Dear Friends,

This is an incredibly exciting time for Minnesota Children’s Museum and all who benefit from our innovative programs and play experiences. We’ve closed the books on an amazing fiscal year — a fun, productive, record-breaking, smile-inducing and BUSY period. The tremendous support of our donors, patrons, volunteers and other supporters fueled our progress, and for that we offer heartfelt thanks.

A major highlight of the year was securing $14 million from the State of Minnesota to help fund our upcoming expansion and renovation. This public funding offers a powerful testament to the broad support throughout the state for our mission, impact and vision for the future.

Thank you for helping us not only create exceptional play opportunities for children, but also for helping us empower parents to do the same.

We also made huge strides in shaping our future — firming up the layout of our new space and the designs of our exciting new gallery experiences. We are proud to bring the Museum’s playful learning experiences to all populations — no matter their life circumstance or income level. Through our museums in St. Paul and Rochester, our traveling Storyland exhibit, Smart Play Spots and our other community-based programs, Minnesota Children’s Museum is making a lasting difference for children and their families throughout the state.

Thank you for helping us not only create exceptional play opportunities for children, but also for helping us empower parents to do the same.

Dianne Krizan
President
Minnesota Children’s Museum

Phil McKoy
Chair of the Board
Minnesota Children’s Museum
Play is growth. Play is dynamic. That’s why we’re thrilled to talk about a year defined by a single word: MOVEMENT. During the 2014 fiscal year, the Museum moved forward on many important endeavors:

- We advanced our exciting plan to expand our flagship museum in St. Paul, making enormous progress on capital funding, building designs and gallery concepts.
- We engaged more people than ever before through our museums in St. Paul and Rochester, our community outreach programs and our traveling exhibits.
- We developed new ways to champion our mission, helping families put the power of play into practice at the Museum and in the world beyond.
STRATEGIC GOAL: STRENGTHEN AND SUSTAIN THE MUSEUM’S CORE

STRONG YEAR FOR ADMISSIONS AND MEMBERSHIPS

The Museum enjoyed a bustling year. Our flagship St. Paul museum attracted 433,334 visitors from July 1, 2013, through June 30, 2014. This was our second highest annual attendance ever. Families flocked to our annual membership offerings as well. We ended the fiscal year with 14,637 members – making us the third largest children’s museum in the nation in terms of memberships.

A host of dynamic traveling exhibits – including the blockbuster Thomas & Friends™: Explore the Rails – plus our beloved permanent attractions drew newcomers and longtime fans alike. The Museum sparked countless smiles during 7,246 hours of special programming. We kept the Museum buzzing with clever, playful learning experiences designed by professional educators and led by supportive volunteers and staff.

WE PARTNERED WITH HEAD START, ECFE AND HABITAT FOR HUMANITY TO OFFER 23 DESIGNATED EVENINGS FOR FAMILIES TO EXPERIENCE THE MUSEUM

Sir Topham Hatt, along with 3M’s Cindy Kleven and the Museum’s Dianne Krizan, cut the ribbon for the 3M-sponsored Thomas & Friends™: Explore the Rails exhibit.

ROLLING FORWARD
MOVING AHEAD

TRAVELING EXHIBITS HIT THE ROAD

The Museum is the world’s leading producer of children’s traveling exhibits — and we added the exciting Thomas & Friends™: Explore the Rails attraction to our lineup. This STEM-based playful learning exhibit premiered in St. Paul before starting its 10-year road trip. In all, more than 2.2 million people visited our 12 traveling exhibits across the United States, Canada, Mexico and Puerto Rico.

DELIGHTING VISITORS FROM ACROSS MINNESOTA

- North (Anoka) 7%
- East (Ramsey and Washington, excluding St. Paul) 19%
- West (Hennepin and Carver, excluding Minneapolis) 14%
- Minneapolis 12%
- St. Paul 14%
- Greater MN 10%
- Out of State 17%
STRATEGIC GOAL: CHAMPION THE ESSENTIAL ROLE OF PLAY IN EARLY LEARNING

We believe that to flourish, children need to be resourceful, creative and self-motivated. Qualities such as curiosity, collaboration and resiliency are critical for success. We know that from a very young age, these skills can be cultivated and learned — through play.

PLAY FOR ALL

Our Play for All program ensures all individuals have access to rich learning environments where children develop skills such as self-control and collaboration through play. This year, thanks to community support, 121,873 children and adults received free or subsidized admission — that’s 28% of all museum visits!

CREATIVITY JAM: TINKER AWAY!

This ever-changing exhibit served as a lively learning lab for kids – and museum staff, too. Two iterations of Creativity Jam gave young tinkerers, inventors and dreamers the chance to work individually and collaboratively on art and construction projects, using authentic tools and materials in this dynamic “maker” space. Creativity Jam, funded by Minnesota’s Arts and Cultural Heritage Fund, enables the Museum to prototype gallery concepts and test out ways to give parents specific tips about helping children play smart.

TARGET FREE THIRD SUNDAYS SERVED 29,276 CHILDREN AND ADULTS

A RECORD 3,056 FAMILIES RECEIVED FREE ANNUAL MEMBERSHIPS VIA THE PLAY FOR ALL PROGRAM

RADIATING THE POWER OF PLAY
SPREADING OUR WINGS

**STRATEGIC GOAL:** EXPANDING OUR REACH THROUGH DECENTRALIZED GROWTH

Play helps children soar. That’s why we endeavor to make playful learning experiences available to families throughout Minnesota. We strive to transcend the boundaries and barriers that often limit children’s access to mind-opening, confidence-building learning opportunities.

**MINNESOTA CHILDREN’S MUSEUM OF ROCHESTER**
- Enjoyed a successful second year
- Drew nearly 30,000 visitors and welcomed 945 new member families
- Launched its own *Play for All* program to give low-income families free access to the Museum

**SMART PLAY SPOTS**
- Mini-museum exhibits in libraries and community centers
- Reached 200,000 visitors in 19 locations

**STORYLAND**
- A traveling exhibit that brings the joy of reading to life as children step into their favorite books
- Visits included Detroit Lakes, Bemidji and Waconia

**MUSEUM-TO-GO**
- Brought standards-based, playful learning experiences to more than 5,000 children in classrooms throughout Minnesota
MAKING MORE ROOM TO PLAY

When our $28 million expansion and renovation is complete, visitors will navigate the Museum with greater ease and will encounter 100% new galleries. Patrons will enjoy improved amenities, including additional bathrooms and elevators, a new café area with seating and updated group visit facilities. The project will allow us to serve 25% more visitors — that’s a lot more smart play!

ROOM TO PLAY: RENOVATING AND EXPANDING

We are creating galleries that will break new ground and set new standards for immersive play. Partnering with the world-class design firm Gyroscope and renowned architects at MSR, we are reimagining our space and creating nine new galleries that will delight visitors, engage parents and help build the skills children need to thrive in childhood and beyond.

OUR GALLERIES: A NEW APPROACH

The stage is set for transformation. With this year’s progress, realizing our vision for a dynamic new Museum in downtown St. Paul is closer than ever.

Capital Individual Contributors

Larry and Beth Crosby
Chad and Maggie Dayton
Katharine and Douglas Donaldson
Paul and Jennifer Dzubnar
Lisa Farrell
Ann Ferreira and Jon Reissner
HT Fish and Kathryn Nelson
Kristi and Jeff Fox
Helen and Jim Franczyk
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Pat and Laura Harris
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Amy and Bill McKinney
Kate and Ian McRoberts
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Meyers
The Longview Foundation —
Lucy and Bob Mitchell
Jennifer Moll and Tim Bolan
Carla Nelson
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Joseph Olson and Lisa Foss Olson
Beth and Nathaniel Opperman
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Sandra Peterson
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Susan Oberman Smith and Doug Smith
Phil & Schele Smith Fund of The Minneapolis Foundation
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Carley and Bill Stuber
Carolyn Taylor

Jill & John T rautz Gift Fund of the National Christian Foundation
Twin Cities
Jeanne M. Voigt Foundation

Ed and Valerie Spencer
Ronda and Rodney Wescott
GENEROUS COMMUNITY FUNDS THE DREAM

The Museum is grateful to have received $14 million in state funding. Additionally, commitments from community corporate partners, current and former board members, and other individual donors now total $7.3 million, reaching 76% of the $28 million goal.

With more than $21.3 million raised, the Museum extends a sincere “thank you” to all who have joined the effort to provide Minnesota children and their families opportunities that last a lifetime.

Corporate, Foundation & Government Contributors

3M Foundation
Andersen Corporate Foundation
Hugh J. Andersen Foundation
Best Buy Children’s Foundation
F.R. Bigelow Foundation
Patrick and Aimee Butler Family Foundation
Ecolab Foundation
Emerson Process Management – Rosemount Division
Hardenbergh Foundation
Institute of Museum and Library Services
Mardag Foundation
I.A. O’Shaughnessy Foundation
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State of Minnesota
The Saint Paul Foundation
Securian
City of St. Paul Cultural STAR Program
Target Foundation
Think Mutual Bank
Toro Foundation
U.S. Bancorp Foundation
Wells Fargo Foundation Minnesota
Lillian Wright & C. Emil Berglund Foundation

Dr. Megan Gunnar shared research highlights to dozens of community leaders and Museum supporters at a Room to Play preview event in November 2013.
Donors are the lifeblood of Minnesota Children’s Museum. Their generous support and tireless efforts help us make children happy, and ignite their curiosity and creativity. The Museum is honored to receive funding from a committed group of corporations, organizations and individuals.

**Individual Contributors**

$100,000 and above
- Anonymous
- Martin and Esther Capp Family Fund of The Saint Paul Foundation

$25,000-$99,999
- Terri Tersteeg and James Peterson

$10,000-$24,999
- Terry and Sarah Clark
- Lisa Farrell
- Amy Giovanini and Ben Ahrens
- Marialice and Nevin Harwood Family
- Rick and Gretchen Jelinek
- Amy and Bill McKinney
- Susan Oberman Smith and Doug Smith

$5,000-$9,999
- Anonymous
- Tom and Amara Abood
- Kelly and John Baker
- Betsy Buehner
- John and Gretchen Corkrean
- Paul and Jennifer Dzubnar
- HT Fish and Kathryn Nelson
- Jeff and Kristi Fox
- Dianne and Scott Krizan
- Jennifer Moll and Tim Bolan
- Helene and Jeff Slucum
- Steve and Sara Zawoyksi

$2,500-$4,999
- Charlene and Mark Altman
- Brad and Holly Boehne
- Melissa and Robert Brinkman
- Mike and Laura Cashill
- Michelle and Michael Conkin

Larry and Beth Crosby
Chad and Maggie Dayton
Lisa Duff
Taylor and Sara Harwood
Kate and Ian McRoberts
Ken and Sue Murray
Beth and Nathaniel Opperman
Hugh and Margaret Schilling
Dick and Kit Schmoker
William and Cindy Schmoker
Phil and Schele Smith Fund of The Minneapolis Foundation
Jeanne M. Voigt Foundation
Mark and Mary Ellen Warner
Ronda and Rodney Wescott

$1,000-$2,499
- Sarah J. Andersen and Chris Hayner
- Gail Baker
- Ann and Jay Boekhoff
- Matthew and Ashley Brown

Burdick Family Fund of The Minneapolis Foundation
Michael and Ann Ciresi
Karyl and Dan Corcoran
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Martha Dayton and Thomas Nelson
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Ann Ferreira and Jon Reissner
Allison and Scott Gage
George Gelly
Janel and Brian Goff
Barbara Hahn and Paul Neseth
Pat and Laura Harris
Sara Hill and Jonathan Glover
Robert and Sylvia Hoke
Leigh and Judy Johnson
Paul and Carey Kasbohm
Philip and Sarah Krump

**DONOR PROFILE:**

**Kit and Dick Schmoker**

Kit and Dick Schmoker have always told their children, “To whom much is given, much will be required.” Kit’s parents gave a lot, and expected a lot, of the family, too. The Schmoker’s have passed that wisdom and belief system on to their children and grandchildren. With a primary focus on education and the arts, “giving back” is certainly what they are doing.

Kit and Dick’s involvement with the Museum began when their son, Bill, joined the Board of Directors. It wasn’t long before Kit and Dick fell in love with the Museum, our mission and, most importantly, the lasting effect we have on children and their families.

When they watched their own grandkids experiment at the water tables in the World Works exhibit, they saw first-hand the power of purposeful play. (Grandma and Grandpa even managed to stay dry!)

The Schmokers are honored to support the Museum, particularly the Play for All program, which enables playful experiences for children and families of low income levels.

“The ability to keep the doors open to families without the budget to afford admission or a membership is so important,” they say. “It’s a special place where children can experiment and be their own person.”

Kit and Dick say they love the learning and educational experiences at the Museum, which allow for creativity and exploration. They have been amazed with the freedom that children have at the Museum.

“The children are happy and learning,” they say. “There are so many great organizations, but you can see that the Museum is having a life-changing impact.”

**Children’s Circle**

Donors of $1,000 and above are members of the Children’s Circle – the Museum’s leadership giving program.
VOLUNTEER PROFILE:  
Lucy Franzen, Youth Volunteer of the Year

Lucy has served on our Play Team for three years, completed more than 300 hours of service and sparked countless smiles. She’s an ace on the Museum floor, where she and her teammates help moms, dads and children make the most out of their visit. Whether it’s finding a spot for winter coats or demonstrating how to skate on carpet during Big Healthy Fun! gatherings, Lucy ensures that every patron’s visit is a memorable one.

Arlene and Michael McHugh  
Mr. Harry G. McNeely, Jr.  
John and Marla Ordway Charitable Lead Trust  
Robert J. Owens  
Deborah L. Pederson  
Kent and Katie Pekel  
Erika and Roger Perrault  
Sandra M. Peterson  
Ed and Valerie Spencer  
Steven and Suzanne Stensrud  
Rob and Amy Stolpestad  
Carley and Bill Stuber  
Richard Wieser  
Jane and James Wiltz

$500-$999  
Kevin and Lisa Armstrong  
James and Debra Arneson  
Jeff and Cheryl Beckman  
Christopher and Kelly Bellini  
Bruce Buller  
Angela Burns  
Mike Busch  
Tanya and Sean Cole  
Wendy Wenger Dankey and Jeff Dankey  
Marja and Jonathan Engel  
Kyle Falconbury and Julie Joyce  
Richard and Beverly Fink Family Foundation  
Helen and Jim Franczyk  
Corey and Kelly Gordon  
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Sarah and Robert Isabel  
Dr. Arthur W. and Mrs. Martha H. Kaemmer  
Alexandra and Robert Klas  
Michael and Catherine Lee  
Laurence and Jean LeJeune  
Peter Leppik and Carla Hennes  
Paul and Wendy McCullough  
Andrea and Larry McGough Fund of the Catholic Community Foundation  
Joseph and Lisa Olson  
Bart and Kandi Osborne  
Mr. and Mrs. James P. O’Shaughnessy  
Christy O’Shea Novak and Joby Novak  
Marcia Page and John Huepenbecker  
Marcus and Ali Ploeger  
William and Johnnie Plummer  
Jeff and Jill Ronneberg  
Jean Schlemmer  
Jon and Lea Theobald  
Thomas and Dawn Welch  
Sandy Worthing

$250-$499  
Tony and Christy Brown  
Sarah Caruso  
Tommas M. Castrejon  
Suzanne M. Cook  
William and Susan Costello  
Mrs. Betty Jayne Dahlberg  
Edward and Sherry Ann Dayton  
Ms. Barbara Deisting  
Peter DeMars  
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Laura and Scott Eckelkamp  
Kenneth and Jennifer Fechtner  
Kim and Kurt Fischer  
Lammers and Alicia Fisher  
Jack Hansen and Joan Legare  
Hansen  
Mark and Stacey Horvick  
Jennifer Hosfeld  
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Jordan and Dara Kautz  
Steve King and Susan Boren  
Susan and Richard Kollaja  
Wade and Renee Lau  
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Dana Lonn  
Carolyn and Robert McIntosh  
David and Kristine McKinney  
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Brian and Jennie Szorcisk  
Amanda Thoendel  
Jill & John Trautz Gift Fund of the National Christian Foundation Twin Cities  
Melanie Wahliquist  
Rachel and Donovan Walsh  
Debra and Steve Ward  
Kari and Steve Wedeking  
Mr. and Ms. Frank S. Wilkinson, Jr.  
Rhiannon Zych

Thank you to the 2,154 donors who supported the Museum with a gift under $250.

Tribute Gifts  
In honor of “all my grandchildren”  
Don and Mary Anderson  
In memory of Raj Balachandran  
Anonymous  
In honor of Mitch Boerner  
Mitchell Boerner  
In honor of Staff of Bright Horizons – Rochester  
Kate and Scott Tceee  
In honor of Matt and Ashley Brown  
Mary Jo and Jack Brown  
In memory of Dr. Richard “Gil” Hahn  
Antoinette Hahn  
Barbara Hahn and Paul Neseth  
Kenneth and Carol Iwinski  
James and Lorraine Rose  
In honor of Marialice and Nevin Harwood  
Steve King and Susan Boren  
In memory of Richard Kelley  
Carley and Bill Stuber  
In honor of in honor of Felicity Knaup  
Judy A. Delisle  
In honor of Nefret Salzberg  
Claudia Nicholson  
In honor of Taylor Williams  
Shanequa and Edrin Williams
Labor of Love

Each year, generous volunteers donate their time, skills and passion to Minnesota Children’s Museum. In the past year, 1,500 volunteers donated 31,021 hours to the Museum. We would not be the same without these amazing volunteers.

Play Team Program Stands Out Nationally

More than 150 high school students participate in our volunteer Play Team program each year, learning valuable job skills while helping the Museum in myriad ways. These teens put their energy into hands-on play experiences for more than 130,000 visitors during the past year. In a recent national assessment, our Play Team stood out as being more supportive, engaging and interactive than many other youth programs – including those with a lot more experience working with teens.
FIRE & ICE: Great Gala 2014

More than 450 guests (a record!) celebrated during our 2014 Play for All Ball. They were a generous bunch, raising more than $350,000 – funds that help make Smart Play accessible to more than 100,000 children each year.

During the annual event, the Dayton family was honored with the 2014 Friend of the Museum award for their continuous support and board leadership over the past 31 years, including Governor Mark Dayton serving as a founding board member.

$1,000-$2,499
Baker Foundation
Edwin W. and Catherine M. Davis Foundation
DLMC Foundation
Emerson Network Power
Federated Insurance Company
Green Mill Restaurants
The Hubbard Broadcasting Foundation
Mille Lacs Band of Ojibwe Indian
Olmsted County Public Health Services
Olmsted Medical Center
The Elizabeth C. Quinlan Foundation
Rochester Area Foundation
Rochester Arts Council
Target Stores - Rochester
Twin City Filter Service, Inc.
Archie D. & Bertha H. Walker Foundation

$250-$999
Anonymous
Action Moving
Anderson Law Firm
Bailey Nurseries
Baker Law Offices
Barnes & Noble Booksellers
Central Telephone Sales and Service
CherryBerry
Clear Channel Communications
Custom Alarm/Custom Communications
Davis Law Firm PA
Dentistry for Children & Adolescents, Ltd.
Express Employment Professionals
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Kohl’s Corporation
Metro Transit
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Northbrook, LLC
People’s Energy Cooperative
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Yaggy Colby and Associates

Play For All Ball Sponsors

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Wells Fargo Bank, N.A.

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Thrivent Financial
Travelers
UnitedHealth Group

Play Enthusiast Sponsors ($5,000)
Andersen Corporation
JE Dunn Construction
MSR Architects
PwC
Target
Xcel Energy

Play Partner Sponsors ($3,000)
3M
At Home Apartments, LLC
Cozen O’Connor
Delta Dental of Minnesota
Ecolab Foundation
Evantage Consulting
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Lurie Beskoof Lapidus & Company LLP
McGrann Shea Carnival Straughn & Lamb, Chartered
Polaris Industries Inc.
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SALO, LLP

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Star Tribune
Twin Cities Business

Event Sponsors

Event Lab
MGM Wine & Spirits
Yamamoto

Support ‘smart play’ today! Visit MCM.org/give to add your name to next year’s roster of generous Museum donors.

This list reflects contributions received between July 1, 2013 and June 30, 2014. Every effort has been made to ensure its accuracy. If your name has been inadvertently omitted or incorrectly listed, please accept our apologies and contact a member of our Development team at 651-225-6044 or CSmith@MCM.org.
## Statement of Financial Position

<table>
<thead>
<tr>
<th>Assets</th>
<th>June 30, 2014</th>
<th>June 30, 2013</th>
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<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
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<td>Certificates of Deposit</td>
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<td>Accounts Receivable, Net</td>
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<td>Pledges and Grants Receivable</td>
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<td>Prepaid Expenses</td>
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<td>45,593</td>
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<td>Investments</td>
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<td>179,625</td>
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<td>Land, Building, Equipment &amp; Exhibits, Net</td>
<td>5,004,957</td>
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<td>Pledges and Grants Receivable, Long-term</td>
<td>1,271,993</td>
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**Total Assets**

|                | $19,052,526          | $17,712,361          |

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<th>Liabilities</th>
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<td>Accounts Payable</td>
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<td>Accrued Compensation</td>
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<td>Other Accrued Expense</td>
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<td>Deferred Revenue</td>
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<td>Other Short-term Liabilities</td>
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**Total Liabilities**

|                | $1,912,996           | $1,682,518           |

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<th>Net Assets</th>
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<td>Unrestricted – Undesignated</td>
<td>$990,576</td>
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<td>Unrestricted – Designated</td>
<td>830,000</td>
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<tr>
<td>Temporarily Restricted</td>
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<td>9,861,973</td>
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<td>Permanently Restricted</td>
<td>4,161,753</td>
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**Total Net Assets**

|                | $17,139,530          | $16,029,842          |

**Total Liabilities and Net Assets**

|                | $19,052,526          | $17,712,361          |

### FINANCIAL OVERVIEW: STRENGTH IN NUMBERS

Minnesota Children’s Museum’s fiscal year 2014 financial performance remains strong, with a 7% increase in total net assets from fiscal year 2013.

The Museum’s financial strength lies in its diversity of revenue sources, including both earned revenue and contributed support. Earned revenue represents 48% of the Museum’s income, while generous annual contributed support and grants represent 34% of total income. Contributions specific to the capital campaign represent 18% of income.

The Museum is proud to report its continued dedication to programming, including exhibits, education, visitor and volunteer services, Rochester, and memberships and events. Administrative expenses, including management, marketing and promotions, represent 19% of total expenses.

Overall, expenses increased 7% from fiscal year 2013 as the Museum invests in developing its exciting capital expansion project while continuing to provide rich playful learning experiences to children in St. Paul, Rochester and beyond.
### Statement of Activities

#### Revenue

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<th>Unrestricted Designated</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
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<td>Traveling Exhibit Income</td>
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<tr>
<td>Investment Income</td>
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<td>596,656</td>
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<tr>
<td>Other Income</td>
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#### Support

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<td>Grants &amp; Contributions</td>
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<tr>
<td><strong>Total Support</strong></td>
<td>$1,134,248</td>
<td>$3,682,367</td>
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<td>$4,816,615</td>
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</tbody>
</table>

Net Assets Released from Restrictions $2,983,795

**Total Revenue And Support** $7,987,966 $1,295,228 $9,283,194

#### Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Program</td>
<td>$5,324,748</td>
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<td>$5,324,748</td>
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<tr>
<td>Administrative, Marketing &amp; Promotion</td>
<td>1,581,088</td>
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<td>1,581,088</td>
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<tr>
<td>Fundraising</td>
<td>1,267,669</td>
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<td></td>
<td>1,267,669</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$8,173,506</td>
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<td>$8,173,506</td>
</tr>
</tbody>
</table>

Operating Change In Net Assets $1,109,688

**Total Change In Net Assets** $1,109,688

Net Assets – Beginning of Year $1,176,116 $830,000 $9,861,973 $16,029,842

Net Assets – End of Year $990,576 $830,000 $11,157,201 $17,139,530
Mission
Sparking children’s learning through play

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Minnesota Children’s Museum
Smart Play

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DESIGN: Jacky Wilson  PHOTOGRAPHY: Bruce Silcox