Dear Friends and Supporters:

At Minnesota Children’s Museum, you can see curiosity light up the eyes of children as they experiment with bubbles, touch a dinosaur, play with shadows, and drive a city bus. These moments pass by quickly, but that spark inspires a love of learning that never dies. Dianne has joined the Museum at an exciting juncture in its 29-year history: on solid financial footing and looking forward to the coming years as we develop a new, long-term strategic plan. Here are some highlights showing results of your support of the Museum as Minnesota’s destination for play-inspired creativity and imagination building:

- **Strong attendance.** A total of 411,439 children and adults visited the Museum, marking the fourth year in the past five to surpass the 400,000 milestone. *Dinosaurs: Land of Fire and Ice and Adventures of Clifford The Big Red Dog™* — both Minnesota Children’s Museum original exhibits — helped the Museum reach new audiences.

- **Record volunteerism.** More than 1,000 volunteers donated 25,000 hours of service: this included a new AmeriCorps VISTA project, which led to major strides in the youth service-learning program for local 14-18 year olds.

- **Record professional development opportunities.** The Museum’s impact on early childhood learning increased as the number of educators and providers attending professional development workshops grew by 99% to 1,544 with participants attending from across the state.

- **Access for all children and families.** More than 126,000 visitors came through the Museum’s Access program, which grants free or reduced-price admission to ensure financial barriers do not limit access for some families.

- **Early literacy outreach.** With help from the State of Minnesota Legacy Amendment, Arts and Cultural Heritage Fund, the Museum began development of a literacy exhibit this year, which will be loaned to host sites across Minnesota free of charge.

- **Greater Minnesota outreach.** The Museum signed a memorandum of understanding with the Children’s Museum of Rochester to explore a satellite operation. This is an exciting opportunity to expand early childhood education initiatives in greater Minnesota.

Thank you for joining with us to support the Museum and the community, and for making these important early investments in children and their development.
Investing early opens doors to creativity

Your contributions have made play-infused learning opportunities accessible to every child, regardless of financial standing. As a mom of seven, Melissa Martinez has always wanted what is best for her children. Between studying law at William Mitchell, holding down a job, and home-schooling her children, Melissa still finds time to come to the Museum.

Money has been tight for this single mom, but because of your support of the Access program, the Museum was able to open the door to a world of learning through play that benefits her, her children, and — ultimately — all of us. Melissa studied the environments of the Museum and gathered ideas on how she could bring learning through play into her home. The experiences — at the Museum and at home — cultivate a child’s natural curiosity that is so important in learning problem-solving skills, and lead to later success in school and life.

“I am so grateful for the Access program,” Melissa said. “Without Access, I could not afford to bring my children here. I am a better mom because I have learned more about how my children learn, and how play is an important part of learning — especially for young children.”

Truly, this is what the Access program has been all about, and you helped bring the Museum experience to one-third of our audience.

Melissa wants all Museum donors to know this:

“‘You are doing an enormous service to the children of Minnesota. With all of the positive things that the Museum offers the community, you are impacting the future for children in such a mind-blowing way. I am so grateful for your generosity and believe that you are helping to shape the future of my children in such a positive way. I can’t thank you enough!’ ”

THE NUMBERS

2,092 families received free memberships

64,000 children from schools around Minnesota experienced the Museum

Tens of thousands were able to visit the Museum through the library Passport-to-Play program

38,838 attended Target Free 3rd Sundays
Your support brought the Museum’s immersive early learning environments to three local library systems this year.

With a National Leadership Planning Grant from the Institute of Museum and Library Services (IMLS), the Museum launched a new community-based initiative supporting early literacy experiences for children. The project combined the best elements of the Museum’s early learning environments with the library’s rich early literacy experiences to create a model partnership between museums and libraries, resulting in enhanced early literacy and library experiences for young children.

The museum-library collaborative designed a three-dimensional, multi-sensory learning environment for children and parents in Hopkins, Sun Ray and Wescott libraries. These areas encourage parents to engage in playful ways with their children — an interaction now known through decades of research as an integral way children’s literacy skills develop (NAEYC/IRA, 1998; National Academy of Sciences, 1998).

Minnesota Children’s Museum and the partner libraries created a strong, sustainable community partnership model that can now be easily replicated nationally by other museums and libraries. Your gifts supported Minnesota Children’s Museum and the partner libraries as they created a strong community partnership that provides children with many fun, literacy-rich learning opportunities in order to maximize brain development and to help assure success in school and in life.
Teenage youth volunteers again played a vital role in sparking children’s learning through play this year. The interactions between these older children and the young visitors provided many opportunities for youth to act as role models. Additionally, your gifts supported them as they gained work and leadership experience, gave back to the community, built social skills with people of all ages, and had a safe place to have fun.

Strong community partnerships bolstered the Museum’s efforts to reach these youth. The City of Saint Paul provided an AmeriCorps VISTA member that recruited teens from low-income Saint Paul neighborhoods to participate in this high-quality service-learning program. Through the Youth Apprenticeship Project, the Museum trained and supported youth from the west side of Saint Paul, who gained “real-world” experience through the summer program.

Youth volunteers came together for Playlist for Success trainings – monthly meetings to discuss topics such as leadership, teamwork and conflict resolution, and college and workforce readiness. Select youth volunteers participated in additional training to become leaders who are responsible for setting a positive example for their peers and coaching new volunteers. Thank you for making this important community enhancement possible.

Below: Youth leaders Kendal Ursin (pictured) and Andrew Lee were recognized for their outstanding service this year by our external partners. Kendal was presented the Best Buy-sponsored “Be the Change” award for exemplary service. Andrew was honored by Washington County with the Youth Community Involvement award.

Serving community needs helps to invest early

100,000 visitors participated in activities led by Museum youth volunteers
Youth served from 37 different schools across the Twin Cities
Youth volunteered 6,000+ hours
36 (40%) youth volunteers were from Saint Paul
Dinosaurs have always fascinated children of all ages, which made them the perfect subject for a new exhibit. In consultation with local paleontologist Kristi Curry Rogers, the Museum created an exhibit that incorporated the latest scientific research about dinosaur habitats and biology.

Two fully sculpted dinosaurs made the most significant addition to the exhibit. Under Rogers’ guidance, exhibit staff and local fabrication firm Blue Rhino Studios spent nearly five months carefully planning and sculpting every detail, ensuring the proportions, face shapes, expressions, feather and skin textures, and colors were just right. The results were two life-sized dinosaur replicas that made a big impact by providing the opportunity for children to get up close and touch (and even climb on!) these magnificent and intriguing creatures. Your generous gifts made this well-loved exhibit possible.

Dinosaurs: Land of Fire and Ice gained special support from the City of Saint Paul’s Cultural STAR program and Capstone Press. The exhibit invited visitors to travel back in time to better understand how dinosaurs lived, and to use scientific inquiry skills to examine what they left behind.

The exhibit combined large motor skills with dramatic play to create whole-body, age-appropriate activities to bring play and learning to more than 215,000 children, families and school groups.

“While T-Rex fed my two-year-old and four-year-old boys’ curiosity, they couldn’t get enough of the bridges where they pretended to be dinosaurs, hid, peeked out at the dinosaurs and even challenged a few! While digging and planting vegetables in our garden last week, my children surprised me by bringing up ‘the dig’ at the Museum’s dinosaur exhibit. My two-year-old said, ‘We find dinosaurs,’ while my four-year-old confidently said, ‘No, there are no dinosaurs in here as they are all gone. But we will find some worms!’ Thank you, Minnesota Children’s Museum!”

—Beverly Kumar, visitor

“While T-Rex fed my two-year-old and four-year-old boys’ curiosity, they couldn’t get enough of the bridges where they pretended to be dinosaurs, hid, peeked out at the dinosaurs and even challenged a few! While digging and planting vegetables in our garden last week, my children surprised me by bringing up ‘the dig’ at the Museum’s dinosaur exhibit. My two-year-old said, ‘We find dinosaurs,’ while my four-year-old confidently said, ‘No, there are no dinosaurs in here as they are all gone. But we will find some worms!’ Thank you, Minnesota Children’s Museum!”

—Beverly Kumar, visitor
Supporting families and early childhood learning

Thank you for your generosity. Your support is essential to sparking children’s learning through play.

Corporate, Foundation and Government Donors

$200,000 and above
State of Minnesota
State of Minnesota Legacy Amendment, Arts and Cultural Heritage Fund
Target Foundation

$100,000 - $199,999
Fred C. and Katherine B. Andersen Foundation
Institute of Museum and Library Services

$50,000 - $99,999
The McKnight Foundation
Travelers Foundation
UnitedHealth Group

$25,000 - $49,999
3M Foundation
Patrick and Aimée Butler Family Foundation
Ecolab Foundation
General Mills Foundation
The Medtronic Foundation
RBC Foundation - USA
Donald Weesner Charitable Trust
Youth Museum Exhibit Collaborative

$10,000 - $24,999
Andersen Corporate Foundation
Hugh J. Andersen Foundation
Best Buy Children’s Foundation
The Cargill Foundation
The Curtis L. Carlson Family Foundation
City of Saint Paul Cultural STAR Program
Deluxe Corporation Foundation
Pentair Foundation
The Richard M. Schulze Family Foundation
U.S. Bancorp Foundation
Wells Fargo Foundation Minnesota
Xcel Energy Foundation

$5,000 - $9,999
Boss Foundation
Education Minnesota
Margaret H. & James E. Kelley Foundation, Inc.
John Larsen Foundation

Richard Coyle Lilly Foundation
Carl & Eloise Pohlad Family Foundation
Polaris Industries Partners LP
Securian Foundation
Thomson Reuters

$2,500 - $4,999
Gordon and Margaret Bailey Foundation
Coughlan Companies
Dellwood Foundation, Inc.
Hardenbergh Foundation
Land O’Lakes Foundation
MAHAD Fund of HRK Foundation
Malt-O-Meal Company
Margaret Rivers Fund
The Valspar Foundation

$1,000 - $2,499
Elmer L. & Eleanor J. Andersen Foundation
Burick-Graddick Family Foundation
Edwin W. and Catherine M. Davis Foundation
Faegre & Benson Foundation
GiveMN
Kopp Family Foundation
Lawson Software
The Elizabeth C. Quinlan Foundation, Inc.
Shakopee Mdewakanton Sioux Community
Sit Investment Associates, Inc.
Charles B. Sweatt Foundation
Taylor Corporation
Tennant Foundation

Grand Play Date
RBC Wealth Management

Small Hands, Big Hearts: Sparking the Spirit of Giving
RBC Wealth Management
Target

Sparkle-rama
Travelers

Special Exhibit Support
City of St Paul Cultural STAR Program – Dinosaurs: Land of Fire and Ice
Coughlan Companies – Dinosaurs: Land of Fire and Ice
The Medtronic Foundation – Living in Space
Thomson Reuters – The Children of Hangzhou: Connecting with China
Youth Museum Exhibit Collaborative – Framed: Step Into Art

Corporate Matching Gifts
Ameriprise Financial Services, Inc.
Burlington Northern Santa Fe Foundation
HickoryTech Corporation Foundation
Johnson & Johnson
Juniper Networks
PepsiAmericas Foundation
Thomson Reuters
Thrivent Financial for Lutherans Foundation
U.S. Bancorp Foundation
Xcel Energy Foundation

In-Kind Donors
3M Foundation
Bailey Nurseries Foundation
Capstone Press
Sarah and Jerry Caruso
Marialice and Nevin Harwood
Just Bloomed
Minnesota Computers for Schools
RBC Wealth Management
Toro Foundation
The Valspar Foundation
VEE Corporation
Vomela
Winthrop & Weinstine, PA.
Individual Donors

$10,000 and above
William and Amy McKinney
William and Cindy Schmoker

$5,000 - $9,999
Thomas Abood
Sarah and Jerry Caruso Fund of The Minneapolis Foundation
Amy Giovanini and Ben Athrens
Rick and Gretchen Jelinek
Phil and Aimee McKoy
Ken and Sue Murray
Rob and Amy Stolpestad
Terri Tersteeg and James Peterson
Stephen and Sara Zawoski

$2,500 - $4,999
Laura and Mike Cashill
Jennifer and Adam Ciresi
Michael and Ann Ciresi
John and Lynn Clifford
John and Gretchen Corkrean
Bridget and Sean Ennewor
Nevin and Marialice Harwood
Michael and Annemarie Hess
Dianne and Scott Krizan

$1,000 - $2,499
David and Elizabeth Adams
Bill and Kari Aldredge
Mark and Charlene Altman
Sarah J. Andersen
Bruce and Martha Atwater
Gordon and Josephine Bailey
Keller and John Baker
Craig E. Bentdahl and Stephanie Simon
Dr. Betsy Buehrer
Martin and Esther Capp Family Fund of The Saint Paul Foundation
David and Cheryl Copham
Stone Pier Foundation on behalf of James G. & Megan M. Dayton
Julia W. Dayton
Martha Dayton and Thomas Nelson
Mr. and Mrs. W. John Driscoll
Lisa Farrell
Denise and Aäne Fosse
Elizabeth and Michael Gorman
Sara and Taylor Harwood
Lisa and Boyd Hesdorffer
Kim and Willard Hunnewell
Emma and Joel Hutcherson
Kim and Steve Koeppen
McCarthy Bjorklund Foundation
Katharine and Ian McRoberts
Joy and Christopher Newborg
Gifts in memory of Tommy Nichols
Beth and Nathaniel Opperman
Cassy and Philip Ordway
John and Marla Ordway
Charitable Lead Trust
Katherine and Stephanie Payne
David and Laura Quigg
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Hugh and Margaret Schilling
Tom Schultz and Tiffany Coggins
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Margaret and Angus Wurtele

Discover $500 - $999
Anonymous
Carol Aegerter
Eric and Carrie Ask
Gerald and Sondra Backhaus
Sally Baker Ross and Hamilton Ross
Ann and Jay Boekhoff
Amanda and Adam Breiningier
Conley and Marney Brooks
Christine and Daniel Buss
Travelers Foundation on behalf of Brittney Clemens
William and Susan Costello
Scott and Ann Dayton
Patrick and Margaret Dunham
Mark and Shannon Evenstad
Litton and Anne Field
Richard and Beverly Fink Family Foundation
Fred and Marie Frisvold
Steven and Aisha Frisvold
Chuck and Mary Jungmann
Arthur and Martha Kaemmer
Sandra and Melinda Kespolh
Alexandra and Robert Klas
Gail Kulick-Jackson
Michael and Cathy Lee
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Peter Leppik and Carla Hennes
Andrea & Larry McGough Donor Advised Fund of the Catholic Community Foundation
Michael Monahan and Molly O’Shaughnessy
Kent Pekel
Cynthia and Herbert Pick
Judy and Tony Schumacher
Jim and Merrie Stolpestad
Martha and Michael Swendsen
Whitney Foundation
Jane and James Wiltz

Special thanks to the Schmoker Family Foundation for its sustaining gift to the Access program of $50,000 over the next two years.
Explorer $250 - $499
Anonymous
Rob and Carolyn Albright
Melanie and Calvin Allen
Christopher and Kelly Bellini
Matthew T. Brown
Paul Cassidy and Sarah Youngerman
Gifts in memory of Lloyd Christensen
Lynn Corey and Lonnie Turner
Ellen and Craig Crump
Edward and Sherry Ann Dayton
Jill and Daniel Deuel
Dr. P.J. and Linda Flynn
Helen and Jim Franczyk
Blue Rock Charitable Fund of
The Minneapolis Foundation
Todd and Kristen Gerlach
Cathy and Rick Giersten
Corey and Kelly Gordon
Regina Groves
Jack Hansen and Joan Legare Hansen
Nancy M. and Robert Hatch
Natasha Heimer
Lowell and Cay Shea Hellervik
Colleen and Timothy Herold
Elizabeth and Edwin Hlavka
Christine and David Hobrough
Jamie and Scott Honour
Elizabeth A. Jesso
Sarah and Paul Johnson
Martin Jokinen
Merle and Morton Kane
Cheryl Kedrowski and Victor Barocas
Holly J. Kellar
Mike G. and Linda Kennedy
Julie Kimble
Ruth and Jeff Kleper
Kathryn Kilbanoff and Jeremy Pierotti
Dale and Jodeen LaFrenz
Ilo and Margaret Leppik
Mae S. Martin
Harry G. McNeely, Jr.
Jill and Jonathan Measeells
Daisy Mitchell and Wendy Nelson
James and Kathy Morton
Kara and David Nelsen
Adam D. Nelson
Thomas and Elinor Nicklawske
Joe and Lisa Olson
Christy and Joby Novak
Gifts in memory of Samuel Bennett Olson
Lisa and Marc Paylor
Suzanne and William Payne
Sara Ratner
Terri Reden
Katie Saxe and Kevin Talbot
Sieff Family Foundation
Kirstin and Bob Slaney
Alison Sorenson
Harriet and Edson Spencer Foundation
Joe Sriver
Alicia Sutor
Robert and Kathleen Tautges
Jon and Lea Theobald
Stacy Thompson and Justin Strahan
HandsOn Twin Cities on behalf of
Kendal Ursin
Jeanne Vergeront and Andrew Dick
David J. Weiner Foundation
Mary and Jeff Werbalowsky
Mr. and Ms. Frank S. Wilkinson, Jr.
Ruth and Kenneth Wilson

Gala Supporters
Ruby Slipper Sponsor – $25,000
Muffy MacMillan, Honorary Chair
Land of Oz Sponsors – $10,000
Best Buy
General Mills
RBC Wealth Management
Target
Thrivent Financial for Lutherans
Travelers Foundation
Wells Fargo
No Place Like Home Sponsor – $7,500
Robins, Kaplan, Miller & Ciresi LLP
Yellow Brick Road Sponsors – $5,000
Gray Plant Mooty, P.A.
Harris Companies
Parsons Electric
PricewaterhouseCoopers
UnitedHealth Group
US Bank
Xcel Energy

Gala Supporters, continued
Lollipop Guild Sponsors – $2,500
@ Home Apartments
Children’s Hospitals and Clinics of Minnesota
ConAgra Foods, Inc.
Ecolab
Evantage Consulting
Exeter Realty Company
Winthrop & Weinstine, P.A.

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Mpls.St. Paul Magazine
Star Tribune
Twin Cities Business

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Just Bloomed
3M

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Amy Giovanini and Ben Ahrens
Terri Tersteeg and Jim Peterson

Patrons
Lurie Besikof Lapidus & Company, LLP
Sara Ratner
Amy and Kenneth Saldanha

Challenge Grant Sponsor
Sarah and Jerry Caruso

Thanks also to...
Nancy Cross
Ewald Consulting
Kid Spark™
Prom Catering
RBC Wealth Management
Pady Regnier
John Sullivan and Sky Blue Production
Summit Brewing
St. Croix Marketing
Wilderness Inquiry
Minnesota Children's Museum's FY10 financial performance remained strong with a 9% increase in total net assets from FY09.

Generous philanthropic giving represented 44% of total revenue in FY10. To sustain and grow admissions and program income that equals 45% of total revenue, the Museum incurs advertising and marketing costs which represents 9% of total expenses. Investments and other income generate 11% of the year’s total revenue.

As an organization whose mission is sparking children’s learning through play, the Museum is proud to report more than two-thirds — or 68% — of expenses are dedicated to programs. In addition, the Museum had exhibit development expenditures of $205,714 (or 3.7%) which will be capitalized and depreciated in future years.

**STATEMENT OF FINANCIAL POSITION**

<table>
<thead>
<tr>
<th></th>
<th>June 30, 2010</th>
<th>June 30, 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
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<tr>
<td>Cash and Cash Equivalents</td>
<td>$ 1,105,155</td>
<td>$ 1,459,089</td>
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<td>Certificates of Deposit</td>
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<td>Accounts Receivable, Net</td>
<td>209,295</td>
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<td>Pledges and Grants Receivable</td>
<td>1,178,427</td>
<td>270,771</td>
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<tr>
<td>Prepaid Expenses</td>
<td>271,413</td>
<td>325,333</td>
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<tr>
<td>Investments</td>
<td>414,654</td>
<td>3,749,116</td>
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<tr>
<td>Land, Building, Equipment &amp; Exhibits, Net</td>
<td>6,369,621</td>
<td>7,395,502</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td>$ 14,320,429</td>
<td>$ 13,293,466</td>
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<tr>
<td><strong>LIABILITIES</strong></td>
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<tr>
<td>Capital Lease Obligations</td>
<td>$ 17,085</td>
<td>$ 25,499</td>
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<tr>
<td>Accounts Payable &amp; Accrued Expense</td>
<td>374,646</td>
<td>415,178</td>
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<tr>
<td>Deferred Revenue</td>
<td>798,577</td>
<td>866,805</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td>$ 1,190,308</td>
<td>$ 1,307,482</td>
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<tr>
<td><strong>NET ASSETS</strong></td>
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<tr>
<td>Unrestricted – Undesignated</td>
<td>$ 931,764</td>
<td>$ 1,050,779</td>
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<tr>
<td>Unrestricted – Designated</td>
<td>819,794</td>
<td>298,363</td>
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<tr>
<td>Temporarily Restricted</td>
<td>7,216,810</td>
<td>6,475,089</td>
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<tr>
<td>Permanently Restricted</td>
<td>416,753</td>
<td>4,161,753</td>
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<td><strong>Total Net Assets</strong></td>
<td>$13,130,121</td>
<td>$11,985,984</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>$ 14,320,429</td>
<td>$ 13,293,466</td>
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### Support and Revenue

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted</th>
<th>Unrestricted Designated</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total June 30, 2010</th>
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</thead>
<tbody>
<tr>
<td>Grants &amp; Contributions</td>
<td>$ 1,103,696</td>
<td>$ 1,827,306</td>
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<td>$ 2,931,002</td>
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<tr>
<td>Museum Admissions</td>
<td>$ 1,286,884</td>
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<td>$ 1,286,884</td>
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<td>Memberships</td>
<td>$ 786,657</td>
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<td>$ 786,657</td>
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<tr>
<td>Program Income</td>
<td>$ 920,667</td>
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<td>$ 920,667</td>
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<tr>
<td>Investment &amp; Other Income</td>
<td>$ 376,103</td>
<td>$ 397,431</td>
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<td>$ 773,534</td>
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#### Total Revenue

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<tbody>
<tr>
<td>Net Assets Released from Restrictions</td>
<td>$ 1,085,585</td>
<td>($ 1,085,585)</td>
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#### Total Support and Revenue

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<tbody>
<tr>
<td></td>
<td>$ 5,559,592</td>
<td>$ 397,431</td>
<td>$ 741,721</td>
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<td>$ 6,698,744</td>
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### Expenses

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<tr>
<td>Program</td>
<td>$ 3,798,396</td>
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<tr>
<td>Administrative</td>
<td>$ 761,509</td>
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<tr>
<td>Marketing &amp; Promotion</td>
<td>$ 515,113</td>
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<tr>
<td>Fundraising</td>
<td>$ 479,589</td>
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#### Total Expenses

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<tr>
<td></td>
<td>$ 5,554,607</td>
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<td>$ 5,554,607</td>
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### Operating Change in Net Assets

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<tbody>
<tr>
<td>Operating Change in Net Assets</td>
<td>$ 4,985</td>
<td>$ 397,431</td>
<td>$ 741,721</td>
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<td>1,144,137</td>
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</table>

### Non-Operating Activity and Transfers

<p>| | | | | | |</p>
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<tr>
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</thead>
<tbody>
<tr>
<td>Board Designated Reserves</td>
<td>$ (124,000)</td>
<td>$ 124,000</td>
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</table>

#### Total Change in Net Assets

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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ (119,015)</td>
<td>$ 521,431</td>
<td>$ 741,721</td>
<td></td>
<td>$ 1,144,137</td>
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</tbody>
</table>

### Net Assets — Beginning of Year

<p>| | | | | | |</p>
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<tr>
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</thead>
<tbody>
<tr>
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<td>$ 1,050,779</td>
<td>$ 298,363</td>
<td>$ 6,475,089</td>
<td>$ 4,161,753</td>
<td>$ 11,985,984</td>
</tr>
</tbody>
</table>

### Net Assets — End of Period

<p>| | | | | | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td></td>
<td>$ 931,764</td>
<td>$ 819,794</td>
<td>$ 7,216,810</td>
<td>$ 4,161,753</td>
<td>$ 13,130,121</td>
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</tbody>
</table>

#### Support & Revenue

- 44% Grants and Contributions
- 19% Museum Admissions
- 14% Program Income
- 12% Membership
- 11% Investment & Other Income

#### Expenses

- 68% Program
- 14% Administrative
- 9% Marketing
- 9% Fundraising
Mission

Sparkling 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.