THANKS A MILLION!

It was a tremendous year.

With your support, we inspired more play, provided playful learning experiences to children and families in our community and deepened relationships with museum members.

Together we reached a major milestone: We welcomed our one millionth visitor since our expansion and renovation in 2017.

We couldn’t have done it without YOU!
Thanks to generous contributions from our donors and sponsors, we continue to provide ever-changing experiences for our visitors. During the past year, the museum hosted a variety of new exhibits and performed many change-outs and updates.

As part of these dynamic changes, we transformed Imaginopolis into a “Cosmic Junkyard,” where kids crawl through a black hole, tinker with a crash-landed satellite, take charge in a spaceship console and more.

Four new experiences in The Studio in the Target Gallery – Fabric Arts, Upcycle Recycle, Draw to Drawing and Making Machines – gave visitors the opportunity to explore and create using real tools and materials.

For the summer, the museum transformed into a hub of creative and critical thinking with design and engineering activities taking center stage. A free block party, hands-on workshops and showcase events enhanced the experiences throughout the summer.

BY THE NUMBERS

479,500 visitors in St. Paul and Rochester

18,000+ member families delighted with powerful play experiences

3,100 boxes up & down the conveyor belt in Our World

70,000 wipes for Paint Your Own Face

15,000 yards of floss in Fiber Arts in The Studio

Nearly 5,000 scholarship memberships to lower-income families

SERVING STATEWIDE

North: Anoka

East: Ramsey & Washington, excluding St. Paul

West: Hennepin & Carver, excluding Minneapolis

South: Dakota & Scott

% of visitors

Minneapolis: 14%

St. Paul: 12%

Greater MN: 12%

Outside MN: 13%

North: 6%

East: 18%

West: 18%

South: 7%
WHY IT MATTERS:
Kids learn and grow through play.

SOLUTION:
PLAY MORE!

Kids don’t play enough. This is the troubling message in recent reports from the American Academy of Pediatrics and the World Health Organization. We’re working to reverse this trend by joining forces with parents to inspire more play. The museum provides families with information about the benefits of play and tips for how to enhance a child’s playful learning.

With support from the State of Minnesota’s Arts & Cultural Heritage Fund, other donors and our visitors during the past year, the museum created a series of videos with play-at-home activity ideas, added additional material to our online resource hub and shared other content to promote the power of play.

NEW POWERHOUSE TRAVELING EXHIBITS

We developed two Wild Kratts exhibits in collaboration with the Kratt brothers, which marked the first time the Wild Kratts brand has been brought to life as a museum exhibit. In these adventurous exhibits, kids explore animal habitats and the creatures within them. These exhibits are now part of our traveling exhibits roster and bring powerful play opportunities to families across the country.

We also secured a partnership with Aardman, the studio behind Wallace & Gromit and Shaun the Sheep, to develop touring exhibits. This is the first time Aardman’s animated worlds will be brought to life in a North American touring exhibit. Wallace & Gromit™ and Shaun the Sheep™: Shear Genius® will debut at Minnesota Children’s Museum June 6, 2020.

INSPIRING MORE PLAY

PROBLEM:
The time kids spend playing is declining.

WHY IT MATTERS:
Kids learn and grow through play.

SOLUTION:
PLAY MORE!
Theandra and her two kids (ages 3 and 1) have been members for about a year. Thanks to your support, Theandra attended our Building Brains Through Play parent workshop series offered to scholarship members this past year. We asked her three questions about the museum.

What do you like best about the museum?
I love that my kids are so welcome here. I love that the museum is set up to encourage the kids to just do their own thing. I tend to lead play a lot at home, and here they lead. They work together to do different jobs and figure out how things function. I just love it so much.

What did you think of the parent workshops?
I think these play workshops are really important. They gave me an understanding of brain development and the way that kids work at different ages. They helped give me patience and understand what I can do differently to create a better environment for my kids as they develop.

Is there anything you’d like to say to donors?
I’d like to say thank you to all the people who contribute to programs like this, because a lot of families, myself included, wouldn’t be able to participate in things if it wasn’t a free program. And it’s invaluable.
YOU are amazing.

Your generosity sparked learning and joy! Support from our donors provides resources needed to support children’s learning through play.

Play is powerful and universal. All families are welcome to experience the fun and learning that happens at Minnesota Children’s Museums, and thanks to you we can ensure access for all. Thank you!


$100,000 and above

Art’s Cultural Heritage Fund through Minnesota Humanities Commission City of St. Paul Cultural STAR Program Mayo Clinic Minnesota Department of Education State of Minnesota Target Corporation Target Foundation

$50,000-$99,999

BMO Harris Bank

$10,000-$24,999


$25,000-$49,999

Andersen Foundation Lancer Hospitality Hightop Hospitality General Mills

$2,500-$4,999

Bank of America Foundation

$1,000-$2,499

Altra Federal Credit Union

$500-$999

American Express Financial Services

$250-$499

Ambassador Foundation

$250-$999

Amira’s Foundation

$25-$349

Angela Malloy

$200-$499

Anthony and Christy Brown

$100-$199

Anna VonBunghof

$50-$99

Amanda Johnstone

$25-$49

Andrew D. and May S. Fairbank

$10-$24

Andrew Davidoff

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OUR GENEROUS DONORS

$250-$499

Anonymous

$25-$49

Anonymous

$10-$24

Anonymous

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Anonymous
Minnesota Children’s Museum’s financial performance in fiscal year 2019 remained strong. The museum’s financial strength lies in its diversity of revenue sources, including both earned revenue and contributed support. The museum generated a surplus of $678,000 before depreciation. Earned revenue represents 58 percent of the organization’s total income and is comprised of admissions, membership sales, traveling exhibit income, other income such as education and group income, and investment income. Generous annual contributed support and grants represents the remaining 42 percent of total income.

Overall, 79 percent of the museum’s expenses went toward programs – with a focus during fiscal 2019 of providing richer learning experiences to families in St. Paul and Rochester.

**Statement of Financial Position June 30, 2019**

**Assets**
- Current 3,037,000
- Property and Equipment 30,353,000
- Other Assets 12,458,000

Total Assets $ 45,848,000

**Liabilities and Net Assets**
- Liabilities
  - Current 3,188,000
  - Long-Term 9,420,000

Total Liabilities $ 12,608,000

- Net Assets
  - Without donor restriction 27,631,000
  - With donor restriction
    - Purpose and time 1,369,000
    - Perpetual in nature 4,241,000

Total Net Assets $ 33,240,000

**Statement of Activities June 30, 2019**

**Revenue**
- Museum Admissions 1,613,000
- Memberships 1,699,000
- Education & Groups 232,000
- Parties & Events 110,000
- Exhibit Rental & Sales 1,287,000
- Net Investment Return 208,000
- Other Revenue 564,000

Total Revenue $ 5,713,000

**Public Support**
- Grants & Contributions 1,844,000
- Government Grants 490,000
- In-Kind Contributions 88,000
- Fundraising events 368,000
- Less cost of direct benefit to donors (47,000)
- Capital Campaign 367,000

Total Support $ 3,109,000

**Total Revenue & Support** $ 8,823,000

**Expenses**
- Program Services 6,250,000
- Administrative & Marketing 1,250,000
- Fundraising 646,000

Total Expenses before Depreciation $ 8,145,000

**Change in Net Assets before Depreciation** $ 678,000

**Depreciation** 1,685,000

**Change in Net Assets** $ (1,007,000)
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