

wonder and joy



fiscal year 2021 annual report

July 1, 2020 – June 30, 2021



year in review

Following an organizational closure due to the COVID-19 pandemic in March 2020, the Children's Museum of Denver at Marsico Campus reopened in July 2020 to provide Colorado families with a little wonder and joy at a time when it was in woefully short supply.

With a focus on adaptability and resiliency, we reopened with reduced days of operation and lowered guest capacities to provide a comfortable respite for families who were still contending with remote learning and uncertainties brought on by the pandemic. We also looked for new ways to provide families with opportunities for exploration and play, whether at the Museum or hunkering down at home.

The Museum team prepared and shared new virtual educational content with families and schools so they could continue to participate in Museum programs, no matter where they were. For in-person guests, we updated our policies in accordance with the City and County of Denver guidelines to make the Museum a safer place to play. Extending our reach further, we created Museum2Go kits in partnership with Denver Human Services, which provided families in our community experiencing homelessness with engaging activities and art supplies they could share with their children.

While it was a difficult year, it was rewarding beyond words. Our incredible staff, board members and volunteers worked tirelessly to ensure that the Museum could continue to offer educational experiences designed to challenge, inspire and shape curious minds.

Most importantly, we are truly grateful to our generous donors and community partners - without you, what we do would not be possible.

Thank you!



mission: To create extraordinary experiences that champion the wonder and joy of childhood.





highlights

Museum Fun 101 and Online Programming

Museum Fun 101, a Facebook group chockful of at-home activities for families, was created to provide exploration and play opportunities even when a visit to the Museum was not possible. During a year with closures and re-openings, Museum Fun 101 gave parents ways to engage their children in meaningful, fun and safe ways at home. Designed for all ages, activities included recipes from our Teaching Kitchen, crafts, science experiments, outdoor play prompts, parent/child engagement opportunities and more. The Museum team also took the show on the road, virtually, with regularly scheduled Facebook and Instagram Live programming featuring the Museum’s top-notch Education team as well as key community partners.



Virtual Education Programs

With schools in remote learning or limiting in-person outreach throughout much of the fiscal year, the Museum team quickly pivoted to create pre-recorded videos and lesson plans for teachers to share with their classes. We reimagined versions of some of our most beloved outreach programs: **World Dance & Drumming** (music & movement), **Healthy Planet Heroes** (environmental stewardship), **Star Lab** (constellations & storytelling) and **Earth Balloon** (geography). As an aid to educators during a difficult year, these programs were provided to teachers in Title I schools for free, and participating students were offered free family memberships to the Museum to use for in-person visits. The Museum served 11,782 students through our outreach and virtual programs in FY21.

Museum2Go

As a way to support Denver families in need, the Children’s Museum partnered with Denver Human Services to provide 1,500 activity kits to families experiencing homelessness. The interactive Museum2Go kits included open-ended art supplies and materials for hands-on learning and exploration, as well as a Brain Sparks activity guide developed by Museum educators with engaging, developmentally appropriate activities for children newborn through age eight.

The Museum2Go Kits were made possible by Buell Foundation, with additional support provided by IKEA Centennial.



statement of activities

Children's Museum of Denver at Marsico Campus - Fiscal Year 2021

Support and revenues

Gifts & grants - Annual fund	\$	2,236,596
Gifts & grants - Capital fund		129,547
Earned revenue*		1,522,810
Special events revenue*		-
Investment & misc. income		675,943
Total support and revenues		4,564,896

Expenses

Program		4,052,501
Supporting		1,105,856
Total expenses		5,158,357

Change in net assets

Annual fund		(723,008)
Capital fund		129,547
Total change in net assets		(593,461)

Net assets at beginning of year 22,385,688

Net assets at end of year \$ 21,792,227



**Net of expense*

statement of financial position

Children's Museum of Denver at Marsico Campus - Fiscal Year 2021

Assets

Current assets	\$	2,953,031
Capital pledges receivable		206,507
Investments		4,400,990
Property & equipment, net		<u>17,102,937</u>

Total assets **\$ 24,663,465**

Liabilities and net assets

Liabilities

Current liabilities	\$	883,570
Paycheck Protection Program loans		<u>1,987,668</u>
Total liabilities		2,871,238

Net assets

Unrestricted		20,886,926
Temporarily restricted - General		301,108
Temporarily restricted - Capital		<u>604,193</u>
Total net assets		21,792,227

Total liabilities & net assets **\$ 24,663,465**



special thanks to our donors

Organizations

\$50,000 and Above

Buell Foundation
Delta Dental of Colorado Foundation
The Denver Foundation
Denver Water
Helen M. McLoraine Endowment Fund
Giles W. and Elise G. Mead Foundation
Ovintiv USA
PNC Bank and PNC Foundation
United Launch Alliance
Scientific and Cultural Facilities District
Sturm Family Foundation

\$25,000 to \$49,999

Ball Foundation
Bonfils-Stanton Foundation
Children's Hospital Colorado
Dairy MAX
Jenna and Walker Stapleton/
Harmes C. Fishback Foundation

\$10,000 to \$24,999

City and County of Denver
The Dorsey & Whitney Foundation
The Gateway Fund II of the Denver Foundation
Virginia W. Hill Foundation
Schlessman Family Foundation
The Melvin & Elaine Wolf Foundation
Xcel Energy and Xcel Energy Foundation

\$5,000 to \$9,999

BBVA Compass Foundation
Gill Capital Partners
The Kidconscious Project
Singer Family Foundation
The Titus Foundation
Union Pacific Foundation

\$2,500-\$4,999

Confluent Development
Westmoreland Mining LLC

\$1,000 to \$2,499

Burns & McDonnell

\$500 to \$999

CoWest Insurance Associates, LLC
Giddy Up Fund

special thanks to our donors

Individuals

\$1,000 and Above

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Emily Sturm
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Betsy Wagner
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\$500 to \$999

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Kim Schneider
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In-Kind

\$1,000 and Above

5280 Magazine
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Hogan Lovells US, LLP
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IT Supervision
LabMercury

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 2021

Mike Yankovich, President and Chief Executive Officer
Gretchen Kerr, Chief Operating Officer
Cyndi Kerins, Chief Financial Officer
Amy Burt, Vice President of Development and Communications
Jon Handwork, Senior Director of Guest Services
Cisco Ocampo, Director of Facilities
Chris Van Dyken, Director of Exhibits
Sarah McManus Christie, Associate Director of Education

Board of Directors, Fiscal Year 2021

Chair: Judy Pottle, Early Childhood Educator
Vice Chair: Jeff Calderone, CEO, Elevated Third
Secretary and Treasurer: Ryan Beiser, Regional President and Head of Corporate Banking, PNC Bank
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Anthony Epps, Esq., Partner, Dorsey & Whitney, LLP
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Betsy Wagner, Early Childhood Advocate
Elaine Weng, MD, MS, Mountain Radiation Oncology Consultants
Lisa Wynn, MD, MBA, Physician, Obstetrics and Gynecology



So 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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