April 2014

marked the beginning of our 20th year of operation, prompting us to take a look back at where we started…and how far we have come.

The Museum has benefitted more than 3.5 million people since opening and the children we first welcomed now visit with their own kids. In 1995, we had 1,073 member families – all new! Today, we have almost 4,600 new and renewing members, and member visits in 2014 topped 80,000 – 11 times greater than in our opening year. We are gratified that so many families have made the Museum experience part of their lives.

We have worked hard over the years to address our growing audience and reflect current trends in education, and we are proud to be considered one of the best children's museums in the nation and one of Milwaukee’s most respected family destinations. Research continues to underscore the importance of early education and the profound impact of experiences like those provided by the Museum on a child’s capacity to become an accomplished student and a productive adult.

Ever-changing community needs, the academic performance of area children, emerging technologies, new approaches to parenting, studies about how children learn, and local economic and workforce initiatives have guided our development of educational exhibits, programs and services for children and families from throughout the region and beyond. Although the Museum has grown dramatically over the past two decades, our mission remains unchanged: We are dedicated to providing hands-on experiences that prepare children for academic success and help adults understand the positive influence of early education on a child’s school readiness, values and lifelong love of learning.

Thanks to our visitors, members, volunteers, supporters and community partners, 2014 was a remarkable year and we are pleased to highlight some of our achievements in this report – along with a bit of nostalgia – in honor of our 20th anniversary.
All of the Museum’s original exhibits have long been retired...parting with the pretend apple trees in 2007 was especially tough. Over the years, we have introduced new, enhanced and temporary exhibits to keep the learning experience fresh and engaging, and 2014 was no exception.

• Visitor favorites continued to include Pocket Park presented by PNC, a pretend outdoor environment designed to engage our youngest visitors, and Home Town, a kid-sized business district that helps children explore the people, places and processes that make a community successful.

• Summertime brought outdoor play opportunities to our balconies, including the installation of our beautiful ABC Garden presented by the Garden Room, and the return of our Bugs on the Balcony exhibit sponsored by Anderson Pest Solutions.

• In the spring, we introduced Velocity, a temporary exhibit that invites kids to have fun with physics as they launch golf balls on tracks, ramps and loops that use special software to measure speed, distance and trajectory. Velocity includes a station that lets visitors experiment with design by building and testing their own pathways.

• Our Art Central gallery sponsored by Mike and Jennifer Keough featured exceptional drawings, paintings, sculptures, mosaics, and murals created by pre-school, elementary and high school students from throughout Wisconsin, pieces from the Wisconsin State Fair’s Young People’s Art Exhibition, and the display of works created by local adult artists.
In 2005, the Museum launched its *Exhibit Development Initiative*, a program that creates exhibits – initially for our own audience – that we subsequently offer for lease or sale to other educational facilities, generating income to support our operation and growing community outreach commitments. During the past decade, our exhibits have been displayed at museums, science centers, schools and libraries across the country and around the world, and income from the *Initiative* now covers almost 24 percent of our operating needs.

- To the delight of our visitors, *Smokey Bear & Woodsy Owl: Home Sweet Home* returned to the Museum in February. This national traveling exhibit was created by our Museum in 2009 through a partnership with the U.S.D.A. Forest Service and was designed to encourage families to enjoy – and care for – our nation's spectacular natural resources. A 2014 grant from the Forest Service enabled the Museum to refurbish the exhibit and extend its tour through 2016.

- Our newest traveling exhibit, *Hands-On Harley-Davidson*, began its national tour in spring 2014. The exhibit was made possible by a partnership with the Harley-Davidson Motor Company and was developed to promote early science, technology, engineering and math education.

- *Trivial Pursuit: A 50-State Adventure!* was a new touring exhibit created by our Museum in collaboration with Hasbro, Inc., opened on our floor in October. The exhibit takes visitors on a pretend trip to each of the 50 states and the District of Columbia, and features historic sites, tourist destinations, arts and sports venues, and family attractions with hundreds of activities, fantastic photo murals and fun trivia about U.S. geography, history and culture.

Visitors during 2014 watched with anticipation as we began implementing the most dramatic changes to our floor since opening.

- A generous grant from the Northwestern Mutual Foundation enabled us to begin work on *Word Headquarters*, a new exhibit (opened February 2015) that highlights literacy as the key to a child's academic and lifelong success. Designed in collaboration with faculty from Marquette University, the University of Wisconsin-Milwaukee and the University of Wisconsin-Madison, the exhibit includes guidance for adults about how to support a young child’s development of fundamental skills.

- Thanks to our longstanding partnership with Kohl’s Cares and Children’s Hospital of Wisconsin, we began planning for the spring 2015 refurbishment of our popular health and wellness-themed exhibit, *Kohl's Healthy Kids: It's Your Move!,* including the introduction of new activities and important messages for adults that focus on safety and injury prevention.
More than a million children and adults have participated in the Museum’s educational programs over the years, including workshops, activities for early learners, performances, group programs and special demonstrations.

- Family programs served more than 11,300 visitors in 2014. Parent/child activities helped caregivers learn how games, music, movement and art activities provide opportunities for early learners to build important literacy, school-readiness and social skills. Visitors also participated in programs developed by Museum staff to complement our educational exhibits, including It’s in the Bank, a financial literacy game sponsored by WaterStone Bank that teaches children about earning, spending, saving…and sharing. Partnerships with arts groups and community organizations helped enhance our visitor experience and introduce children and adults to the variety of resources available throughout our community, including First Stage, Milwaukee Ballet, US Forest Service, Milwaukee Public Library, Boerner Botanical Gardens and the Wisconsin Conservatory of Music.

- Thousands of Museum visitors enjoyed special presentations in 2014 by the Florentine Opera Company, Core El Centro, Kids Corps, Anderson Insect Zoo, Trinity Academy of Irish Dance, and Snapdragon Seeds. Visitors also celebrated national holidays and other special days at the Museum, including President’s Day, Martin Luther King, Jr., Day, Black History Month, Earth Day, the first day of spring and New Year’s Eve.

- Almost 24,000 (up 12% from 2013) children and adults participated in Museum field trips in 2014, with 24% receiving admission/transportation assistance based on need. Special programs that reflect state and national academic standards enabled 7,900 participants (a new record) to explore topics in science, math, environmental education, health, financial literacy and the arts. Free busses and reduced fees were made possible by the Herzfeld Foundation and the Kohl’s Cares® Field Trip Grant Program.

- Thanks to support from the Stackner Family Foundation and Barbara Wiederhold, we completed Room to Grow in 2014, a beautiful amphitheater with retractable doors that provides flexible space for programs and presentations.
Since opening, more than 575,000 children and adults have benefitted from Museum outreach programs that help ensure access by our community’s most vulnerable families, including almost 30,000 participants during 2014.

• In 1999, we introduced **Neighborhood Night**, an evening each month that offers free admission and educational programs to meet the needs of low-income and working families. Almost 6,000 children and adults participated in 2014, thanks to presenting sponsor US Bank, with support from the Brady Corporation Foundation, City of Milwaukee Arts Board, Greater Milwaukee Foundation’s Mary L. Nohl Fund, Maihaugen Foundation and media partner FOX 6.

• In 2001, a pilot program called **Family Focus** provided free parenting education, Museum membership and transportation assistance to 120 at-risk families. The positive impact of the program was undeniable. **Family Focus** became an ongoing commitment to meeting the needs of families living in poverty, foster families, teen parents and others struggling to raise a young child. In 2014, we enrolled 1,303 families in the program and Museum visits by participants set a new record. The program was made possible in 2014 by grants from the A.O. Smith Foundation, Brady Corporation Foundation, Herzfeld Foundation, Joy Global Foundation, Krause Family Foundation, Quad/Graphics, Schwab Charitable D.R.E.A.M. Fund, and the Service Club of Milwaukee, and 27 partner agencies who helped us reach some of our community’s most vulnerable families.

• Our **first Back-to-School Resource Fair** in 2003 served 362 participants and provided free backpacks and school supplies to help needy families prepare for a successful school year. Our 2014 **Fair** drew 1,627 children and adults, and was made possible by a gift from Mike and Jennifer Keough, school supplies collected by employees from GE Healthcare and US Bank, and 24 partner agencies that distributed information about school readiness, health, literacy, positive parenting, bus safety and after-school programs.

• Our **Special Admissions Program**, established in memory of Mary Leach Smith, has provided free and subsidized field trips for more than 200,000 disadvantaged children and adults. Thanks to major gifts from Onnie Leach Smith and Gary and Denise Elfe, the program benefited more than 5,800 participants in 2014.
Research indicates that STEM (science, technology, engineering and math) activities can positively influence early literacy and school readiness, and that they should be a priority for early learners. In 2014, the Museum made a commitment to expand STEM-based learning by introducing the global “Maker Movement” to our young audience.

• Thanks to the generosity of the Teerlink family, the Museum opened Be A Maker (BAM) in June 2014. This communal “makerspace” invites children to work on a broad range of do-it-yourself projects using tools, materials and technologies that help them learn new skills, collaborate and share their accomplishments, cultivating their interest in STEM. BAM enabled more than 6,000 children and adults, including families and field trip groups, to explore 3D printers, laser cutters, robotics, sewing, pottery, stained glass, computer coding and more, inspiring our next generation of makers.

• Building on the success of Be A Maker, the Museum undertook an ambitious project – co-hosting the first Maker Faire® Milwaukee, a regional event that would help highlight the importance of STEM education. Maker Faires, licensed by Maker Media, Inc., are hosted in cities around the world, and thanks to a generous commitment from the Brady Corporation, our free family-friendly Faire was held at Wisconsin State Fair Park on September 27 and 28. The event featured demonstrations, speakers and the work of 180 inventors, artists, entrepreneurs and students that highlighted innovations that are changing how we live, work and learn. Additional support from GE Healthcare, the event’s Design & Build Challenge sponsor, supporting sponsors Dremel, Johnson Controls and Mortenson Construction, along with other sponsors and partners, helped make the event the highest-attended featured Maker Faire in the nation. Plans for Maker Faire Milwaukee in 2015 are underway!

Evaluating the positive impact of our work on children and adults is a priority. The Museum assesses exhibits and programs on an ongoing basis, conducting qualitative and quantitative research and collecting valuable feedback from visitors to help improve our facility and educational services. In 2014, the Museum began work on two research studies:

• The first study, conducted in partnership with the University of Wisconsin-Milwaukee and the University of Wisconsin-Madison, will evaluate the impact of maker experiences on 278 third- and fourth-grade students from Milwaukee Public Schools and is funded by the Herzfeld Foundation. The results of two classroom activities and two programs in our Be A Maker space will be available in 2015. In addition to fostering a student’s understanding of and interest in STEM, we hope the project will help educators and parents recognize the value of STEM activities for young children and strengthen their commitment to providing these experiences in school and at home.

• A second study guided by faculty and graduate students from Marquette University will evaluate the influence of specific Museum experiences on a child’s early literacy skills and a caregiver’s understanding of their role in the learning process. The study will track families who visit the Museum regularly and those who visit occasionally, with results available in 2017.
In 1999, we began introducing a variety of special events to provide family fun and an opportunity for learning. Over the years, these events have become a tradition for many families:

- Our popular Valentine Ice Cream Social and Not-So-Scary Halloween events were made possible by presenting sponsor Sendik’s Food Markets in partnership with Breadsmit, Kemps, Palermo’s Pizza and Sargento.

- Hundreds of children and adults celebrated holidays with us at nighttime ticketed events, including our Little Sweetheart Dance, July 3rd Family Fireworks and Little Monster Bash.

- A spring Outdoor Recreation Resource Fair attended by 783 children and adults highlighted local opportunities for outdoor fun and environmental education offered by 18 partner organizations, including Schlitz Audubon Nature Center, Friends of Lakeshore State Park, Havenwoods Environmental Awareness Center, Hawthorne Glen and Wehr Nature Center.

In 1996, the Museum’s first Gala raised almost $28,000. Thanks to dedicated Co-Chairs Jackie and Omar Darr and Maggie and Ben Brown, and their talented volunteer committee, our 2015 Gala raised a record $277,000 to support the Museum’s operation and community outreach initiatives.

The event was supported by Patron Sponsors Robert W. Baird & Co., the Northwestern Mutual Foundation and Sensient; Partnering Sponsor Boston Store; Raffle Sponsor The Marcus Corporation; and many other individuals and sponsors that we are pleased to acknowledge in our Honor Roll. The Gala Wish List – which enabled guests to direct a gift to a specific program or project – also set a record, providing much-needed support for Museum programs that benefit families in need.
Thanks to our Founders, capital campaign donors, community supporters, and a remarkable naming gift made in honor of Betty Brinn, we opened our doors in 1995 and welcomed 120,000 visitors who flocked to Milwaukee's lakefront to see the brand new Betty Brinn Children's Museum; in 2014, more than 235,000 children and adults benefitted from our exhibits, programs and events. For two decades, our work has been inspired by Betty Brinn's commitment to supporting families that are struggling to raise a young child. We are deeply grateful to the individuals, businesses and organizations that support our educational mission and share our goal of improving the lives of children and families in our community. Because the Museum does not receive operating support from the United Way, UPAF or from city, county or state governments, contributions are critical to maintaining our facility and outreach commitments, and we are honored to acknowledge our 2014 Annual Campaign donors of $100 or more, Gala Sponsors, and Corporate, Business and Donor-level members.

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At December 31, 2014 (audited)

**Assets**

- Current $1,486,825
- Investments 0
- Exhibits 3,840,198
- Leasehold Improvements 1,264,568
- Equipment 179,447
- Less: Accumulated Depreciation (2,837,444)
- Other Assets 117,174
- **Total Assets** $4,050,768

**Liabilities and Net Assets**

- Current Liabilities $742,082
- Net Assets
  - Unrestricted $381,288
  - Fixed Assets 1,264,568
  - Equipment 179,447
  - Less: Accumulated Depreciation (2,837,444)
  - **Total Net Assets** $3,308,686
- **Total Liabilities and Net Assets** $4,050,768

**Income**

- **Earned Revenue**
  - Admission $541,710
  - Membership 331,458
  - Programs 24,014
  - Special Events 250,927
  - Interest 1,159
  - Exhibit Rental 440,689
  - Exhibit Sales 44,633
  - Other Income 86,728
  - **Total Earned Revenue** $1,721,318

- **Contributions**
  - Gifts and Grants $756,522
  - In-kind Goods and Services 190,352
  - **Total Contributions** $946,874

- **Total Income** $2,668,192

**Expenses**

- Occupancy 97,805
- Exhibits 367,277
- Exhibit for Rental and Sales 169,873
- Programs and Visitor Services 413,088
- Membership and Marketing 460,411
- Development 349,149
- General and Administrative 338,309
- Depreciation 259,017
- **Total Expenses** $2,454,928

**Change in Net Assets** $213,264

We apologize to any individual or organization who was inadvertently omitted from this list, or is incorrectly listed.