

2017 ANNUAL REPORT

Showcasing our new LOGO!



2 W. 7th Street
Bloomsburg, PA
Phone: 570-389-9206

www.the-childrens-museum.org



The Children's Museum's mission is to offer sustainable, unique, dynamic, informal learning opportunities for youth through year-round interactive exhibits, programming, and outreach. Using best practices, we encourage the informal exploration of the sciences, arts, and humanities, and the development of positive learning experiences for all.

"...bringing out the imagination in every child and the child in every visitor."

ANNUAL REPORT OF THE CHILDREN'S MUSEUM

Year Ending December 2017

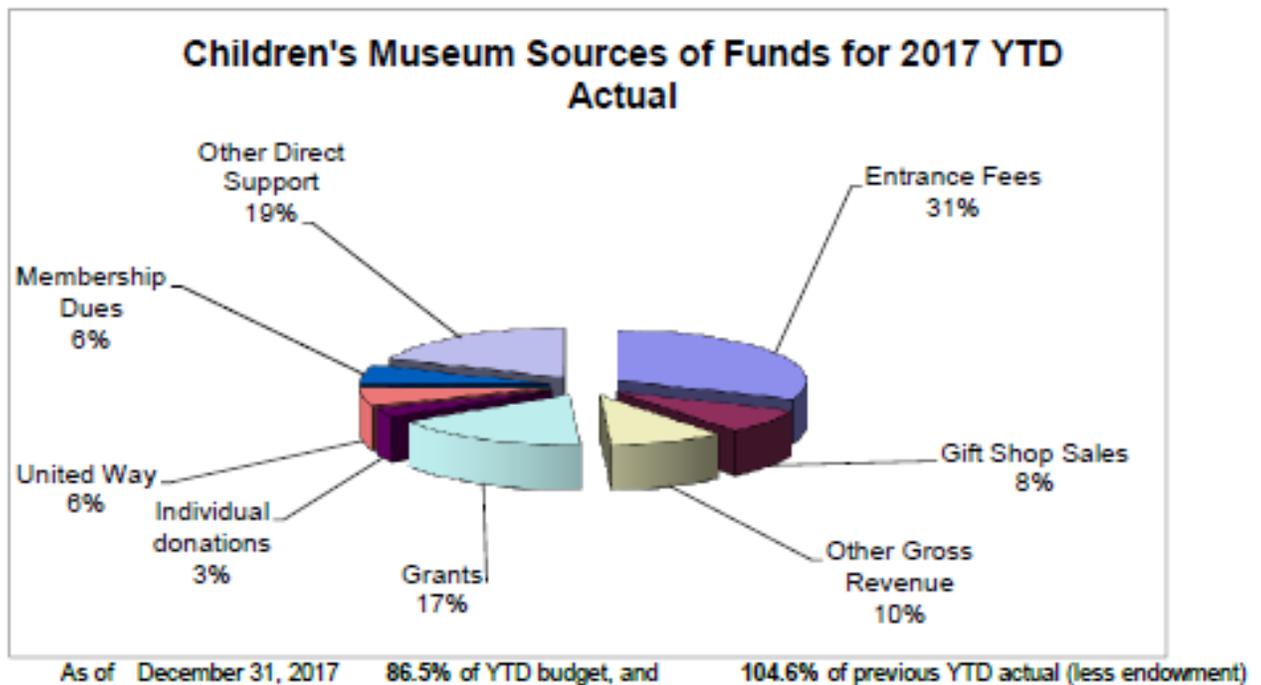
2017 Activities and Accomplishments

1. FINANCES

The Children's Museum is a 501(C)(3) non-profit and operates with a 2017 annual INCOME of approximately \$190,000 and EXPENSES of approximately \$182,000.

Children's Museum Sources of Funds for 2017

Income Sources (non Capital)			as of: 12/31/2017
Entrance Fees	50,275	31.2%	
Gift Shop Sales	15,383	8.1%	
Other Gross Revenue	18,584	9.8%	Classes, Birthdays, Camps, Clubs
Grants	32,293	17.0%	
Individual donations	5,821	3.1%	
United Way	11,783	6.2%	Also other community support
Membership Dues	11,408	6.0%	
Other Direct Support	35,718	18.8%	Businesses and Schools, Annual Appeal
	<u>190,245</u>	<u>100.0%</u>	

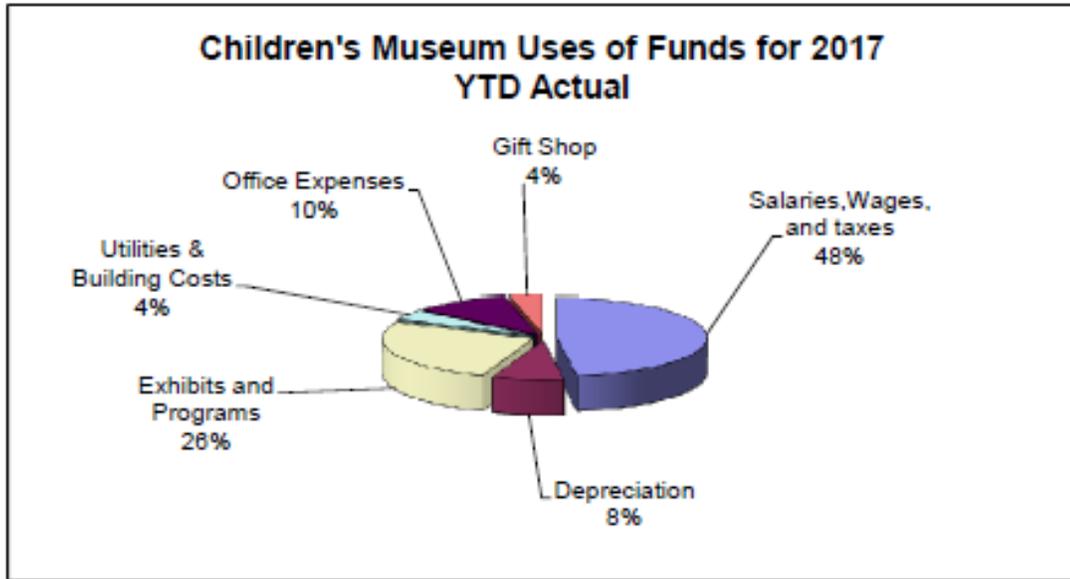


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Children's Museum Uses of Funds for 2017

Expenses (non Capital)				
Salaries, Wages, and taxes	87,073	47.8%	Including payroll taxes	
Depreciation	13,947	7.7%		
Exhibits and Programs	48,450	26.6%	Grant supplies and contractors, exhibit supplies	
Utilities & Building Costs	7,714	4.2%	Utilities, insurance, maintenance, depreciation, and improvements	
Office Expenses	18,515	10.2%	Supplies, postage, printing, equipment, auditor, travel, Chamber dues	
Gift Shop	6,545	3.6%	Including sales tax	
	<u>182,244</u>	<u>100.0%</u>		



As of December 31, 2017 95.9% of YTD budget, and 106.5% of previous YTD actual

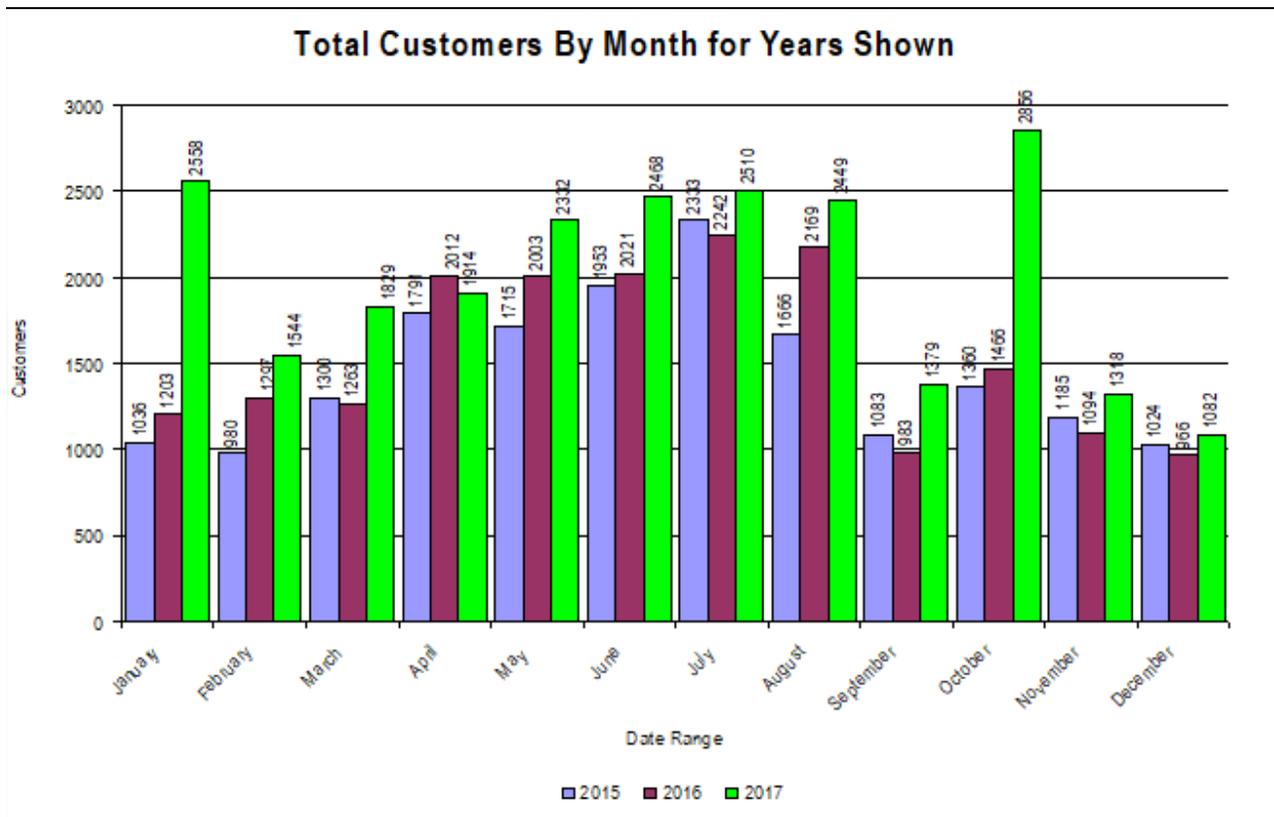
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2. Attendance:

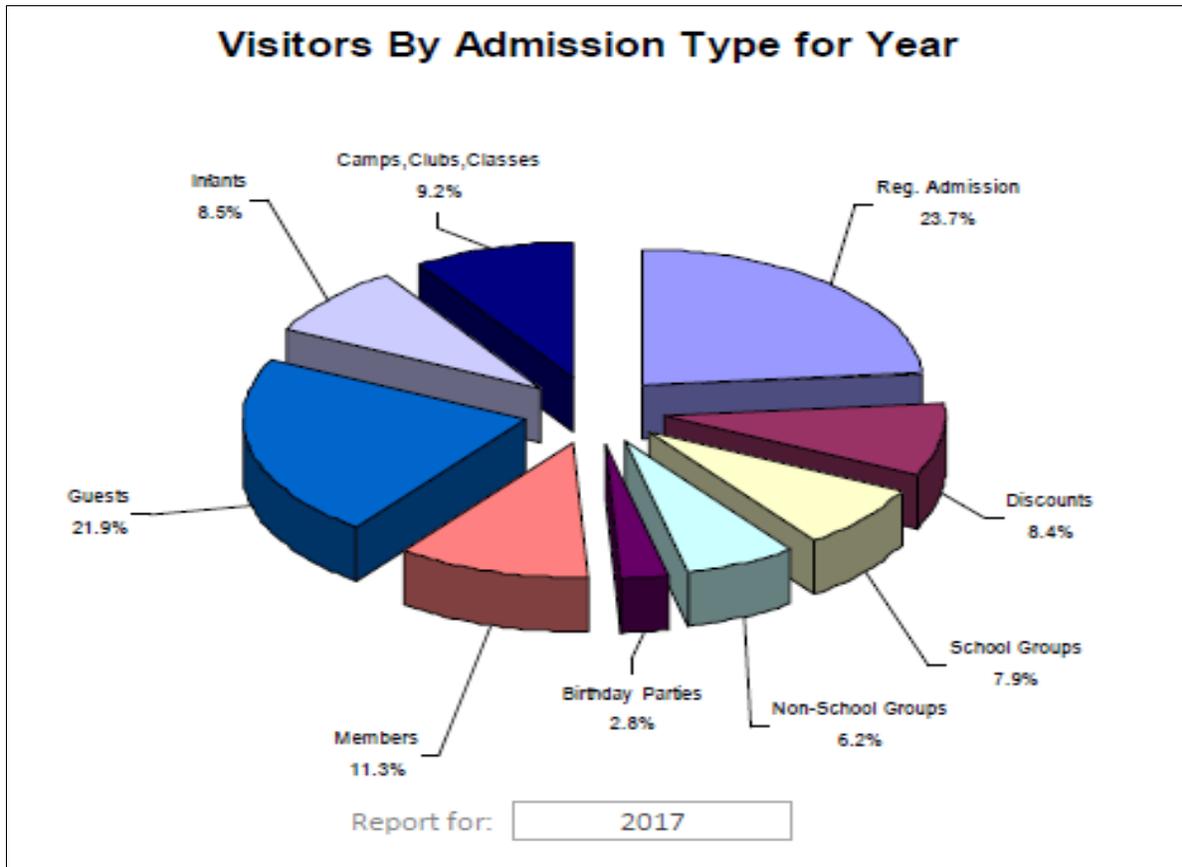
In 2017, the Museum was open year-round. The year ended with a total of 24,239 visitors, highest yearly attendance since opening and an increase of ~29% from the previous year; including 3,834 first-time visitors, up ~3% from the previous year.

Attendance by Year (Most Recent 3 Years)		
2015	2016	2017
17,426	18,719	24,239



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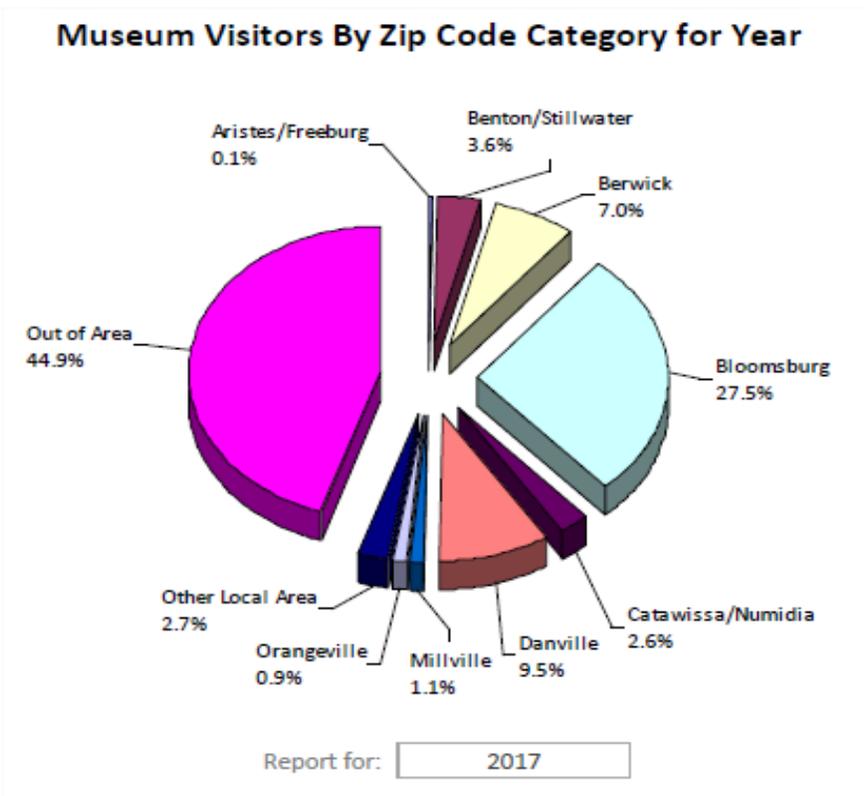
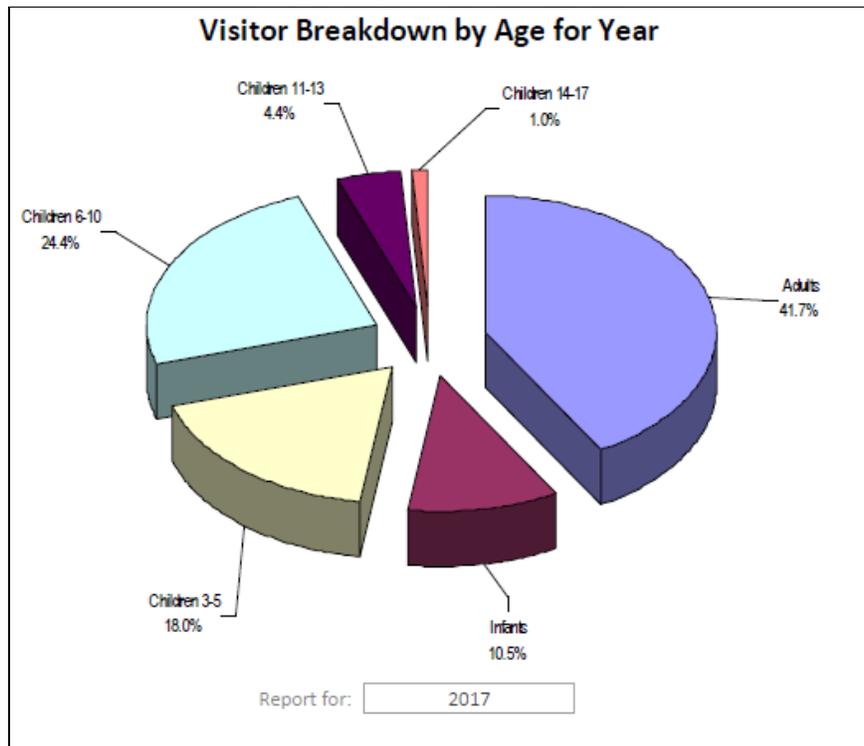
Children's Museum Report Journal Summary for Period Shown

Start Date: THROUGH End Date:

	Total:	Adults	Children	Infants	Age 3-5	6-10	11-13	14-17
Regular:	<input type="text" value="5755"/>	<input type="text" value="3418"/>	<input type="text" value="2337"/>		<input type="text" value="1196"/>	<input type="text" value="972"/>	<input type="text" value="146"/>	<input type="text" value="23"/>
Special:	<input type="text" value="1558"/>	<input type="text" value="779"/>	<input type="text" value="779"/>		<input type="text" value="338"/>	<input type="text" value="358"/>	<input type="text" value="68"/>	<input type="text" value="15"/>
Groups:								
Name:		Adults	Children		Age 3-5	6-10	11-13	14-17
Group Non-School Total	<input type="text" value="1507"/>	<input type="text" value="369"/>	<input type="text" value="1138"/>		<input type="text" value="433"/>	<input type="text" value="666"/>	<input type="text" value="38"/>	<input type="text" value="1"/>
Group School Total	<input type="text" value="1907"/>	<input type="text" value="390"/>	<input type="text" value="1517"/>		<input type="text" value="176"/>	<input type="text" value="1336"/>	<input type="text" value="5"/>	<input type="text" value="0"/>
Group Total:	<input type="text" value="3414"/>	<input type="text" value="759"/>	<input type="text" value="2655"/>		<input type="text" value="609"/>	<input type="text" value="2002"/>	<input type="text" value="43"/>	<input type="text" value="1"/>
Birthday Party:	<input type="text" value="679"/>	<input type="text" value="362"/>	<input type="text" value="317"/>		<input type="text" value="125"/>	<input type="text" value="170"/>	<input type="text" value="15"/>	<input type="text" value="7"/>
Members:								
Cards:	<input type="text" value="2550"/>	<input type="text" value="1120"/>	<input type="text" value="1430"/>		<input type="text" value="1430"/>	<input type="text" value="677"/>	<input type="text" value="113"/>	<input type="text" value="38"/>
Coupons:	<input type="text" value="198"/>	<input type="text" value="117"/>	<input type="text" value="81"/>		<input type="text" value="30"/>	<input type="text" value="40"/>	<input type="text" value="10"/>	<input type="text" value="1"/>
TotalMembers	<input type="text" value="2748"/>	<input type="text" value="1237"/>	<input type="text" value="1511"/>		<input type="text" value="632"/>	<input type="text" value="717"/>	<input type="text" value="123"/>	<input type="text" value="39"/>
Coupons:	<input type="text" value="487"/>	<input type="text" value="256"/>	<input type="text" value="231"/>		<input type="text" value="105"/>	<input type="text" value="102"/>	<input type="text" value="19"/>	<input type="text" value="5"/>
Guests:	<input type="text" value="5310"/>	<input type="text" value="2113"/>	<input type="text" value="3197"/>		<input type="text" value="955"/>	<input type="text" value="1271"/>	<input type="text" value="834"/>	<input type="text" value="137"/>
Classes, Camps, and Clubs:	<input type="text" value="2219"/>	<input type="text" value="681"/>	<input type="text" value="1150"/>	<input type="text" value="388"/>	<input type="text" value="230"/>	<input type="text" value="746"/>	<input type="text" value="137"/>	<input type="text" value="37"/>
Infants:				<input type="text" value="2069"/>				
Total Attendance:	<input type="text" value="24239"/>	<input type="text" value="9605"/>	<input type="text" value="12177"/>	<input type="text" value="2457"/>	<input type="text" value="4190"/>	<input type="text" value="6338"/>	<input type="text" value="1385"/>	<input type="text" value="264"/>

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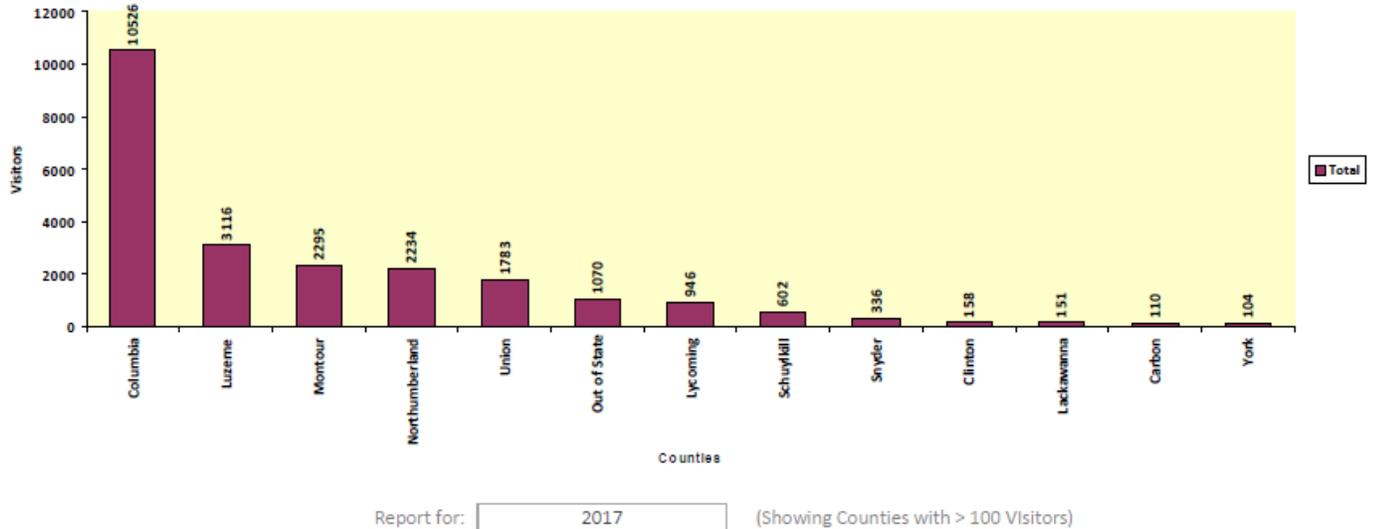


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2017 Museum Visitors by County

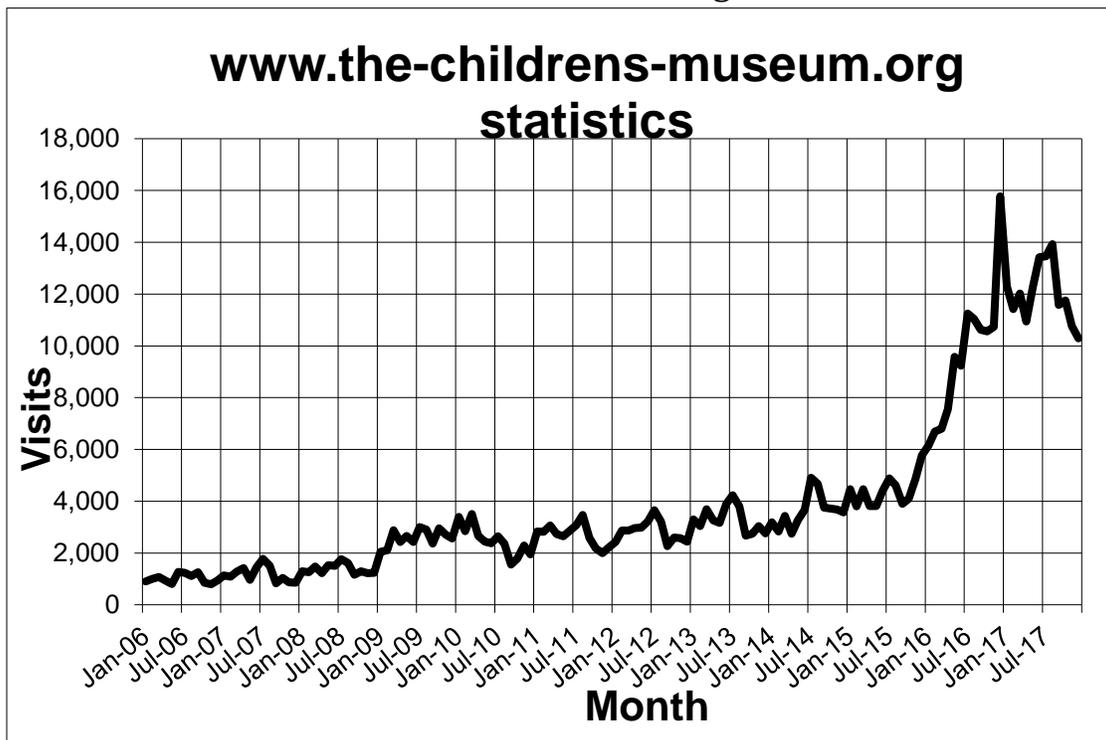
Museum Visitors By County For Year



Social Media (Website, Facebook, Twitter)

The Museum continues to operate a website at www.the-childrens-museum.org which saw a continuing increase in website traffic during 2017, setting many records.

www.the-childrens-museum.org statistics



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The Museum website was converted to a WordPress format at the end of 2015, and is being regularly maintained and updated by the museum staff. After setting an all-time record for visitors/month in January of 2017, the activity on the website seemed to level off and even begin to decline during the year.

Facebook "LIKES" increased from 2814 at the start of the year to 3498 at the end of the year; up almost 25%. The Museum also has a small presence on Twitter and Instagram which was expanded during 2017.

3. 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 2018 as it celebrates these 2017 accomplishments:

- **Year-Round Programs:** continued growth in number and variety of clubs, camps, and classes; Special Saturday and Science, Art, and History offerings. The museum hosted more than 500 hours of educational programs in 2017.
- **Group Visits:** 71 school or community groups made-up a total of 79 visits in 2017 (over 3,400 visitors)
- **Special Events:** Bloomsburg Mini-Maker Faire, Art Shows, Science Fairs, Summer Art Camps, \$2 Tuesdays, SPARKLAB, iMAKE Art & Science Series, Preschool Art Classes, Downtown Bloomsburg BOO!burg, Grossology Dissection Lab, Homeschool Hangouts Programs, Star Wars Day, Touch-A-Truck, Gingerbread House Competition and Exhibit, Culture Café: Global Meets Local, Families with Special Needs Nights, Butterflies LIVE! and many more. New programs were introduced for both Girl Scouts and Boy Scout badge opportunities.
- **New Exhibits:** A-mazing Simple Machines, Maker Space, Magna-Kid.
- **Classroom Remodeling:** New kitchenette, utility sink/closet, walk-in storage and floor/wall paint.
- **Museum Logo** was professionally redesigned and implemented across print and digital platforms.
- **Friends of The Children's Museum established.**
- **Museum Volunteers:** over 130 community volunteers, Bloomsburg University faculty and students, trained docents, active Museum committee members, Board members, Volunteer Steering Committee, Friends of the Museum and Membership Committee who supported the Museum by providing over 8,200+ hours.

4 COMMITTEE ACTIVITIES

Docents:

The purpose of the Docent committee is:

- To schedule volunteer docents to teach specific exhibit area lessons to elementary school children whose classes are visiting the Children's Museum each spring.
- To continue to add new and qualified volunteers to our docent and mover lists.
- To update the CM monthly activity calendar with assigned docents on specific scheduled elementary schools, summer camps and nursery school visits.
- To continue to update our Docent Training Manual with any new and ongoing Exhibits.

Accomplishments for 2017 include:

- 19 docents volunteered this spring. (26 total docents)
(24 total docents in 2016, 24 docents volunteered)
- 34 Elementary Schools visited CM this spring (grades K-3)

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(35 visited in 2016, grades K-3)

1,694 total elementary students visited CM this spring. 77 docents scheduled.

- Grand total of CM receipts received from school visits April 2017 through June 16, 2017 was \$15,675. (This total includes admissions and gift shop)
- 100% of Teacher and Docent updated surveys completed this spring!!

Exhibits: The Exhibits Committee collectively donated 4,000+ hours of their time in the development and maintenance of existing and new exhibit spaces throughout the year. Highlights are listed here:

- Construction Committee finished Phase 1 plans for the rear classroom expansion by managing permits, scheduling, and contractor execution of construction (installing kitchenette and utility closet, building walk-in closet, finishing floor, installing doors).
- Finished installation of new 'Maker Space' exhibit: installing new flooring, Smart TV monitor, collaborative art project, designing and building giant Lite Brite wall, build tables and cabinets, install motorized exhibit sign.
- Finished installation and testing of 'Simple Machines' wall, installed interpretive signage and activities. Planned grand opening of new exhibits in June 2017.



Facilities: The most significant improvement to the facility came with the completion of Phase 1 of the redesigned multi-purpose room area. Thanks to a grant from PPL we were able to begin work in 2016 and finalize it in 2017. The redesigned "classroom" includes a "kitchen" area (without a stove), including a sink, refrigerator, dishwasher, storage closets, and a mop room closet and work sink. Plumbing was rearranged to access a sanitary sewer in the street and the floor and walls were refinished. Design work for the upstairs expansion is continuing as are solicitations for grants to complete that project.

On the exterior of the building, concrete areas including window sills were repainted and new awnings installed on both sides of the building by volunteers. Noteworthy with these improvements was the installation of signs with the new museum logo and as a mural in the classroom area. Additionally, damaged timbers around the butterfly garden were replaced, the parking lot was re-graded, leaking seals on upstairs windows were repaired, the chimney was repaired, a sewer blockage was cleared, and the backdrop fencing in the butterfly garden was repainted by a group of local business volunteers.

Finance: The Finance Committee keeps the Museum running soundly by monitoring income and expenses and submitting detailed monthly/quarterly reports to the board, as well as preparing and filing tax forms required by the State and Federal governments. Finance works with the director to prepare the yearly budget for board approval and works with the accountant to prepare the 990 and complete all tax reports.

Members: Treasurer, two to four other board members appointed by the executive committee, the CM Director. Committee members in 2017: Liz Strauss, Vic Klein, Mary Osborne, Valynn Boy, Brandon

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Ortman, Shawna Meiser

Responsibilities:

- Review the yearly budget prepared by the Director and President and submit it to the Board for approval.
- Monitor income and expenses, assuring that income keeps pace with expenses and that expenses are adjusted to keep pace with income.
- Assure that funds for grants requiring matches are available.
- Recommend action on new, unanticipated, spending.
- Yearly, meet with the accountant in preparation for completion of the 990, Bureau of Charitable Contributions forms, and other financial forms as required.
- Make recommendations to update the Financial Policy Manual.
- In cooperation with the Director and the Personnel Committee, make salary recommendations.
- Review CMEF performance and final year end accounting for CM and recommend what funds, if any, of CMEF earnings will be distributed to CM operating funds or what CM funds will be donated to the Endowment Fund.

Endowment sub-Committee of Finance:

We ended 2017 with an endowment balance of \$162,136. This is an increase from 2016 end of year \$143,368. Total monies deposited into the Children's Museum Endowment Fund since inception (5/2014) are \$130,761.

Endowment summary for year end 2017:

	12/31/15	12/31/16	3/31/17	6/30/17	9/30/17	12/31/17
Cash/Equiv.	53,703	47,455	47,637	49,646	50,009	55,104
Mutual Funds	64,253	85,750	90,445	88,687	92,044	91,749
FI Securities	10,045	10,063	10,249	15,354	15,384	15,169
Total Account*	128,613	143,368	148,675	153,566	157,811	162,136

Fiduciary fees to First Columbia for the last quarter were \$194.

*may not add correctly due to booking of accrued income to total account.

Fundraising: The Fundraising Committee is tasked with planning and executing fundraising events, member recruitment and appreciation events and standalone fundraising projects. In conjunction with the Director, the committee drafts 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. Several hundred dollars were raised for the Children's Museum in 2017 through "Dine to Donate" events at Wendy's, Bloomsburg. The realization of a 2016 goal for this committee to expand support of the Museum was the creation of a "Friends of the Children's Museum" group that will include fundraising.

FRIENDS of the MUSEUM: The development of a "Friend of the Museum" organization began in 2017 and expects to be rolled out completely in mid-2017. An 8-member committee developed a brochure identifying the role of the "Friends" group to be used to spread the word.

The brochure will give information about how the Friends will support the Children's Museum. The support provided by the "Friends" will enable the Museum to:

- Provide scholarships to our many programs
- Create and offer more new and exciting programs
- Update and maintain our current exhibits
- Create new exciting exhibits

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- Extend our educational outreach services
- Enable continued excellence in serving the wider community

Gift Shop: The Children's Museum Gift Shop continues to be an excellent fundraising resource. In 2017, the Gift Shop realized \$15,383.25 in sales with a net profit of \$8838.35. To make the Gift Shop accessible to everyone, items are priced from 25 cents to \$20.00.

Grants: Museum Director has worked closely with Program Director to seek out and apply to **-nineteen grants in 2016/2017** for funding to cover staff wages, program supplies, technical equipment, exhibit construction and capital improvements; ten of the nineteen were funded for a total of \$25,855 over the last 12 months, with three grant decisions pending. Several lagging reimbursement grant payments account for about \$6,000 of the grant deficit listed on the profit & loss report (\$19,827 behind goal). We are in the final year of the three-year federal Institute of Museum & Library Services grant.

Grants were received from the following entities: Berwick Health & Wellness Small Program Grant, Berwick Health & Wellness "Youth in Philanthropy" Grant (Danville HS), Berwick Health & Wellness "Youth in Philanthropy" Grant (Columbia Montour Vo-Tech), Berwick Area United Way, Bloomsburg Area Community Foundation, Bredbenner Community Grant, Danville Community Foundation, Degenstein 1994 Foundation, PA Historic & Museum Commission, PA Partners for the Arts (PPA), Woodcock Foundation – Al Watson Matching Gift, Williams Community Grant(2).

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 2017, The Children's Museum reached a GuideStar level Gold in 2017 and is targeting to reach Platinum by end of 2018.

Items of note for 2017:

- Committee expanded by adding a Marketing profession to the team
- Marketing reach broadened to include Local TV segments of larger activities and appearances on local Radio by our Director and Marketing Chair.

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.

Policy: Several policies were revised or adopted during the year and approved by the board, including the Financial Policy, and the Employees Handbook. These changes included some modification of spending approvals and incorporation of a key control policy to accompany planned exterior lock changes in the building. An Ethics Policy was added.

5. ANNUAL APPEAL

106 donors gave to the Children's Museum's 2017 Annual Appeal. The Annual Appeal total for FY 2017 was \$12,329.36 which was somewhat less than total received in 2016.



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6. MEMBERSHIPS

170 regular paid memberships involving 740 people supported the Children's Museum in 2017; a slight decrease in paid memberships and members than in previous year.

Active Membership Counts by Category						Tuesday, January 2, 2018
Cards Per Membership	Memberships	Category				You Me
		Contributing	Family	Just Me		
1	10			10		
2	21	2	1			15
3	6		6			
4	42		41			1
5	74	1	73			
6	11	1	10			
7	4		4			
8	1		1			
30	1					
# of Memberships:	170	4	136	10		16
# of Members:	740	15	645	10		34

A new category of membership was established in 2017. 11 pre-paid memberships were donated to be given to families in need who had children in the Head Start program.

Sponsored Membership Counts by Category						Tuesday, January 2, 2018
Cards Per Membership	Memberships	Category				You Me
		Contributing	Family	Just Me		
3	1		1			
4	4		4			
5	3		3			
6	1		1			
7	1		1			
8	1		1			
# of Memberships:	11		11			
# of Members:	55		55			

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7. STAFF, VOLUNTEERS, and BOARD

Museum Staff:

Shawna Meiser, Museum Director
Ginny Weibel, PhD, Education Coordinator
Chiara Whitmoyer, Office Manager
LeeAnn Frey, Front Desk and Office Assistant
Shelby Kellner, Museum Assistant, seasonal
Laura Knorr, Art Instructor
Emily Wessel, Art Instructor

Work-Study Students:

5 Bloomsburg University students served as additional 2017 Museum staff through the Federal Work-Study Program and academic internships.
2 High School co-op students provided Museum exhibit refreshing and development of interpretive materials.

Community Volunteers (including Board Members):

130 volunteers contributed over 8,200 hours in support of the Museum in 2017.

2017 Board of Directors:

Victor Klein, President
Joan Silver, Vice President Administration
Kathrene Beidler, Secretary
Mary Osborne, Treasurer
Karen Blackway
Valynn Boy
Jean Downing
Diana Hughes
Lisa Leighton
Brandon Ortman
Jeananne Scrimgeour
Liz Strauss

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