



ANNUAL REPORT

2024-2025



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IMPACT

Madison Children's Museum engages nearly 200,000 visitors annually—primarily children from birth to age 12 and their caregivers—through hands-on exhibits, innovative programming, and community-centered experiences. Our diverse audience includes local families, school groups, and out-of-state visitors, making the museum a key part of the region's cultural and educational ecosystem.

We are deeply committed to accessibility and equity. Through robust assistance programs and community partnerships, we ensure children from all backgrounds can access enriching, developmentally appropriate experiences regardless of income or circumstance.

On the national front, we continue to model innovation, leading the national Caretakers of Wonder cohort addressing environmental sustainability and developmentally appropriate climate change education. Together with our national partners, we continue to move our field toward a more resilient future.





Matt Premo

Board Chair
Madison Children's Museum

This August, we celebrated Madison Children's Museum's 15th year in our Hamilton Street building and 45th birthday overall. In a year marked by uncertainty and challenges – from federal policy shifts to financial pressures affecting families throughout our community – our milestones feel especially meaningful. They remind us that MCM has weathered many seasons and emerged stronger, always rooted in resilience and our unwavering commitment to serving generations of children and families.

My journey with MCM began in 2008 when Findorff appointed me as project manager for remodeling work. Working alongside MCM's dedicated staff, I learned that this museum isn't just a place—it's a community anchor. That initial project sparked a personal commitment spanning more than nine years of board service, including the last two years as chair. What has remained constant is how this trusted institution meets each moment with creativity, adaptability, and heart.

In construction, we understand that the strongest structures are built to flex, not break. They require solid foundations and the ability to adapt when conditions change. The solid foundation underpinning Madison Children's Museum is you. This year, during times of stress and external pressure points when families needed us most, our community rallied together. We saw increased engagement, generous support, and a shared determination to cultivate spaces where children can learn, grow, and discover.

As I transition from my role as board chair, I'm proud of the work we've done together and energized by the possibilities ahead. The museum continues to evolve, serving our community in fresh and meaningful ways, from beloved exhibits like the Nice Age Trail and the Wonderground to innovative programs like MCM Roadshow that bring joy directly into neighborhoods. I love that MCM never stops building—always adding new layers of impact and accessibility.

I want to thank everyone who visited, volunteered, donated, or supported MCM in any way this year. Your engagement makes everything we do possible. Together we'll keep creating spaces where children can discover their potential, no matter what challenges tomorrow may bring. Here's to the next chapter of this incredible institution.

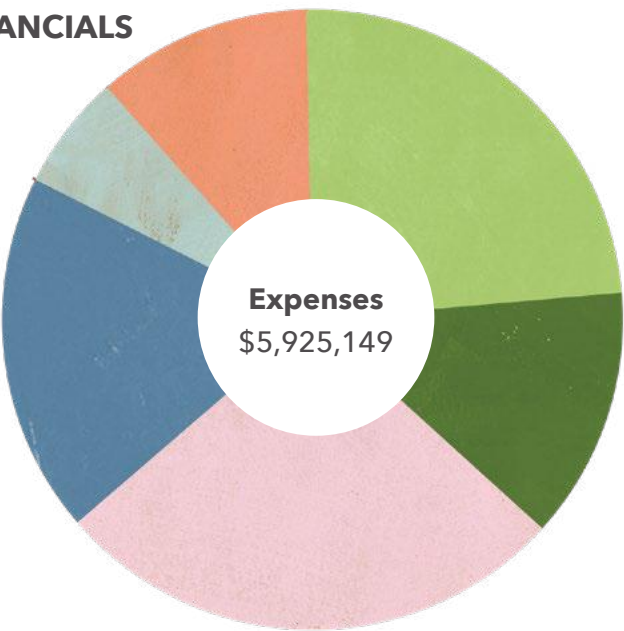
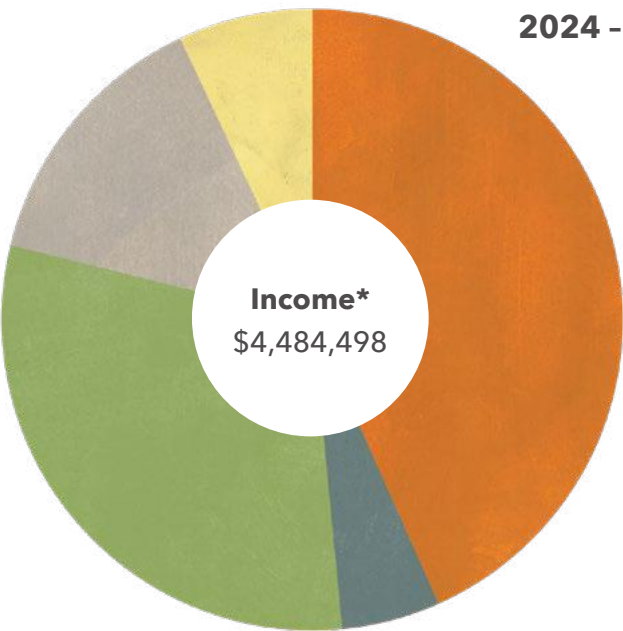
A handwritten signature in dark ink, appearing to read 'Matt Premo', with a long horizontal flourish extending to the right.

Financial Overview

Fiscal Year 2025: July 1, 2024 - June 30, 2025

Throughout our 2025 fiscal year, we faced challenges affecting cultural institutions everywhere— inflation, tariffs, loss of federal grant opportunities, and an unpredictable donor landscape. These aren't hurdles we face alone, but realities the entire nonprofit community shares. Yet amid these difficulties, we achieved something remarkable: securing dedicated funding for new visitor spaces. This success sets us on a path toward renewed growth and deeper community connections as we approach our 50th anniversary in 2030.

2024 - 2025 FINANCIALS



- 43% Contributions & Grants - \$1,942,856
- 5% Endowment - \$245,221
- 30% Admissions & Membership - \$1,338,270
- 14% Assets released from restrictions - \$626,170
- 7% Other - \$331,981

- 23% Exhibits - \$1,388,749
- 13% Education - \$794,519
- 27% Visitor Services - \$1,615,307
- 19% Operations & Admin - \$1,114,208
- 6% Fundraising - \$369,711
- 11% Special Projects - \$642,655

*In FY25 MCM received cash totaling **\$3.5M** for restricted grants related to facility capital improvements and a multi-year exhibit buildout, which is not included in the numbers above.

173,607
Total visitors

81,676
Member visits

33%
Percentage of visitors
who used our
Access for Everyone programs

Fiscal Year 2025 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, 2024 and June 30, 2025. 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) 354-0536 or give@madisonchildrensmuseum.org.

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Sarah & Nathan Condella
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Christine Maresh
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Andrew Markiewicz
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Keith Meyer
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Molly & Michael Mosso
Cliff Mulder
Justine & Jane Newhouse
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Herbert & Alice Zarov
Jonathan Zarov
& Ellen Samuels
LeeAnn & Ben Ziegler
Janis Zimmermann
An Anonymous Household

**We also thank 347 households
for their contributions up to \$50.**

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\$100,000 & Above



Lilly Endowment Inc.



\$50,000 - \$99,999

Brand Family Foundation

Findorff

John H. Lussier Charitable
Lead Annuity Trust

Mambo Fund



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**EXACT
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Endowment Fund

Park Bank

Veridian Homes

Walter and Dorothy
Jones Frautschi Fund



\$2,500 - \$4,999

Catalent



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Madigan Family

Steve Stricker American
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Up to \$999

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PUBG Studios Madison

Thermo Fisher Scientific

An Anonymous Organization



TRIBUTES

Madison Children's Museum gratefully acknowledges the following donors for their contributions honoring family and friends. Gifts were received between July 1, 2024, and June 30, 2025.

In honor of Molly Backes

Sarah Labowitz

In honor of Deb Gilpin

Brenda Baker & Dean Gore

Diane K. Ballweg

Mary Jo Elert

Linda Hughes

Tom & Lisa Linfield

Jeanne Vergeront

& Andrew Dick

Jane Villa

In honor of Tom Linfield

Carol Cohen

Brenda & Jacob Miller

Blaine & Kim Renfert

In memory of Alfreda Ahl

Patricia & Arthur Eza

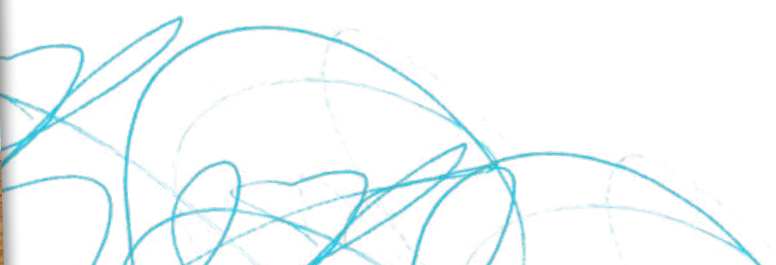
Linda & Sebastian Russo

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 July 1, 2024 and July 31, 2025.

Davina Adzhra
Kamu Ahearn
Nadim Alatout
Evelyn Albright
Aubrin Allison
Mohammad Altabakha
Virty Anandan
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Caeley Anderson
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Naureen Kamal
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