Dear Friends and Supporters:

Your valued partnership helped Minnesota Children’s Museum welcome more than 429,000 visitors in the past year. In large part, these visitors were children whose curiosity about the world and hunger for creative exploration was expressed through their unfettered love for play.

Ironically, in this year of near-record attendance for the Museum, our culture at large is experiencing a decline in unstructured, child-directed play. Play is a child’s innate format for learning, propelling an eager young mind from observation and wonder to discovery and understanding. The profound impact of child-initiated play influences brain development, cognition and social-emotional health.

The work of the Museum is to create “space” where a child’s inborn drive to play can be expressed and fulfilled. Increasingly, this work is taking place outside of the Museum’s walls and reaching children across the state and the country. Highlights from the past year include laying the foundation for a satellite children’s museum in Rochester and installing play-based learning environments in three Twin Cities’ libraries with 11 additional installations planned over the next three years.

Furthermore, the Museum developed and launched three original traveling exhibits Dinosaurs: Land of Fire and Ice™, Framed: Step Into Art and Storyland: A Trip Through Childhood Favorites™ that are embarking on national tours which will impact millions of adults and children over the next few years.

Although much growth has taken place outside of the Museum in the past year, those who cherish the places and programs at our St. Paul home can take heart in the fact that the coming year will bring a capital campaign to expand and renovate this much-loved space. We look forward to sharing our exciting plans with you and deeply appreciate our continuing partnership.

With warmth and gratitude,

Dianne Krizan
President
Minnesota Children’s Museum

Bill McKinney
Chair of the Board
Minnesota Children’s Museum
A CARDBOARD BOX OR HIGH SPEED TRAIN: REINFORCING 21ST CENTURY SKILLS THROUGH PLAY

Imagination turns what is into what can be.

*When imagination takes flight all things are possible.*

For thirty years, Minnesota Children’s Museum has been a launch pad for big ideas, joyful learning and development of the kind of creativity that can transform rectangular brown corrugated cardboard into a cutting-edge vehicle that rockets into space.

Creativity is the foremost attribute of leaders, according to a 2010 IBM global survey of 1,500 CEOs. And yet, over the last two decades, studies have shown that creativity in the United States has declined, with the most distressing lapse among our youngest children. In essence, the nation is in the throes of a creativity crisis.

Our future prosperity requires leaders equipped with both a strong basis of factual knowledge and a highly creative mind to manifest the breakthrough thinking for which our world thirsts. Minnesota Children’s Museum’s driving force is supported by decades of research that open-ended, child-directed play is the spark for creativity and fruitful imagination.

In September 2010, Minnesota Children’s Museum adopted a five-year strategic plan to dramatically expand Minnesota’s children’s access to play-based learning environments and champion the essential role of play in a child’s early development — wherever the setting. What follows is a report on progress made over the past year implementing our four community impact goals designed to nurture play and creative thinking for Minnesota’s children.

Logic will get you from A to B. **Imagination** will take you everywhere.

—Albert Einstein

There’s no better way to teach kids than in a **fun, interactive** environment. You do an excellent job coming up with exhibits that are **engaging**.

—Museum visitor
ONE SHINY BOX COMPLEMENTED BY SMALL, ENTICING PACKAGES: MOVING BEYOND THE MUSEUM’S WALLS

During our recently completed fiscal year, Minnesota Children’s Museum served a near-record breaking 429,834 visitors—the second-highest number in Museum history. While these guests experienced the Museum’s flagship location in St. Paul, a growing number of adults and children were encountering installations beyond Museum walls.

Buoyed by a planning grant from the Institute of Museum and Library Services (IMLS), the Museum has pioneered a Museum-library partnership designing and developing early literacy learning environments beginning with three metro libraries: Wescott, Hopkins and Sun Ray. Groundbreaking in nature, these environments foster adoption of the six pre-literacy skills and engage adults in proactively stimulating children’s learning. Over the next three years, the Museum will extend this exciting project to 11 additional metro and statewide sites.

The Museum also developed and began touring an early literacy exhibit throughout Minnesota — Storyland: A Trip Through Childhood Favorites. Based on three beloved childhood storybooks, Storyland offers multimedia, interactive literacy learning and promotes a life-long love of reading. In winter 2012, the Museum will open a new museum in Rochester, where residents in this fast-growing region will be able to experience playful learning opportunities. The new museum will welcome a projected 30,000 children and adults each year thanks to start-up support from the Minnesota Arts and Cultural Heritage Legacy Fund. Ultimately, the growth in St. Paul combined with new environments across Minnesota will increase the Museum’s impact to serve 600,000 visitors annually.

GOAL

Reach 600,000 visitors a year with high quality, play-based early learning experiences

I have loved Minnesota Children’s Museum since my father first took me...[now as a parent], it is a great place for children to explore and learn without having to hear “don’t touch” or “you can’t climb on that!”

—Museum visitor

I like the way the environment supports a child’s imagination. I think it’s great that they give ideas of ways to interact with your kids around the different activities.

—parent, Hopkins Library
PLAY LIKE THERE IS NO BOX: STRENGTHENING PLAY FOUNDATIONS AT HOME

GOAL
Empower parents to engage in their children’s learning wherever the setting

Albert Einstein once said, “To stimulate creativity, one must develop the childlike inclination for play and the childlike desire for recognition.” Because a child’s home is his or her very first—and possibly most important—place for learning, parents can create rich, playful learning environments at home to support development of essential skills.

The Museum seeks to enhance parent and caregiver awareness of ways to spark their children’s learning through play. Within our new exhibit, Storyland: A Trip Through Childhood Favorites, children are immersed into environments like Peter’s bedroom from A Snowy Day or the Rabbit’s den from The Tale of Peter Rabbit. At the same time, information directed at adults includes the latest research on developing pre-literacy skills translated into simple ideas for home. Millions of adults and children will be impacted by this innovative literacy project when Storyland embarks on a four-year national tour in February 2012.

THE NUMBERS
- Delivered over 5,600 hours of daily programming
- More than 1,000 volunteers donated over 28,000 hours
- Nearly 11,000 families invested in memberships

At the Pint-sized Science class, I learned ways to look at what I’m already doing in a new way so I can present it to parents in a way that empowers them.

—early childhood educator
EXPONENTIALLY GROWING THE BOX: THE FEW IMPACTING THE MANY

**GOAL**
Equip 5,000 early childhood educators by 2015 with knowledge to effectively engage children in play-based learning

Building a future of imagineers and creative thinkers without great teachers and early childhood educators is unthinkable. These professionals interact with children at a highly critical phase of life; yet professional development opportunities are limited for preschool educators.

Over the past three years, the Museum’s programming for early childhood educators has increased by 300%. During fiscal year 2011, the Museum provided workshops and classes to 1,591 educators who employed new-found expertise with 40,000 children in communities across the state.

The Museum’s vision is to serve as a state-of-the-art professional development resource for early childhood educators and caregivers. A recent Newsweek article on “The Creativity Crisis” stated that in early childhood, distinct types of free play are associated with high creativity. The Museum strives to infuse educators with a sense of creativity, imagination, wonder and curiosity first in order to cultivate those same capacities within children. In partnering with teachers, the Museum seeks to spark empowered thinking for the children they serve.

---

I've been in the field for over 30 years, the Preschool Math Institute presented many new ideas.
—early childhood educator

I take more time to **build relationships** with my students and their families than I did before taking the Intentional Provider workshop.
—early childhood educator
GETTING EVERYONE IN THE BOX: BUILDING PLAY SPACES IN STRESSED COMMUNITIES

**GOAL**

Increase school readiness opportunities for children who face the greatest educational disparities

Imagine a future in which every child reaches his or her full potential as a creative thinker, life-long learner and educated citizen. At the Museum, that future is our present.

Minnesota Children’s Museum’s Access program, supported by many corporate, foundation and individual donors, provided free and reduced-price admission to more than 100,000 visitors in fiscal year 2011. This program is important to make sure financial barriers do not limit a child’s exposure to early learning experiences. The Museum’s strategic plan envisions expanded opportunities and deeper engagement with communities where poverty and school readiness are of particular concern.

Throughout the past 12 months, Museum staff built relationships and listened to parents and leaders in North Minneapolis and St. Paul’s Promise Neighborhood about how best to support school readiness. Government, corporate and foundation support will allow the Museum to develop and install permanent literacy-learning installations in places where families naturally gather — including libraries and community centers.

**FILLING THE BOX WITH OPPORTUNITIES: REACHING MORE MINNESOTA CHILDREN**

Children deserve every opportunity for a life filled with curiosity, creativity and a zest for knowledge. The Museum is working to help every child achieve his or her potential by creating stimulating learning experiences, improving proximity to those environments and inspiring intentional adult involvement. By addressing these critical needs, the Museum is working toward its ultimate vision of activating a community that embraces the essential role of play in fueling the imagination, creativity and love of learning that prepares children for success in school and life.

---

**THE NUMBERS**

- Over 2,200 families received free memberships
- Nearly 60,000 children from schools around Minnesota experienced the Museum first-hand
- More than 26,500 visitors attended Target Free 3rd Sundays

---

I feel like a better mother because I can take my children there and give them opportunities for fun and learning.

—member, Access program
Corporate, Foundation and Government Donors

$500,000 and above
- Target Foundation

$200,000 – $499,999
- State of Minnesota
- State of Minnesota Legacy Amendment Arts and Cultural Heritage Fund

$50,000 – $199,999
- Fred C. and Katherine B. Andersen Foundation
- UnitedHealth Group

$25,000 – $49,999
- 3M Foundation
- Hugh J. Andersen Foundation
- Otto Bremer Foundation
- Patrick and Aimee Butler Family Foundation
- City of Saint Paul Cultural Star Program
- Ecolab Foundation
- General Mills Foundation
- K12, Inc.
- Macy's
- Marqard Foundation
- The Medtronic Foundation
- Travelers Foundation

$10,000 – $24,999
- Andersen Corporate Foundation
- Best Buy Children's Foundation
- The Cargill Foundation
- The Curtis L. Carlson Family Foundation
- Deluxe Corporation Foundation
- The Minneapolis Foundation
- Pentair Foundation
- C.H. Robinson Worldwide
- Rochester Area Foundation
- Carl and Verna Schmidt Foundation
- The Richard M. Schulze Family Foundation
- Thrivent Financial for Lutherans Foundation
- U.S. Bancorp Foundation

$5,000 – $9,999
- Donald Weesner Charitable Trust
- Wells Fargo Foundation
- Xcel Energy Foundation
- Banfield Pet Hospital
- Boss Foundation
- Education Minnesota
- Emerson Process Management
- Margaret H. and James E. Kelley Foundation
- John Larsen Foundation
- R.C. Lilly Foundation
- MAHADH Fund of HRK Foundation
- Carl and Eloise Pohlad Family Foundation
- RBC Foundation
- Securian Foundation
- TE Connectivity
- Think Mutual Bank
- Thomson Reuters
- The Valspar Foundation

$2,500 – $4,999
- Athwin Foundation
- Dellwood Foundation
- Hardenbergh Foundation
- Margaret Rivers Fund

$1,000 – $2,499
- Gordon and Margaret Bailey Foundation
- Burdick-Craddick Family Foundation
- Coughlan Companies
- Edward W. and Catherine M. Davis Foundation
- DLMC Foundation
- Faegre and Benson Foundation
- Hands On Twin Cities
- The Hubbard Broadcasting Foundation
- Kopp Family Foundation
- LIFETIME Foundation
- Malt-O-Meal Company
- The Elizabeth C. Quinlan Foundation, Inc.
- Shakopee Mdewakanton Sioux Community
- Sit Investment Associates, Inc.
- Charles B. Swett Foundation
- Tennant Foundation
- Archie D. and Bertha H. Walker Foundation
- WIPFLi

In-Kind Donors
- 3M Foundation
- Bailey Nurseries Foundation
- Kiddywampus
- The Valspar Foundation

Individual Donors

$25,000 and above
- Bill and Amy McKinney
- The Schmoker Family Foundation in support of Access
- Boyd and Lisa Hesdorffer
- Kim and Willard Hunnewell
- Bill and Cindy Schmoker
- Kit and Dick Schmoker
- Martha B. Stimpson

$10,000 – $24,999
- Rick and Gretchen Jelinek

$5,000 – $9,999
- Thomas Abood
- Kelly and John Baker
- John and Gretchen Corkrean
- Amy Giovanini and Ben Ahrens
- Phil and Aimee McKoy
- Ken and Sue Murray
- William and Cindy Schmoker
- Ann Simonds and Ken Rosenblum
- Rob and Amy Stolpestat
- Terri Tersteeg and James Peterson
- Stephen and Sara Zawoski

$2,500 – $4,999
- Sarah and Jerry Caruso Fund of The Minneapolis Foundation
- Laura and Mike Cashill
- Adam and Jennifer Ciresi
- John and Lynn Clifford
- Trisha and John Dillon
- Lisa Farrell
- Kristi and Jeff Fox
- Nevin and Marialice Harwood
- Emma and Joel Hutcheson
- Dianne and Scott Krizan
- Ronda and Rodney Wescott

$1,000 – $2,499
- Bruce and Martha Atwater
- Ann and Jay Boekhoff in support of Storyland: A Trip Through Childhood Favorites™
- Dr. Betsy Buehrer
- Michael and Ann Ciresi
- Scott and Ann Dayton
- Stone Pier Foundation on behalf of James G. and Megan M. Dayton
- Julia W. Dayton
- Martha Dayton and Thomas Nelson
- Michael and Susan DeVoe
- Katharine and Douglas Donaldson
- Mr. and Mrs. W. John Driscoll
- Bridget and Sean Ennever
- Mark and Shannon Evenstad
- Denise and Aane Fosse
- Allison and Scott Gage
- Janel and Brian Golf in honor of Alexis
- Elizabeth and Michael Gorman
- Lindsay and Ben Graves
- Sara and Taylor Harwood
- Michael and Annemarie Hess
- Sara Hill and Jonathan Glover
- Paul and Carey Kasbohm
- Sarah and B. John Lindahl, Jr.
- McCarthy Bjorklund Foundation
- Katharine and Ian McRoberts
- Daisy Mitchell
- Joy and Christopher Newborg

FRIEND OF THE MUSEUM AWARD RECIPIENTS

The Schmoker Family
- Family Strengthening Award

Target
- Champion for Children Award

Muffy MacMillan
- Leadership in Philanthropy and Volunteerism Award
Gifts in Memory of Tommy Nichols
Brandon and Jill Andersen
Kirk and Cathy Anderson
John and Christine Haushalter
Bert and Jennifer Lopansri
Tracy and E. J. Papaleo
Tamara and Daniel Pierce
Chris Reddick and Jennifer Moreno Reddick
Alycia Sutor
Beth and Nathaniel Opperman
Cassy and Philip Ordway
John and Marla Ordway
Charitable Lead Trust
Bart and Kandi Osborn
James O. Pohlad
David and Laura Quigg
Sara Ratner
Elizabeth M. Ringer
John and Lois Rogers
Amy and Kenneth Saldanha
Hugh and Margaret Schilling
Tom Schultz and Tiffany Coggins
Philip and Schele Smith
Ed and Valerie Spencer
Robin and David Sternberg
Mark and Lee Stoering
Margaret and Angus Wurtele

$500 – $999
Carol Aegerter
Sarah J. Andersen
James and Debra Arneson
Gerald and Sondra Backhaus
Jo and Gordon Bailey Family Fund of the Catholic Community Foundation
Christopher and Kelly Bellini
Amanda and Adam Breininger
David and Cheryl Capham
Edward and Sherry Ann Dayton
Patrick and Margaret Dunham
Lifton and Anne Field
Jason and Regina Folken
Helen and Jim Franczyk
Arthur and Martha Kaemmer Merle and Morton Kane
Alexandra and Robert Klas
LeJeune Family Foundation
Peter Leppik and Carla Hennes
Andrea and Larry McGough
Donor Advised Fund of the Catholic Community Foundation
Mr. and Mrs. James P. O’Shaughnessy
Robert J. Owens
Marcia Page and John Huepenbecker
Kent Pekel
Carleen Rhodes and Steve Sprint
John Riehle in memory of Mary Riehle
Judy and Tony Schumacher
Cassidy and Andrew Steiner
Kevin Talbot and Katie Sexe
John and Alison Tauer
Ruth and Kenneth Wilson

$250 – $499
Rob and Carolyn Albright
Conley and Marney Brooks
Matthew T. Brown
Lee Corey and Dail Turner
The John R. Cross Fund of The Saint Paul Foundation
Margarita and Deniz Clutu
Chad and Maggie Dayton
Bette and John DeMars
Jill and Daniel Deuel
Ralph D. Ebbott
Richard and Beverly Fink Family Foundation
Kim and Kurt Fischer
Todd and Kristen Gerlach
Jack Hansen and Joan Legare Hansen
Patrick and Kathryn Hibbard
MESHAIN and D’aLANA Holmes
Andrew and Alison Humphrey
Elizabeth A. Jesso
Chuck and Mary Jungmann
Holly J. Kellar
Ashley Kimble
Kim and Steve Koeppen
Jeff and Chelsi Lacine
Jeron W. Larson
Jill and Michael Lipnik
Stephen and Kathryn McClintock
Dobbin and Molly McCrea
Robert and Polly McCrea
Jill and Jonathan Measells
Jack and Chris Morrison
David and Julie Nagel
Brian O’Connell and Lynne Rasmussen
Joe and Lisa Olson

Michael Monahan and Molly O’Shaughnessy
Christy and Joby Novak
Suzanne and William Payne
Marcus Ploeger and Ali Sieben Ploeger
Troy and Christina Rens
Gary and Donna Robinson
Omer Sanan
Charina Sanjuan-Angara and Benjamin Sanjuan
Elizabeth and John Sebastian
SIEF Family Foundation
Tammy and Bob Starkey
Keith and Sheila Sterner
Alycia Sutor
Jon and Lea Theobald
Angela and Jeremy Tilsen
Brett Turnquist
David and Susan Utheil
Jeanne Vergeront and Andrew Dick
Michael and Maureen Walsh
Fred and Liz Weiner
Mr. and Ms. Frank S. Wilkinson, Jr.
Kimberly Williamson
Emily Woo
Sheldon and Monique Wood

Corporate Matching Gifts
Aetna Foundation
Ameriprise Financial Services Bank of America Foundation
Community Shares of Minnesota
Dorsey & Whitney, LLP
General Mills Foundation
Johnson & Johnson
Pentair Foundation
Securian Foundation
Thomson Reuters
Thrivent Financial for Lutherans Foundation
United Health Group
U.S. Bancorp Foundation
Xcel Energy Foundation

Grand Family Ball Supporters
Sara Harwood, Chair

King & Queen Sponsor
$25,000
Target

Prince & Princess Sponsor
$15,000
Best Buy @15

Duke & Duchess Sponsors
$10,000
3M
Cargill
General Mills
Robins, Kaplan, Miller & Ciresi LLP
Thrivent Financial for Lutherans
Travelers Foundation
UnitedHealth Group
Wells Fargo

Earl & Countess Sponsors
$5,000
BMC Software
Gray Plant Mooty
Medtronic
PwC
US Bank/The Private Client Reserve at US Bank
Xcel Energy

Baron & Baroness Sponsors
$3,000
Dorsey & Whitney
Ecolab
Evantage Consulting
Greene Espel PLLP
JE Dunn Construction
Prime Therapeutics
Star Tribune
Winthrop & Weinstine, P.A.

Patron Tables
Tom Abood
Ann Simonds and Ken Rosenblum
Marnie Stimpson

Friend Tables
Sarah and Jerry Caruso
Dr. Hart Garner
Amy Giovanini and Ben Ahrens
Steve King and Susan Boren
Muffy MacMillan
Bill and Amy McKinney
Amy and Kenneth Saldanha
Bill and Cindy Schmoker
Terri Tersteeg and Jim Peterson

Corporate Matching Gifts
Aetna Foundation
Ameriprise Financial Services Bank of America Foundation
Community Shares of Minnesota
Dorsey & Whitney, LLP
General Mills Foundation
Johnson & Johnson
Pentair Foundation
Securian Foundation
Thomson Reuters
Thrivent Financial for Lutherans Foundation
United Health Group
U.S. Bancorp Foundation
Xcel Energy Foundation

Patron Tables
Trisha and John Dillon
Kate and Doug Donaldson
John and Sarah Lindahl
Connor Monahan
Mike Monahan and Molly O’Shaughnessy
Manny and Elizabeth Villafana
Angela Woodhouse

Friend Tables
Bob and Linda Barrows
Tim and Gayle DeVries
Bobbie Dressen

Supporting Member Pass
The Erickson Family

We extend additional gratitude to:
Chicago Lake Liquors
Dlynn Design
Garrett Lajiness and GRE productions
Julie Nelson
Kid Spark™ – St. Croix Retail and Promotions
Minnesota Renaissance Festival Actors
MSP Communications
FINANCIAL OVERVIEW

Minnesota Children’s Museum’s fiscal year 2011 financial performance remains strong with a 5% increase in total net assets from fiscal year 2010. The Museum’s financial strength lies in its diversity of revenue sources including both earned and contributed income. Generous philanthropic giving represents 30% of total revenue; while Admissions and Membership represent 35% and Program, Investment and Other Income represent 35% of total revenue providing a well-balanced income model.

Earned revenue is sustained and continues to grow through advertising and marketing efforts which equal 10% of the Museum’s overall annual expenses. Expenses in fiscal year 2011 increased 6% as the Museum welcomed significantly more visitors and grew service beyond the St. Paul location.

STATEMENT OF FINANCIAL POSITION

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>June 30, 2011</th>
<th>June 30, 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$1,034,862</td>
<td>$1,105,089</td>
</tr>
<tr>
<td>Certificates of Deposit</td>
<td>540,618</td>
<td>539,971</td>
</tr>
<tr>
<td>Accounts Receivable, Net</td>
<td>221,735</td>
<td>209,295</td>
</tr>
<tr>
<td>Pledges and Grants Receivable</td>
<td>1,098,786</td>
<td>1,178,427</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>238,423</td>
<td>271,413</td>
</tr>
<tr>
<td>Investments</td>
<td>4,832,461</td>
<td>4,146,547</td>
</tr>
<tr>
<td>Land, Building, Equipment &amp; Exhibits, Net</td>
<td>7,062,714</td>
<td>6,869,621</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$15,029,599</strong></td>
<td><strong>$14,320,429</strong></td>
</tr>
</tbody>
</table>

| LIABILITIES | | |
|-------------| | |
| Capital Lease Obligations | $54,267 | $17,085 |
| Accounts Payable & Accrued Expense | 560,745 | 374,646 |
| Deferred Revenue | 797,900 | 798,577 |
| **Total Liabilities** | **$1,412,912** | **$1,190,308** |

| NET ASSETS | | |
|------------| | |
| Unrestricted – Undesignated | $936,400 | $931,764 |
| Unrestricted – Designated | 860,000 | 835,000 |
| Temporarily Restricted | 7,658,534 | 7,201,604 |
| Permanently Restricted | 4,161,753 | 4,161,753 |
| **Total Net Assets** | **13,616,687** | **13,130,121** |
| **Total Liabilities & Net Assets** | **$15,029,599** | **$14,320,429** |

Support & Revenue

- Grants and Contributions: 22%
- Museum Admissions: 14%
- Program Income: 13%
- Membership: 21%
- Investment & Other Income: 30%

Expenses

- Program*: 67%
- Administrative: 9%
- Marketing & Promotion: 10%
- Fundraising: 14%
### STATEMENT OF ACTIVITIES

<table>
<thead>
<tr>
<th>Support and Revenue</th>
<th>Unrestricted</th>
<th>Designated</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total June 30, 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants &amp; Contributions</td>
<td>1,036,958</td>
<td>-</td>
<td>877,400</td>
<td>-</td>
<td>1,914,358</td>
</tr>
<tr>
<td>Museum Admissions</td>
<td>1,363,033</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,363,033</td>
</tr>
<tr>
<td>Memberships</td>
<td>891,587</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>891,587</td>
</tr>
<tr>
<td>Program Income</td>
<td>810,463</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>810,463</td>
</tr>
<tr>
<td>Investment &amp; Other Income</td>
<td>503,105</td>
<td>15,206</td>
<td>905,774</td>
<td>-</td>
<td>1,424,085</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$4,605,146</td>
<td>$15,206</td>
<td>$1,783,174</td>
<td></td>
<td>$6,403,526</td>
</tr>
<tr>
<td>Net Assets Released from Restrictions</td>
<td>$1,341,450</td>
<td>-</td>
<td></td>
<td>($1,341,450)</td>
<td></td>
</tr>
<tr>
<td><strong>Total Support and Revenue</strong></td>
<td>$5,946,596</td>
<td>$15,206</td>
<td>$441,724</td>
<td></td>
<td>$6,403,526</td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Unrestricted</th>
<th>Designated</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>3,931,401</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3,931,401</td>
</tr>
<tr>
<td>Administrative</td>
<td>838,838</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>838,838</td>
</tr>
<tr>
<td>Marketing &amp; Promotion</td>
<td>589,346</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>589,346</td>
</tr>
<tr>
<td>Fundraising</td>
<td>557,375</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>557,375</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$5,916,960</td>
<td></td>
<td></td>
<td></td>
<td>$5,916,960</td>
</tr>
</tbody>
</table>

**Operating Change in Net Assets**

- $29,636
- $15,206
- $441,724
- $486,566

### Non-Operating Activity and Transfers

<table>
<thead>
<tr>
<th>Non-Operating Activity and Transfers</th>
<th>Unrestricted</th>
<th>Designated</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board Designated Reserves</td>
<td>($25,000)</td>
<td>$25,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Change in Net Assets</strong></td>
<td>$4,636</td>
<td>$40,206</td>
<td>$441,724</td>
<td></td>
<td>$486,566</td>
</tr>
</tbody>
</table>

**Net Assets — Beginning of Year**

- $931,764
- $819,794
- $7,216,810
- $4,161,753
- $13,130,121

**Net Assets — End of Period**

- $936,400
- $860,000
- $7,658,534
- $4,161,753
- $13,616,687

*The Museum, whose mission is “sparking children’s learning through play,” is proud to report that 67% of operating expenses are dedicated to program expenses. This total excludes program expenses that were capitalized. In addition to general program expenses, the Museum capitalized and will depreciate $597,009 (or 10%) of total expenses associated with building new exhibits and renovating existing galleries.*
2011-12 BOARD OF DIRECTORS

OFFICERS
Bill McKinney, Chair of the Board
Philip McKoy, Chair-Elect
John Corkrean, Treasurer
Amy Giovannini, Secretary

BOARD MEMBERS
Kelly Baker
Betsy D. Buehrer
Laura Cashill
Jennifer Ciresi
Susan DeVoe
Patricia Dillon
Lisa Farrell
Kristi Fox
Allison Gage
Taylor Harwood
Mike Hess
Sara Hill

Robert Hoke
Rick Jelinek
Paul Kasbohm
Kate McRoberts
Daisy Mitchell
Carla Nelson
Joy Newborg
Beth Opperman
Kent Pekel
Erika Perrault
Sandra Peterson
Sara Ratner

Dan Ryan
Amy Saldanha
Thomas Schultz
Phil Smith
Mark Stoering
Ronda Wescott
Stephen Zawolski

LEADERSHIP COUNCIL
Ashley Kimble, Chair
Sommer Alexander
Christopher Bellini
Matt Brown
Adam Ciresi
Brittany Clemens
Becky Girvan

Jennifer Gohl Isabel
Terri Reden
Katie Sexe
Cassidy Steiner
Kevin Talbot
Stacy Thompson
Sheldon Wood

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.