

# 2021 ANNUAL REPORT



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[www.the-childrens-museum.org](http://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 2021

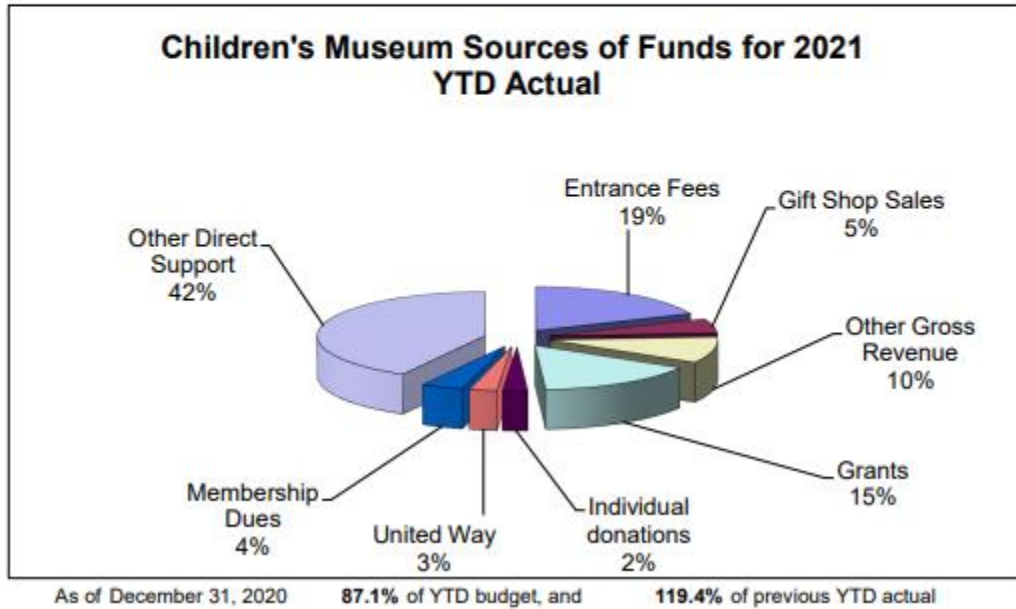
## 2021 Activities and Accomplishments

### 1. Finances

The Children's Museum is a 501(C)(3) non-profit and operated with a 2021 annual INCOME of approximately \$236,000 and EXPENSES of approximately \$241,212.

#### Children's Museum Sources of Funds for 2021

Income Sources (non Capital)			as of: 12/31/2020
Entrance Fees	43,966	18.7%	
Gift Shop Sales	12,397	5.3%	
Other Gross Revenue	22,512	9.6%	Classes, Birthdays, Camps, Clubs
Grants	36,531	15.5%	
Individual donations	5,678	2.4%	
United Way	6,288	2.7%	Also other community support
Membership Dues	9,575	4.1%	
Other Direct Support	98,707	41.9%	Businesses and Schools, Annual Appeal
	<u>235,654</u>	<u>100.0%</u>	

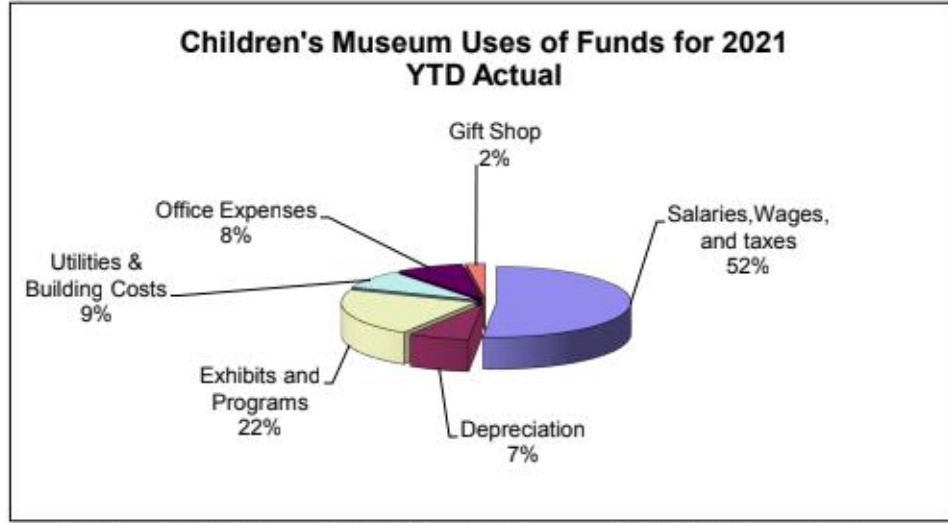


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## Children's Museum Uses of Funds for 2021

Expenses (non Capital)				
Salaries, Wages, and taxes	130,427	51.6%	Including payroll taxes	
Depreciation	18,588	7.4%		
Exhibits and Programs	55,155	21.8%	Grant supplies and contractors, exhibit supplies	
Utilities & Building Costs	21,689	8.6%	Utilities, insurance, maintenance, depreciation, and improvements	
Office Expenses	20,881	8.3%	Supplies, postage, printing, equipment, auditor, travel, Chamber dues	
Gift Shop	5,853	2.3%	Including sales tax	
	<u>252,594</u>	<u>100.0%</u>		



As of December 31, 2021      97.9% of YTD budget, and      112.0% of previous YTD actual

## 2. Attendance:

The Museum was open to the public from January through December. The year ended with a total of 25,255 visitors; including 5,253 first-time visitors who heard about the Museum predominantly through word-of-mouth and Facebook.

Attendance by Year (Most Recent 3 Years)		
2019	2020	2021
22,128	13,207*	25,255

*Note: Reflects a reduction in numbers served due to the ongoing COVID 19 pandemic*

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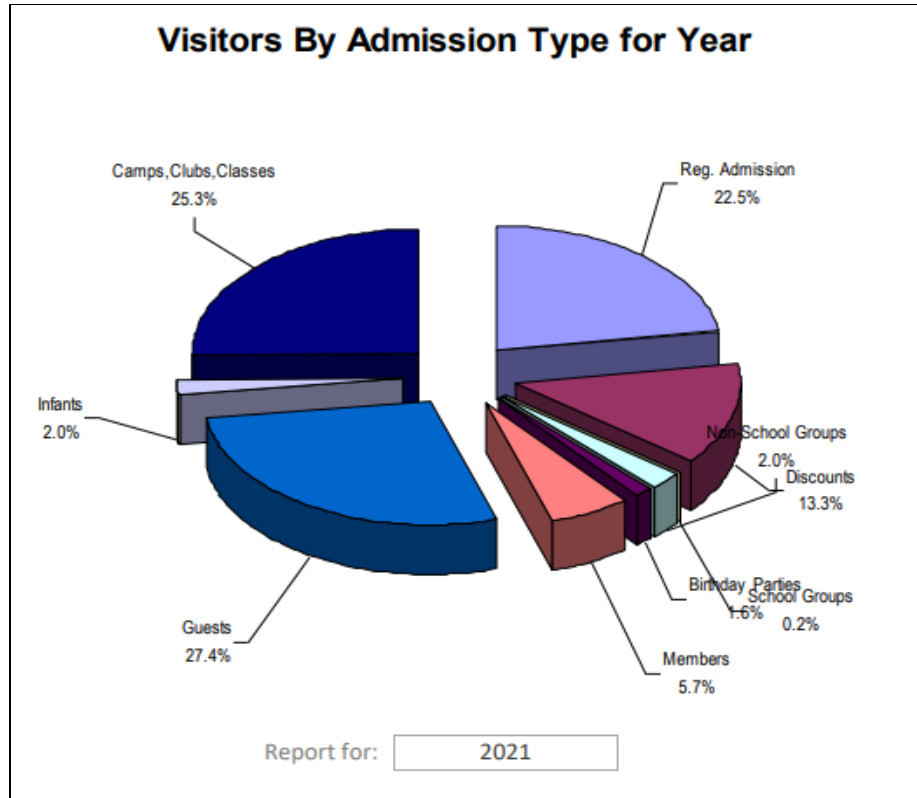
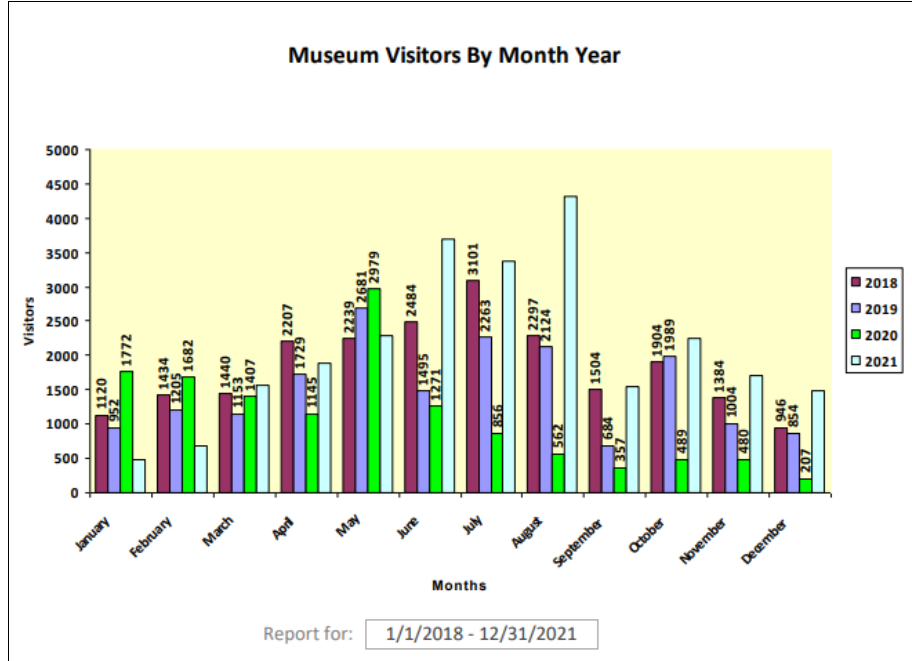
Year Ending December 2021

Children's Museum Report Journal Summary for Year								
Year:		2021						
	Total:	Adults	Children	Infants	Age 1-5	6-10	11-13	14-17
<u>Regular:</u>	5688	2790	2898		1782	944	148	27
<u>Special:</u>	3175	1310	1865		731	643	284	209
<u>Groups:</u>								
<u>Name:</u>		<u>Adults</u>	<u>Children</u>		<u>Age 1-5</u>	<u>6-10</u>	<u>11-13</u>	<u>14-17</u>
Group Non-School Total	502	84	418		108	258	44	8
Group School Total	45	5	40		16	24	0	0
Group Total:	547	89	458		124	282	44	8
<u>Birthday Party:</u>	408	218	190		117	47	18	8
<u>Members:</u>								
Cards:	1378	607	771		771	189	47	20
Coupons:	64	35	29		19	8	2	0
Total Members	1442	642	800		534	197	49	20
<u>Coupons:</u>	169	78	91		49	35	4	3
<u>Guests:</u>	6908	2937	3971		1310	1346	729	586
<u>Classes, Camps, and Clubs:</u>	6386	687	5691	8	895	2581	1714	499
<u>Infants:</u>				513				
<b>Total Attendance:</b>	<b>25255</b>	<b>8751</b>	<b>15964</b>	<b>521</b>	<b>5542</b>	<b>6075</b>	<b>2990</b>	<b>1360</b>

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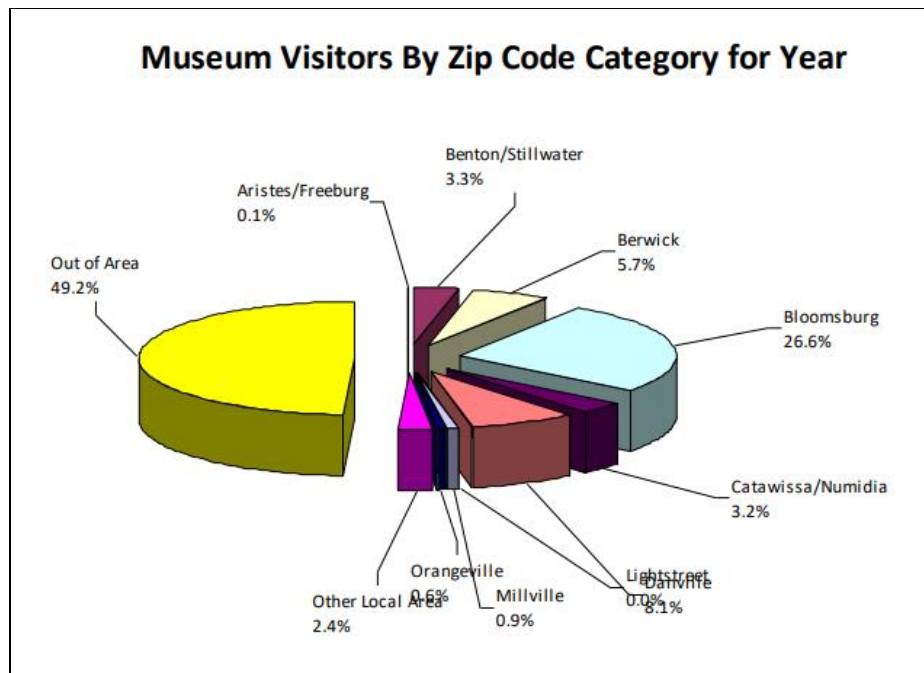
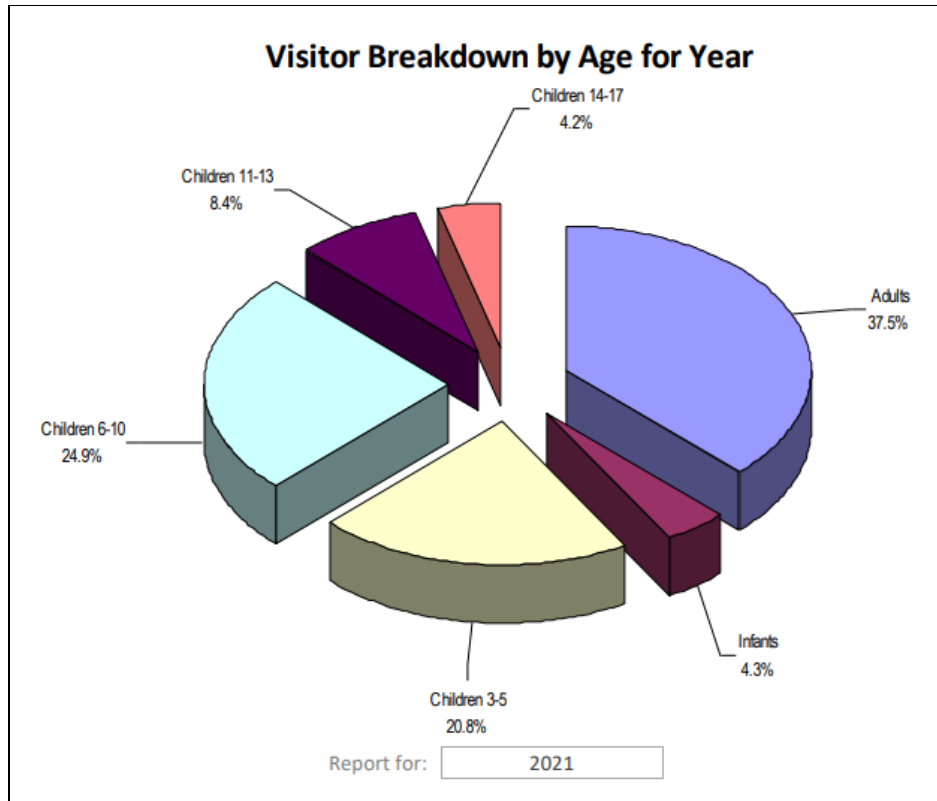
Year Ending December 2021

The Museum continued the distribution of STEAM kits which contain all items necessary for an Art, Science, Engineering, Technology, or Math project along with worksheets and extension activities to food cupboards in Columbia County. The Museum also switched from take-away take in-person kits to in person programs with partners in a 10-county region.



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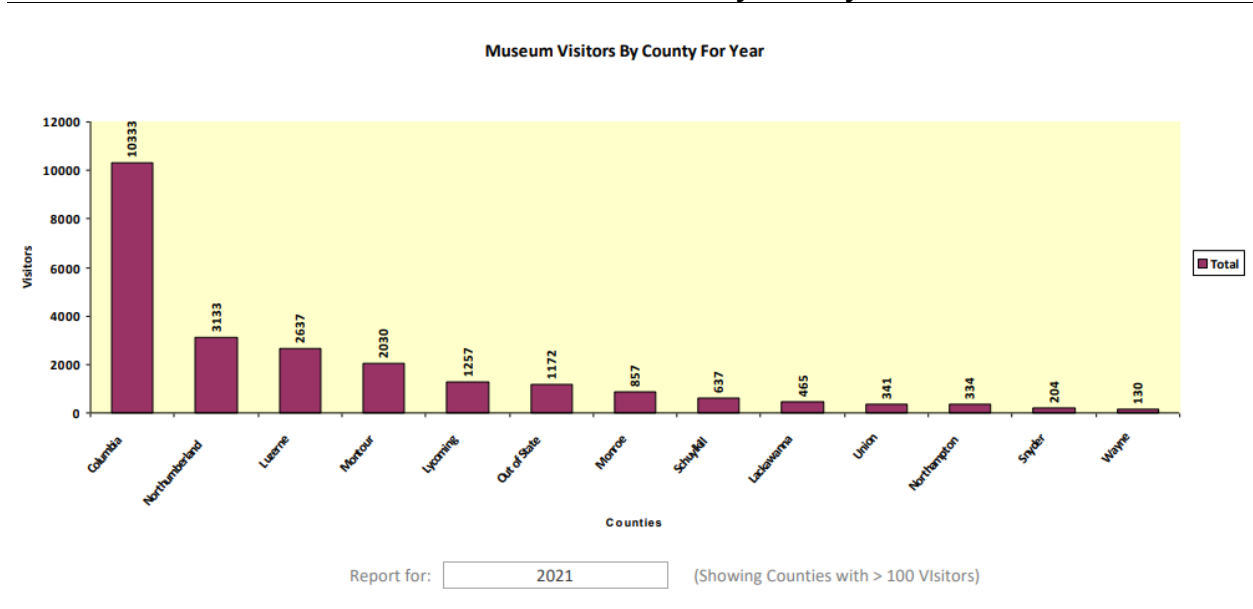
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# ANNUAL REPORT OF THE CHILDREN'S MUSEUM

Year Ending December 2021

## 2021 Museum Visitors by County



### ***Social Media (Website, Facebook, Twitter, Instagram)***

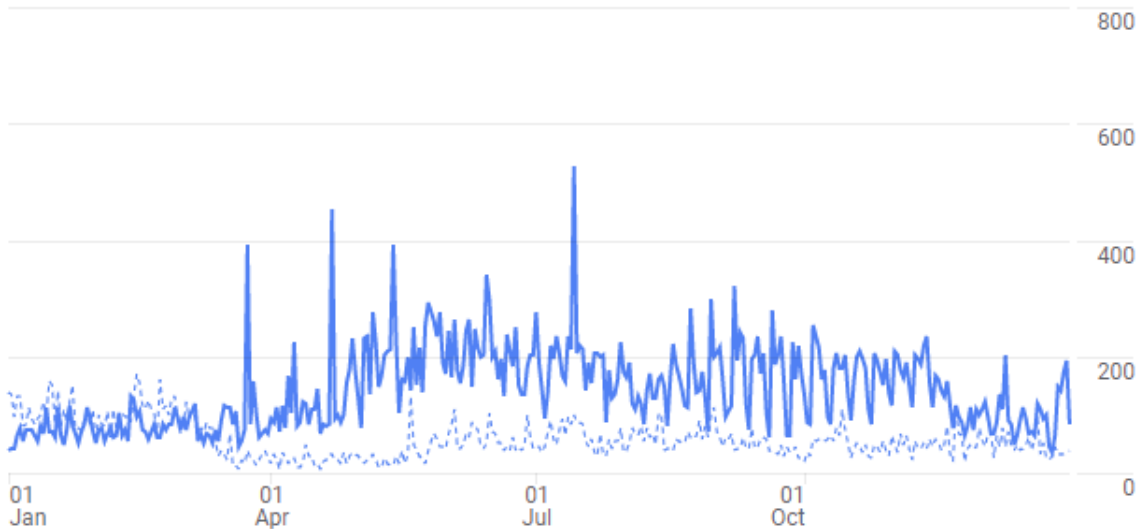
The Museum continues to operate a website at [www.the-childrens-museum.org](http://www.the-childrens-museum.org); which saw a continuing increase in website traffic during 2021. Our Assistant Director continued to expand the website, adding updated photos and adding an option to purchase admission passes and memberships online.

The use of NEON has continued and been expanded for registrations, memberships, online sales, and an overall online professional interface for our customers.

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Website visitation 2021 (dark blue) vs 2020 (light blue)



Jan 1, 2021 - Dec 31, 2021 ▼

[AUDIENCE OVERVIEW >](#)

Facebook “LIKES” increased from 5900 at the start of the year to 6729 at the end of the year; an increase of more than 14%. 6,184 people follow our primary Facebook page. Our Instagram page has 604 “followers”, an increase of 305 from the previous year. Twitter we have 132 followers.

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 the Director of the Children’s Museum. Under Dr. Ginny’s leadership, the Museum plans to continue expanding its reach in 2022 as it celebrates these 2021 accomplishments:

- **Year-Round In-Person Programs:** The Museum produced 560 hours of in-person programs in art, science, history, and culture.
- **Group Visits:** We had 9 virtual and 19 in-person field trips or group visits (547 visitors).
- **Special Events:** The 2021 annual in-person events: Bloomsburg Mini-Maker Faire, BloomCON Hak4Kidz, Touch-A-Truck, , High School Art Show, Annual Science Fair, Summer Camps, \$2 Tuesdays, Winter Wednesdays, After School Maker Camp, Preschool Art Classes, Downtown Bloomsburg BOO!burg, 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.



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- **Business Hours:** The Museum was open 6 days of the week during d (Monday-Saturday) 10 am-4 pm with extended hours on the first Friday of each month (10 am-7 pm). The Museum closed the week of the Bloomsburg Fair and for major Holidays.
  - **The Friends of the Museum:** Held various fundraisers to support programs and exhibits at the Museum. The Friends raised \$2,886.93 in 2021.
  - **Museum Volunteers:** Over 78 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 5000+ hours.

## 4. COMMITTEE ACTIVITIES

### Exhibits:

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

*Highlights are listed here:*

- A new arbor was installed in the Pollinator garden.
- The committee secured funding to install a Solar Energy exhibit which will be located in the native tree garden. The exhibit will include information on solar energy and a cell phone charging station.
- The committee secured funding for a observational bee hive to be installed in the Greenway exhibit in the Upper Exhibit Hall.
- Repairs were made to the murals in the Greenway Exhibits.

### Facilities:

Overall maintenance of the facility continued throughout 2021:

#### April

A volunteer repaired two of our toilets that were leaking which will lower the water bill.

Exhibits were refreshed and repaired, and we had our fire extinguishers inspected for the year. Discussions about the potential for subleasing part of the AGAPE building across the street were ended because the potential buyer backed out.

#### May

We had to fix a drip in the air handling unit in the greenway and the stopped-up mop sink in the classroom.

#### July

The basement door was found to be in bad shape and a replacement or repair is being sought. Also needing repairs are the pergola and the picnic tables

Volunteers trimmed the trees and bushes in the native tree garden and hung the no parking sign on the side of the building (as per parking authority) so no one can park in our handicapped entrance. The dripping kitchen faucet and a ballast in the girls rest room were repaired

#### August

A Boy Scout troop did the repairs to the picnic tables and PPL and Bloomsburg Public Works repaired the overhead door light on our back door and the burnt out street light on that side of the building. This greatly increases safety for our worker. We provided information to the town regarding storm water drainage concerns should we pave the parking lot. We had vandalism from a visitor that broke two of our flower planters (one at our front door and one by the back door).

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## September

The lock on the basement door was repaired and a hole in the roof vent were repaired by 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, and the CM Director. Committee members in 2021: Liz Strauss, Vic Klein, Mary Osborne, Ginny Weibel, Amy Shetler, Brian Houser, and Dan Diehl.

### *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 the material provided for the 990.
- Present the 990 and the audit to the Board for approval.
- Aid the Treasurer as requested.

### *2021 Accomplishments:*

- Met with the accountant to complete 2020 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 a 2022 budget to the Board, which was accepted.
- A bookkeeper, a position as of December of 2018, continued to aid in entering data into QuickBooks and assisting the treasurer with quarterly and year-end taxes.

### *2022 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

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## Endowment (sub-Committee of Finance):

Members: The Children's Museum Board of Directors retains the final authority of the 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 2021, the Finance Committee monitored the Endowment Fund and reviewed the quarterly reports.

### Responsibilities:

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

### Reports:

- Keep a written record of committee meetings.
- Prepare a monthly report for the Board.
- Request that FCB&T present a report to the Board every six months. FCB&T issues reports quarterly. Donations are reported to the Board.

### 2021 Accomplishments

- Presented Endowment reports and information to the Board.

### 2022 Goals:

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

We ended 2021 with an endowment balance of \$218,501. The 2020 year ended with a balance of \$193,612. There were ups and downs throughout 2021, but as of 12/31/21, the endowment balance showed an increase of \$24,889.

**FRIENDS of the MUSEUM:** The "Friends of the Museum" organization continued in 2021.

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 exciting new 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. As 5.3% of the Museum's income, the Gift Shop realized an income of \$12,397. 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 **twenty-seven grants in 2020/2021** for funding to cover staff wages, program supplies, technical equipment, exhibit construction, COVID-19 relief, and capital improvements; fifteen of the **twenty-seven** were funded for a total of \$68,387 over the last 12 months. See the chart below for grant details.

Grants were received from the following entities:

Foundation, Government, & Industry Grants Oct 2020 - Sept 2021	
	Amount

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Al Watson	\$5,000
Talen Energy	\$500
Bloomsburg Area Community Foundation	\$500.00
Youth in Philanthropy (2 grants)	\$1,000.00
PA Historic & Museum Commission	\$4,000.00
PA Partners for the Arts	\$3,400.00
Columbia County Farm Bureau	\$1,000
First Community Partnership Foundation	\$500
PPL Foundation Sustaining	\$25,000
T-Mobile	\$5,000
PPL EITC Program	\$2,500
UGI	\$500
Central Susquehanna Community Foundation (total of 2 grants)	\$3,987
Talen Energy	\$500
Columbia County Commissioners ARP Nonprofit Relief Grant round	\$10,000
<b>TOTAL</b>	<b>\$63,387.00</b>

**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 2021, the Children's Museum held a GuideStar level of Gold.

*Items of note for 2021:*

- **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 2020-2021 PBS Kids Passport to FUN! This is a free promo to encourage visitors from all over PA to visit and stamp their Passports.
- **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, display cases to display what the Museum has to offer.
- **Chamber of Commerce Membership:** The Museum re-joined the Columbia Montour Chamber for 2021 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

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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 2021 Annual appeal income was \$13,165. This is a 30% increase over our 2020 annual appeal. 43% of all donations have been from first-time donors

## 6. MEMBERSHIPS

114 regular admission paid memberships involving 211 people supported the Children's Museum in 2021.

Cards Per Membership		Memberships	Category			
			Contributing	Family	Just Me	You Me
		63		58	1	4
1		3		1	1	1
2		8	1	3	1	2
3		5		5		
4		9		8		
5		20		19		1
6		5		5		
11		1		1		
<b># of Memberships:</b>		<b>114</b>	<b>1</b>	<b>100</b>	<b>3</b>	<b>8</b>
<b># of Members:</b>		<b>211</b>	<b>2</b>	<b>190</b>	<b>3</b>	<b>10</b>

Additionally, the Museum partnered with the McBride Library in Berwick and the Mount Carmel Library to offer day passes for library members to visit the Museum.

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.

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## 7. STAFF, VOLUNTEERS, and BOARD

### **Museum Staff:**

Ginny Weibel, Ph.D., Museum Director  
Shelby Kellner, Assistant Museum Director  
Pat Snyder - Bookkeeper  
Joshua Kosco, Front Desk Assistant  
Lidia Mohan, Front Desk Assistant  
Madison Shriner, Front Desk Assistant  
Charlotte Olsen, Museum Assistant  
Erik Weibel, Museum Assistant  
Kathryn Polstra, Museum Assistant  
Abigail Knoebel, Museum Assistant  
Sadie Gamgort, Museum Assistant

### **Work-Study Students:**

Bloomsburg University students continue as additional 2021 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 6500 hours in support of the Museum in 2021.

### **2021 Board of Directors:**

Amy Shetler (Nov-Dec)  
Kathrene Beidler, President (Jan-Oct)  
Forrest Jordan, Vice President of Administration  
Vic Klein, Secretary  
Brian Houser, Treasurer  
Karen Blackway  
Diana Hughes  
Patrick Love  
Brooke Lylo  
Liz Strauss  
Emerson Noss  
Mary Osborne  
Daniel Diehl

Prepared by Kathrene Beidler for The Bloomsburg Children's Museum  
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