

2020 ANNUAL REPORT



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

www.the-childrens-museum.org



The Children's Museum MISSION is to enrich the lives of people in the region by fostering a lifelong love of learning through enjoyable interactive programs and exhibits that bring out the imagination of every child and the child in every visitor.

ANNUAL REPORT OF THE CHILDREN'S MUSEUM

Year Ending December 2020

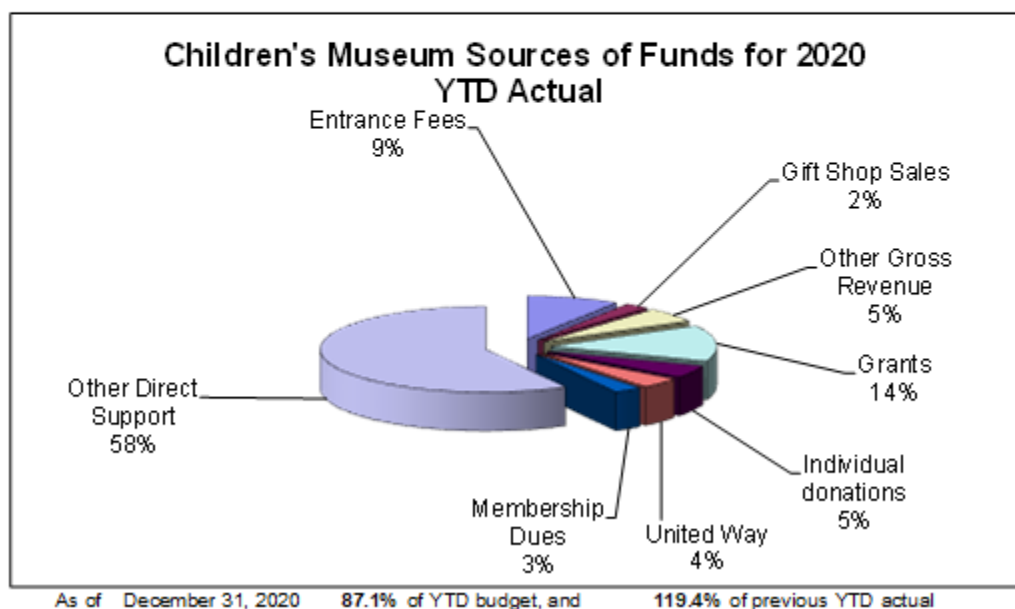
2020 Activities and Accomplishments

1. FINANCES

The Children's Museum is a 501(C)(3) non-profit and operated with a 2020 annual INCOME of approximately \$214,495 and EXPENSES of approximately \$241,212.

Children's Museum Sources of Funds for 2020

Income Sources (non Capital)		as of: 12/31/2020	
Entrance Fees	19,443	9.1%	
Gift Shop Sales	5,141	2.4%	
Other Gross Revenue	11,889	5.5%	Classes, Birthdays, Camps, Clubs
Grants	29,194	13.6%	
Individual donations	10,101	4.7%	
United Way	8,508	4.0%	Also other community support
Membership Dues	5,943	2.8%	
Other Direct Support	124,296	57.9%	Businesses and Schools, Annual Appeal
	214,495	100.0%	

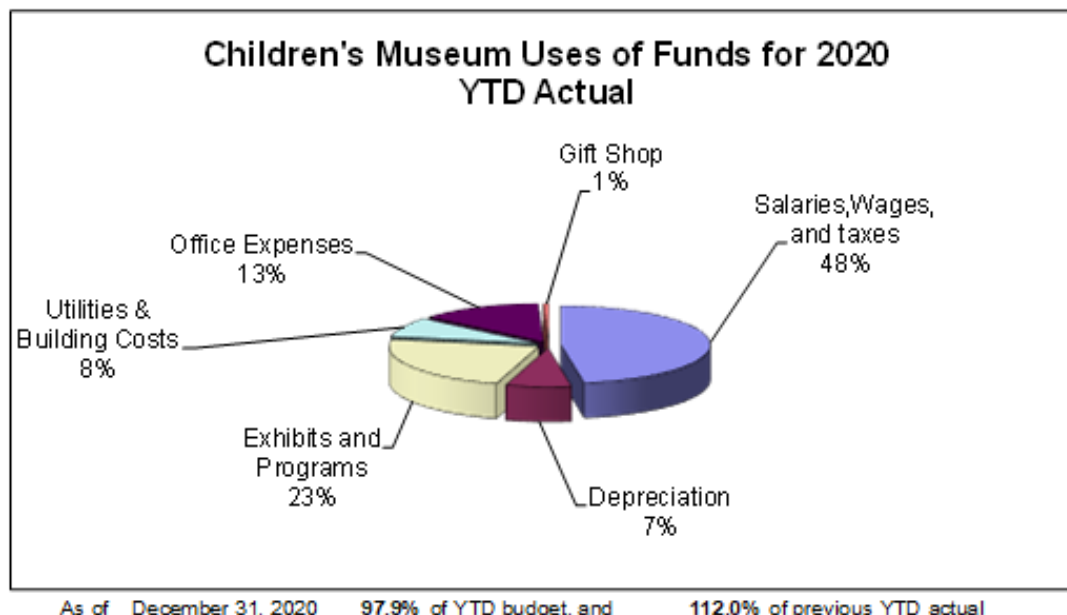


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Children's Museum Uses of Funds for 2019

Expenses			
(non Capital)	Salaries, Wages, and taxes	114,592	47.5% Including payroll taxes
	Depreciation	17,039	7.1%
	Exhibits and Programs	56,162	23.3% Grant supplies and contractors, exhibit supplies
	Utilities & Building Costs	19,948	8.3% Utilities, insurance, maintenance, depreciation, and improvements
	Office Expenses	32,013	13.3% Supplies, postage, printing, equipment, auditor, travel, Chamber dues
	Gift Shop	1,459	0.6% Including sales tax
		241,212	100.0%



As of December 31, 2020 97.9% of YTD budget, and 112.0% of previous YTD actual

2. Attendance:

The Museum was open to the public January through mid-March and then July-December – due to COVID-19 restrictions – we continued to operate and offer virtual and distance learning opportunities through the COVID-19 mandated closures. The year ended with a total of 13,207 visitors; including 1,250 first-time visitors who heard about the Museum predominantly through word-of-mouth and Facebook.

Attendance by Year (Most Recent 3 Years)		
2018	2019	2020
22,037	22,128	13,207*

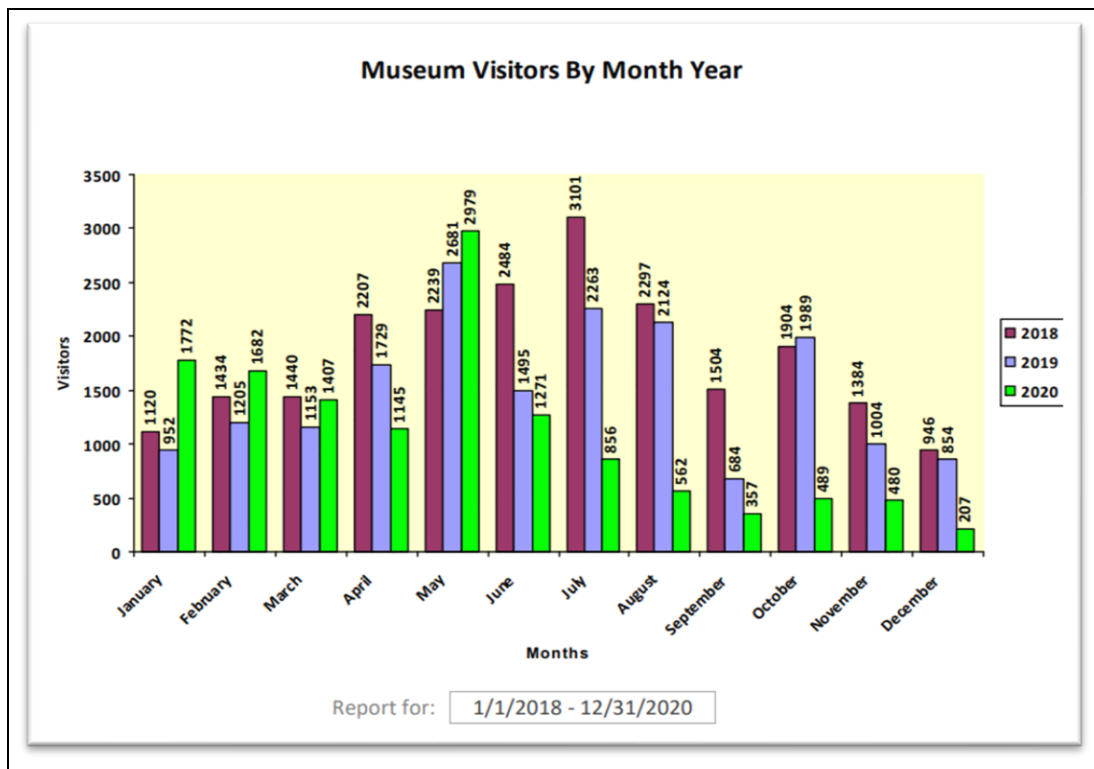
**Note: The reduction in visitors reflects reduced foot traffic due to COVID-19 closures.*

Total does not include an additional 5,000 visitors who participated in the Stay, Play, Learn website that ran from March – June or the hundreds of visitors to the Little Free Library that was established near the museum or access to STEAM kits described below.

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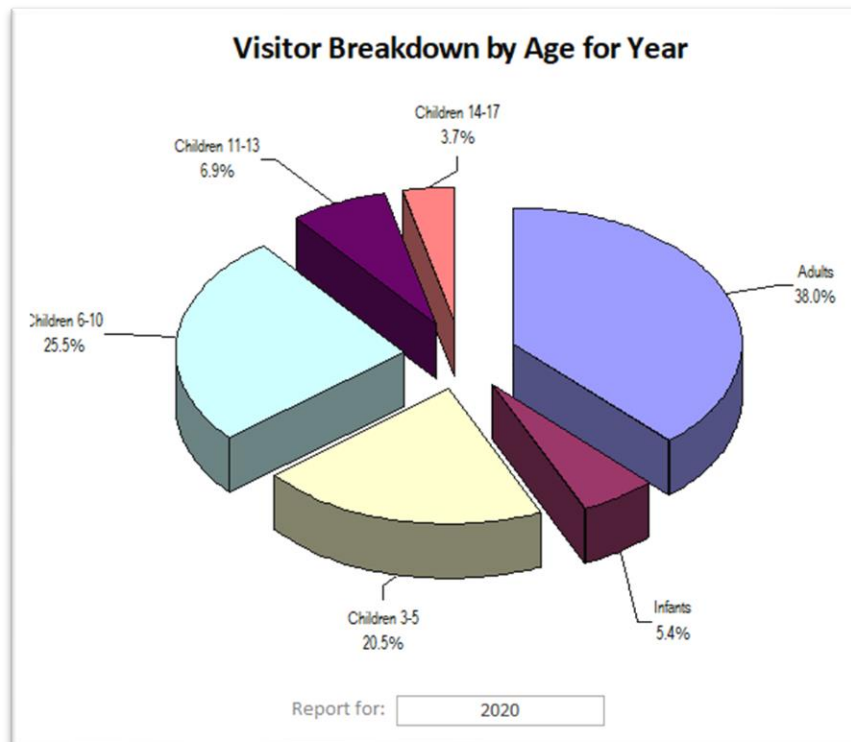
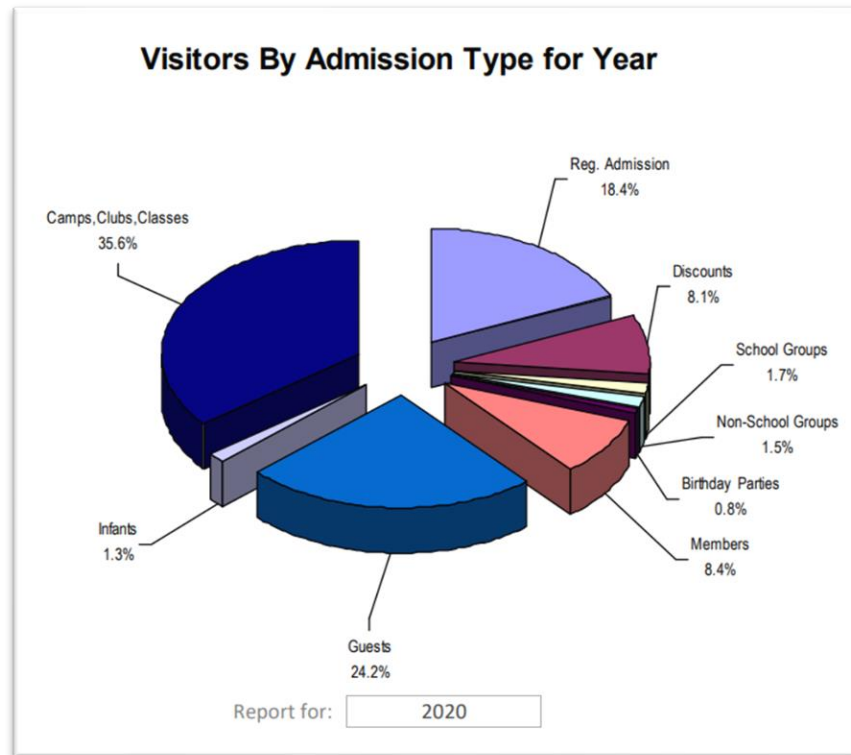
Year Ending December 2020

The Museum also distributed STEAM kits contained all items necessary for an Art, Science, Engineering, Technology, or Math project along with worksheets and extension activities. Initially, we produced 40 kits per week at one location. Patrons could simply drive up and take a kit. This allowed for safe distancing. Demand for these kits caused the program to grow to distribute, via the Little Free Libraries, over 400 kits per week across 12 locations throughout Columbia, Montour, Northumberland, and Luzerne counties!



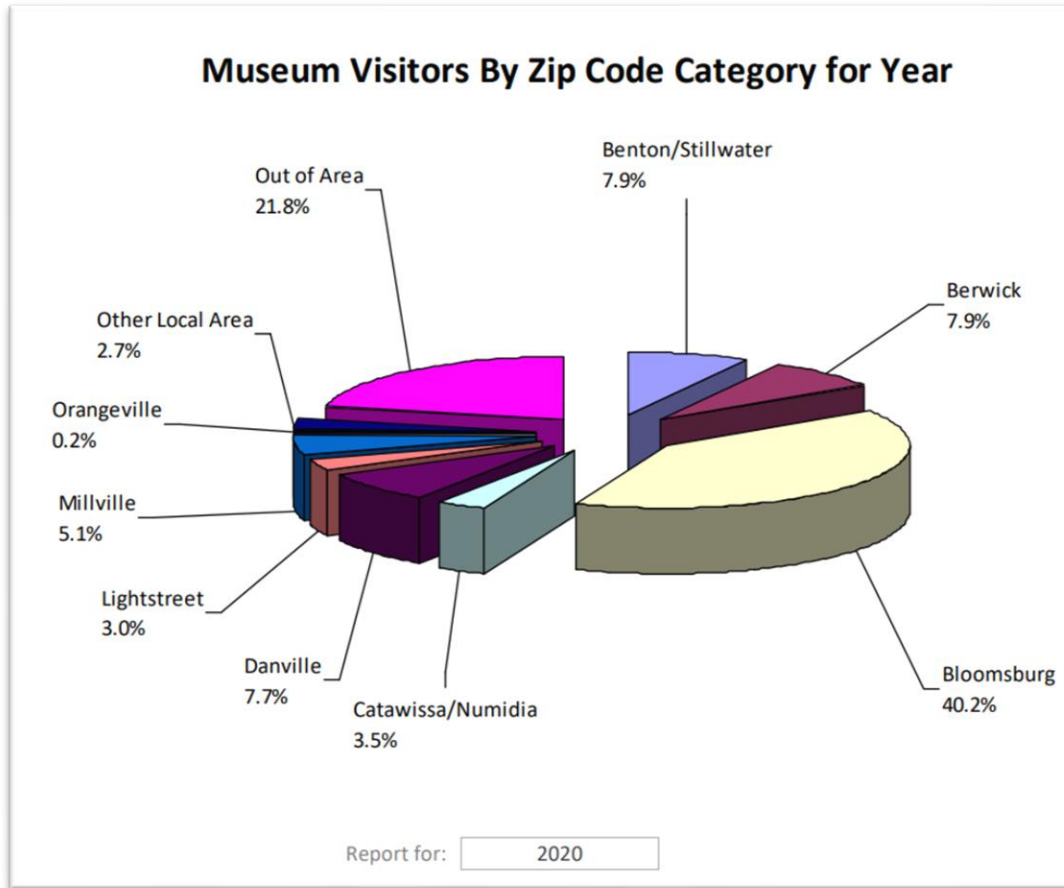
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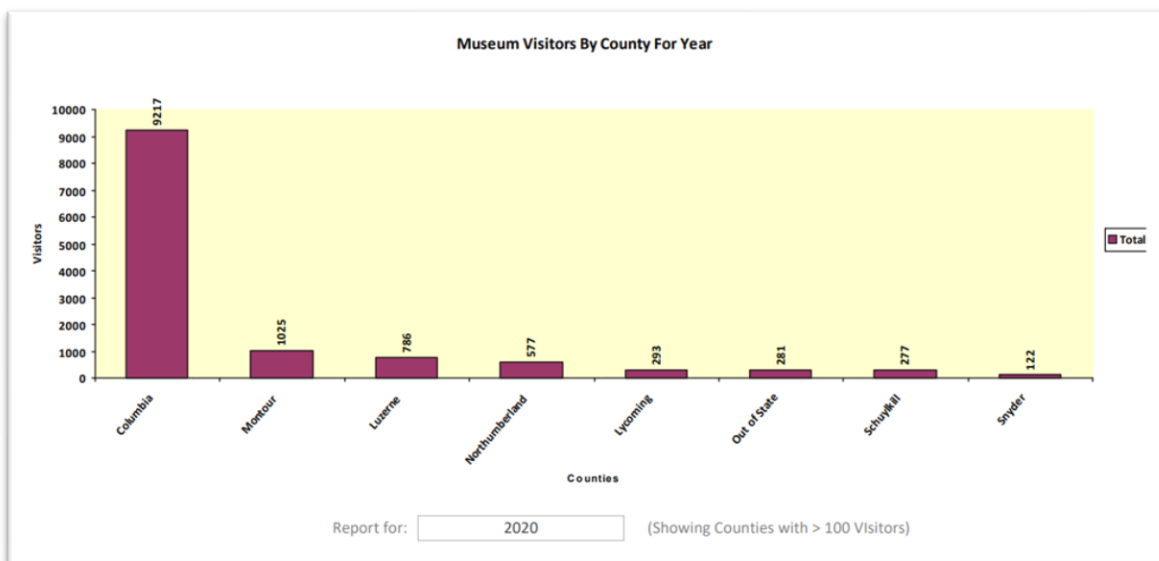


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2020 Museum Visitors by County

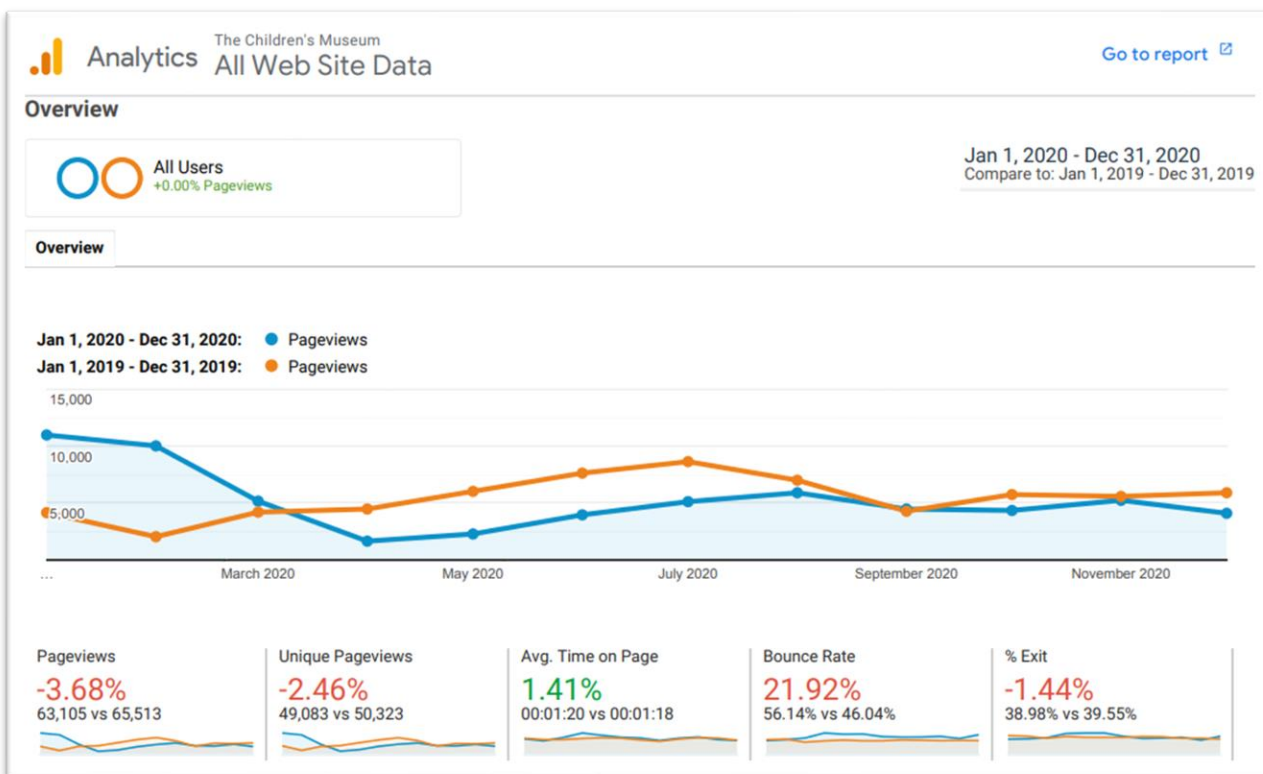


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Social Media (Website, Facebook, Twitter)

The Museum continues to operate a website at www.the-childrens-museum.org; which saw a continuing increase in website traffic during 2020. Our Assistant Director continues to expand the website, adding updated photos and adding an option to purchase admission passes and memberships online. The use of NEON has continued and been expanded for registrations, memberships, online sales, and overall online professional interface for our customers.



Facebook "LIKES" increased from 5376 at the start of the year to 5900 at the end of the year; an increase of more than 9%. 6,184 people follow our primary Facebook page. Our Instagram page has 604 "followers", an increase of more than 150 from the previous year.

The Museum continues to have a small but increasing presence on Twitter and Instagram.

In addition to the Museum's website, two events the museum produces (Bloomsburg Maker Faire, and BloomCON Hak4Kidz) have their own websites and social media accounts. These annual events warrant a separate internet presence due to their popularity. The event websites cross-promote with the museum website and social media accounts.

3. HIGHLIGHTS and ACCOMPLISHMENTS

Dr. Ginny Weibel, Ph.D. remains Director of the Children's Museum. Under Dr. Ginny's leadership, the Museum plans to continue expanding its reach in 2021 as it celebrates these 2020 accomplishments:

- **Year-Round In-Person Programs:** Many continued despite the forced COVID closure. The Museum offered programs in history, arts, culture, and science and hosted more than 300 hours of in-person educational programs in 2020.

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- **Virtual Programming:** Once the Museum was ordered to close due to the COVID-19 pandemic, staff quickly pivoted to a virtual and distance learning model. The Museum hosted weekly "Live From The Children's Museum" Facebook broadcasts which offered interactive educational shows on topics like Behind the Scenes at the Museum, Meet Molly the Turtle, Recycled Art, All STEAM Ahead, and The World Around Us. The broadcasts included no-cost downloadable activities to complement the day's theme. In addition to these broadcasts, the Museum partnered with Box of Light Studios to create the Play, Stay, Learn website. This website was a compilation of Art, Science, and Humanity videos created by local artists, teachers, hobbyists, and educators. Each video offered a lesson or activity for children to do while at home during the isolation period of the COVID-19 lockdown. The goal of the website was to offer friendly faces to the Children of our region during a very scary time and to give kids some fun things to do during the isolation period. The website had over 5,000 visitors during the time it was active (March-June 2020). The Museum also started offering low-cost virtual field trips.
 - **Distance Learning:** The Museum effectively closed to the public on March 16th, 2020 due to the COVID-19 mandate issued by the Pennsylvania Department of Health. The Museum started distributing takeaway STEAM kits from our Little Free Library outside of the Museum. The kits contained all items necessary for an Art, Science, Engineering, Technology, or Math project along with worksheets and extension activities. Initially, we produced 40 kits per week at one location. Patrons could simply drive up and take a kit. This allowed for safe distancing. Demand for these kits caused the program to grow to distribute over 400 kits per week across 12 locations throughout Columbia, Montour, Northumberland, and Luzerne counties!
 - **Group Visits:** We had 6 virtual and 8 in-person field trips or group visits (424 visitors). Our virtual field trip program reached students as far away as Maryland.
 - **Special Events:** The 2020 annual in-person events: Bloomsburg Mini-Maker Faire, BloomCON Hak4Kidz, Touch-A-Truck, Mini Petting Zoo, Art Shows, Annual Science Fair, Summer Art Camps, \$2 Tuesdays, Winter Wednesdays, SPARKLAB, iMAKE Art & Science Series, Preschool Art Classes, Downtown Bloomsburg BOO!burg (went Virtual), Grossology Dissection Lab, Homeschool Hangouts Programs, Star Wars Day, Gingerbread House Competition and Exhibit, Culture Café, Global Meets Local, Families with Special Needs Nights (Renamed to All Abilities Night) (quarterly), Butterflies LIVE!, and This Day in History were either canceled or held virtually due to COVID restrictions.
 - **Business Hours:** The Museum was open 6 days of the week during January through mid-March and July through December (the Museum was closed mid-March through July), with Monday being added (Monday-Saturday) 10 am-4 pm with extended hours on the first Friday of each month (10 am-7 pm).
 - **The Friends of the Museum:** This group worked with the Director to establish an Amazon wish list of items needed by the Museum for any Amazon shopper to purchase and have shipped to the Museum.
 - **New Exhibits:** Work began on the new health exhibit, "The Super Power Of You," and continued throughout the year. The exhibit should be opening in the Spring of 2021.
 - **Museum Volunteers:** Over 100 community volunteers, Bloomsburg University faculty, interns, work-study students, trained docents, active Museum committee members, Board members, Volunteer Steering Committee, Friends of the Museum, and Membership Committee supported the Museum by providing over 7000+ hours.
 - **35th Anniversary:** A special campaign, "\$35 for 35 Years", was run in 2020 to celebrate the 35th Birthday of the Museum. Donations were received by the Museum from June to August totaling \$9,220. These contributions were spread out over 76 donors, of which over 54% were first-time donors.

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.

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- To continue to add new and qualified volunteers to our docent and mover lists.
 - To update the Museum's monthly activity calendar with assigned docents on specific scheduled elementary schools, summer camps, and pre-school visits.
 - To continue to update our Docent Training Manual with any new and ongoing Exhibits.
 - Beginning January 2020, the Docent Committee's responsibilities were addressed and organized by the Museum office staff.

Accomplishments for 2020 include:

- In 2020 we introduced Virtual Field Trips. These are hour-long virtual presentations with a docent in a specialized exhibit. We hosted 6 virtual field trips, in the Greenway, Longhouse, and Passage to Pennsylvania. These trips consisted of students PreK through 8th grade. With virtual field trips, we were able to reach school districts that would not be able to come to an in-person field trip. We even had a school from Maryland Zoom into the Museum!

Exhibits:

The Exhibits Committee and volunteers collectively donated 7,000 hours of their time in the development and maintenance of existing and new exhibit spaces throughout the year.

Highlights are listed here:

- The new Space Exhibit was opened in July of 2020.
- Construction on the new health exhibit, "The Super Power of You", was started and continued throughout the year. The exhibit will be opening in the Spring of 2021.
- Construction on a Native Bird exhibit was started and continues. This exhibit will be part of the updated Greenway.
- The matching game in the pre-school area was modified to now match native birds to their names. The new version of the game will be part of the Native Bird Exhibit.
- The Magnetic town game was hung and opened in the Ramblin Rollers Area.
- The Museum obtained 4 Eastern Box Turtles from the Pennsylvania Fish and Boat Commission. These turtles will be part of the updated Greenway (construction scheduled to begin in 2021). Volunteers built a temporary exhibit space for these turtles.
- Crafts were updated and/or changed in the Passage to PA, Greenway, Egypt, and We Walk Their Paths Exhibits.
- The Build-A-Harley (motorcycle) exhibit piece was removed from storage, updated, and put on the Museum Floor.
- The Build-A-Bridge Over the Susquehanna was removed from storage, updated, and added to the Museum floor.
- A display case to house 3D art forms was built by volunteers and added to the North Mountain Art League exhibit area.
- Additional exhibit cleaning procedures were implemented in response to guidelines issued by the Pennsylvania Department of Health, the Centers for Disease Control, and The American Museum Association's guidelines on COVID-19 mitigation.

Facilities:

Since upgrading the Wi-Fi system in the museum, we temporarily lost the ability to monitor the closed-circuit TV system remotely. In February, Bill Bien worked with the CCTV vendor, Josh Walsh of ICU Surveillance, and the system was returned to service. Because of our much-expanded use of the internet, especially for classes like Girls Who Code, Infectious Intelligence, scouts, robotics, etc., our connection needed to be upgraded to allow more bandwidth and more users on at once. The Executive Committee authorized increasing from 7.6Mbps to 100Mbps.

The Museum added a UV sanitizing device for toys and loose exhibit pieces.

During the COVID-shutdown periods, the town repainted the lines in front of the Museum along Center street. This included 2 crosswalks, handicap entrance marking (at the double doors leading into the simple machine area), and a marked walkway along the side of the building. This is to help control traffic around the museum especially during the Fresh Express days at AGAPE.

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The zoning board in Bloomsburg had contacted the museum and said we were not allowed to have food trucks on-site because of the zoning on our side of 7th St, so we had to cancel our summer food truck series that we had held for the past 3 years. Vic and Ginny attended a town council meeting to express our needs in terms of street closures for events as well as our use of food trucks at events. The status is still open with the Town Council.

The sump pump in the basement failed and was replaced and Bill Bien also repaired the basement door,

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 and the CM Director. Committee members in 2020: Liz Strauss, Vic Klein, Mary Osborne, Ginny Weibel, and Kathy Beidler

Responsibilities:

- Review the yearly budget prepared by the Director and Vic Klein 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 CMEF.

Reports:

- Keep a written record of committee action.
- Prepare monthly, quarterly, and year-end tax statements (Treasurer).
- Collect materials for the accountant (Treasurer and Director) and meet with the accountant to discuss material provided for the 990.
- Present the 990 and the audit to the Board for approval.
- Aid the Treasurer as requested.

2020 Accomplishments:

- Met with our accountant to complete 2019 tax returns and other relevant documents from the Bureau of Charitable Contributions and the State Employees Combined Appeal.
- Worked with the Director, providing applicable financial information.
- Submitted all quarterly tax reports (Treasurer).
- Completed other forms as required for the state, fundraising, and bequest purposes (Treasurer and Director).
- Recommended, to the Board, a 2021 budget.
- A bookkeeper, hired in December of 2018, continued to aid in entering data into QuickBooks and assisting the treasurer with quarterly and year-end taxes.

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2021 Goals:

- To continue the above
- To take appropriate steps to fulfill a plan for a continuing Endowment Fund campaign
- To continue effective oversight of Museum funds
- To work with other Board committees as requested

Endowment sub-Committee of Finance:

Members: The Children's Museum Board of Directors retains the final authority of the Children's Museum Endowment Fund (CMEF) and receives recommendations from the Finance Committee. The Finance Committee may appoint an Endowment Committee, including representatives from the Board as well as the Financial Institution holding the CMEF.

In 2020, the Finance Committee monitored the Endowment Fund and reviewed the quarterly reports.

Responsibilities:

1. To solicit and receive funds per the CM Gift Acceptance Policy.
2. To work in conjunction with the Finance Committee and other committees as appropriate.
3. To coordinate information, make recommendations on investment strategy, and report fund status.

Reports:

1. Keep a written record of committee meetings.
2. Prepare a monthly report for the Board.
3. Request that FCB&T present a report to the Board every six months. (While FCB&T issues reports quarterly, there are monthly updates on activities and donations.)

2020 Accomplishments:

1. Included Endowment information in monthly emails.
2. Presented Endowment reports and information to the Board.

2021 Goals:

1. To keep CM supporters informed of Museum events by creating a newsletter.
2. To seek individual pledges to the Endowment Fund.

We ended 2020 with an endowment balance of \$193,611.87. The 2019 year ended with a balance of \$179,770.47. There were ups and downs throughout 2020, but as of 12/31/2020, the endowment balance showed an increase of \$13,841.40.

FRIENDS of the MUSEUM: The "Friends of the Museum" organization continued in 2020.

A brochure provides information about how the Friends 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
- Extend our educational outreach services
- Enable continued excellence in serving the wider community

Gift Shop: The Children's Museum Gift Shop has always been an excellent fundraising resource for the museum. Even though the Gift Shop was closed for several months due to the pandemic, a profit of \$3,682.22 was realized to benefit operating expenses at the museum. To make the Gift Shop accessible to everyone, items are priced from 25 cents to \$50.00.

Grants: Our Museum Director worked to seek out and apply for **thirty grants in 2019/2020** for funding to cover staff wages, program supplies, technical equipment, exhibit construction, COVID-19 relief, and capital improvements; twenty-four of the thirty were funded for a total of \$77,345 over the last 12 months. See the chart below for grant details.

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Grants were received from the following entities:

Foundation, Government, & Industry Grants Oct 2019 - Sept 2020	
	Amount
Bloomsburg Rotary	\$1,500
Youth In Philanthropy (3 grants in total)	\$1,320
Bloomsburg Area Community Foundation	\$500.00
Matthews Children's Fund	\$1,000.00
PA Historic & Museum Commission	\$4,000.00
PA Partners for the Arts	\$3,400.00
PA Department of Health	\$5,000.00
Woodcock Foundation Al Watson Matching Grant	\$1,000.00
Woodcock Foundation for the Appreciation of the Arts	\$4,000.00
Columbia Montour Visitor's Bureau Promotional Grant	\$15,000
First Community Partnership Foundation	\$500
Degenstein Foundation	\$12,000
Geisinger Foundation	\$2,500
PPL EITC Program	\$5,000
Williams Company Foundation	\$1,000
Central Susquehanna Community Foundation (total of 5 grants)	\$19,125
Excelon Energy	\$500
Total	\$77,345.00

In addition to these grants, the Museum applied for the Payroll Protection Program and received \$18,387.32. The PPP loan was completely forgiven. The Museum applied for and received a \$10,000 Economic Injury Disaster Loan (EIDL) along with a \$5,000 forgivable advance. The Museum has since paid off the \$10,000 EIDL loan.

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 2020, the Children's Museum held a GuideStar level of Silver and is targeting to reach Gold by end of 2021.

Items of note for 2020:

- **WVIA:** Digital campaign with WVIA PBS Kids, with a 66% TV and 33% radio split. The commercial will play on WVIA PBS Kids and will highlight various Museum assets. **BONUS** - We will appear on the 2019-2021 PBS Kids Passport to FUN! This is a free promo to encourage visitors from all over PA to visit and stamp their Passports. Debbie the Clubhouse Mom visited in April to put together the plan. **FREE!**
- **Groupon:** A Groupon Deal was launched in the fall and opened up the Museum to a wide range of new visitors and a new demographic. This opportunity is no cash upfront and provides several blast emails to several thousands of Groupon subscribers, getting more people in the door and made aware of the Museum.
- **Susquehanna Valley Visitor's Bureau:** The Museum was awarded, via a semi-annual lottery, a 2'x4'x1' display case to display what the Museum has to offer.

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- Chamber of Commerce Membership: The Museum re-joined the CoC for 2020 and hosted one of their evening After Hours Chamber Social Get-togethers.
- WWRR FM -The River 105 – A partnership was established between the Museum and The River Radio involving ads and trafe.

Personnel: The VP of Administration, working with the Museum Director, 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, and approves job descriptions. The VP of Administration conducts an annual review of the Museum Director with input from the board members and acts as a liaison between the Museum Director and the Board.

Policy: In February, a new vacation policy was approved by the board and in November a clarification of the rules for volunteer work by employees was approved. Both have been included in the latest version of the employee handbook. Several of the existing policy manuals are currently under review.

5. ANNUAL APPEAL

The 2020 Annual appeal income is just over \$10,000 thus far; compared to \$10,779 for all of 2019 (donations come in until April of the year following appeal).

To date, over 60% of all donations have been from first-time donors.

6. MEMBERSHIPS

108 regular Admission paid memberships involving 384 people supported the Children's Museum in 2020.

Active Membership Counts by Category					
Tuesday, February 9, 2021					
1:32:48 PM					
Cards Per Membership	Memberships	Category			
		Contributing	Family	Just Me	You Me
	17		15		2
1	3			2	1
2	14	1	2		10
3	9		9		
4	16		15		
5	38		38		
6	9		9		
7	1		1		
11	1		1		
# of Memberships:	108	1	90	2	13
# of Members:	384	2	353	2	21

Additionally, the Museum partnered with the Bloomsburg Library to offer day passes for library members to visit the Museum.

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1-year Golden Museum Memberships were provided to the Women's Center in Bloomsburg, The Gatehouse in Danville, and The Ronald McDonald House. They were made available to these organizations for use by their clients during a time of stress or hardship. The Memberships were made available by a grant from The Central Susquehanna Community Foundation, Women's Giving Circle

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7. STAFF, VOLUNTEERS, and BOARD

Museum Staff:

Ginny Weibel, Ph.D., Museum Director
Shelby Kellner, Assistant Museum Director
Lisa Dooley - Bookkeeper
Madison Mahlendorf, Front Desk Assistant
Nicholas Campbell, Front Desk Assistant
Sarah Hixson, Front Desk Assistant
Brooke McConnell, Summer Camp Assistant
Allison Beaver, Museum Assistant
Erik Weibel, Museum Assistant
Stacy Woodley (May 2019- February 2020), Office Manager
Eileen Neufer (February-May), Office Manager
Shannon Howe (August 2019-March 2020) Front Desk Assistant
Samantha Schooley (July-August) Front Desk Assistant

Work-Study Students:

Bloomsburg University students continue as additional 2020 Museum staff through the Federal Work-Study Program and academic internships. High School co-op students provided Museum exhibit maintenance.

Community Volunteers (including Board Members):

100 volunteers contributed over 7,000 hours in support of the Museum in 2020.

2020 Board of Directors:

Kathrene Beidler, President
Chiara Whitmoyer, Vice President Administration
Vic Klein, Secretary
Mary Osborne, Treasurer
Karen Blackway
Tracey Craddock
Diana Hughes
Brooke Lylo
Chris Carro (October - December)
Liz Strauss
Emerson Noss

The Museum was honored to receive an award in the name of the Board President, Kathrene Beidler, from The Women's Center of Columbia-Montour County for being An Outstanding Member of the Business Community.

Prepared by Kathrene Beidler, President, The Bloomsburg Children's Museum
Approved for distribution: March 11, 2021