



ROOTED IN COMMUNITY



madison children's museum  
2016-17 Annual Report



## Inspiring play – engaging community

In this report, which covers our July 2016–June 2017 fiscal year, we highlight community engagement, which is essential to everything we do: from exhibits, to daily programs, to special events, to projects far beyond the museum’s walls.

Our exhibits pay homage to local history and culture. In June we opened *From Coops to Cathedrals: Nature, Childhood, and the Architecture of Frank Lloyd Wright*. Our artists and exhibit professionals collaborated with scholars and organizations dedicated to preserving Wright’s legacy, as well as family friends of the famous architect, who grew up just blocks from the museum. Our Design to Move initiative linked artists with under-resourced communities to beautify spaces and encourage kids to get the physical exercise they need to sustain healthy minds and bodies.

Madison Children’s Museum is the community hub for children and families. We are committed to partnering with families and organizations to support parents and caregivers as they raise their children. This has been a trying year for many, and we all need spaces and institutions that bring us together.

This year, we developed an inclusion statement. The statement is the result of many hours of staff and board time discussing our most deeply held values and hopes for the museum and our community. Through these words we are held accountable—by our community and by ourselves—as we create the most inclusive museum possible.


Madison Children’s Museum is proud to unite our community in uplifting all of our children to become creative, innovative, brave, and compassionate adults. Thank you for joining us in that cause.



Deb Gilpin, President & CEO



Peggy Pyle, Chair, Board of Directors



**"Madison Children's Museum is  
the community hub for children  
and families."**





208,741

Attendance  
up 5%







# MISSION, VISION, & VALUES

## Mission

Madison Children's Museum connects children with their families, their communities, and the world beyond through discovery learning and creative play.

## Vision

Madison Children's Museum strives to be a welcoming, imaginative, joyful learning environment that supports families in nurturing children's creativity and curiosity. We foster the healthy development of all children so that they will fulfill their potential and become engaged community members and global citizens.

## Values

Our core values reflect what we believe is in the best interest of children—always.

## We believe...

**Play** is the work of childhood and the joyful right of all children.

**Integrity** requires basing decisions on research, experience, and the best interests of children.

**Creative** environments help people learn to solve problems, find beauty in uncommon places, and unleash their most innovative and unique selves.

People value and champion what they **collaborate** to build.

Taking progressive **risks** in childhood builds confidence to take healthy risks later in life.

**Inclusive** play leads to working and living together successfully.

**Learning** through play lays the foundation for a lifetime of critical thinking and intelligent living.

**Sustainable** stewardship of our resources demonstrates our interconnectedness and inspires thoughtful choices.





## INCLUSION STATEMENT

Inclusion has always been a core value at MCM. This past year we undertook an extensive process to clearly state our commitment to welcome and include all community members. The inclusion statement articulates our aspirations for the future, and sets a standard by which we hold ourselves accountable every day.

At Madison Children's Museum children are the center of our work. We encourage their fullest potential as artists, scientists, inventors, naturalists, explorers, and, above all, empathetic global citizens. We strive to create a community hub that takes into account the opportunities and challenges of our locale, where all children, and the adults in their lives, feel welcomed, valued, connected, and included. We embrace and live the ideals of Access, Diversity, Equity, and Inclusion for all as a foundation for institutional excellence. We understand these ideals to mean the following:

**Access** means I know where the front door is and I can get to it and through it.

**Diversity** means I see myself reflected and respected in the organization at every level.

**Equity** means I am supported by systems and policies that ensure I can succeed, despite historic patterns of exclusion.

**Inclusion** means I have voice in the organization.

We recognize and respect the broad dimensions of diversity including, but not limited to: age; race; ethnicity; culture; income; language; religion; sexual orientation; sex, gender, gender identity and expression; parenting styles; family structure; learning styles; cognitive and physical ability; nationality; country of origin; and physical and mental health.

Diversity is far more than we can see or list. We understand culture stretches beyond ethnicity—that it is a set of values, beliefs, traditions, and experiences.

**To be an inclusive organization we promise to:**

**Listen** to our communities' hopes, dreams, and needs so that we, working together, manifest our greatest strengths as a community.

**Practice** diversity and equity in our organization through recruiting, retaining, and valuing diverse volunteers, staff, and board members, which ensures innovation and sustainability of the organization well into the future.

**Create** inclusive communities through exhibits, programs, policies, facilities, and partnerships that reflect and celebrate our rich differences and common goals.

**Strengthen** children's abilities to create and problem-solve together, through play, in order for them to succeed in an increasingly diverse and global society.

**Foster** empathy for children and families where everyone is accepted for their unique interests and abilities.





## NEW EXHIBITS

### From Coops to Cathedrals: Nature, Childhood, and Architecture of Frank Lloyd Wright, June 2017

*From Coops to Cathedrals* is a new, hands-on exhibit inviting children and families to interact with the organic design of the famous architect Frank Lloyd Wright, and explore the inspiration he drew from the natural world. In rooms designed to evoke his childhood bedroom in Madison, his uncle's farm in Spring Green, and his architecture school and studio at Taliesin in Spring Green, children are immersed in the kind of observing, experimentation, tinkering, inventing, designing, working, and building that marked Frank Lloyd Wright's Wisconsin childhood and later life. For more on this exhibit, see our featured article on page 10.

### Seymore's Adventure, January 2017

During the 2016 election cycle, we offered a fun, nonpartisan way for kids to become civically engaged in a museum-wide decision-making process and participate in a real election. The winner of our exhibit election was Seymore, a much-larger-than-life bluegill fish with crawl-through anatomy, who was hatched at MCM over twenty years ago. After his electoral victory, Seymore returned as the main attraction of *Seymore's Adventure*, a Wisconsin lake-themed exhibit, featuring underwater murals, a fishing boat, puzzles, a reading pond, costumes, and more. In this election, our visitors were the winners!

**"The museum is about cultivating curiosity. I want my child to know that she can turn anything into a fun learning experience."**

— Kerri, museum member



### Exhibits that are distinctly our own!

Visitors often mention how our exhibits are unique. Unlike some museums, all of our exhibits are designed and built by our in-house team of skilled artists and artisans and their impressive network of local artists, woodworkers, and designers. By "in-sourcing" our creative work, we create exhibits that best fit our space, community, and values—such as using upcycled and environmentally safe materials. MCM both reflects and helps create the distinctly quirky feel of Madison.



## Engaging Our Community

### Design to Move & Stair Trek, February 2017

Stair Trek is a series of reimagined stairwells that are part of our larger, multi-year community initiative, Design to Move, which was made possible by prestigious grants from the Institute of Museum and Library Services and the KaBOOM! Play Everywhere Challenge. This project responds to a growing childhood obesity and inactivity epidemic in Dane County and across the country. By transforming stairs into fun and creative experiences, visitors are more likely to use them and get critical daily exercise while they play.

This community-wide initiative brought together our lead partners, UW Health and American Family Children's Hospital, along with a robust group of other community partners, including the Madison Fire Department, the Healthy Kids Collaborative, Dane Arts, Bayview Foundation, Urban Land Interests, Madison Arts Commission, One City Early Learning Center, UW–Madison Art Department, and YWCA Madison.

The result is five revitalized stairwells: the *Hidden Treasures* mural and hide and seek game at the City County Building, an outdoor pocket park at Bayview Foundation, a series of family portraits of residents at the YWCA, a nature-based mural at One City Early Learning, and a whimsical set of screen-printed images on glass at the Mullins/ULI parking ramp near the museum.

Back at the museum, we installed our first in-house Stair Trek exhibit: *Core to Cosmos*, creating a trip from deep inside the Earth's core on our lowest level, all the way up to stars, planets, and spaceships at the roof access. A montage of drawings and audio recordings made by over 700 children at the museum over the previous year was collected, curated, and stitched together by local digital media artist Jojin Van Winkle. *Core to Cosmos* opened in February 2017. Future stairwells are planned both for the museum and around the community for years to come.





## Installations Throughout the Museum

### Polling Place Exhibit, October 2016

Our popular *Polling Place* exhibit gave children a chance to practice civic engagement and underscored the importance of voting. Children marked their ballot in a voting booth for one of three new exhibit ideas: *Seymore's Adventure*, an exhibit about fish and lakes; *Magical Mirrors*, an exhibit about mirrors and distortion; and *Cars, Cars, Cars*, an exhibit about gravity, force, and momentum. *Seymore's Adventure* won the election with over 38% of the votes, and opened on inauguration day, January 20, 2017.



### Rooftop Ramble

#### Fossil Dig, Insect Puzzle, Animal Track Rubbing, and Nature Smell Stations

Four new hands-on activity stations were added to the clubhouse. Children use their hands, minds, and noses to explore the natural world.

#### Holiday House

Continuing a yearly tradition, we converted the acorn climber on the rooftop into a winter fort that provides a sheltered place to play. The 2016 Holiday House was made with sail cloth and vinyl, with individual pieces hand sewn onto the metal framework.



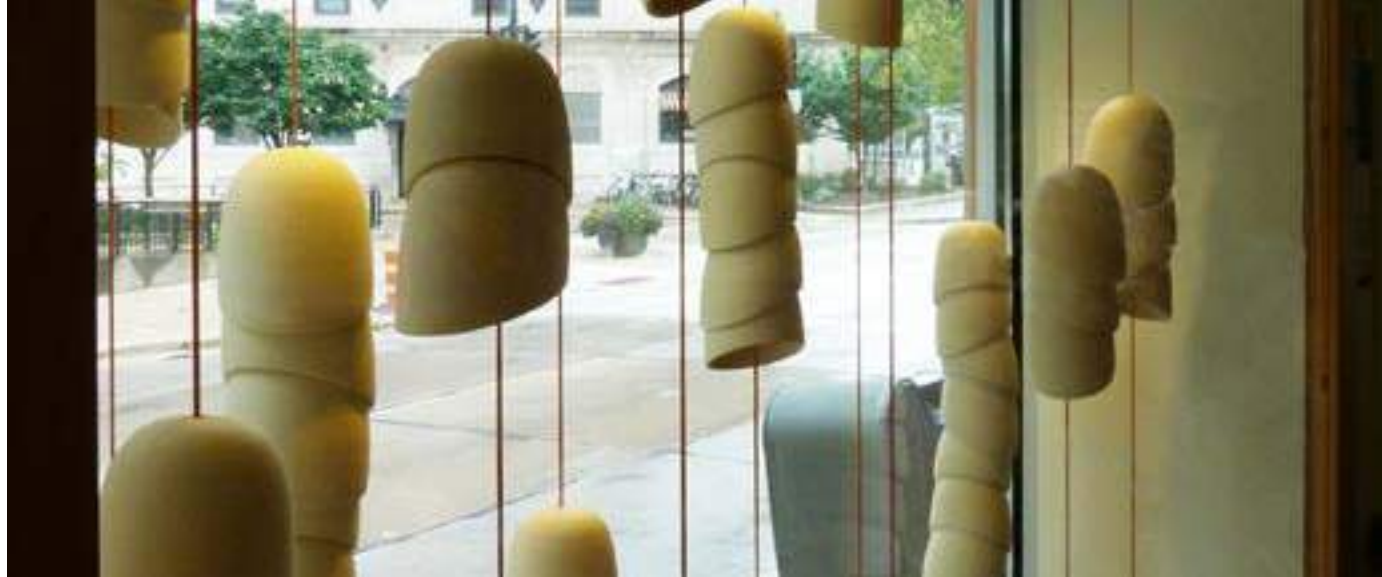
### Window to the Past

#### Montgomery Ward Hardware Store

Tapping into the past of our historic building, which was once a Montgomery Ward store, this exhibit opened over the summer of 2016, introducing young children to simple machines, tools, and products sold here in the late 20s, 30s, and early 40s. Kids learn precursor math skills as they weigh, sort, organize, and make change for customers, while learning about local history and practicing social skills.







## Sidewalk Surprise

***Birthday Party* by Tyanna Buie**  
(April–August 2016)

Tyanna Buie is a young, accomplished artist and printmaker from Milwaukee. She received her MFA from UW–Madison in 2014. Her *Sidewalk Surprise* installation featured a two-sided print of a birthday party drawn from the artist's own memories, celebrating the milestones in a young child's life.

***Seri•cul•ture* by Rachelle Miller**  
(August–November 2016)

Ceramicist Rachelle Miller's exhibit was inspired by the practice of rearing silkworms, reflecting on the process of growing and changing, and remembering where we have been in order to know where we are going. For silkworms, their cocoons are the product of this transformation, and were the inspiration for her beautiful piece.

***Earth Play* by Meeta Mastani**  
(November 2016–March 2017)

UW–Madison Arts Institute artist-in-residence Meeta Mastani, from New Delhi, India, opened *Earth Play*, an exhibition of her hand-dyed and hand-printed textiles for children. Meeta's textiles are filled with whimsical images from modern India, and all are dyed with natural dyes on cotton, and created with her network of over 150 artisans in villages across India as part of her fair trade business, Bindas Unlimited.

***Fire Monkeys* by Laurie Rossbach and Jennika Bastian**  
(March 2017–November 2017)

Visual artists and MCM staff members Laurie Rossbach and Jennika Bastian created beautiful light-up *Fire Monkeys* for Olbrich Botanical Garden's *Gleam* exhibit. MCM was lucky enough to become a temporary home for the whimsical monkeys once that exhibition ended.





## MEMBERSHIP

Member families are part of our family. Many visit weekly and are on a first-name basis with staff. They join us for member parties and enjoy exclusive playtime at our monthly Member Mornings. They share photos on social media and love telling their friends about the museum.

This year has seen tremendous growth in our membership program—our total number of member families has risen 15% over last year. That growth included over 600 new member families.

Member attendance this year rose to 68,820 visits, making up 40% of our total daily admission for the year!

**"The children's museum was made with [child] development in mind."**

—Sara, museum member



## Engaging Our Community

### First-Time Parent Program

This year we began planning an initiative to offer free memberships to first-time parents and caregivers with children under 18 months old. The museum has invaluable resources to stimulate babies' growing minds and bodies, and to support new parents. We began by getting input from early childhood development and education experts, and from a focus group of current members with young children. They advised on what is most beneficial for child development, and what parents of young children enjoy about the museum.

In the spring, Group Health Cooperative of South Central Wisconsin and the Oscar Rennebohm Foundation signed on to help fund and promote the program. In June 2017 we opened a pilot program for just over 100 families, which filled within three days! We are proud to be a leader among children's museums in providing this kind of high-quality, free resource to new parents and babies.

4,219  
Member  
Families

15% increase







## ACCESS FOR EVERYONE

For healthy growth and development, every child needs the kind of play that MCM provides. Yet some families face barriers that make it hard to visit. Our Access for Everyone program aims to level those barriers and make MCM a place for all children to explore; develop their intellects; and connect with their families, their communities, and the world beyond. All in all, **30,949 people** took advantage of our Access for Everyone Program—**15% of our total visitors.**



### Family Access Memberships

We offer reduced-price Family Access Memberships to families that qualify through their participation in public assistance or certain education programs. Families pay what they can afford, anywhere from \$10 to the value of the membership, which is \$90 or more. To remove potential stigma from our application process, we eliminated the requirement to provide proof of eligibility—enrollment is now done on an honor system. Not only did we see a growth of 45% in the number of Family Access Memberships, but we also saw an increase in the average amount that families opted to pay.

### Reduced Admissions

Those who qualify for access rates can also choose to pay \$1 per person for admission—13,895 people took advantage of this affordable option.

### Free Family Nights

On the first Wednesday evening of each month, MCM invites our entire community to enjoy the museum for free. This year we welcomed 4,254 people to Free Family Nights.

## Engaging Our Community

### School Age Parent Program

When teens have children, everyone involved needs extra support to thrive. We continued our long partnership with Madison Metropolitan School District's successful School Age Parent Program (SAPAR) to provide teen mothers with skills to become self-sufficient, independent members of the community—all while learning how to parent and play. This year 15 young parents and their babies visited through SAPAR, and more than 400 people attended four reunion events!



# FINDING “FRANK”

## Bringing Frank Lloyd Wright alive for Madison’s children

**I**t took some imagination to decide that the high-concept work of a famous architect belonged in a children’s museum. Fortunately, imagination is in good supply here at Madison Children’s Museum.

*From Coops to Cathedrals: Nature, Childhood, and the Architecture of Frank Lloyd Wright* opened on the second floor of the museum in June. Like all MCM exhibits, it was created by staff and community members with expertise in many different aspects of art, engineering, building, education, and child development. The content of everything the museum does is inspired by our surroundings, from our lakes, to cows, to red barns, to the people who live here—and now Frank Lloyd Wright and his architecture.

The exhibit brought together an array of new community partners, Wright experts and enthusiasts, local historians, businesses, and museum supporters. *From Coops to Cathedrals* invites children to tinker, build, and playfully explore the world of the famous architect who grew up only blocks from the museum.

The exhibit, the first of its kind, opened in conjunction with a worldwide celebration of the 150th anniversary of Wright’s birth, and was developed in close collaboration with the Frank Lloyd Wright Foundation and Taliesin Preservation, Inc., and lead

scholar Virginia Terry Boyd. Their expertise; guidance; and the access they provided to their immense treasure trove of objects, photographs, and materials about his life proved invaluable.

Relying on Frank Lloyd Wright’s autobiography, we reimagined Mr. Wright’s childhood and later life to inspire kids to experiment, tinker, play, and learn by doing, which is exactly what Mr. Wright did throughout his life. Our goal was not only to make his work and life come alive for families, but more importantly, to encourage and inspire children to be creators, inventors, engineers, architects, and dreamers themselves.

On our quest to discover “Frank,” we are particularly indebted to Dan and Natalie Erdman. Both Dan and Natalie have deep roots in Madison; he is an architect, she is the director of the Madison Department of Planning. Dan’s father, Marshall Erdman, often said he owed all his success in business to Wright, who gave him his start in design and construction work in the 1950s.

“Wright’s presence was always around my family while growing up, and Natalie and I feel it is important to maintain that connection,” said Dan. Seeing children playing in the exhibit brought to life Frank Lloyd Wright as a child, as though “all the children there were his playmates.” In this way,







## From COOPS to CATHEDRALS

NATURE, CHILDHOOD, AND THE ARCHITECTURE

■■■ of FRANK LLOYD WRIGHT ■■■

another generation of children can grow up with Wright's presence, just as Dan did.

This exhibit was significant for others with a connection to Wright. J.H. Findorff & Son Inc. has been a major supporter of the museum for over a decade, and they are also connected to the legacy of Frank Lloyd Wright—as the builders of the Wright-designed Monona Terrace. These connections made support for this exhibit a natural fit. They told us, “Our future is determined by the support and nurturing that we bring to the children in our communities. Supporting Madison Children’s Museum is an opportunity to impact young minds that are attracted to creativity and innovation.”

Others found themselves swept up in the bubbling excitement around the new exhibit. Eliot Butler, president of the Great Dane Pub & Brewing Company and former MCM board chair, has lived in the Wright-designed John C. Pew house in Shorewood Hills for nine years, and became an enthusiastic supporter. He says that seeing children playing in the exhibit made him imagine Wright and his brother playing, experimenting, and learning. “I hope that my giving enables children to learn about themselves, and gives them ideas about navigating the world as they grow. It is important to the future of Madison to support our children.”

MCM board member Darcy Kind says she felt “blown away” by the beauty, profound message, and sheer joy of the exhibit and the subtle ways in which it expresses so many profound ideas and ideals. In addition to their gift to the exhibit, her husband, Marc Vitale, also contributed in a unique way. His company, Future Foam, provided the raw material that we transformed into the strikingly realistic-looking “limestone” blocks in the exhibit. Marc’s employees were thrilled to see what their product had become, and many of them take advantage of Future Foam’s corporate membership to bring their families to play in the exhibit and the rest of the museum.

From the toddler painstakingly shoving blocks through the wooden shape-sorter, to the pre-teen creating an intricate mosaic with the Froebel blocks, *From Coops to Cathedrals* entices every visitor to stop and look at the world a little differently: to see the beauty in shape and line, to ask why a dog house or a chicken coop can’t be a work of art, and to play in the company of a boy named Frank. ■■■





# EDUCATION

Education is core to every aspect of our work—accordingly, it’s the largest department in the museum. Annually we offer about **1,000 educational programs and activities**. From camps to classes to daily drop-in programs, our teams of experienced educators and guest experts make learning and discovery fun!

## In the past year we offered:

- 16 summer camps and 6 mini-camps serving 243 children, providing 17 scholarships
- 273 visits from schools, as well as visits from other groups, serving a total of 10,642 children
- 996 drop-in programs offered to all visitors at no charge
- 34 off-site community events reaching 10,000 people



## Engaging Our Community

### Autism & Sensory Processing Initiative

This year, we began a new initiative to engage and include families affected by Autism Spectrum Disorder and sensory challenges. Knowing we had a lot to learn, we established a coalition of over 30 experts and stakeholders to provide guidance and resources. They helped us understand the hopes and aspirations—as well as challenges—of this community. We also formed a coalition with key autism & sensory processing partners, including occupational therapists, public school teachers, parents, and agencies such as the UW–Madison Waisman Center and the UW–Madison Occupational Therapy Department.

Together, these partners helped us create a pilot program of events at the museum designed specifically for these families, called Sensory Friendly Museum Times. Museum staff received training on the program and strategies to best engage children, and the events launched in early summer of 2017.

As part of the process, they helped us create tools to assess and improve the museum experience—in ways that will ultimately benefit all visitors. We will create a national toolkit of these resources and best practices that will include a database of the work of our colleagues at similar institutions. This will assist all museums, science centers, and other cultural organizations as they continue to innovate in creating meaningful experiences for all children and families—especially those impacted by Autism Spectrum Disorder and other sensory challenges.

**“No crying, no dragging, no coaxing.  
Just happy, succeeding Sam. Thank you.  
Sensory Summer was great.”**

— Andrew, museum member





## Engaging Our Community

### Teen Workforce Program

Yearlong, we rely on a team of “discovery guides” who work directly with visitors to encourage learning and help keep kids safe and having fun. In the summer, many of those discovery guides come to us through our Teen Workforce Program. We partner with Common Wealth Development and their youth-business mentoring program, and together we offer teens from under-resourced communities a first job and support that will help them be successful in their future careers. We know that the employment gap between teens of color and their white peers is significant (38% vs. 19%) in Madison, and contributes to additional disparities in both high school graduation rates and later employment and earnings. Our program provides additional professional development through weekly cohort meetings, extended training, and shadowing experienced discovery guides—some of who started working at MCM through the program and were then hired on permanently.

While we provide many services to these teens, we get much back in return. Youth bring their curiosity and excitement to the visitor experience. And they make the museum more welcoming and inclusive for all. Over the four summers that this program has been running we have provided jobs to 34 participants, 17 of whom we hired back to work as regular MCM employees during the school year and future summers. We’re glad that many teens who start out in this program choose to continue their work with us. We’re also delighted to report that many who participated in this program have now graduated and several are in college.

The Teen Workforce Program was made possible by generous gifts from Dick Goldberg and the Dan & Patti Rashke (TASC) Family Foundation.





## SPECIAL EVENTS

In addition to offering hundreds of drop-in programs, MCM hosts numerous special events for kids, designed to promote empathy, good health, education, and playfulness. Many of our events are held in partnership with other community groups, or presented with help from community sponsors.

We also present an annual series of playful, community-oriented fundraisers that support every aspect of our mission. We are extremely fortunate to have such a dedicated community of volunteers, sponsors, and local partners who come together to make these events financially successful and fun!

## Member & Education Events

**Turning On Learning**, with One City Early Learning Center

20th Annual **Kids for Peace Day** Celebration

**Wisconsin Science Festival**

**Baby's First Halloween**

**Member Monster Mash**

**Family Science Night**

**Casas for CASA** (Dane County Court Appointed Special Advocates)

**Winter Wonder Week**, sponsored by Great Dane Pub & Brewing Company

**Member PJ Party**

**National Poop Day Celebration**

**Dental Health Month**, presented by Dental Health Associates and Madison Pediatric Dental & Orthodontics

**Healthy Habits Week**, sponsored by SSM Health

**Madison Area Early Childhood Council Resource Fair**

5th Annual **SummerPalooza**, hosted by MCM and Downtown Rotary Club of Madison







## Fundraising Events

### The American Girl Benefit Sale

MCM's largest single fundraiser is also a labor of love. The event relies on the work of over 150 volunteers all year long, leading up to two exciting days, when over 5,000 adults and kids file through our Middleton warehouse to buy discounted American Girl dolls, clothing, accessories, and books, donated by American Girl/Mattel. Proceeds support MCM and American Girl's Fund for Children, which distributes funding to around 20 other nonprofits serving Dane County children. More than \$780,000 was raised at the sale in July 2016.

### Spring Scramble

Our May 2017 golf outing is a fun day out on the course for a good cause and a popular networking event for Madison's business community. This year's scramble, held at the Maple Bluff Country Club, was attended by over 140 people and raised nearly \$60,000.

### Tea & Trains

It's a holiday tradition for many Madison families. Adults and kids enjoy "high tea," hot chocolate, and seasonal crafts. The addition of a vintage model train set makes this a classic holiday party. In December 2016 we raised more than \$31,000.

### Wonder Ball

At this fun and festive fall gala, adults take over the museum for an evening of live music, delicious food, tempting auctions, and costumed revels. For this Wonder Ball, held in September 2016, we transformed the museum into a 1920s speakeasy. Not-quite-bootleg liquor was enjoyed by 246 bead-bedecked flappers and zoot-suit wearing dandies, who, along with our sponsors, contributed \$160,000 to the museum.







## PLAY LIKE A GROWN-UP

Anda Marie Photography

Discovery learning and creative play isn't just for children. When adults play together they make social connections that strengthen a community. They sharpen their creativity and make better, more collaborative decisions. They learn new things and explore risk in positive ways. We offer a unique space where adults can tap into that creative, playful side of themselves, and carry the benefits into their daily lives.

MCM hosts private and public adult and family events, social and business gatherings, and celebrations. These support the ongoing operations of the museum and involve the wider community in the life of the museum.

**"We loved it so much, we're already planning our ten-year wedding anniversary party at MCM!"**

— Douglas, groom

### Weddings at MCM

This year we hosted sixteen weddings, serving 2,200 guests and bringing in \$60,000.

Many different kinds of couples choose us as the venue for one of the most significant events of their lives. Some of our younger couples grew up visiting our former location on State Street. Others, marrying later in life, have happy memories of bringing their own children to the museum. Some have come to our Adult Swim events together when they were dating. Most choose us because they identify with our values of creativity and playful exploration, and want that joyful energy for their union.

Many of those couples stay involved with MCM—when our First-Time Parent Membership program launched, we were delighted to recognize the names of some families who had married here, and who are now bringing their new children.



Ueda Photography







## Adult Swim

Adult Swim is a museum-hosted, themed evening that invites grown-ups to enjoy the museum exhibits, make crafts, play games, dance to live music, and get in costume! Like its namesake from public pools, no kids are allowed! Seven Adult Swims attracted over 3,000 participants, and raised nearly \$40,000. Themes included Forward Festivities, Glow Motion, Holiday Craft on Tap, Summer Road Trip, Sustainability Sideshow, Wonka Wonders, and Maker Madness.

## Other Gatherings

As a positive, central, and welcoming location, MCM is honored to have served as a gathering site for many types of community assemblies and parties.



### Select recent gatherings include:

- Teens Like Us/Briarpatch Pride Prom
- American Family Insurance Ranch Night
- Greater Madison Convention & Visitors Bureau national press tour for Frank Lloyd Wright's 150th birthday
- Adult Role Models in Science Reunion
- Pi Lambda Phi Spring Formal
- Madison Metropolitan School District Town and Gown
- NASA Let it Glide Engineering Workshop
- *Isthmus* Cask Ale Fest
- Welcome Event for Midwest Institute of Transportation Engineers Conference
- Happy Hour for Madison's Central Business Improvement District
- YWCA Madison Family Holiday Party
- Wisconsin Early Autism Project Holiday Party





## FY2016-17 Madison Children's Museum Board of Directors

### Board Officers

**Chair:** Peggy Pyle, The Pyle Group

**Vice-Chair:** José J. Madera, UW-Madison College of Letters & Science

**Secretary:** Lisa Lange, Madison Investment Advisors

**Treasurer:** Tom Martorana, CUNA Mutual Group

**Officer-at-Large:** Tim Heinrich, Alliant Energy

### Board Members

TJ Blitz, Cresa Madison

Nathan Brinkman, Triumph Wealth Management, LLC

Ben Brunette, Selinger & Brunette, LLC

Kaleem Caire, One City Early Learning Centers

Loan Dang Rathgeber, Community Volunteer

Jane Doughty, Community Volunteer

Joan Ershler, Waisman Center

Penelope Gialamas, Community Volunteer

Darcy Kind, Wisconsin Department of Natural Resources

Katie Ryan Kurtz, Decision Point

Gloria Ladson-Billings, UW-Madison School of Education

Seth Pollak, Waisman Center

Matt Premo, J.H. Findorff & Son Inc.

John Sims, The Private Client Reserve of U.S. Bank

David Stockwell, Therma-Stor LLC

Leslie Watkins, Marketing Consultant

Stephen Zanoni, The Madison Concourse Hotel & Governor's Club

## Madison Children's Museum Team Leadership

Deb Gilpin, President & CEO

Brenda Baker, Director of Exhibits

Kia Karlen, Director of Education

Dani Luckett, Director of Development

Melanie Patterson, Controller

Luke Schultz, Director of Facilities

Jonathan Zarov, Director of Marketing & Communications



## Many Thanks to Our Volunteers

Over the course of this year, hundreds of volunteers gave countless hours of service to the museum, helping our guests; staffing our fundraising events, particularly the American Girl Benefit Sale; creating special programs; and so much more. We offer our most heartfelt thanks to our volunteers—our work would not be possible without you!

## Volunteer Photographers

We would like to thank volunteer photographers Ka Lok and Jane Qualle, who took many of the pictures in this report.



# INCOME & EXPENSES

## Operating Income

Earned revenue accounted for 47% of the museum's income. MCM is deeply grateful for the generosity of community members, whose contributions provided 40% of its operating income. The remaining 13% of operating revenue was generated by the American Girl Benefit Sale. As part of a very remarkable 30-year relationship, American Girl/Mattel generously donates damaged dolls and doll-related product throughout the year. MCM volunteers donate thousands of hours to restore the dolls and accessories, and, along with staff, launch a weekend sale that draws more than 5,000 attendees from throughout the United States. Proceeds benefit both MCM and, through American Girl's Fund for Children, dozens more non-profit agencies in Dane County that serve children.

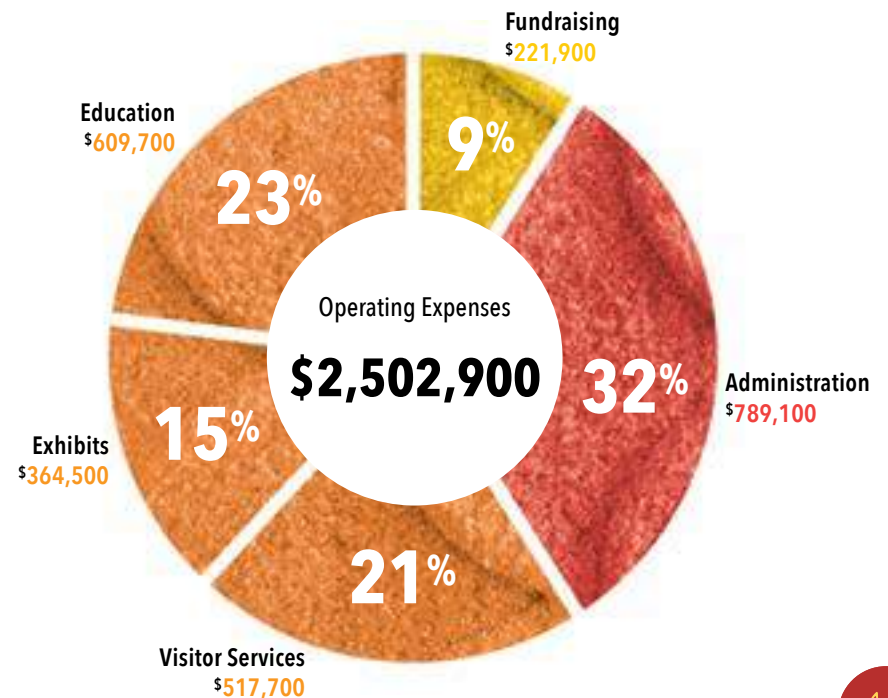
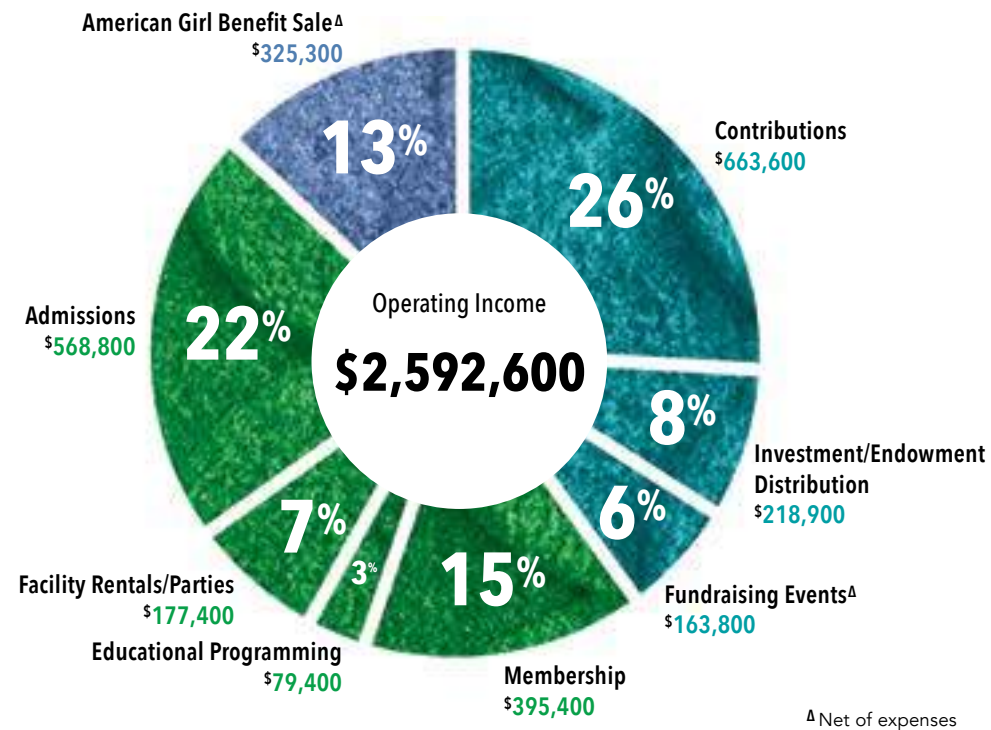
## Operating Expenses

Museum expenses are focused on serving visitors every day by providing safe, working exhibits; multi-disciplinary programming; and knowledgeable staff and volunteers who facilitate learning, skill-building, and fun. Direct program costs account for 59% of all expenses.

## Investment and Endowment

MCM has four endowment funds that are operated as a component part of Madison Community Foundation (including the Fund for the Future and the Pleasant Rowland Great Performance Fund). The fair value of these endowments was \$4,880,964, while the resulting distributions provided \$218,752.

**Source:** Internal financial reports. Complete audited financial statements are available on our website.





# Our Supporters

Gifts received  
July 1, 2016 – June 30, 2017

We gratefully acknowledge the individuals, corporations, foundations, organizations, and government agencies whose generosity and goodwill provided critical support for Madison Children's Museum.

## \$250,000–\$499,999

American Girl's Fund for Children  
Madison Community Foundation

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"I think with education, with learning, with different experiences—just being exposed to as many things as possible—it makes you open and courageous, and an outgoing person."

— Amanda, museum member



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If we misspelled a name, described something incorrectly, left something or someone out, or failed in any way to properly acknowledge anyone, please accept our apologies.  
You can contact us with any comments or questions at the above address, website, or phone number or email us at [contact@madisonchildrensmuseum.org](mailto:contact@madisonchildrensmuseum.org)