



betty brinn  
CHILDREN'S  
**museum**

2018 Annual Report

Dear Museum Friends,

This past year marked the Betty Brinn Children's Museum's 23<sup>rd</sup> year of operation, and we are proud that our organization's work positively impacted more than 255,000 children and adults. We were honored so many families looked to the Museum for quality, hands-on learning experiences during 2018. We take great pride in the broad range of exhibits and programs that were offered to enable adults to make the most of their children's visit to the Museum.

We were excited to welcome many new families, schools and educators, and other organized groups to the Museum, which contributed to our fourth-highest attendance on record. Ensuring that our facility and services are accessible for all children remains integral to our mission. Our outreach efforts in 2018, both on- and off-site in the community, resulted in a remarkable number of children and adults - 45,000 - who benefited from services and programs underwritten in part by our generous supporters. Longstanding and new partnerships with dozens of trusted community agencies, combined with free admission, membership, field trips and special evening hours, enabled us to better engage hard-to-reach audiences and serve families who are most in need.

Through the development of custom educational exhibit environments - for both visitors and other institutions around the world - we introduced new platforms for experiential learning, including *Science CITY*, a feature installation, *Innovations, Inc.* and *Thomas Edison's Secret Lab*, our eighth traveling exhibit inspired by the animated television series. These exhibits met our goal of increasing platforms for sparking children's natural curiosity and interests in the important areas of science, technology, engineering, arts/design and math (STEAM).

Expanding our "learning-by-doing" mission was a priority in 2018. In February, we opened Brinn Labs in the Bay View neighborhood to provide workshops and classes for children and adults, and professional development opportunities for educators, that promote STEAM education and skills through hands-on making activities. Programs presented at the Museum and Brinn Labs helped thousands of children develop and demonstrate 21st century skills like problem-solving, collaboration, conceptual-thinking, and creativity, while piquing students' interests in potential STEAM-related education and career paths.

We are proud to serve the greater Milwaukee community and provide children with meaningful learning opportunities that prepare them to become capable students and responsible adults. Our supporters, visitors, members, community partners, and dedicated volunteers are invaluable to our mission and we are grateful they share our commitment to enriching the lives of children and families in southeastern Wisconsin. On behalf of the many children who benefit from the Museum experience, we thank all champions of our mission who generously contributed toward our educational work in previous years, and in particular, during 2018.

Sincerely,



Jessica Lochmann Allen  
President, Board of Directors





# Our Impact in 2018

The Betty Brinn Children's Museum is dedicated to providing hands-on educational experiences that help children develop fundamental cognitive, social-emotional and physical skills during their formative years. The Museum is committed to educating adults about the profound influence of early learning on a child's success throughout life, and ensuring access by all children and families in the community.



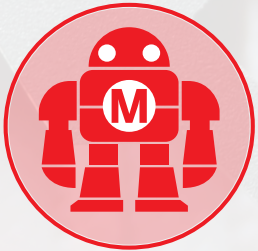
**196,977\***  
people visited the  
Museum.



**77,406**  
Museum members visited  
the Museum.



**57,728**  
people were served off-site  
at neighborhood schools  
and community centers.



**39,893**  
attendees went to our 5th  
annual Maker Faire®  
Milwaukee.



**28,116**  
students and chaperones visited  
as a part of a field trip with their  
school, childcare center, camp or  
organized group.



**19,253**  
people visited the Museum  
as part of our free family  
membership program.



**12,303**  
visits were made by  
Corporate and Business  
Partner Members.



**5,005**  
guests enjoyed free admission  
and evening hours during  
*Neighborhood Nights.*



**1,008**  
people attended workshops  
at Brinn Labs.

\*Does not reflect unique individuals.





# Museum Outreach

The Museum is dedicated to improving educational outcomes for children by ensuring all families living in southeastern Wisconsin can take advantage of our facility and educational resources through our **Community Outreach Initiatives**, which are making a positive impact on the development and quality of life of young children.

These cornerstone outreach programs helped adults foster their children's kindergarten readiness and presented best practices for caregiver engagement during the critical period of development between birth and age five. The Museum also served as an important resource for schools, childcare centers, camps and other organized groups by providing enriching field trips to our unique, educational destination for participating children and students.

The Museum enrolled a record number of families - 1,798 - in **Family Focus**, our membership program that provides free parenting education, membership and transportation assistance to ensure disadvantaged families have access to Museum resources that promote school readiness and caregiver engagement. *Family Focus* benefits families living in poverty, teen parents, families with disabled children, families for whom English is a second language, foster families, and families whose circumstances limit their use of enrichment opportunities that are necessary to shape their children's skills and values.

Partnerships with more than 60 area schools, community centers and other trusted agencies enabled the Museum to broaden its program reach during the year, both on- and off-site, including in some of Milwaukee's highest-needs neighborhoods.

**Neighborhood Night** offered free Museum admission to the community one evening each month to meet the needs of low-income families and working families who might not be able to visit during regular hours. In addition to playing together in our safe exhibit environments, we welcomed *Neighborhood Night* visitors to participate in a variety of free programs, including our *Be A Maker* workshops and activities that supported STEAM education and early literacy.

Our **Special Admissions Program** provided free and subsidized field trips for disadvantaged children and adults, including participants in the National School Lunch Program, children and adults with special needs, community groups that serve low-income families, and childcare centers. These groups received access to the Museum's hands-on exhibits and standards-based programs facilitated by Museum educators, as well as transportation assistance for students attending Milwaukee Public Schools.

- 1,798** families enrolled in the free *Family Focus* membership program, which accounted for 19,253 visits.
- 7,769** individuals were served through neighborhood-based programs offered off-site.
- 5,005** guests joined us for free *Neighborhood Nights* at the Museum.
- 7,684** children and chaperones participated in free/subsidized educational Field Trip programs.



# Education at the Museum

The Museum works to help our community better prepare children to enter school. Educational programming offered during the year for our youngest visitors reflected developmental milestones established by the National Association for the Education of Young Children and highlighted best practices for early learning. Free facilitated programs were offered for preschoolers and their caregivers, including *Tot-Time*, *Pint Sized Science*, *Environmental Explorers* and *It's in the Bank*, to support the development of critical early literacy and school-readiness skills. Visitors of all ages participated in Museum programming offered through family-friendly events, pop-up educational tours, and themed activities celebrating special days and holidays.

Performing arts organizations, nature centers, guest makers and other educational partners in the community worked with us to offer inspirational, hands-on programming, performances and up-close demonstrations. Area educators, childcare teachers, scout leaders, and other organized group leaders looked to the Museum for a field trip that would broaden their students' knowledge and help introduce or expand classroom curriculum through Museum exhibits and programs that meet Wisconsin Model Early Learning Standards, as well as Wisconsin and national academic standards. Pre-schoolers and students were encouraged to explore the Museum's educational exhibits and activities based on their age, interests and developmental abilities. Many educators elected to reserve a facilitated, standards-based program, which explores a specific educational topic in greater detail and engages children in the learning process.

**28,116** children, educators and chaperones visited as part of an organized field trip. **7,684** received free/subsidized admission.

**3,314** children participated in *Be A Maker* Field Trips in the Museum's makerspace that promote STEAM education and 21st century skill-building.

**8,116** children participated in *Focused* Field Trips that highlight specific content through the use of props, demonstrations and group interaction.







# Museum Exhibits

Hands-on educational exhibits that immerse children and their caregivers in learning environments represent the Betty Brinn Children's Museum experience. Children and adults learn alongside each other as they explore our unique exhibits, including **Home Town** that presents ways to learn how a community works, **Word Headquarters** that is dedicated to early literacy and **Pocket Park**, which is specifically designed to support the healthy development of infants, toddlers and pre-school age children.

To increase opportunities for children in our community to access informal learning that helps them acquire knowledge and determine aptitudes in the areas of science, technology, engineering, arts/design and math, the Museum introduced three new exhibits in 2018. A new feature exhibit, **Science CITY** presented by Kohl's Cares, opened in July. Filled with activity stations and interactive media, the exhibit encourages children to experiment and solve problems as they explore fundamental science principles that shape our world. In December, we introduced **Innovations, Inc.** presented by the Brady Corporation. This pretend research and development company was installed in *Home Town*, and introduces children to STEM concepts and related careers. Our newly-developed traveling exhibit, **Thomas Edison's Secret Lab**, debuted in our *Special Exhibit Gallery* in August. Created by the Museum in partnership with Genius Brands International and based on the animated series, this new addition brings one of the greatest inventors of all time to life, and encourages children to explore the fascinating ways science influences our everyday lives.





# Maker Initiatives

Established in 2018, Brinn Labs is the new home for the Museum's ***Maker Initiatives***, which provide children and families in our community with opportunities to explore STEAM subjects and cultivate 21st-century skills through educational, hands-on maker programs and activities offered at the Museum and in the community that help prepare children and young people for living, working and learning in the future. The Museum offers open making, facilitated workshops and exhibits that introduce young children to these critical learning areas.

Brinn Labs, in Milwaukee's Bay View neighborhood, was introduced as a maker hub to offer programming for students, community groups and scouts in grades 5-12. It also provides year-round teacher training and professional development, and partnerships with area schools as a Making Spaces Hub Institution to help implement and sustain maker education programs. The space is the site for our exhibits fabrication shop – our own making operation that develops exhibits for the Museum and organizations around the world. To help the community at large benefit from the Maker Movement, we presented our 5<sup>th</sup> annual Maker Faire® Milwaukee in September, highlighting innovation from our area and encouraging people of all ages to learn and share skills.

- 28,152** Museum visitors participated in project-based workshops in the *Be A Maker* space.
- 1,380** individuals participated in maker programming during the Museum's free admission evening, *Neighborhood Night*.
- 1,008** individuals participated in programs at Brinn Labs.
- 103** teachers attended the *Be A Maker* Teacher Studio, a free monthly professional development event for educators.
- 39,893** attendees and more than 270 makers participated in the Museum's 5<sup>th</sup> annual Maker Faire Milwaukee.





# Honor Roll

We are honored to acknowledge our 2018 Annual Campaign donors who made gifts, pledges or pledge payments of \$100 or more to the Museum, as well as our supporting sponsors and donor-level members. Thank you!

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## \$25,000-\$99,999



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





\$5,000-\$9,999

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# Annual Gala

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## We are honored to acknowledge supporters of our 2018 Gala (continued):

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Stacy and Greg Zaja  
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Elke Zysk

## We are honored to acknowledge supporters of our 2018 Maker Faire® Milwaukee:

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Statement of Activities

<b>Income</b>	
Earned Revenue	
Admission .....	\$669,284
Membership.....	331,753
Programs .....	62,768
Special Events .....	218,171
Interest.....	1,078
Exhibit Rental.....	461,610
Exhibit Sales.....	119,961
Other Income .....	97,583
Total Earned Revenue.....	<b>\$1,962,208</b>
Contributions	
Gifts and Grants.....	\$745,783
In-Kind Goods and Services.....	51,721
Total Contributions .....	<b>\$797,504</b>
<b>Total Income</b>	<b>\$2,759,712</b>

<b>Expenses</b>	
Program Services	
Museum Experience .....	\$799,564
Outreach.....	260,523
Exhibit Development.....	682,794
Educational Initiatives .....	237,422
Supporting Activities	
Management and General.....	467,822
Fundraising.....	441,621
Membership Development.....	143,290
<b>Total Expenses</b>	<b>\$3,033,036</b>
<b>Change in Net Assets</b>	<b>\$273,324</b>

Balance Sheet

<b>Assets</b>	
Current.....	\$1,552,589
Investments.....	0
Exhibits .....	4,681,460
Leasehold Improvements .....	1,306,163
Equipment.....	256,982
Less: Accumulated Depreciation ...	(3,872,055)
Other Assets .....	151,504
<b>Total Assets</b>	<b>\$4,076,343</b>
<b>Liabilities and Net Assets</b>	
Current Liabilities.....	<b>\$832,697</b>
Net Assets	
Unrestricted .....	\$2,648,408
Restricted.....	595,238
Total Net Assets	<b>\$3,243,646</b>
<b>Total Liabilities and Net Assets</b>	<b>\$4,076,343</b>