



# a year in bloom

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## Annual Report

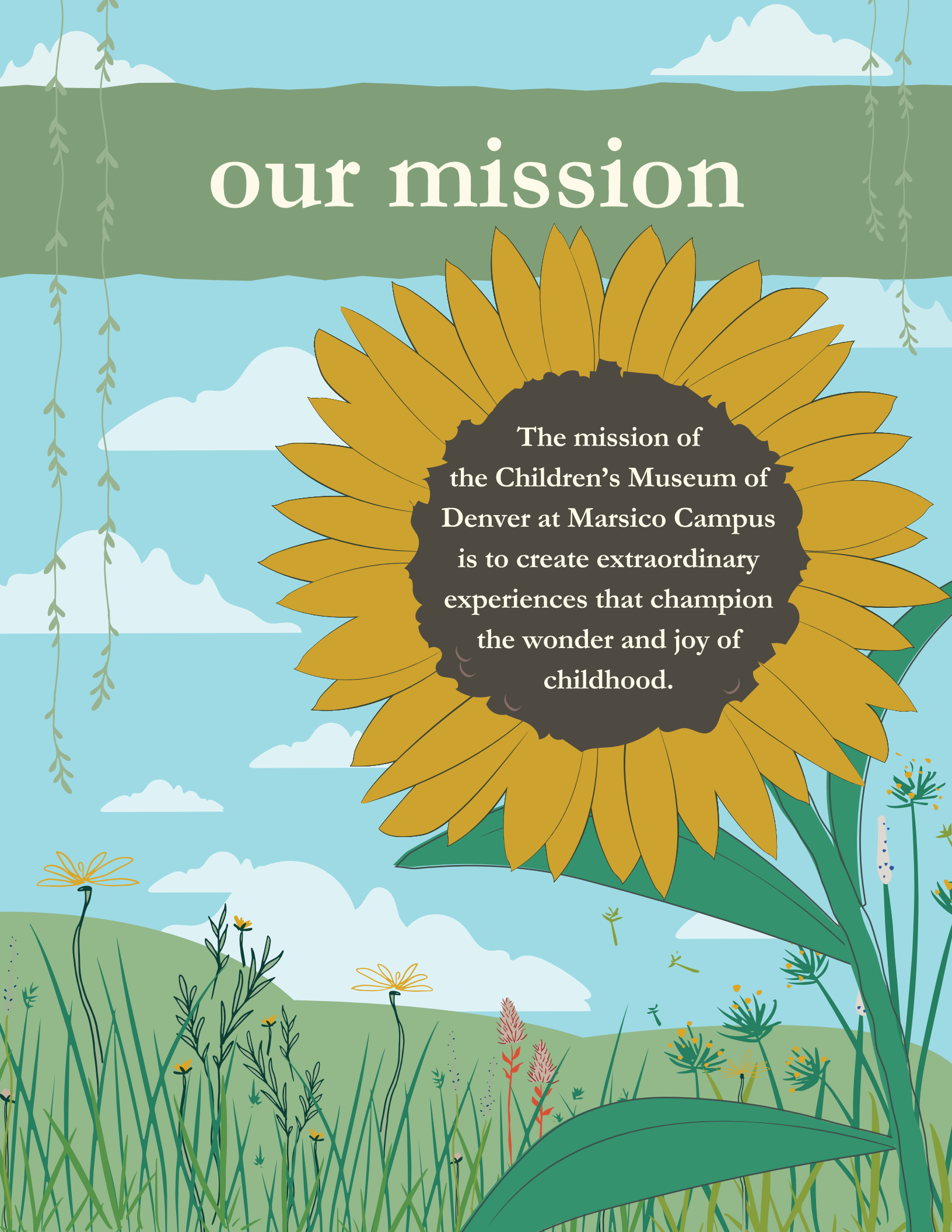
Fiscal Year 2024 | July 1, 2023 – June 30, 2024

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**children's  
museum**  
Denver • Marsico Campus  
[mychildsmuseum.org](https://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 of the Museum,

Fiscal Year 2024 has been an incredible story of what can happen when we dream big, strive to do things that have never been done before, and work together to build something great for our community.

In October 2023, we opened *Bloom*, a playful space for early learning. Grounded in the latest research on brain development, this space welcomes children newborn through 36 months and their caregivers to relax, connect and grow together in a whimsical, nature-inspired setting.

The Museum's newest exhibit, *Gallery Uno*, opened in June 2024, and is like nothing the Museum has attempted before. The rotating exhibits in this space center on a single word that inspires an entire installation. It is a chance for our staff to play, experiment and try new things, and we are overjoyed with the reaction the inaugural experience, *SNUG*, received.

In addition to creating inspiring new exhibits, we were thrilled to welcome 525,429 members and guests to the Museum in FY24. The Museum is committed to working toward a future where all children can experience the wonder and joy of childhood, regardless of their family's income, and in FY24, more than a quarter of our guests visited for free or at a greatly reduced cost through one of the Museum's Access Programs. These programs have become invaluable to our community and are our largest fundraising need.

Thank you for coming along with us on this journey of growth, challenge and collaboration. We could not do this important work without our incredible donors, stakeholders and friends who believe in and champion our mission.

With gratitude,



Lisa Wynn, MD, MBA  
2024 Board Chair

# a year in review

## Access is Key

At the Museum, we believe all children and families should be able to enjoy rich, hands-on learning experiences that inspire creativity, wonder and joy. Because of our commitment to access, the Museum has several initiatives to extend free or greatly reduced admission to families who may not otherwise be able to afford a Museum visit. These include the SNAP Access Initiative, which offers greatly reduced admission to families in the Supplemental Nutrition Assistance Program, and our Sponsored Admissions and Memberships Program, which offers free programs and annual family memberships to children in qualifying Title I schools. Through these initiatives and other access and outreach programs, 25% of our audience (more than 125,000 guests!) experienced the Museum for free or at greatly reduced cost in FY24.

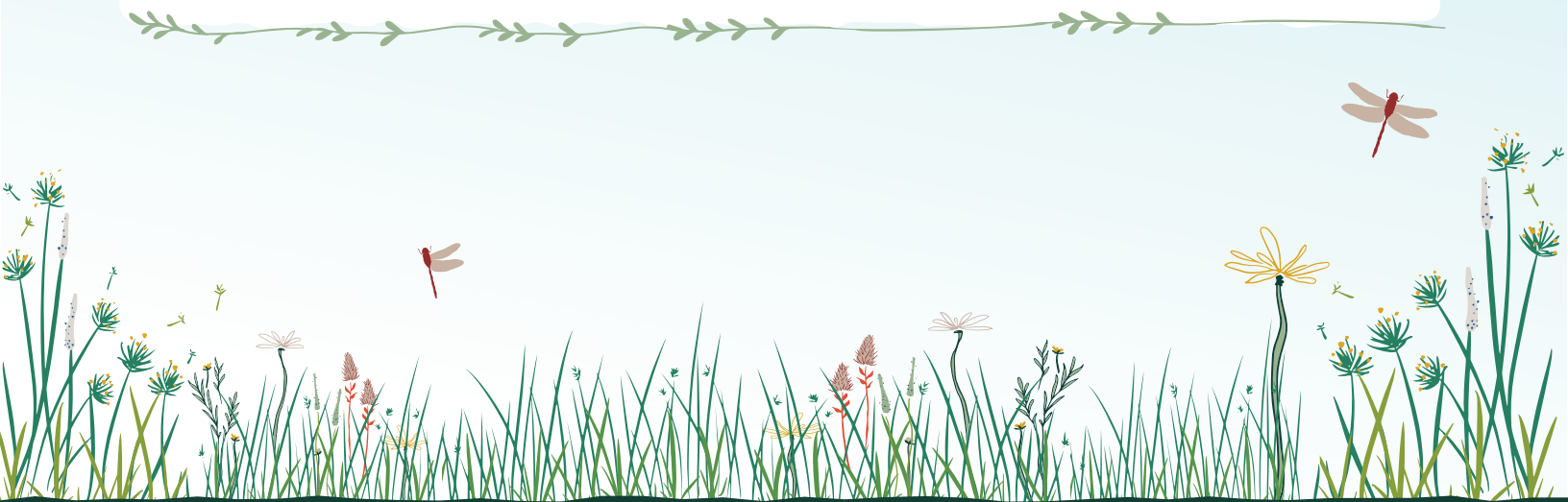




# bloom

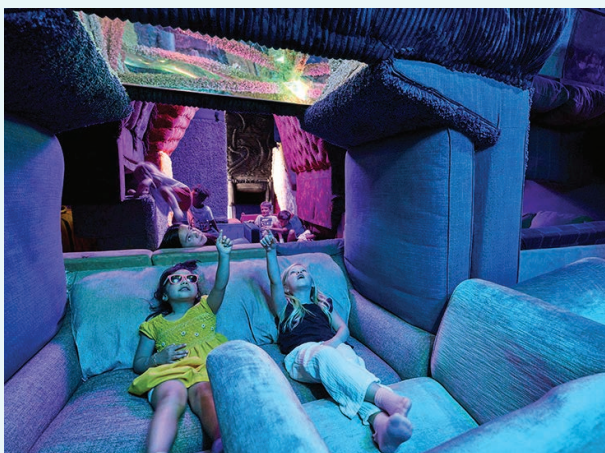
*a playful space for early learning*

On October 16, *Bloom* opened its doors for our community. This nature-inspired space nurtures the imagination with tangible and playful details. It features experiences like a whimsical fairy garden with elements of light and sound, grassy moguls, a creative climber just for littles, a peek-a-boo flowerpot with smart glass, and plenty of amenities for families of newborns and toddlers. To bring this space to the next level, original art pieces crafted by Colorado artists Betony Coons, Katelynn Mai-Fusco, Bree Angela and Anna Hultin are woven throughout the exhibit to make this a truly one-of-a-kind immersive experience.



# a year in review

## Gallery UNO



On June 19, the Museum opened a rotating exhibit space, *Gallery Uno*. One word is chosen to define each new experience, allowing the Museum to create relevant and timely installations that evoke connection and conversation. The first installation was inspired by the word *SNUG*, and encouraged guests to squish, scramble, nestle and crawl through a floor to ceiling maze of precisely stacked couches, chairs, ottomans and cushions while uncovering surprises around every corner.

## the Nest



Our sensory-friendly studio, *The Nest*, received a whimsical makeover in FY24. Previously labeled a low-sensory exhibit, our team was inspired by the work of Dr. Winnie Dunn and revamped the studio to support a wide range of sensory needs. This tropical-themed space features warm, soothing colors, soft lighting and limited ambient noise, perfect for enjoying a quiet moment.



a year in review

## FUNdraising Events



In FY24, our fundraising events raised over \$330,000. The Museum's 50th Birthday Bash was a celebration of our vibrant history, filled with auctions, cocktails, delicious food, dancing and most importantly, great friends. Joy on Tap, our craft beer festival, had another sold out year! We hosted 20 breweries, 8 food stations and a Museum full of adult guests who enjoyed an evening of play in the Museum's world-class exhibits.

## Community Events & Programs



The Museum offered more than 1,800 educational programs (all included with Museum admission!) to our members and guests in FY24. We hosted cooking classes in *The Teaching Kitchen*, where diverse foods and recipes were on the menu. Through the Artist-in-Residence Program, guests worked alongside professional artists Eileen Roscina, Jessica Garramone, Sol Aldinger and Traci Zajackowski to create unique pieces just for the Museum. Outside, we got guests moving, grooving and exploring nature during Joy Park Adventures. And our wildly popular community events, Harvest Hoot, Noon Year's Eve and Party for Our Planet, welcomed more than 14,500 guests in FY24.

# statement of activities

Children's Museum of Denver at Marsico Campus - Fiscal Year 2024

## Support and revenues

Gifts & grants - Annual fund	2,718,634
Gifts & grants - Capital fund	41,996
Earned revenue <sup>1</sup>	5,946,118
Special events revenue <sup>1</sup>	261,793
Investment & misc. income	648,201
<b>Total support and revenues</b>	<b>9,616,742</b>

## Expenses

Program	8,391,917
Supporting	2,176,208
<b>Total expenses</b>	<b>10,568,125</b>

## Change in net assets

Annual fund	(993,379)
Capital fund	41,996
<b>Total change in net assets</b>	<b>(951,383)</b>
Non-cash depreciation expenses	1,061,160
<b>Total surplus before depreciation</b>	<b>109,777</b>

<sup>1</sup> Net of expense



# statement of financial position

Children's Museum of Denver at Marsico Campus - Fiscal Year 2024

## Assets

Current assets	\$	6,036,006
Contributions receivable		465,275
Investments		4,525,758
Property & equipment, net		<u>17,491,784</u>

<b>Total assets</b>	<b>\$</b>	<b>28,518,823</b>
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## Liabilities and net assets

Liabilities		
Current liabilities	\$	1,050,600
Deferred revenue		<u>1,213,102</u>
Total liabilities		2,263,702

## Net assets

Unrestricted	25,972,051
Temporarily restricted - General	283,070
Temporarily restricted - Capital	<u>-</u>
Total net assets	26,255,121

<b>Total liabilities &amp; net assets</b>	<b>\$</b>	<b>28,518,823</b>
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# special thanks to our volunteers

Our incredible volunteers dedicate their time and energy to make our programs, events and operations successful. In FY24, 249 individuals volunteered 1,897 hours to support our mission. Thank you!

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

## Event Chairs

Kali Handford and Julia Lazure

## Committee Chairs

Sarah Duffy  
Allie Ingalls  
Jen Kilgore  
Caryne Mesquita  
Alyssa Russo  
Megan Whelan  
Kate Winn

## Event Committee

Michelle Yi Alexander  
Betsy Barron  
Stephanie Brown  
Lauren O'Neill Crist-Fulk  
Melanie Lewis Dickerson  
Colette Gagnet-Sutley  
Caroline Gash  
Lauren Giuffra  
Sandy Graham  
Molly Ingalls  
Jessica Kennedy  
Julianne Lincoln  
Alison Millice  
Sarah Mohapp  
Annie Nagy  
Kelsey Rogstad  
Taylor Ross  
Jenn Stickel

# special thanks to our donors

## Individuals

### \$1,000 and Above

Sarah and Todd Alijani  
Anonymous  
Nissa and Michael Baker  
Heather and Ryan Beiser  
Kathryn and David Birnbaum  
Tina Bishop  
Amy and Neill Burt  
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Ginny and John Freyer  
Laura Lee and George Gastis  
Sandra Harris and Ryan Adrian  
Marisa and Chad Hollingsworth  
Cyndi and Ed Kahn  
Vatsala Kapur  
Gretchen and John Kerr  
Jennifer Leigh Landrum  
Darlene LeDoux  
Cydney and Tom Marsico  
Rayburn and Marie McCulloh  
Kate and Robert McDaniel  
Lisa Farber Miller and David Miller  
Barbara Neal and Edward Ellis  
Jennifer Nevins and Michael Yankovich  
Lauren O'Neill Crist-Fulk  
Jeru and Harsh Parikh

Jack and Judy Pottle  
Katy Raffensperger  
Gail Schoettler and Donald Stevens  
Megan and Marc Scremin  
Brooke and Luke Simpson  
Jenna and Walker Stapleton  
Lidia Supranova and Alexey Intelegator  
E.B. Wagner  
Elizabeth and Mike Whillock  
The Wishnietsky Family  
Lisa and Charles Wynn

### \$500 to \$999

Lesley Ackerman  
Anonymous  
Adriana Apodaca  
Jessica and Robert Armijo  
Leah and Ryan Ashley  
Amy and Jason Brown  
Sharon and Jim Butler  
Mary Denison  
Lori Fox and Tom Downey  
Colette Gagnet-Sutley and Garrett Sutley  
Michael Hammell  
Kali and Duncan Handford  
Iffie and Rayshun Jennings  
Melanie Kay and James Schoettler  
Cyndi Kerins  
Colleen and Taylor McIlvennan  
Annie and Jacob Nagy  
Lisa and Ron Ramirez  
Alyssa Russo  
Merrill and Lemuel Smith  
Jaime and Michael Stewart  
Taryn and Lance Thomas



# special thanks to our donors

## Organizations

### \$50,000 and Above

Ball Corporation  
Denver Water  
Helen M. McLoraine Endowment Fund  
Lilly Endowment, Inc.  
Ovintiv USA  
Scientific and Cultural Facilities District  
Sturm Family Foundation

### \$25,000 to \$49,999

Anonymous  
Chevron  
Children's Hospital Colorado  
Dairy MAX  
Delta Dental of Colorado  
Fransen Pittman Construction  
PNC Foundation  
Primrose Schools  
State of Colorado Department of  
Public Safety

### \$10,000 to \$24,999

Anonymous  
The Denver Foundation  
Dorsey & Whitney LLP  
The Dorsey & Whitney Foundation  
El Pomar Foundation  
The Gateway Fund II  
Institute of Museum and Library  
Services  
The Melvin and Elaine Wolf Foundation  
Singer Family Foundation  
Strompolos Family Foundation  
Virginia W. Hill Foundation  
Women's Foundation of Colorado  
Xcel Energy Foundation

### \$5,000 to \$9,999

Gary Philanthropy  
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Wagner Equipment Co.

### \$2,500 to \$4,999

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Phoenix Community School  
Ness Family Foundation  
OZ Architecture  
Perkins Coie Charitable Foundation  
Southmoor Pediatric Dentistry  
Xcel Energy

### \$1,000 to \$2,499

ABM  
Alpine Bank  
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by Michael Yankovich  
Bright Funds Foundation  
Broadridge  
Genessee Mountain Foundation  
IT Supervision  
Metalmark Fine Jewelry  
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VISA

### \$500 to \$999

Gene & Neddie Mae Elkus Family  
Foundation  
The Hoover Family Foundation

# special thanks to our donors

## In-Kind

### \$1,000 and Above

5280 Magazine	Facial Esthetics of Central Park
The Acoma House	The Family Jones
Alpine Lumber Co.	Footers Catering
Anonymous	Gill Capital Partners
Biscuits and Berries Catering	Hogan Lovells US, LLP
Butler Rents	IKEA Centennial
Jennifer and Jeff Calderone	Italic Catering
Catering By Design	Kroenke Sports Charities
Colorado Catering Company	Lehrer's Flowers
Colorado Parent Magazine	Lockheed Martin Space Systems
Denver Broncos	McNeil Designer Portraits
Denver Film Society	PNC Bank
Denver Metropolitan Major League Baseball Stadium District	Relish Catering
Denver Museum of Nature & Science	Sage Hospitality
Denver Nuggets	Sanctuary Golf Course
The Denver Post Community Foundation	Serendipity Catering
Deshebrado Catering & Events	Brooke and Luke Simpson
Dunton Destinations	Southwest Airlines
Epicurean Catering Group	Three Tomatoes Catering
	Uncorked Kitchen & Wine Bar

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 2024

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  
Kerri Atter, Director of Exhibits and Special Projects  
Nick Brunner, Director of Finance  
Kimber Kuhl, Director of Marketing and Membership  
Sarah McManus Christie, Director of Education  
Cisco Ocampo, Director of Facilities and Exhibits  
Andrew Pasini, Director of Human Resources

## Board of Directors, Fiscal Year 2024

Chair - Lisa Wynn, MD, MBA: Physician, Obstetrics and Gynecology  
Vice Chair - James Greer: Chief Operating Officer, WellPower  
Treasurer/Secretary - Megan Scremin: CEO & President, Special Olympics Colorado

Michael Baker: President, Gold Crown Management CO  
Ryan Beiser: Regional President and Head of Corporate Banking, PNC Bank  
Jeff Calderone: Chief Executive Officer, Elevated Third  
Anthony Epps, Esq.: Partner, Dorsey & Whitney  
Sandra Harris: Counsel, Hogan Lovells, US, LLP  
Craig Hodges: VP of Corporate Affairs and Communications, VF Corporation  
Iffie Jennings: Director of Strategy, Outreach and Advocacy, Xcel Energy  
Jennifer Landrum: Early Childhood Advocate  
Darlene LeDoux, PhD: Educator and Community Activist  
Fayoke Longe: Founder and Creative Director, Facet Creative Design  
Judy Pottle: Early Childhood Educator  
Elizabeth Whillock: VP of Human Resources, Ovintiv



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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