

ANNUAL REPORT OF THE CHILDREN'S MUSEUM

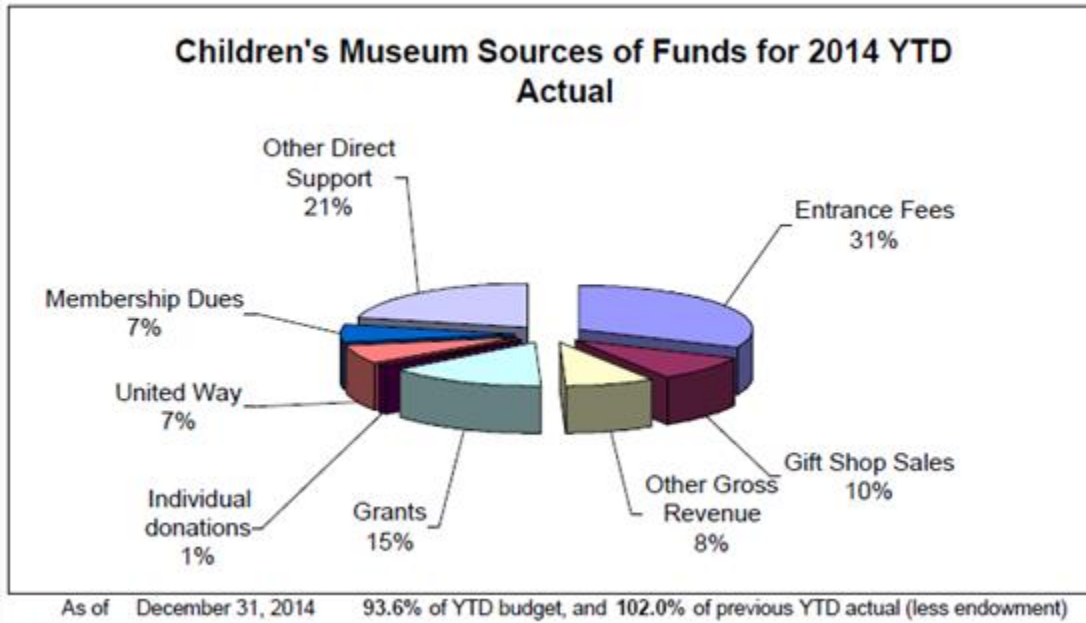
Year Ending December 2014

2014 Activities and Accomplishments

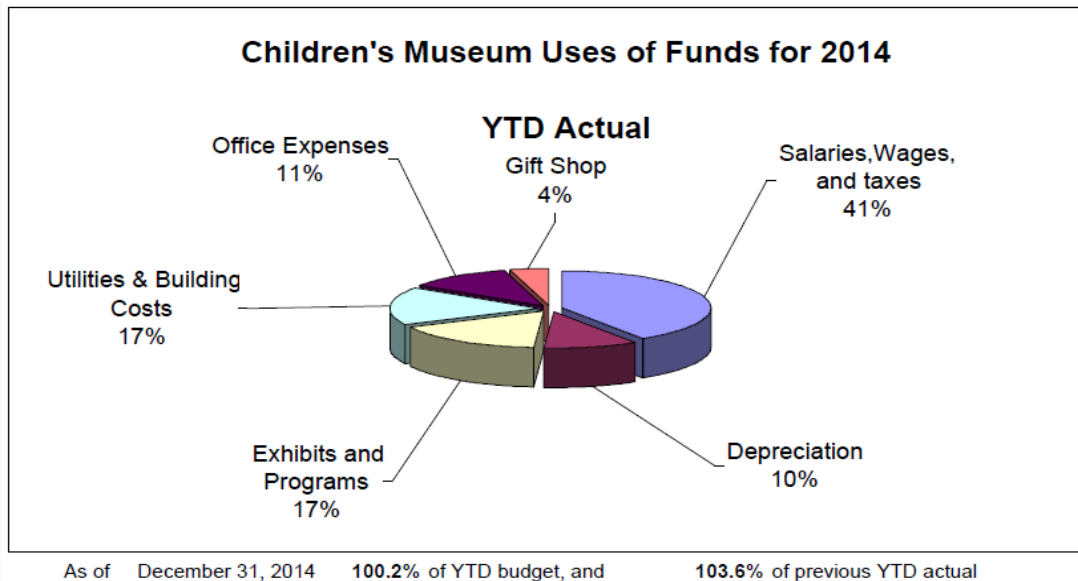
1. FINANCES

The Children's Museum is a 501(C-3) non-profit and operates with an annual budget of approximately \$141,300. Income from direct sources (admissions, memberships, classes, camps & clubs) was down from 2013 by approximately 16%. Grant income was up by **102%**.

Children's Museum Sources of Funds for 2014



Children's Museum Uses of Funds for 2014



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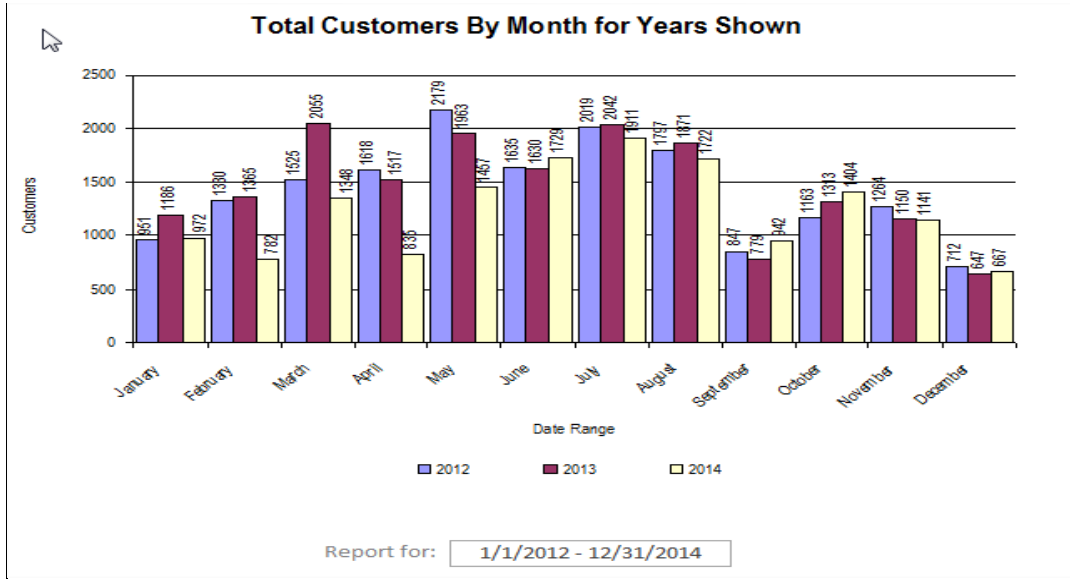
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Attendance:

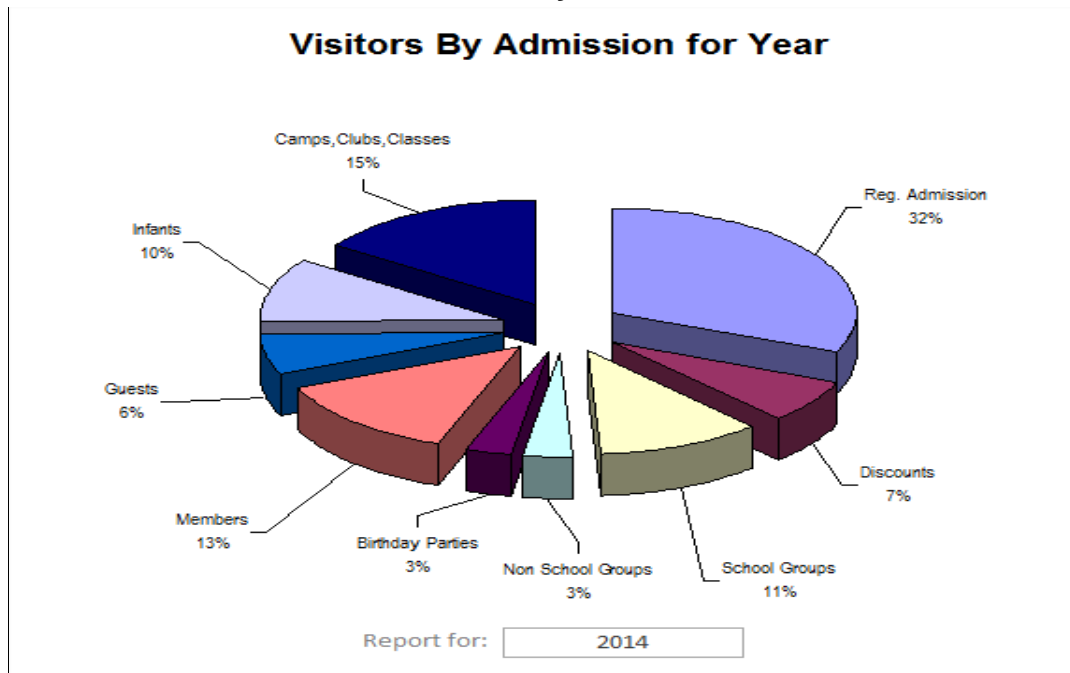
In 2014, the Museum was open year round. The Native American Long House renovation was introduced via a Grand Opening Event night for members and guests as well as a special Saturday event for the public that added to interest and attendance. The year ended with 14,910 visitors, a downward trend from the previous year, but included 2,770 new first-time visitors.

Customers by Month, 2012, 2013, 2014

Annual Totals: 17040 17518 14910



2014 Guests by Admission

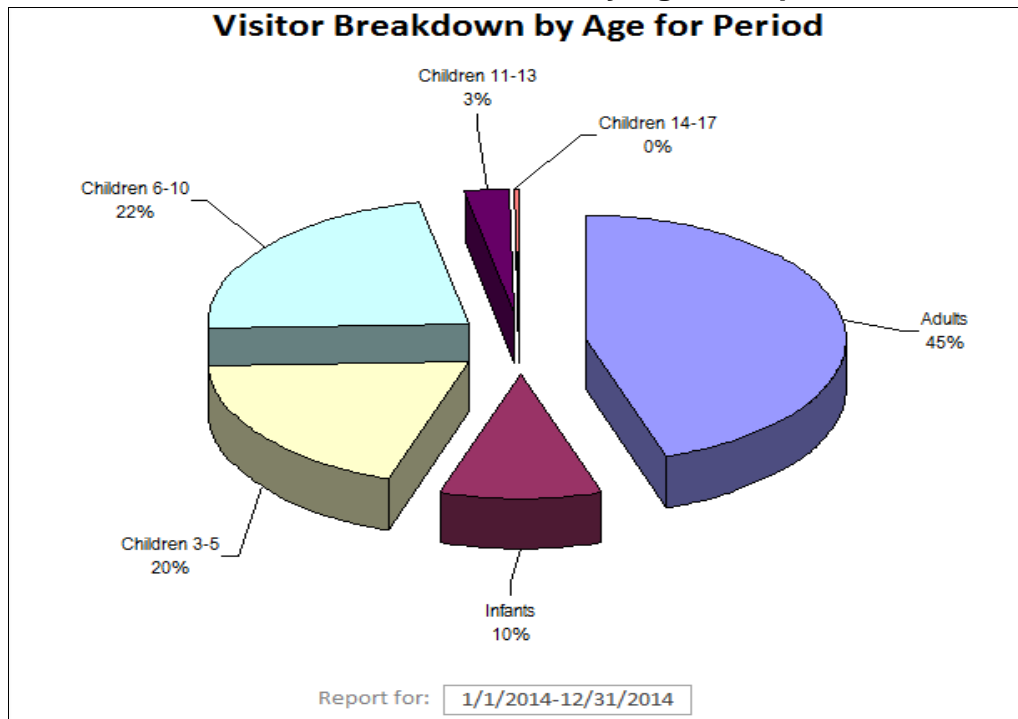


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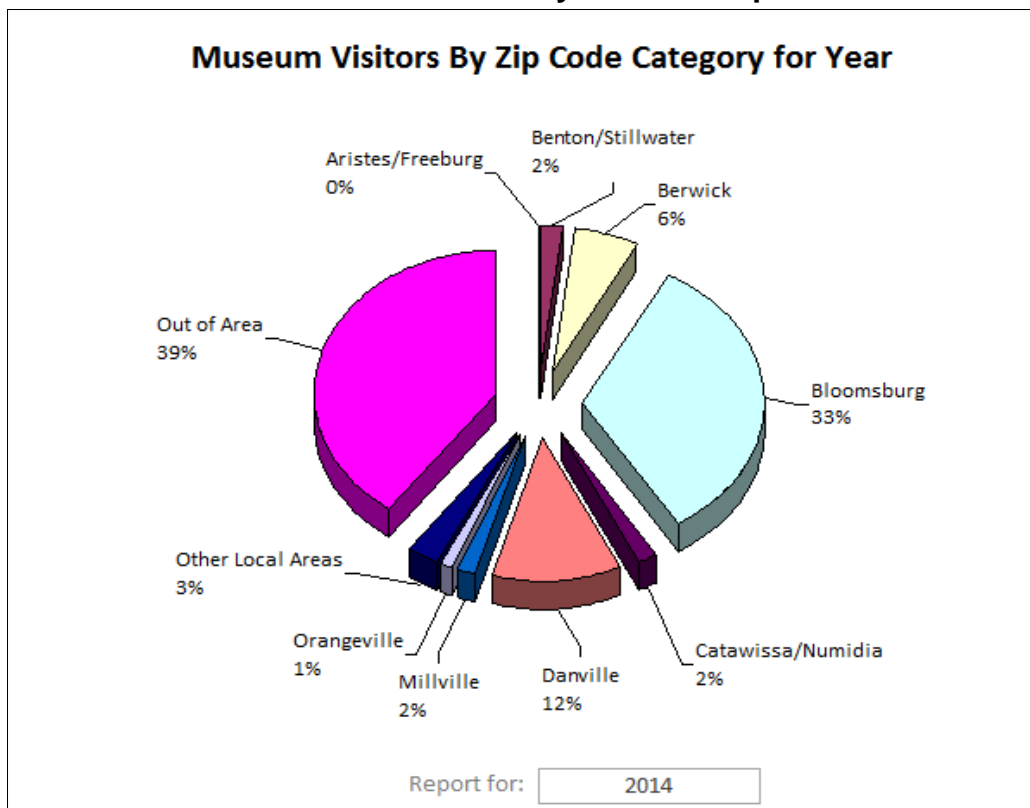
2014 Museum Visitors by Age Group

Visitor Breakdown by Age for Period



2014 Museum Visitors by Selected Zip Code

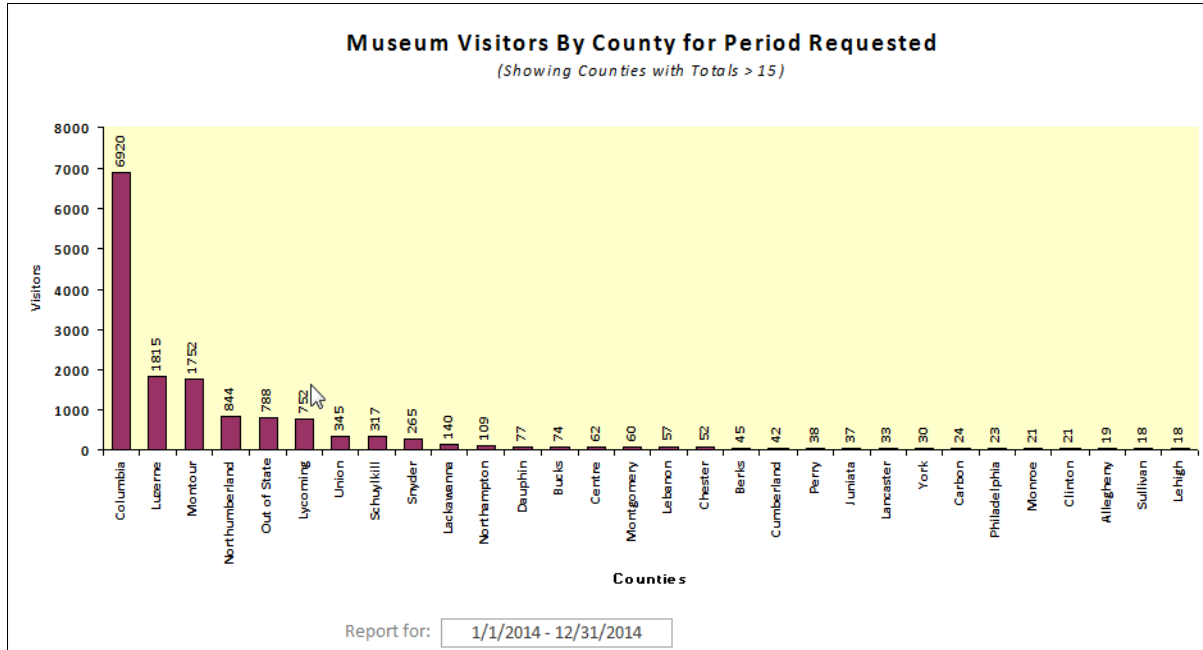
Museum Visitors By Zip Code Category for Year



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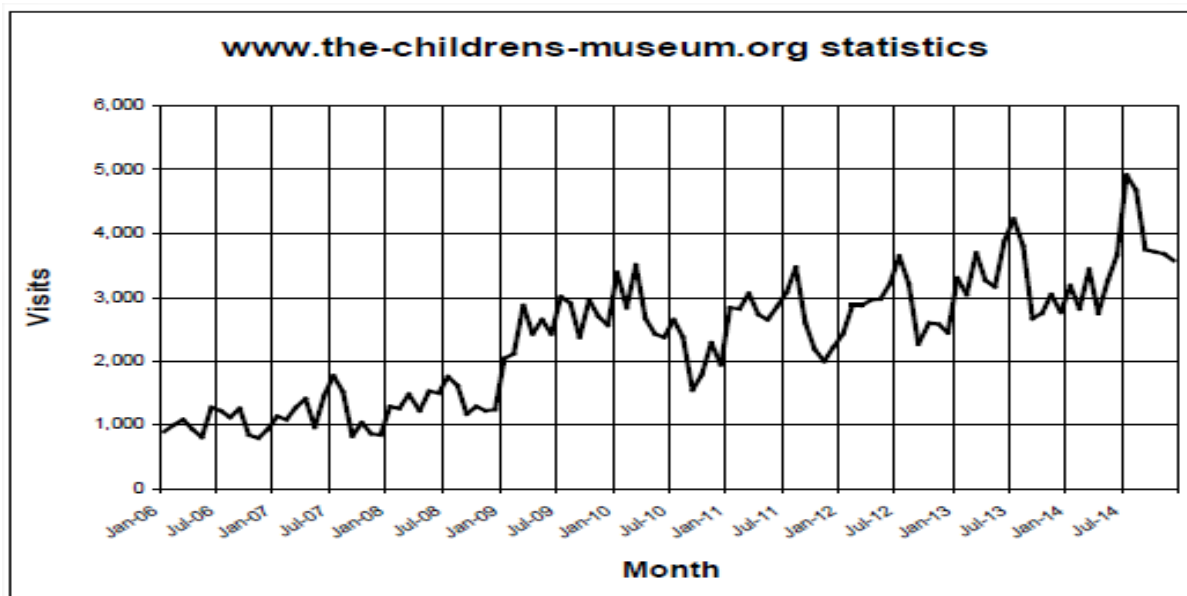
2014 Museum Visitors by County



Social Media (Website, Facebook, Twitter)

The Museum continues to operate a website at www.the-childrens-museum.org where activity increased somewhat during the year. The December website activity was the highest ever for this month of the year, doubling during the week between Christmas and New Year. Over half the visitors directly access the website page (from a bookmark, for example). 49,419 unique visitors went to the website in 2014, up about 10% from 2013. And in July, we set an all-time record for the most visitors in a month, 4,912.

www.the-childrens-museum.org statistics



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2. HIGHLIGHTS and ACCOMPLISHMENTS

Shawna Meiser continues as Director of the Children's Museum. Under her leadership, the Museum plans to continue expanding its reach in 2015 as it celebrates these 2014 accomplishments:

- **Year-Round Programs:** continued growth in number and variety of clubs, camps, and classes; Special Saturday and Science, Art, and History offerings
- **Guided Tours:** over 111 school and community group tours in 2014
- **Special Events:** Art Shows, Science Fairs, Summer Camps, \$2 Tuesdays, Winter Wednesdays, Saturday Specials, SPARKLAB, Science Club, After School Art, Snack Attack: Kids' Cooking Workshop (New), Preschool & Toddler Classes, Downtown Bloomsburg Trick-or-Treat Night, Homeschool Hangout Programs, Maple Fest, Turkey Day, Winter Arts Celebration, American Girl Club(new) and many more
- **School Tour Offering:** Science Field Trips continued for 3rd Graders
- **New Exhibit:** Native American Exhibits – "*Pennsylvania Indians: We Travel Their Paths*" Grand Opening and VIP Member Preview Event
- **Museum Volunteers:** over 115 community volunteers, Bloomsburg University faculty and students, trained docents, active Museum committee members, Board members, and a newly formed Volunteer Steering Committee, Education Advisory Committee, and Membership Committee.

3. COMMITTEE ACTIVITY

Docents: The Docent Committee recruits and trains volunteers to assist with Museum field trips throughout the year, and especially during the Museum's busy *School Days field trip* program in the spring. In 2014, the Docent Committee consisted of 32 volunteer docents trained to assist with Museum tours and field trips.

Exhibits: The Exhibits Committee collectively donated 3000+ hours of their time in the development and maintenance of exhibits throughout the year. In 2014, the committee planned and hosted two special events to introduce a full-room Native American exhibit entitled "*Pennsylvania Indians—We Travel Their Paths*". A committee member also helped organize a Sewing Committee which operates under the Museum Director. The Science Corner sub-committee completed two interactive science displays based on the work of the Science Club: "Dig into Archeology" and "The Science of Spies."

Facilities: The Facilities Committee is charged with keeping the Museum and its many exhibits in good repair throughout the year. In 2014, the Museum received a gift of new outside doors for the lower exhibit hall complete with installation thanks to Kawneer Company. These were installed in April and May. The committee continued to maintain the website and saw an all-time record level of activity in July with 4,912 unique visitors and 75,676 "hits" during the month. Following a bad storm in July we observed that our 30-year roof, installed in 2012, had failed with cracked and broken shingles coming off in the wind. The Museum received a small stipend for repairs from its insurance policy and is pursuing a warranty claim to replace the roof. In the fall, the Gift Shop register computer was subjected to a virus attack which caused some disruption in email capability, but was ultimately resolved. All staff computers were rewired into the network to provide a more reliable connection than the Wi-Fi used at the time.

Finance: The Finance Committee keeps the Museum running soundly by monitoring income and expenses and submitting detailed monthly/quarterly/annual reports to the Board, as well as preparing and filing tax forms required by state and federal governments. Finance works with the Director to prepare the yearly budget for Board approval, works with the accountant to prepare the 990, and completes all tax reports. In 2014, the committee worked extensively with the Grant Committee to provide applicable financial information for grant applications; and completed the Pennsylvania Cultural Data Project report for 2014.

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Fundraising (new for 2014): The Fundraising Committee was established in 2014 and is tasked with planning and executing fundraising events, member recruitment and appreciation events and stand-alone fundraising projects, including the Annual Pet Photo Contest. In conjunction with the Director the committee will draft an annual calendar and budget for fundraising events and solicit in-kind donations and sponsorships from individual and business donors to cover fundraising event expenses.

Gift Shop: The Children's Museum Gift Shop continues to be an excellent fundraising resource. In 2014, the Gift Shop realized \$12,847.24 in sales. To make the Gift Shop accessible to everyone, the Museum makes a point to offer items from 25 cents to \$20.00.

Grants: In 2014, the Museum received the following grants: Al Watson Matching Grant (Woodcock Foundation and Lynn Gale) Bloomsburg Area Community Foundation, Berwick Health & Wellness Fund, Columbia County United Way, Merck Foundation, PA Historic & Museums Commission (PHMC), Pennsylvania Council in the Arts (PPA), and Woodcock Foundation for the Appreciation of the Arts.

Marketing: The Marketing Committee develops and implements a marketing plan that identifies the needs of its target audience and how to meet those needs with the products, services and programs of the Museum. In 2014, the committee created a number of special seasonal ads; maintained the Museum's Facebook page; provided Museum program activity updates to cost-free websites; designed posters, and flyers for distribution throughout the region; and maintained a Marketing Contacts Database to log distribution of the Museum's marketing materials. Rack cards were also redesigned. New for 2014 was the Museum's first use of 2 roadside billboards. The committee will continue to recruit volunteers with marketing experience and stay within a \$5,000 budget.

Personnel: The Personnel Committee oversees staff implementation of Board policies, proposes updates as needed to the Museum Staff Handbook and Safety Manual for approval by Board, works in conjunction with the Finance Committee and Director to establish overall staffing, approves job descriptions, conducts an annual review of the Museum Director, and acts as liaison between the Museum Director and the Board. In 2014, the committee completed the new Museum Director's training, a 90-day and annual review, as well as a 6-month review of operations; proposed a Museum Director's job description that was approved by the Board; and worked jointly with the Policy Committee to propose a Whistleblower policy that was approved by the Board in October.

Policy: The Policy Committee meets to consider and draft recommended policy changes and additions. This year changes were made to the Finance, HR Handbook, and Safety Policy manuals to reflect the change from having a Museum Manager to having a Director. Additionally, several housekeeping changes were made to the Financial Policy to clarify rolls of the Board Secretary and the Director, and to the Safety Manual regarding the permitted age for volunteer workers. In April, the committee added Financial Policy language establishing the Children's Museum Endowment Fund and guidelines for its use. And in October, a Whistleblower Policy was added to the HR Manual.

4. ANNUAL APPEAL

125 donors gave \$15,215.00 to the Children's Museum's 2014 Annual Appeal.

5. MEMBERSHIPS

123 paid memberships involving 463 people supported the Children's Museum in 2014.

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6. STAFF, VOLUNTEERS, and BOARD

Museum Staff:

Shawna Meiser, Museum Director
Kathy Lincoln, Education Coordinator
Chiara Whitmoyer, Gift Shop and Office Assistant
Laura Knorr Office Assistant and Marketing
Virginia Spangenberg, Art Instructor

Ginny Weibel, PhD, Science Instructor
Joseph Petruncio, Science Presenter
Diana Wharton, Birthday Party Coordinator

Work-Study Students:

10 Bloomsburg University students served as additional 2014 Museum staff through the Federal Work-Study Program and academic internships.

Community Volunteers:

115 volunteers contributed over 8950 hours to the Museum in 2014.

2014 Board of Directors:

Linda Hartung, President
Valynn Boy, VP of Administration (Jan-Apr)
Diane Wukovitz, Vice-President for Exhibits & Programming
Kathrene Beidler, Secretary
Mary Osborne, Treasurer
Diana Hughes
Victor Klein
Kay Manges
Jeananne Scrimgeour
Liz Strauss
Jo DeMarco (new 2014)
Joan Silver (new 2014)

Prepared by Kathrene Beidler, The Children's Museum Board Secretary