

Children's Museum of Denver at Marsico Campus

ANNUAL REPORT

Fiscal Year 2025
July 1, 2024 - June 30, 2025

children's
museum
Denver · Marsico Campus




mychildsmuseum.org



OUR MISSION

The mission of the
Children's Museum of
Denver at Marsico Campus
is to create extraordinary
experiences that champion
the wonder and joy
of childhood.



letter from our board chair

Dear Friends,

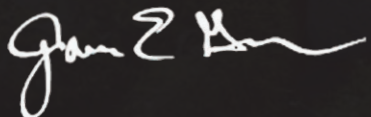
In 2023, the Children's Museum embarked on a new adventure with the launch of Gallery Uno - a dynamic exhibit space designed to continually evolve. Gallery Uno features rotating exhibits and experiences inspired by a single word. This simple, yet powerful, framework allows the Museum to create timely, relevant installations that spark connection, curiosity and conversation for families.

The Museum's second iteration of Gallery Uno, Catawampus, opened in May 2025 and was the culminating accomplishment of the fiscal year. A resounding success with children and families alike, Catawampus was the product of our design and education teams' immense talent and extraordinary creativity. This immersive, art-rich experience invites families to venture into the unknown, meet delightfully wonky creatures and challenge themselves to try something new and unexpected. We are excited to continue the Gallery Uno adventure with a new installation in 2026.

At its heart, the Museum strives to be a joyful space that inspires curiosity, creativity, happiness and connection; a commitment that extends to all families regardless of financial resources. In FY25, we were proud to provide nearly 135,000 admissions through our access programs. As a result, more than 25% of our guests experienced the Museum for free or at a greatly reduced price, ensuring joy and wonder are accessible to our entire community.

The Museum will continue to bring innovative exhibits and meaningful experiences to families across our region, thanks in large part to friends and supporters who recognize the importance of wonder and joy in today's ever-changing world. Thank you for venturing into the unknown with us and being part of this journey!

With gratitude,



James Greer

A Year in Review

BREAKING DOWN FINANCIAL BARRIERS

At the Children's Museum, we believe every child deserves to experience our rich, hands-on learning environment that inspires creativity, wonder and joy, regardless of their financial circumstances. To advance this commitment, the Museum offers several initiatives that provide free or greatly reduced admission to families who might not otherwise be able afford a visit. These include the SNAP Access Initiative, which offers greatly reduced admission for families participating in the federal Supplemental Nutrition Assistance Program, and our Sponsored Admissions and Memberships Program, which provides free programs and annual family memberships to children attending Title I schools. Through these and other access efforts, more than 25% of our audience (nearly 135,000 guests!) experienced the Museum at no cost or at a greatly reduced price in FY25.



A Year in Review



On May 13, the Museum opened its second installation in Gallery Uno, our rotating exhibit space. Each Gallery Uno rendition is inspired by a single word, offering the Museum a creative framework to design whimsical, joyful experiences that spark connection and conversation. The second installation drew inspiration from the word “catawampus.” As an adjective, catawampus means askew or awry, while as a noun, it refers to wild, mythical creatures. This exhibit brought both meanings to life, transporting visitors into a fantastical world inhabited by a playful crew of Catawampus Creatures. Created in collaboration with artist Bree Angela, the experience challenged expectations and reimaged often misunderstood animals, like mosquitoes, as lovable, unexpected friends.



A Year in Review

FUN-DRAISING EVENTS

In FY25, our fundraising events raised more than \$385,000 for the Museum. The 51st Birthday Bash, with the theme of Adventure Awaits, was a night to remember, featuring auctions, dancing and a delicious assortment of food and cocktails. Joy on Tap, our annual 21+ craft beer festival, also enjoyed another sold out year. The event showcased 20 breweries, along with creative food stations serving childhood inspired bites, and filled the Museum with guests who delighted in an evening of play throughout our world-class exhibits. Together, these events not only strengthened our community of supporters but also made a meaningful impact, ensuring the Museum can continue to inspire wonder, joy and learning for Colorado families.



A Year in Review

SPECIAL EVENTS & PROGRAMS

In FY25, the Museum delivered more than 1,800 educational programs, all included with admission, offering members and guests rich opportunities to learn through play. Families cooked and explored varied cuisines in The Teaching Kitchen, where rotating recipes celebrated food, culture and creativity. Through our Artist-in-Residence Program, guests collaborated with professional artists Ben Coleman, John Domenico, Cal Duran and Sydnee Masias to create one-of-a-kind works displayed throughout the Museum. Outdoors, Joy Park Adventures encouraged movement, imagination and exploration in nature. And, the beloved community celebrations—Harvest Hoot, Noon Year’s Eve and Party for Our Planet—welcomed more than 12,000 guests. Together, these programs deepened learning, sparked creativity and strengthened connections across our community.



STATEMENT OF ACTIVITIES

Children's Museum of Denver at Marsico Campus - Fiscal Year 2025

Support and revenues

Gifts & grants - Annual fund	3,382,154
Gifts & grants - Capital fund	2,378,651
Earned revenue ¹	6,172,168
Special events revenue ¹	309,544
Investment & misc. income	733,542
Total support and revenues	\$ 12,976,059

Expenses

Program	8,425,569
Supporting	2,611,292
Total expenses	\$ 11,036,861

Surplus	1,939,198
Depreciation	1,208,943
Surplus before Depreciation	\$ 3,148,141

Change in net assets

Annual fund	(439,453)
Capital fund	2,378,651
Total change in net assets	\$ 1,939,198

¹ Net of expense

STATEMENT OF FINANCIAL POSITION

Children's Museum of Denver at Marsico Campus - Fiscal Year 2025

Assets

Current assets	5,742,435
Contributions receivable	420,606
Investments	7,690,035
Property & equipment, net	<u>16,462,854</u>

Total assets \$ **30,315,930**

Liabilities and net assets

Liabilities	
Current liabilities	1,034,621
Deferred revenue	<u>1,086,990</u>
Total liabilities	2,121,611

Net assets

Unrestricted	25,160,828
Temporarily restricted - General	708,400
Temporarily restricted - Capital	<u>2,325,091</u>
Total net assets	28,194,319

Total liabilities & net assets \$ **30,315,930**

Special Thanks

TO OUR VOLUNTEERS

Our incredible volunteers dedicate their time and energy to make our programs, events and operations successful. In FY25, 309 individuals volunteered more than 2,400 hours to support our mission. Thank you!

Thank you to our amazing committee for making the 50th Birthday Bash a success!

Event Chairs

Liz Gardner & Amanda Witheiler

Committee Chairs

Kali Handford
McKenzie Jordan
Julia Lazure
Colleen McIlvennan
Caryne Mesquita
Alyssa Russo
Megan Whelan
Taylor Woodard

Event Committee

Micki Amerine
Blair Binder
Amanda Boswell
Laura Brown
Meghan Brown
Melanie Lewis Dickerson
Alexis Emich
Jamie Fitzgerald
Kathleen Fraser
Stephanie Gannaway
Jessica Geesaman
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Megan Hays
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Isabel Howard
Katie Jenkins
Clair Kettler
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Special Thanks

TO OUR DONORS

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Jaime and Michael Stewart
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Megan and Matt Whelan
Kelly and Jason Wright

Special Thanks

TO OUR DONORS

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\$50,000 and Above

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FirstBank
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Special Thanks

TO OUR DONORS

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The Children's Museum of Denver at Marsico Campus makes every effort to accurately acknowledge our donors. If an error in recognition has occurred, please contact our donor relations staff at 303-561-0110.

Museum Leadership Team, Fiscal Year 2025

Mike Yankovich, President and Chief Executive Officer
Gretchen Kerr, Chief Operating Officer
Amy Burt, Vice President of Development and Communications
Jon Handwork, Senior Director of Guest Services
Fulton Breen, Senior Director of Finance
Cisco Ocampo, Director of Facilities and Exhibits Operations
Kerri Atter, Director of Special Exhibits
Kimber Kuhl, Director of Marketing and Membership
Andrew Pasini, Director of Human Resources
Rachel Hamilton, Director of Education
Lara Meyer, Associate Director of Operations

Board of Directors, Fiscal Year 2025

Chair - James Greer: Chief Executive Officer, WellPower
Vice Chair - Elizabeth Whillock: VP of Human Resources, Ovintiv
Treasurer/Secretary - Megan Scremin: CEO & President, Special Olympics Colorado
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Judy Pottle: Early Childhood Educator
Alex Rothing: Executive Administrator and Project Manager, Just Right Reader
Lisa Wynn, MD, MBA: Physician, Obstetrics and Gynecology



Unique to our amazing state, the Scientific and Cultural Facilities District (SCFD) makes field trips, educational programs, exhibits and many free days possible. SCFD is a voter approved tax of 1 penny on every \$10 spent in the 7-county metro area, directly supporting over 300 arts, science, historical and cultural organizations. The ability of the Children's Museum of Denver at Marsico Campus to fulfill our mission to create extraordinary experiences that champion the wonder and joy of childhood is made possible in part by the citizens of the SCFD.

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