

2023-2024 Annual Report

186,985

Total visitors

77,596

Member visits

8,550

Facilitated animal encounters on the rooftop

1,100

Children's museum professionals who visited from around the world

31%

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

7,000

Band-Aids distributed

12,888

Juice boxes enjoyed in the Lunchbox cafe

A Year of Growth & Achievement

Over the past year, we hosted the largest-ever conference for children's museum professionals, opened a major new exhibit, engaged 10,000 people in neighborhoods across the community with MCM Roadshow programs, and increased visitation by 10%.

Hosting the 2024 InterActivity conference with the Association of Children's Museums was an honor. We welcomed over 1,100 professional colleagues from around the world and shared the museum's whimsical ingenuity with them.

Our new exhibit, The Nice Age Trail, encourages children to engage with nature, to experience the interconnectedness of all living things, and to practice kindness—to animals, nature, other people, and themselves. After more than three years of research, planning, design, and construction, we couldn't be prouder to share it with our visitors.

The joy of these achievements is tempered by the retirement of the museum's long-time President & CEO, Deb Gilpin. Deb devoted 11 years to Madison Children's Museum. Her legacy is one of access, innovation, passion, and joy. We wish her all the best as she enjoys an active retirement.

I would like to thank everyone who visited the museum, volunteered, made a gift of support, participated in a listening session, served on a committee or on our board of directors, or showed your enthusiasm for the museum in another way. The achievements of this past year could not have happened without you.

With gratitude,



Matt Premo
Board Chair

Financial Overview

Fiscal Year 2024: July 1, 2023 - June 30, 2024

A Strong Year of Visitation & Fundraising

During our 2024 fiscal year, we exceeded both our fundraising and visitation goals by almost 10%. We opened a new exhibit, the Nice Age Trail, largely funded by our ongoing Momentum! capital campaign. The museum also received prestigious national grants from the Institute of Museum and Library Services, Lilly Endowment, and the National Endowment for the Arts. Our fiscal year ended on a high note as we fostered new relationships with multiple local businesses to sponsor the Association of Children’s Museums’ international conference, InterActivity 2024.

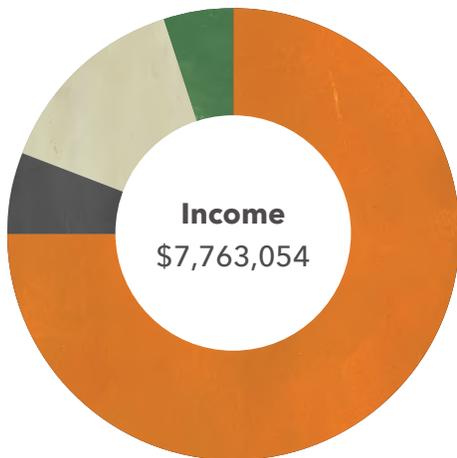
2023-2024 FINANCIALS

Momentum!

In 2023, Madison Children’s Museum launched Momentum!, a \$3 million campaign to refresh, reinvigorate, revitalize, and say “yes!”

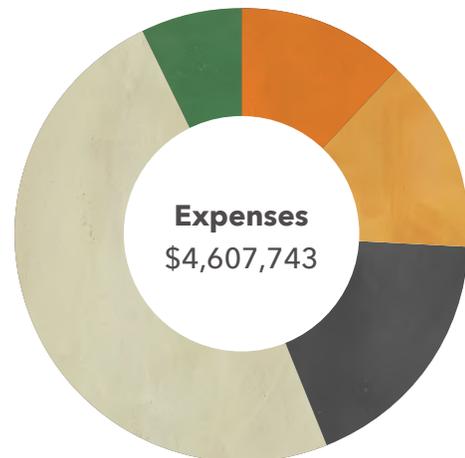


Annual Fund



- 75% Contributions - \$5,848,877
- 6% Government Grants - \$435,831
- 14% Admissions & Membership - \$1,112,061
- 5% Other - \$366,286

\$2.21M this year raised for the Momentum! campaign; earmarked for special projects and commitments through FY25/26



- 12% Education - \$547,090
- 14% Exhibits - \$658,066
- 18% Visitor Services - \$813,161
- 49% Operations & Admin - \$2,273,150
- 7% Fundraising - \$316,277

Fiscal Year 2024 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, 2023 and June 30, 2024. We have made every effort to ensure the accuracy of these lists. If you believe an error has been made, please contact our development team at (608) 354-0537 or at bmattingly@madisonchildrensmuseum.org.

INDIVIDUAL DONORS

\$100,000 & Above

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\$25,000 - \$99,999

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 Sharon Strumbras
 Raquel & Joe Tatar
 Anita Temple
 Jane Trimborn
 Michael Verveer
 Jamie & William Wacek
 Raven Weseman
 & John Weseman
 Mitchell & Roslyn Wise
 Barbara Wolf
 Bobbi Wolfe
 Mike Wright
 Janis Zimmermann
 An Anonymous Household

We also thank 242 households for their contributions of less than \$50

ORGANIZATIONAL DONORS

\$250,000 & Above



\$100,000 - \$249,999



Brand Family Foundation

Lilly Endowment Inc.

\$50,000 - \$99,999

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\$10,000 - \$24,999



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 National Guardian Life
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 Oscar & Elsa Mayer Family
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 Ross Loeser Family Fund
 United Way of Dane County



TRIBUTES

Madison Children's Museum gratefully acknowledges the following donors for their contributions honoring family and friends. Gifts were received between July 1, 2023 and June 30, 2024.

In honor of Deb Gilpin

Asya Alexandrovich
& Maxim Vavliov

Brenda Baker & Dean Gore
Diane Endres Ballweg

Sarah & Nathan Condella

Linda Hughes

Gloria Ladson-Billings

Lisa & Tom Linfield

Joel & Kathleen Martin

Matthew & Katie Premo

Kristin Shutts & Diana Maki

Peggy & Tom Pyle

Jeanne Vergeront
& Andrew Dick

Jane & David Villa

Bobbi Wolf

In honor of Tom Linfield

Anne Lucke

Nick Pjevach

Blaine & Kim Renfert

Martha Taylor

& Gary Antoniewicz

In honor of Tom Pyle

Holly & Fred Frank

In memory of Anne Bolz

Diane Endres Ballweg

Brian Eberle

Hal & Christy Mayer

Charles & Sally Miley

Oscar & Elsa Mayer

Family Foundation

Patty Peterson

Robert M. & Anne W. Bolz

Charitable Lead Unitrust

Jamie & William Wacek

In memory of Mary Ann Fahl

The estate of Mary Ann Fahl

In memory of Brett M. Wise

Mitchell & Roslyn Wise

VOLUNTEERS

Thank you to our volunteers! Volunteers play a crucial role in supporting museum operations. From welcoming visitors to watering and weeding our gardens, and everything in between, they contribute to making Madison Children's Museum a wonderful place for children and families. Individuals listed volunteered between August 1, 2023 and July 31, 2024.

Neo Ahl

Jassia Ahmad

Tahseen Ahmed

Mohammad Altabakha

Priyasri Anandan

Niataba Bading

Connie Bakker

Sara Balanis

Ashley Balber

Leslie Bartolo Rivera

Sushmita Barua

Kallyn Batista

Ava Bina

Sotera Boado

Angie Bobzien

Arthur Boldyrev

Rachel Borneke

Brie Bradshaw

Barbara Brand

Douglas Brand

OFFICIAL BALLOT 2024 KID-ONLY ELECTION

NEW SPRING EVENT

Which theme day would you like to celebrate? Event will be held in spring or summer of 2025.

Amazing Insects

Meet live and local insects, learn about their life cycles, and make artistic creations inspired by our 6-legged friends.

Global Dance Party

Enjoy performances by local dance ensembles, learn some new moves, and join our DJ to dance to world music beats.

Maker Madness

Fire up the glue guns, learn to use hand tools, and join us for a day full of invention.

Outer Space

Blast off! Explore our galaxy from right here on Earth as we celebrate both the science and the fantastical science fiction of our universe.

Return your completed ballot in the envelope provided.

Amanda Briggs
Harper Brooks-Kahn
Kayla Buelling
Sylvia Buhler-Vale
Nicole E. Bukhman
Althys Cao
Evelyn Cappelli
Stella Carmona
Olivia Chang
Naitzu Cheng
Maxfield Cohnegan
Audrey Collinge
Jackson Cramer
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Christine Gauder
Martina Gazepova
Gwen George
Hannah Gerstenkorn
Madison Gierke
Ainsleigh Gilson
Violet Goeddel
Autumn Gordon
Elena Grant
Muhammed Gueye
Taylor Gustafson
Anna Haigh
Claire Halberg
Emma Hansen
Andrea Harris
Ebba Harrison

James Hassell
Steve Hoang
Benji Hodges
Larissa Hoffarth
Emily Hokanson
Christine Holm
Molly Horowitz
Erin Hughes
Aisha Hussein
Eisa Hussein
Sadia Hussein
Sophia Hussein
Jacob Hutchinson
Valentin Iaquinta
Ibuki Iwasaki
Madison Jagemann
Zackary James
Sophie Jankowski
Amelia Jayara
Israt Jemim
Gina Jezuit
Rose Jezuit
Zoey Jiang
Sydney Juntunen
Amudha Varshini Kamaraj
Priya Kanuru
Tandeep Kaur
Sofia Kedros
Mia Kelly
William Kelly
Vang Khang
SeEun Kim
Jennifer King
Maggie King
Neha Kohli
Katherine Konyar
Alexander Korth
Christy Krueger
Gitika Kumar
Ava Lanczy
Crystal Lan
Katherine Langis
Taylor Lauzon
Emilia Lechmaier
Mia Iwata Lentz
Rae Li
Ellie Lieberman
Ethan Lin
Ali Loker
Sarah Lorge
Maxine Loritz
Isabella Lozano

Adham Mahmoud
Lydia Malen
Jayne Mapstone
Rebecca Marrah
Emma Marshall
Yusuf Masood
Peyton McConley
Hailey Mehta
Evan Mello
Clara Merkel
Daniel Merkowitz-Bustos
Emma Meyer
Camila Mierkiewicz
Olivia Miller
Jakob Mills
Sonja Minge
Ian/Donnie Mirabella
Lillian Mitchell
Alexandria Moews
Ava Moore
Oscar Mullikin
Mathena Neely
Zenon Neta
Megan Nevin
Erika Nielson
Celia Olson
Dylan Ong
Clara Padgham
Samantha Perez
Lily Peter
Faith Petersen
Taylor Peterson
Nina Petrosino
Thi Phuong Anh Pham
Kari Poppen
Tessa Poppen
Dylan Powers
Ana Quintana Bernal
Yusra Rakhangi
Camille Relford
Natalia Reyes
Jacquelyn Rich
Grace Ringsmuth
Raymond L. Roberts
Mia Rodriguez
Kailee Rosen
Paola Rueda
Anna Rusk
Muaz Salem
Carmen Ann Sanchez
Shandra Schibbelhut
Anna Schwantes

Lily Shayegan
Sofia Shepley
Deirdre Shore
Shirene Singh
Ethan Slafsky
Haley Slate
Tyler Sloan
Julia Slotnick
Ida Sobotik
Emma Speck-Wayne
Bailey Spencer
Chantell Stahel
Imogen Steele
Sharon Stern
Eleanor Stoa
Aeryn Streiffer
Marta Swanson
Sam Syta
Amari Talluri-Boye
Jennifer Taufan
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