None of this would be possible without those who believe in our mission. On behalf of our entire staff and board of directors, thank you for your continued support. We look forward to seeing you at the Museum!



ACCESSIBILITY



The Children's Museum of Wilmington believes in the power of every child learning through play. That is why we strive to accommodate the needs of all guests by providing financial, physical, emotional, and intellectual access in a welcoming and safe environment.

This year we have made important progress towards becoming more accessible and inclusive. Some of the measures include:

- free access to noise cancelling headphones,
- offering a speech therapy guide,
- creating a sound sensory map (conscious use of colors),
- offering the Exclusive Adventure Pass,
- giving free visits for caregivers,
- preparing a social narrative (prepare before visit),
- featured website map available to show access to the closest bus stop and free trolley stop,
- participating in the Museums For All program and more!

We are continually learning and collaborating with local partners who support us in this mission. We have met with/invited to visit/continue to work with: The Children's Museum of Miami, NC Maritime Museum at Southport, Fort Fisher Aquarium, Coastline Therapy Group, Cape Fear Community College's Occupational Therapist program, New Hanover County Schools, The Autism Society, Early Intervention, NC Division of Services for the Blind, and NC Division of Services for the Deaf and Hard of Hearing.

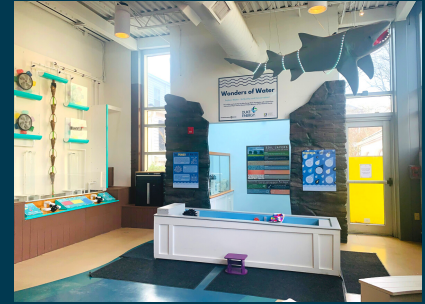


www.playwilmington.org/accessibility

NEW HANDS-ON EXHIBITS

1 Wonders Of Water!

Explore Water - it's Quality and Conservation! This exhibit, funded by the Duke Energy Water Resources Fund, International Paper, and The Women's Impact Network, educates children on the importance of the water cycle while examining natural vs. man-made filtration.



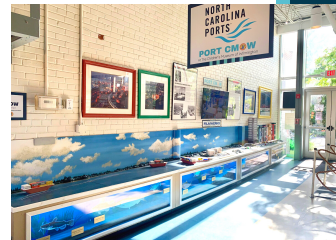
2 Discovery Diner!

The exhibit focuses on the importance of nutrition and eating healthy food to provide energy for the body. This area educates children on the five food groups, how to create a balanced meal, and how to live a healthier lifestyle.



3 PORT CMoW

Port CMoW introduces children to the Port of Wilmington in a fun and educational setting allowing them to understand what it truly means to live in or visit the "Port City."



2020-21 GRANTS



City of Wilmington - Funding from the *City of Wilmington* supported general operations including Museum maintenance, utilities, salaries.

Delta Dental Foundation - The September Smiles event and our *Discovery Diner* exhibit were both made possible through funding from the *Delta Dental Foundation*. The funding provided activity materials and free admission to the event which was held at the MLK Center.

NC Grassroots Science Museums Collaborative - Support for the salary of our STEM educators, STEM outreach, S.T.E.A.M. Explorations daily program, and STEM exhibits in our Science Center: *The Science of You* and the *Discovery Diner* was received from the NC Grassroots Science Museums Collaborative.

International Paper - Funding from *International Paper* allowed us to implement the structural components for the water wall and vortex in our *Wonders of Water* exhibit.

Landfall Foundation - The *Landfall Foundation* provided funding to revitalize the *Toddler Treehouse* and *Port CMoW* exhibits. This included painting the *Toddler Treehouse*, adding more manipulatives, a new train table for the ports, and a custom Wilmington themed train table.

New Hanover County - A grant received from *New Hanover County* provided the means for the Museum to create the *Discovery Diner* and provide educational daily programming centered around healthy eating. Programming included the in-house *MyPlate* program, as well as community outreach programming at the MLK Center, Brigade Boys and Girls Club, and SmartStart of New Hanover County.

NC Science Network - Funding from the *NC Science Network* was received for STEM education.

North Carolina Community Foundation - The *North Carolina Community Foundation* and their Healing Communities Fund provided a grant to help nonprofits in NC that experienced financial strain due to COVID-19.

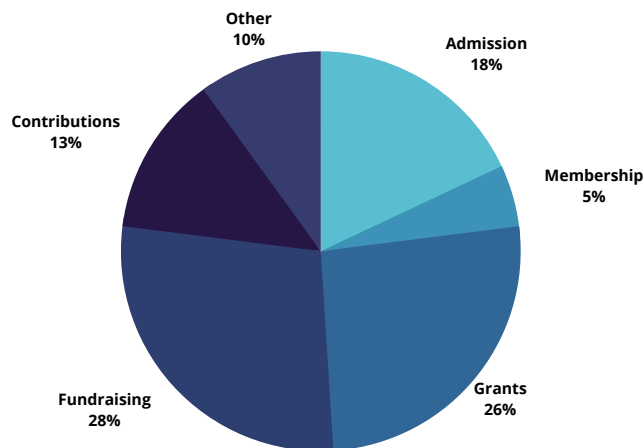
July 1 2020 - June 30 2021

FINANCIAL PICTURE

Income

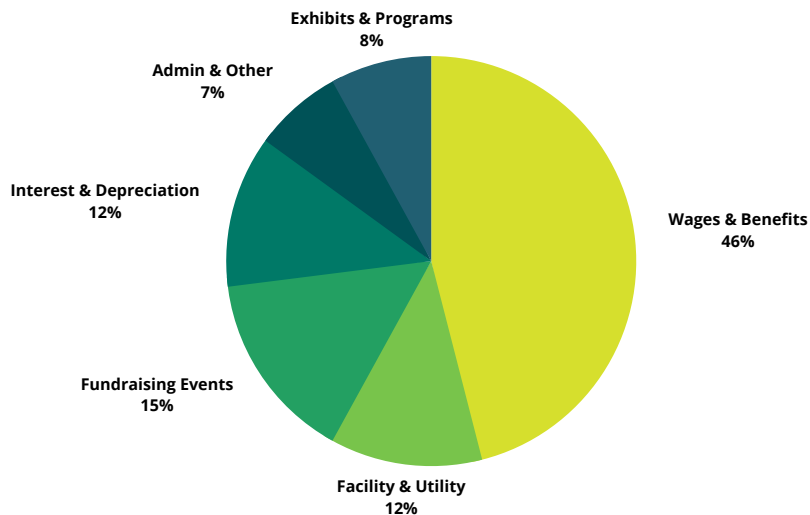
(Includes in-kind income)

- Admission 18%
- Membership 5%
- Grants 26%
- Fundraising 28%
- Contributions 13%
- Other 10%



Expenses

- Wages & Benefits 46%
- Facility & Utility 12%
- Fundraising Events 15%
- Interest & Depreciation 12%
- Admin & Other 7%
- Exhibits & Programs 8%



Thank you for playing it forward.

COMMUNITY PARTNERS

\$25,000 and over

NC Grassroots Science Museums Collaborative

Ned and Margaret Barclay

\$10,000-\$24,000

Bruce Barclay Cameron Foundation, Inc

City of Wilmington

New Hanover County

North Carolina Community Foundation

Planet Fitness

Anonymous

\$5,000-\$9,999

The Babies Hospital Foundation Inc.

College Road Animal Hospital

NC Ports Authority

nCino, Inc.

Publix Super Markets Charities, Inc.

Wilmington Health

\$2,500-\$4,999

Casey and Lauren Worley

Clayton and Susan Gsell

Delta Dental Foundation

Dimock, Weinberg & Cherry, DDS

H. Manly and Mary Robertson Clark Family Foundation, Inc.

Dr. and Mrs. Derek Pantiel

Dr. and Mrs. Kenneth White

Lisle Architecture & Design

NC Science Network

North State Bank

Revival Lazer & Skin Clinic

\$1,000-\$2,499

Atlantic Prosthetic Services

Dan Cameron Family Foundation

EmergeOrtho, PA

International Paper Foundation

James and Barb Karl

Jeff and Laura Smith

Jim and Fran Summerlin

Ken and Audrey Weil

Landfall Foundation

Lawrence Sackett and Carla Hendricks

Monty Recoulley

Progress Door LLC

Waffle House

\$250-\$999

Andrews Technology

Arboretum Dental

Bill and Bethel Paris

Boombalattis LLC

Boyd Family Foundation

Brandon Pettijohn

Britt Allen - Christie's International Real Estate

Calvin Wells

Cape Fear Imports, LLC

Cadence Realty

Cameron and Matt Crafford

Clancy & Theys Construction Co.

Coastal Kia

Dan Heist

David and Katherine Baron

David Sweet

Deborah Beck Corbatto

\$250-\$999

Diversified Biomass Company

DMJ & Co. PLLC

Farmers Supply Company

Gallery of Oriental Rugs

Giggles Drop-In Childcare

H. Blair Goodrich

IvyBrook Academy

Dr. and Mrs. James D. Hundley

James Sexton

Jason Wallace

Jessica Edwards & Associates,
The Carolina's Finest

John Hatcher

John Laughnan

John A. Meltaus

Katharine Sullivan

Kevin O'Grady and Diane Guida

Law Offices of G. Grady Richardson, Jr., P.C.

Liz Coffey

McGee Law Firm

Magda Ratajski

Michael Snyder

Mirimichi Green

Monarch Roofing

Perry's Emporium

Richard J. Nasca

Shelley and Ed Hobson

ServPro

Shaver Chiropractic

Terry and Joelle Ando

Peter and Stewart DiFiore

Van V. Hemphill

UBS Financial Services

2020-21

MEMBERSHIPS, VISITORS & OUTREACH

The Children's Museum of Wilmington welcomes over **55,000** visitors each year. As of June 2021, we have **551** active members. **32** Contributing memberships were donated to underserved families in our community. **25%** of admissions are free or reduced.

Community memberships/passes provided:

The Carousel Center: **30** passes

Good Shepherd Center: **30** passes

Smart Start of New Hanover County: **4** binders

Smart Start of Pender County: **2** binders

New Hanover County Public Library: **8** binders (at **2** libraries)

Pender County Public Library: **4** binders (at **2** libraries)

In addition to our in-house offerings, Museum Educators worked with **496** kids this year through our off-site outreach efforts.



Museum Educators visited and worked with organizations such as MLK Center, Brigade Boys and Girls Club, Nourish NC, and SmartStart of New Hanover County. Educators presented our MyPlate Nutrition programs where we discussed healthy eating, the five food groups, and how to live a healthy lifestyle.

2020-21

OFFERINGS

CMoW offers Birthday Parties, Field Trips, Exclusive Adventure Passes, and Special Events year round. Despite being closed for 6 months, CMoW hosted 400 students on Field Trip Adventures, celebrated 20 Birthday Parties, welcomed 2 Exclusive Adventure Passes, and held our first Accessibility Day for the community!



VOLUNTEERS & INTERNS

CMoW's 8 volunteers donated 296.25 hours.

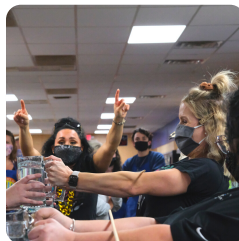
CMoW has facilitated 6 internships.

- Museum Educator Intern (2)
- Marketing Intern (2)
- Historic Preservation Intern (2)

playwilmington.org/special-events

2020-21

FUNDRAISING



Pizza, Pins & Pints

Pizza, Pins & Pints offered an evening of delicious local pizza, craft donated beer and spirits, and a night of bowling fun!



Virtual YachtVenture

While we were not able to hold the event in-person, we were still able to have the raffle drawing, virtual silent auction, and raise money for the Museum!



Enchanted Character Walk

Our 4th Annual Character Event in the beautiful gazebo gardens of Long Leaf Park featured a morning of enchantment with superheroes, princesses, and storybook characters.



Fore the Children

This year's 10th Annual Fore The Children Golf Tournament offered a day of upscale golfing at Cape Fear Country Club, a boxed lunch, prizes, and a silent auction.

HOW YOU CAN HELP —————>

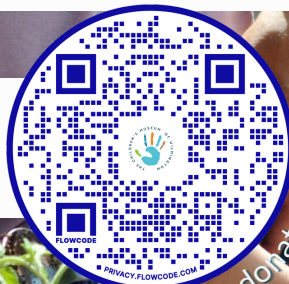
PLAY IT FORWARD

The Children's Museum of Wilmington provides the building blocks for children to become successful learners. By supporting the Museum, you are giving children a foundation for learning. You can help by visiting us online and making a secure, tax-deductible gift.

Visit www.playwilmington.org/you-can-help to learn more about a variety of ways to support The Children's Museum of Wilmington.



The Children's Museum of Wilmington celebrates 25 years in 2022!



Scan to donate now!

