

# 2022-2023 Annual Report

**167,871**

Total visitors in 2022, 57% increase over previous year

**100**

Gallons of paint brushed on the Art Studio's paint wall

**2,300**

Number of children who got to pet a chicken

**70,839**

Member visits

**15,570**

Meals eaten from Little John's Lunchbox

**29%**

Percentage of visitors who utilized our Access for Everyone programs to visit



## An Amazing Year of Growth and Momentum

The 2022-23 fiscal year was an exciting year for Madison Children's Museum. We opened the first pay-what-you-can cafe in a museum, completed the Phase 2 expansion of the Wonderground, and held the final American Girl Benefit Sale.

Our financial position continues to strengthen. Robust numbers of visitors and the continued generosity of our community helped us significantly exceed our membership, fundraising, and visitation goals. This success allowed us to make crucial investments in our facility and staff, while continuing to build our newly established reserve funds—a key footing of the museum's financial foundation.

The successes of this past year continue to reverberate throughout the museum and create momentum as we begin our new fiscal year. Work on the new nature exhibit, refreshing the museum, advancing the Caretakers of Wonder initiative, and preparing to host the InterActivity 24 conference will all continue over the coming months. We look forward to sharing the results with you.

As I assume the role of board chair, I am honored and humbled to help lead Madison Children's Museum at such an exciting time in its history. I would like to thank everyone who visited the museum, volunteered, made a gift of support, participated in a focus group, served on a committee or on our board of directors, or showed your enthusiasm for the museum in another way. The successes of this past year could not have happened without you.

We've got another exciting year ahead of us. We look forward to sharing it with you and hope you'll visit the museum often.

With gratitude,

A handwritten signature in black ink, appearing to read 'Matt Premo', written in a cursive style.

Matt Premo  
Board Chair

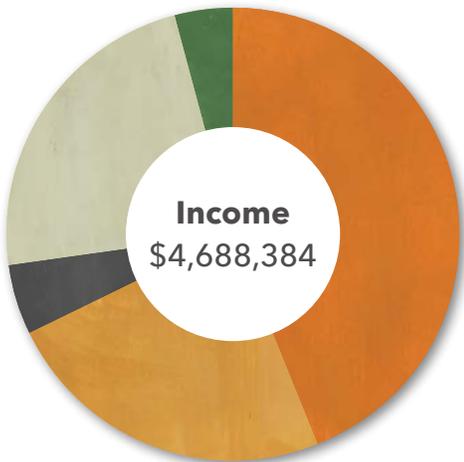
# Financial Overview

Fiscal Year 2023: July 1, 2022-June 30, 2023

## A strong year of visitors and fundraising

During our 2023 fiscal year, the COVID-19 pandemic continued to subside and the number of new and returning visitors to the museum grew, approaching pre-pandemic levels. The museum also received several significant grants to help support major initiatives such as Caretakers of Wonder. Coupled with continued enthusiasm from the community, MCM had an excellent year of fundraising. The timing of the final American Girls Benefit Sale caused two sales to be reflected in this fiscal year, pushing related income and expenses higher than is typical.

## 2022-2023 FINANCIALS



- 44% Contributions - \$2,062,952
- 24% American Girl Benefit Sale - \$1,116,048
- 5% Endowment - \$233,322
- 23% Admissions & Membership - \$1,096,546
- 4% Other - \$179,516

- 11% Education - \$476,922
- 28% Exhibits - \$1,213,556
- 29% Visitor Services - \$1,256,376
- 18% Operations & Admin - \$788,012
- 14% Fundraising - \$620,948

## Capital Expenses

Madison Children’s Museum has begun making a series of investments in our facility and exhibits that are shown as capital expenses outside our operating budget. One example of these investments was the buildout of Phase 2 of the Wonderground, completed in October of 2022.

# \$289,795

Capital Investment Expenses

# Fiscal Year 2023 Donors

Madison Children's Museum relies on gifts and sponsorships from our generous donors. Those gifts supported another year of playing, laughing, and learning. Donors are listed according to their total monetary and in-kind donations received between July 1, 2022 and June 30, 2023. We have made every effort to ensure the accuracy of this list. If you believe an error has been made, please contact our development team at **(608) 256-6445** or at [give@madisonchildrensmuseum.org](mailto:give@madisonchildrensmuseum.org).

## INDIVIDUAL DONORS

### \$100,000 & Above

Bill & Jan DeAtley

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

Marjorie Devereaux  
& David Hall

Jerry Frautschi  
& Pleasant Rowland  
Ron & Deborah Krantz

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

Anne Bolz  
Sarah & Nathan Condella  
Peggy & Tom Pyle  
Jane & David Villa  
Jessica & Jim Yehle

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

The Chidylo Family  
Courtney & Guy Comer  
Marta & Aris Gialamas  
Amy & Jerry Nickles

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

Terri & Dave Beck-Engel  
Ben Brunette  
Carroll Heideman  
Barbara Karlen  
Mary Beth & Griff Madigan  
Matthew & Katie Premo

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

Eric & Tobi Breisach  
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Martin Colver  
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Grant & Sarah Frautschi  
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Curt & Dawn Hastings  
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Margo & Joel Plant  
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Dean & Orange Schroeder  
Wendy Simmons  
John R. Sims  
Kristen Thomas  
Dr. Robert Vickerman  
& Gaida K. Vickerman  
Mary Jane Wiseman  
Three Anonymous  
Households

### \$500 - \$999

Asya Alexandrovich  
& Maxim Vavliov  
Alice & Richard Appen  
Anne Arnesen  
Ben Ballweg  
Marian & Jack Bolz  
Jim & Libby Bradley  
Heidi Brown  
Nicholas & Elaine Brown  
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Adrienne & Jon Ehrhardt  
Susan Ehrlich & Jim Miller  
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Dianne Greenley  
Kia Karlen & Geoff Brady  
Joshua Knackert  
& Nicole Vafadari  
Steven Lehl  
Sandra & Allan Levin  
Mark & Elizabeth Mac Kenzie  
Hal & Christy Mayer  
Pam & Andy Policano  
Katie & Jay Sekelsky  
Jeanne Vergeront  
& Andrew Dick  
An Anonymous Household

### \$250 - \$499

Paul Guyett  
& Sophie Aschenbroich  
Susan & Ellis Bauman  
Dana Bernstein  
Steven & Nancy Books  
Helen Brausen  
Scott & Ruth Chalmers  
Cristina & Laurence Choi  
Florence  
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Paige & Kevin Haldeman  
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Dustin Hillerson  
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Rochelle & Payvand Moaddel  
Jennifer & Joshua Mou  
Bonnie Orvick  
Barbara Pope  
Kristin Scharf  
& John Michopoulos  
Joyce Siefering  
Amanda Strobel  
Chris Toal  
Kennedy & Thomas Turner

### \$50 - \$249

Alex Wood  
& Nosheen Ajmoel  
Lindsey Alman  
& Alex Conner  
Dennis Appleton  
& Jennifer Buxton  
Allison Baggott  
Stuart Bass  
Ron & Kris Berman

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Andrew Bikash  
Abby Brand & Michael Brand  
Barbara & Douglas Brand  
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& Elena Brauer Gutierrez  
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Kathleen Chamberlain  
Penny & Micah Chan  
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Amy Collien  
Shannon Coltrane  
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Kasey & Matt Crampton  
Betty Custer  
& J. Corkey Custer  
Cheryl Daniels  
Walter & Londa Dewey  
Patricia & David Dickerson  
Michael Drilias  
Lisa Dykstra  
Stuart & Marsha Dymzarov  
Louise Eberle  
Mike & Karen Eberle  
Mary Jo Elert  
Adam Erdmann  
Lynne Faulkner  
Hildy Feen  
Anne-Marie Fink & Brian Wu  
Emily Fletcher  
& Umberto Stefanini  
Cory Forgas & Sarah  
Balderstone  
Bill & Janice Gavinski  
John Greist & Georgia Greist  
Elisa & Jake Guenther  
Michelle & Aric Hall  
Jessica & Aaron Hamill  
Anette Hansen  
& Andrew Rubin  
Erik Hehrmann  
Doug & Kathy Johnson  
Maryl Johnson  
Lee & Rosemary Jones



Nicole Judnic  
Robert Kane  
Valerie & Andreas Kazamias  
Rachel  
& Michael Klabacka-Williams  
Kim Knorr & Steven Schulze  
Lily & Scott Kramer  
John Laws  
James Leinweber  
Jenni Lien  
Efrat Livny & Ken Baun  
Janet & Jay Loewi  
Joan Lundin  
Jeanette Marquess  
& Steven Books  
Jeanne Marquis  
Dean Martin  
Brian & Rebecca Mayhew  
Sharon & Robert McCullough  
Laura & Andrew McGuire  
Diane Merrick  
Kathy Michaelis  
Paul & Judith Moriarty  
James Newton  
Carly Norgord  
Daniel J. O'Brien  
A. Paul Olsen  
Breyona Penn  
Kristin Pille  
Glen Reichelderfer  
Rebecca Rice  
Allison & John Riendeau  
Jessica & Randal Rock  
Elizabeth Rogers  
Kristy Rogers  
& Margaret Proulx  
Bruce Rosen & Diane Seder  
Martha Ann Rossini  
Nancy Royal  
Barb Sanford  
Anne & Daniel Saracino  
Ashley & Matt Schaefer  
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Gerald & Priscilla Thain  
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Guy Thorvaldsen  
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Michael Verveer  
Mable & David Voelker  
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Nathan Wilke  
Lisa Williams  
& Edward Hubbard  
Bob & Elsie Wilson  
Mitchell & Roslyn Wise  
Barbara Wolfe  
Brenda Wright  
Dustin & Sierra Young  
Herbert & Alice Zarov  
LeeAnn & Ben Ziegler  
Janis Zimmermann  
Four Anonymous  
Households

We also thank 229 households for their contributions of less than \$50.

### ORGANIZATIONAL DONORS

**\$100,000 & Above**



**\$50,000 - \$99,999**





W. Jerome Frautschi Foundation

**\$25,000 - \$49,999**



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



**\$5,000 - \$9,999**

Evjue Foundation  
Great Performance Endowment Fund



Walter A. and Dorothy J. Frautschi Charitable Unitrust  
Walter and Dorothy Jones Frautschi Fund



**\$2,500 - \$4,999**

Dane Arts  
Dane County Department of Waste and Renewables  
John J. Frautschi Family Foundation  
Madison Arts Commission  
Perkins Coie LLP  
Steve Stricker American Family Insurance Foundation  
Urban Land Interests  
Willy Street Co-op  
Wisconsin P.E.O. Sisterhood Sarah Shinn Marshall H.E.L.P. Fund

**\$1,000 - \$2,499**

Bayside Fund  
BioForward Wisconsin  
Capital Times Kids Fund  
CI Pediatric Therapy Centers  
Constant Sol  
Cummings Christensen Family Foundation  
Madison South Rotary Foundation  
National Guardian Life Insurance Company  
Steinhauer Charitable Trust  
Thomas S. Kemp Foundation  
West Bend Mutual Insurance Company

**Up to \$999**

Amazon Smile  
Annie's Heirloom Seeds  
Bradley Family Fund  
Chalmers Jewelers  
Dwight Foster Public Library  
Fiskars Brands, Inc.  
Mary R. Zerfass Charitable Gift Fund  
P.E.O. Sisterhood Chapter BL

## TRIBUTES

Madison Children's Museum gratefully acknowledges the following donors for their contributions honoring family and friends. Gifts were received between July 1, 2022, and June 30, 2023.

### In honor of Truly R. Loon

Linda Alanen  
Dennis Appleton & Jennifer Buxton  
Stuart Bass  
Rosy Bayuk  
Diane Coccari  
Alex Devaux  
Patricia & David Dickerson  
Marilyn T. Duguid & Douglas Davis  
Meri Rose Ekberg  
Gail Anderson Elsass & Daniel Elsass  
Hildy Feen  
Anette Hansen & Andrew Rubin  
Twink Jan  
Doug & Kathy Johnson  
Karen Kiener  
Michael Klinzing  
Ansley & Fred Knoch  
Eugenia Lerum  
Amy Miller  
James Newton  
David Post  
Glen Reichelderfer  
Willa Schlecht  
Anna Schlecht  
Leslie Schroeder  
Debra Shapiro  
Matthew Smith  
Robert Summerbell & Laura Zirngible  
Victor Thomas  
Guy Thorvaldsen  
Tracie Tudor  
Alex Wood & Nosheen Ajmal  
Joey Zarda  
An Anonymous Friend

### In honor of Paulo Moledo

Helen Brausen

### In memory of Carolyn Anderson

Steven & Kathy Annen  
Kenneth & Carol Connor  
Jeri & John Conway  
Betty Custer & J. Corkey Custer  
Lori Elmer  
Joan A. Lundin  
Jeanne Marquis  
Laurel A. Peterson  
Diane M. Presley  
Nancy J. Royal  
John & Jacqui Shanda  
Stephen H. Sprague  
Kay E. Stevens

### In memory of Anne Bolz

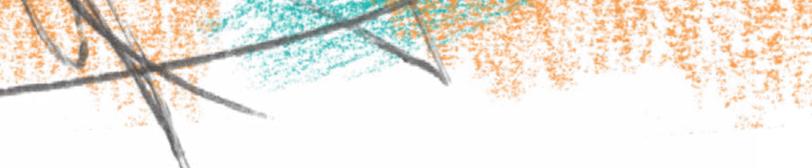
Ron & Kris Berman  
Jane T. Coleman  
Mike & Karen Eberle  
Louise Eberle  
Vivien A. Hudig  
Skip McCallum  
Barbara Pope

### In memory of Marilyn J. Martin

Jacqueline & James Hickey  
Karen Miller  
Paul & Judith Moriarty  
Martha Ann Rossini  
An Anonymous Friend

### In memory of Brett M. Wise

Mitchell & Roslyn Wise



## VOLUNTEERS

Thank you to our volunteers! Volunteers play a crucial role in supporting museum operations. Whether they were welcoming visitors, watering and weeding our gardens, or helping to make our final American Girl Benefit Sale a success, they all contributed to a successful and memorable year at the museum. Individuals listed volunteered between September 1, 2022 and August 31, 2023.

Wendy Ahl	Zosia Dedie	Catherine Harris	Katherine Koehler
Aadil Ahmad	Sandy Denny	Fayth Harrison	Sydney Kolstad
River Alaqidy	Pujal Desai	Adelia Hasselgren	Patricia Konrad
Barbara Allen	Rachel Dimeo	Benjamin Hauch	Christina Kosta
Priyasri Anandan	Stephanie Doll	Brandon Haughey	Audrey Krahn
Pat Anderson	Maya Drumm	Diana Haverberg	Suzanne Kumlien
Jean Antonovich	Nola DuPuis	John Haverberg	Shu-Han Kuo
Evelyn Arnold	Brenda Edwards	Joyce Hemphill	Madison La Crosse
Phyllis Bacon	Peggy Egstad	Alice Hendrickson	Ava Lanczy
Emily Badger	Timaree Eithun	Sarah Henke	Carol Land
Connie Bakker	Yasmeen A. Elhassan	Brianna Hoey	Lila Larson
Arianna Barajas	Betty Enters	Lori Holmes	Taylor Lauzon
Holly Becker	Emma Everitt	Nellie Holmes	Karole Leadholm
Ashley Bedtka	Lynn Fahey	Laurie Holmquist	Juhee Lee
Amy Bexson	Heather Fairbanks	Rebecca Horrow	Shayna Leeds
Shay Billings	Karen Felder	Shu-chun Hsu	Linda Leggett
Jacob Bishop	Penelope Felder	Aisha Hussein	Sandra Levin
Sharon Bormett	McKenzie Fitzpatrick	Eisa Hussein	Mary Lynn Liegel
Brie Bradshaw	Laura Flucke	Maryam Hussein	Ethan Lin
Barbara Brand	Jane Foscatto	Sadia Hussein	Yun Chen Lu
Douglas Brand	Alexandria Fox	Sophia Hussein	Geneva Martin
Eleanor Brinsko	Carmen Franseen	Jacob Hutchinson	McCabe Martin
Julie Brockman	Kary Friedenauer	Geri Ikelheimer	Susan Martin
Morgan Brooks	Marilyn Fuller	Kathy Ikeman	Darby Martinez
Carol Brown	Kevin Gaenslen	Heidi Iles	Rebecca Mataya
Carol Brumm	Cammi Ganshert	Roxann Jensen	Sue McFarland
Olivia Bryan	Tara Garry	Lisa Johnson	Abby Meyer
Jane Buchman	Christine Gauder	Joy Jones	Denise Miller
Lily Busher	Janet George	Mary Juckem	Jakob Mills
Janet Canty	Kelly Gill	Ka Lok O	Joan Mitchell
Katherine Cartwright	Si Gilmore	Akshay Kalra	Sue Moll
Naitzu Cheng	Diane Godec	R. Kay Kastor	Naomi Monat
Marissa Cheslock	Nicole Golownia	Sofia Kedros	Annette Montgomery
Soyeon Choi	Heather Gonzagowski	William Kelly	Ava ViVi Moore
Mia Christenson	Neil Graupner	Sadie Kerns	Samuel Moran
Chanhyung Chung	Collin Griffin	Vang Khang	Carrie Morgan
Alice Cockroft	Emily Grimes	Mina Kianovsky	Emily Nelson
Jackson Cramer	Jan Grosse	Kim Kindschi	Sandi Nelson
Bianca Czeslawski	Muhamed Gueye	Victoria Kindschi	Ariel Niforatos
Amy Davis	Seeba Gupta	Mathias Kingslien	Bridget Ninmann
Stephanie Davis	Zoe Halstead	Deborah Klang	Kaitlyn Olsen
Makaya Dean	Mona Hanna	Diana Klang	Autumn Olson
Meghan DeBot	Gloria Hanson	Barbara Klein	Breann Ouckama
Miranda DeBot	Anne Harding	Gretchen Klug	Sally Ouellette

Sue Parker  
Pooja Patel  
Barb Peer  
Jean Penshorn  
Samantha Perez  
Ella Peterson  
Taylor Peterson  
Joan Petzold  
Phyllis Pickarts  
Kari Poppen  
Tessa Poppen  
Katie Porubcan  
Shari Presentin  
Carol Pruess  
Cheryl Puls  
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Alissa Quinlan  
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Jacquelyn Rich  
Wendi Rieser  
Raymond L. Roberts  
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Ruth Roquette  
Hannah Roskopf  
Sandra Rupnow  
Anna Rusk  
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Emma Salzwedel  
Jamie Sauer  
Curtis Schaefer  
Dorothy Schappel  
Diane Scorgie  
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Abby Seltzer  
Max Shafer-Landau  
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Alice Shuman-Johnson  
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Kathy Skiborski  
Ethan Slafsky  
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Nancy Standridge  
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Sue Stater  
Eileen Statz  
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Eleanor Stoa  
Aeryn Streiffer  
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Shannon Sudeth  
Gail Sulla  
Joan Sullivan  
Elkin Thao  
Alexis Thompson  
Gordon Thompson  
Ben Tirtawiguna  
Stacy Tran  
Maxwell Underhill  
Germaine Utter  
Pam Van Ryzin  
Amudha Varshini Kamaraj  
Kate Veri  
Gaida Vickerman  
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Victoria Walker  
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Lydia Weber  
Cameron Welsh  
Alayna Westenberg  
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