



Minnesota
Children's
Museum
Smart Play

ANNUAL REPORT



2009

The Power of You

Dear Supporter,

At the time of this letter, the buzz of television and radio continues to be about economic and societal woes. Yet throughout the Museum, families stream in and out of the galleries: laughing, painting their faces, and dancing with one another during *Big Fun!* While so much has changed in the world and there is no such thing as “business as usual,” what has not changed is the need for families to come together with their children to play, learn, and have fun. During these tough times, it is apparent that families need what we have to offer more than ever. As a result, we experienced our third highest attendance year in history – more than 400,000 visitors!

Because of you, children, their families and caregivers, school groups and educators have found comfort in the brightly colored walls that house gallery after gallery of exploration and learning through play.

You – our members and visitors, volunteers, corporate and philanthropic partners, and individual donors – helped us come through the year’s challenges with your generosity. As a result, the Museum ended the year in a strong, stable position. We were able to be responsive to the needs of our children and the adults in their lives, while at the same time demonstrating fiscal responsibility that will keep us strong for years to come.

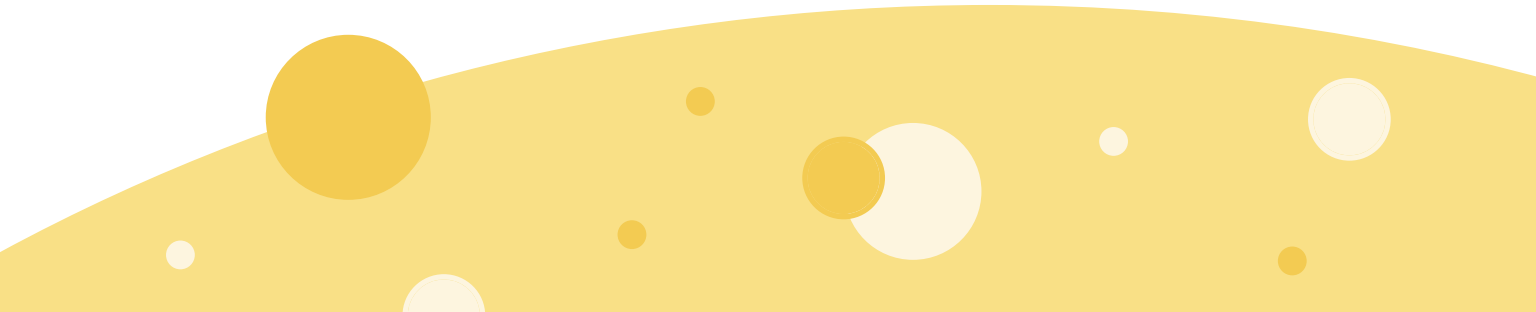
All of us – staff, board, volunteers – recognize the power of our community in coming together to support what we hold most dear: our children. We celebrate the power of **you** in helping us continue to do what we do best – *sparking children’s learning through play.*



Yours truly,

Sarah Caruso
President
Minnesota Children’s Museum

Bill Schmoker
Chair of the Board
Minnesota Children’s Museum



Your generosity helps strengthen families

Families are children's first teachers, and the Museum supports families by providing a time and a place for children to be children. A visit to the Museum offers the opportunity for families to be together, play together and learn together. Because of your generosity, the Museum hosted Head Start Family Nights throughout the year offering 5,800 children and parents the enriching experience of play-based learning together.

The Museum reaches out into the community through a variety of programming. Through *For the Children*, a family early education program, parents learn activities they can do with their children to encourage cognitive, physical and early literacy development in preparing for kindergarten. *For the Children*, offered in Hmong, Spanish and English at local libraries and community centers, reached 321 parents and children during the last year, and will continue to support families from many backgrounds over the next year.

The Museum reaches families on a national level as well. Because of your support, the Museum is able to create innovative, accessible exhibits such as *Adventures with Clifford The Big Red Dog™*, which teaches children and families what being a good friend is all about. Thanks to you, 1.8 million children, families, and caregivers across the continent experienced Clifford and other favorites this year.



Your generosity builds success

Early learning is the foundation for lifelong learning. Research shows that play is the “work” in a young child’s life. Through play, children learn to solve problems, cooperate and negotiate – all important in building cognitive, social and emotional skills critical for success in school and life. When children experience success early, it becomes a strong building block for the future.

Partnerships with organizations like Resources for Child Caring (RCC) and the Saint Paul Public Schools (SPPS) help the Museum share quality programming for early childhood professionals and educators. The Museum partnered with RCC to provide 780 early childhood educators with professional development training through *Providers as Educators*. The program helped those who work closely with our youngest learners to build their capacity for teaching. Quality training empowers educators in their desire to nurture success in young learners.

Weaving Resources, in partnership with SPPS, supports pre-K through second grade students. This collaboration strengthens school capacity to meet standards in science, social studies and math. The Museum provides fun and engaging informal learning opportunities for more than 10,000 SPPS students each year. This enrichment to the core curriculum provides positive learning experiences, and your gifts help us remain a strong and dependable partner for these children.



Your generosity ensures every child has an opportunity to experience learning and play

The Museum's Access Program helped Brenda Grundeen and her family weather recent economic challenges. Brenda, mother of three (one diagnosed with autism) and a lifelong teacher, said that her no-cost membership "helped my children feel like they can be like other families who go out and do really cool activities together."

After her husband's layoff in 2001, Brenda struggled to find affordable activities that her whole family could enjoy. Brenda explained, "As a parent, I enjoyed the inspiration of going to such a delightful place [as the Museum] with so many hands-on things for my children. It is not a 'no' place, rather, everything is 'yes!'"

The Grundeens were not the only family impacted by the Access Program. Target Free 3rd Sundays, reduced-cost field trips, and free or reduced memberships provided more than 120,000 children, families and young students visits to the Museum. We saw an increase of seven percent in the number of families receiving free memberships, and those families visited the Museum 48 percent more often than last year. Generous support of corporate partners and individual donors ensured families could visit the Museum regardless of financial challenges. This means more children were able to experience the proven benefits of informal education.

Your generosity empowers the Museum to make a significant impact on Brenda's family and thousands of others in Minnesota.



Your generosity helps support children and teachers throughout Minnesota

The Museum is not only a destination for informal learning, but is also an advocate for early childhood education across Minnesota and western Wisconsin.

The Museum shares its expertise with early childhood educators by offering professional development workshops throughout the state. These workshops provide a forum for idea exchange among educators. This year, the Museum impacted the teaching skills of 850 educators, who in turn brought their learning back to their own childcare centers.

In addition to the downtown St. Paul destination, the Museum significantly expands its outreach to the state by traveling to children's classrooms. Especially in a year of frequent school budget cuts, *Museum-to-Go* classes proved a valuable alternative to field trips. The classes bring a Museum educator to the school or childcare center and offer a Museum experience to schools that might not otherwise be able to afford an offsite field trip. These sessions add a fresh spark to the classroom through state-standards-supporting curriculum. More than 2,900 children have benefitted from *Museum-to-Go* classes this year.

In recognition of Minnesota Children's Museum's expertise in the area, Governor Pawlenty appointed Museum President Sarah Caruso to the Advisory Council on Early Childhood. In this influential position, Caruso chairs a highly experienced group of early childcare experts, parents, and legislators that develops and recommends strategies which will prepare Minnesota children for kindergarten.



27 Years of Supporting Families and Early Childhood Learning

We thank all our donors for your generosity. Your support is essential as we work to spark children's learning through play.

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\$50,000 and above

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Exhibit Sponsors

Jump to Japan: Discovering Culture Through Popular Art is part of the Asian Exhibit Initiative funded by the Freeman Foundation and administered by the Association of Children's Museums
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27 Years of Supporting Families and Early Childhood Learning

We thank all our donors for your generosity. Your support is essential as we work to spark children's learning through play.

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Financials

Annual attendance 7/1/08 – 6/30/09: 403,864

Statement of Financial Position June 30, 2009

Assets

Cash and Cash Equivalents.....	\$1,459,089
Accounts Receivable.....	93,655
Pledges and Grants Receivable.....	270,771
Prepaid Expenses.....	325,333
Investments.....	3,749,116
Land, Building and Equipment, Net.....	7,395,502
Total Assets.....	\$13,293,466

Liabilities

Accounts Payable & Accrued Expenses...	\$440,677
Deferred Revenue.....	866,805
Total Liabilities.....	\$1,307,482

Net Assets

Unrestricted – Undesignated.....	\$1,050,779
Unrestricted – Designated.....	298,363*
Temporarily Restricted.....	6,475,089
Permanently Restricted.....	4,161,753
Total Net Assets.....	\$11,985,984

Total Liabilities and Net Assets..... \$13,293,466

Statement of Activity Year Ended June 30, 2009

Support and Revenue

Grants and Contributions.....	\$1,281,331
Museum Admissions.....	1,153,167
Memberships.....	647,555
Program Income.....	846,849
Investment and Other Income.....	(743,031)
Total Support and Revenue.....	\$3,185,871**

Expenses

Program.....	\$4,034,170
Administrative.....	1,256,625
Fundraising.....	421,457
Total Expenses.....	\$5,712,252

Change in Net Assets..... (2,526,381)†

Net Assets, Beginning of Year..... 14,512,365

Net Assets, End of Year..... 11,985,984

*Unrestricted-Designated Net Assets includes amounts designated by the Board of Directors for the following purposes:

Fixed Asset Replacement.....	\$436,000
Cash Operating Reserve.....	275,000
Endowment Cumulative Earnings.....	(412,637)

**Revenue was reduced by an investment loss of \$1,230,342.

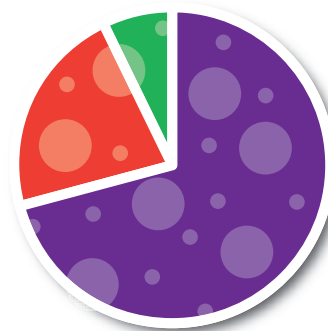
†The \$2,526,381 decline in Net Assets is primarily related to unfunded depreciation, losses on endowment investments and a decrease in Grants Receivable.

Support & Revenue



- 33% Grants and Contributions
- 29% Museum Admissions
- 22% Program Income
- 16% Membership

Expenses



- 71% Program Expenses
- 22% Administrative Expenses
- 7% Fundraising Expenses

Mission

Sparking children's learning through play

Foundational Beliefs

Early learning is the foundation for lifelong learning.

Families are our children's first teachers.

All children deserve a time and place to be children.

Diverse perspectives enrich children's lives.

Playing *is* learning.

Minnesota Children's Museum

Smart Play

10 West Seventh Street, St. Paul, MN 55102 • 651-225-6000 • MCM.org