



# ASSOCIATION OF CHILDREN'S MUSEUMS

## Annual Report • Fiscal Year 2009

Museum • The Building for Kids • Cape Cod Children's Museum • Central Wisconsin Children's Museum • Chesapeake Discovery Center • Children's Discovery Museum • Children's Discovery Museum • Children's Discovery Museum • Children's Hands-On Museum of Tuscaloosa • Children's Maritime Museum at Port Jefferson • The Children's Museum of the Brazos Valley • Children's Museum of Bozeman • Children's Museum of Central Nebraska • The Children's Museum of Eau Claire • The Children's Museum of Edwardsville • Children's Museum of Fond du Lac • The Children's Museum of Maine • Children's Museum of Manhattan • The Children's Museum of Memphis • Children's Museum of Northern Nevada • The Children's Museum in Oak Lawn • Children's Museum of Oakland • Children's Museum of Richmond • The Children's Museum of Rose Hill Manor Park • The Children's Museum of Southern Connecticut • Children's Museum of Stockton • Children's Museum of the Lowcountry • Children's Museum of Wilmington • Children's Museum of Winston-Salem • Children's Museum, Missoula • Children's Neighborhood Children's Museum • Community Children's Museum • Connecticut Children's Museum • Cookeville Children's Museum • The Discovery Center of the Southern Tier • Discovery Depot Children's Museum • Discovery Gateway and Space Theater • Duke Energy Children's Museum • Duluth Children's Museum, Inc. • DuPage Children's Museum • Exploration Place • The Exploration Station...A Children's Museum • Exploration Station, Children's Handicrafts • The Family Center's Imagine Nation Museum • Family Museum • Fascinate-U Children's Museum • Gertrude Salzer Gordon Children's Museum of La Crosse • Glazer Children's Museum • Grand Rapids Children's Center - ArtQuest • Greensboro Children's Museum • Gull Wings Children's Museum • Habitot Children's Museum • Hannah Lindahl Children's Museum • Harrisonburg Children's Museum • Hawaii Children's Discovery Center • The Imaginarium of South Texas • Imagine Children's Museum • Imagine It! Children's Museum of Atlanta • The Jasmine Moran Children's Museum • The Jersey Explorer Children's Museum • Junior Museum of Bay County • Interactive Experience for Kids • kidscommons • Kidspace Children's Museum • KidsQuest Children's Museum • KidsQuest Children's Museum • Koch Family Children's Museum of Evansville • Kohl Children's Museum of Greater Chicago • Louisiana Children's Museum • Lutz Children's Museum • Lynn Meadows Discovery Center • Madison Children's Museum • Miami Children's Museum • The Mid-Hudson Children's Museum • Mid-Michigan Children's Museum • Museum, Inc. • Museum of Church History and Art • Museum of Discovery:Arkansas' Museum of Science & History • Texas Children's Museum • Northwoods Children's Museum • Omaha Children's Museum • Orpheum Children's Museum • Port Discovery Children's Museum • Portland Children's Museum • The Portsmouth Museums

# ASSOCIATION OF CHILDREN'S MUSEUMS

## FY 2009 Board of Directors

President, Neil Gordon  
*Boston Children's Museum*

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V.P. Programs, Henry Schulson  
*Creative Discovery Museum*

V.P. Communication, Barry Van Deman  
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Treasurer, Julia Bland  
*Louisiana Children's Museum*

Secretary, Loretta Yajima  
*Hawaii Children's Discovery Center*

Past President, Laura Foster  
*Please Touch Museum®*

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*Minnesota Children's Museum*

Mark Wright  
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*Children's Museum of the Lowcountry*

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Debbie Spiegelman  
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Chicago*

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*Eureka! The National Museum for Children*

Marilee Jennings  
*Children's Discovery Museum of San Jose*

Ex officio, Janet Rice Elman  
*Association of Children's Museums*

Dear Friends,

What a year of inspiration and creativity!

As an international professional organization serving more than 300 children's museums and a total of 470 members, Association of Children's Museums (ACM) provides professional development, data, resources and representation. ACM reaches members in 49 U.S. states and in 29 countries located around the world. The growth trajectory of the field continues to climb; nearly 80 start-up children's museums are projected to open within the next four to six years.

ACM embraced extraordinary opportunities to build the capacity of children's museum during the 2009 fiscal year.

### Accomplishments

- Launched the Good to Grow! Self-Study program to help children's museums do more to combat childhood obesity.
- Published *Increasing U.S. Children and Families' Understanding of Asian Cultures: A Final Report* to measure the impact of interactive cultural exhibits.
- Hosted and trained more than 800 individuals at the ACM signature conference, *Inter-Activity 2009: Declare Your Impact!*
- Promoted children's museums through media partnerships and allied coalitions.
- Expanded member resources with a management conference call series, metrics reports and monthly outreach to museum staff.
- Distributed \$511,000 to children's museum members via awards, scholarships and initiative grants.

By offering competitive award, scholarship and grant opportunities to its vast children's museum network, ACM is able to efficiently administer funds on behalf of foundations, corporations and nonprofits. In the year ahead, we look forward to creating strategic partnerships with organizations, benchmarking children's museums' progress and helping connect new audiences to the children's museum field.

ACM gratefully acknowledges the generous support of our members, partners and supporters around the world. Their commitment enables us to advance the children's museum field, which serves more than 30 million children and families each year.



Janet Rice Elman  
Executive Director

# Financial Highlights

Thompson Greenspon & Co., P.C., performed the fiscal year 2009 financial audit for ACM

## Association of Children's Museums, Inc. / Statements of Financial Position For the Year Ended June 30, 2009

ASSETS		LIABILITIES AND NET ASSETS	
<b>Current Assets</b>		<b>Current Liabilities</b>	
Cash and cash equivalents	\$ 1,380,145	Accounts payable	\$ 71,113
Investments	-	Accrued expenses	48,992
Grants receivable	82,825	Deferred member revenue	156,103
Accounts receivable	14,849	Total Current Liabilities	276,208
Prepaid expenses	3,002		
Total Current Assets	1,480,821		
<b>Property and Equipment</b>			
Furniture and equipment	126,972		
Accumulated depreciation	(111,411)		
Net Property and Equipment	15,561		
<b>Other Assets</b>		<b>Net Assets</b>	
Deposit	3,100	Unrestricted net assets	918,792
Intangible assets	22,572	Temporarily restricted net assets	327,054
Total Other Assets	25,672	Total Net Assets	1,245,846
<b>Total Assets</b>	<b>\$1,522,054</b>	<b>Total Liabilities and Net Assets</b>	<b>\$1,522,054</b>

## Association of Children's Museums, Inc. / Statement of Activities For the Year Ended June 30, 2009

	Unrestricted	Temporarily Restricted	Total
<b>Revenues and Support</b>			
Membership dues	\$ 276,765	\$ -	\$ 276,765
Contributions	23,637	-	23,637
Grants	263,082	813,000	1,076,082
Sponsorships	64,743	-	64,743
Contracts	43,500	-	43,500
Meetings and conferences	346,034	-	346,034
Publication sales	17,682	-	17,682
Investment Income	18,058	-	18,058
Net assets released from restrictions	511,067	(511,067)	-
Total Revenues and Support	1,564,568	301,933	1,866,501
<b>Expenses</b>			
Programs			
Member services	209,330	-	209,330
Meetings and conferences	329,834	-	329,834
Special Programs	801,315	-	801,315
Total Programs	1,340,479	-	1,340,479
Support services			
General and administration	187,586	-	187,586
Fundraising	32,965	-	32,965
Total Support Services	220,551	-	220,551
Total Expenses	1,561,030	-	1,561,030
Increase (Decrease) in Net Assets	3,538	301,933	305,471
Net Assets, beginning of the year	915,254	25,121	940,375
Net Assets, end of year	\$918,792	\$ 327,054	\$ 1,245,846

The Notes to Financial Statements are an integral part of these statements.



## Investing In Children's Museums To Improve Children's Health

### Situation

Childhood obesity has more than doubled in the past 20 years among children ages six to eleven, and we are seeing the growth of related diseases such as diabetes, high blood pressure, sleep apnea, growth disorders and depression.

### Strategy

Leverage the collective power of children's museums to serve as change agents for children, families and communities.

Begun in 2005, the Good to Grow! initiative is supported by two main premises.

1. Experts believe that family education is the single most important factor in promoting healthy choices.
2. Families visit children's museums (and return again and again) for engaging activities, quality interactions and trustworthy information about child development and health.

### Accomplishments

#### Launched the Good to Grow! Museum Self-Assessment.

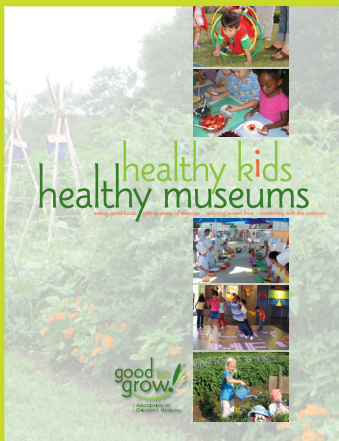
- ▶ In order to be change agents for children's health, children's museums must have accountability standards in place.

#### Created an online Community Engagement Toolkit.

- ▶ Children's museums must align messages and activities with credible health professionals and certified health institutions.

These projects were supported by a 21st Century Museum Professionals grant from the Institute of Museum and Library Services. Visit [GoodtoGrow.org](http://GoodtoGrow.org) to learn more.

#### ACM Good to Grow Partners



*In Fiscal Year 2010, ACM will publish Healthy Kids, Healthy Museums, a collection of children's museum case studies.*

## Investing In Children's Museums To Advance Diversity

### Situation

In a global society where success depends on cultural competency, organizations must address social stigmas and discrimination and model multi-cultural understanding and respect for all.

### Strategy

Defuse fears based on individual difference by initiating conversations, providing inclusive environments and reflecting the diversity within communities. Established in 2004, the Diversity in Action initiative encourages meaningful change.

### Accomplishments

#### Published *Increasing U.S. Children and Families' Understanding of Asian Cultures.*

- ▶ Evaluating the Go East™ cultural exhibits documented children's learning about culture in children's museum environments and provided recommendations for future exhibitions.

#### Distributed \$435,000 in Asian Exhibit Initiative Refurbishment Grants to renovate five of the original Go East™ traveling exhibits.

##### Recipients

- Boston Children's Museum (MA)
- Brooklyn Children's Museum (NY)
- Children's Museum of Houston (TX)
- Children's Museum of Manhattan (NY)
- Minnesota Children's Museum (Saint Paul)

#### Provided \$10,000 in Asian Exhibit Initiative Hosting Grants as part of the closeout of the original four-year Go East™ United States tour.

##### Recipients

- Children's Museum of Eau Claire (WI)
- Exploration Place (Wichita, KS)

The Go East™ report and exhibit grants are part of the multi-year Asian Exhibit Initiative, administered by ACM and funded by The Freeman Foundation.

#### Granted \$3,000 in InterActivity Diversity Scholarships.

- ▶ Investing in the professional development of diverse museum staff members cultivates future leaders in the children's museum field.

##### Recipients

- Uyen Phan, Louisiana Children's Museum (New Orleans)
- Paul Johnson, Austin Children's Museum (TX)
- Jaret Olford, Manitoba Children's Museum (Winnipeg, Canada)
- Jennifer Estrada, Long Island Children's Museum (Garden City, NY)

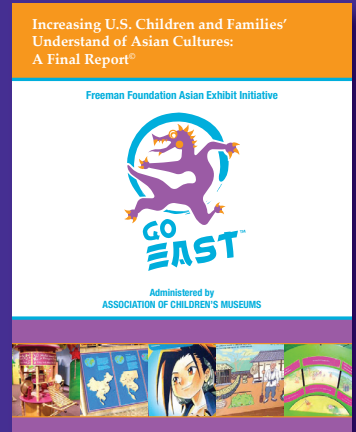
#### Presented \$30,000 in Universal Design for Learning Award Grants.

- ▶ Documenting best practices and funding children's museums to further refine their programs ensures quality play and respect for children with special learning needs.

##### Recipients

- Children's Museum of Manhattan (NY)
- Garden State Discovery Museum (Cherry Hill, NJ)
- Chicago Children's Museum (IL)

VSA funded the 2009 Universal Design for Learning Award.



2009 InterActivity Diversity Scholars



(L-R) Jim Moderick, VSA; Emma Gormley, Garden State Discovery Museum; Roree Iris Williams, Garden State Discovery Museum; Sarah Caruso, Minnesota Children's Museum

#### Major InterActivity Supporters

- William Penn Foundation
- Target
- The Lenfest Foundation
- Philadelphia Historical & Museum Commission

#### InterActivity Sponsors

- Anonymous
- Crayola
- Lexington
- NorthStar Advisors
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- Economics Research Associates
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- Ironworkers' Local Union #401
- Stradley Ronon
- Sparks Exhibits & Environments
- K&K Insurance Group
- RedBox Workshop
- Explorer Systems, Inc.
- MGA Partners Architects



2009 Replication Award recipient Long Island Children's Museum will develop an "Our Backyard" toolkit to increase outdoor exhibits and learning environments at other children's museums.

## Investing In Children's Museums To Promote Learning Through Play

### Situation

While play is an instinctual activity for young children, it is not widely recognized as an effective learning method.

### Strategy

Convene children's museums and other constituencies with an interest in learning through play for the purpose of collecting and sharing knowledge. Adopted in 2008, the Playing for Keeps initiative supports the mission of all children's museums.

### Accomplishments

#### Hosted more than 800 at InterActivity 2009: *Declare Your Impact!*

- ▶ Convening training sessions and salon discussions featuring national thought leaders — Cindy Dell Clark, PhD; Roberta Golinkoff, PhD; and Kathy Hirsh-Pasek, PhD — and national organizations — American Academy of Pediatrics, Annenberg School of Communication, Kennedy Krieger Institute and Sesame Workshop — disseminates practical and theoretical ideas about play and learning and how to measure its impact.

#### Provided \$3,000 in Small Museum Financial Aid for InterActivity Attendees.

- ▶ Underwriting registration expenses for staff from museums with small operating budgets enables their development as professionals in the children's museum field.

#### Recipients

- Margaret Kuhl, Children's Discovery Center (Clinton, IA)
- DeeDee Erhard, Working Wonders Children's Museum (Bend, OR)
- Barbara Park Leggett, Explore & More Children's Museum (East Aurora, NY)
- Kimberly Murray, AHA! A Hands-On Adventure (Lancaster, OH)

Jack Rouse Associates sponsored the InterActivity Small Museum Financial Aid Program.

#### Published *Hand to Hand: The Many Ways to Play*, Volume 22, No. 4, 2008.

- ▶ Circulating the latest research and application of free play and the cultural meaning of play informs museum programs and new research.

#### Administered \$20,000 in Promising Practice Award Grants.

- ▶ Recognizing effective children's museum programs with measurable, action-focused indicators underscores the power of play.

#### Recipients

- Port Discovery Children's Museum (Baltimore, MD)
- Boston Children's Museum (MA)
- Northwoods Children's Museum (Eagle River, WI)

#### Issued a \$10,000 Promising Practice Replication Award Grant.

- ▶ Funding a Promising Practice recipient to create an online toolkit enables others to replicate the award-winning program.

#### Recipient

- Long Island Children's Museum (Garden City, NY)

MetLife Foundation sponsored the Promising Practice Award and the Promising Practice Replication Award.

## Investing In Children's Museums To Achieve Sustainability And Growth

### Situation

Children's museums recognize that individual efforts to build a case for support, to map out future growth and to achieve national, international recognition are limited.

### Strategy

Leverage the collective power of the field through ACM's centralized advocacy, data collection, professional development and branding activities.

### Accomplishments

#### Participated in the founding of Museums Advocacy Day, February 23-24, 2009.

- ▶ Partnering with the American Association of Museums and other museum associations, ACM staff and board attended sessions outlining key legislative issues affecting museums and met with U.S. representatives and senators to educate them about the educational mission of museums in communities across the country.

#### Developed new resources to help members achieve sustainability.

- ▶ Responding to the financial downturn, ACM launched a series of free conference calls for museum leaders to develop and share business and management strategies.
- ▶ Publishing the *Children's Museums Metrics Reports* as an online series supplied members with aggregated statistical data from ACM's comprehensive membership survey. The six reports are grouped by topic: Museum Profiles, Building & Facilities, Finances & Government Relations, Attendance & Memberships, Exhibits, Programs & Publications and Staff. AWP Research conducted data analysis for the reports.

#### Promoted children's museums through media outreach.

- ▶ Working to increase public awareness and understanding of children's museums, ACM's media outreach over the past year resulted in articles in *Better Homes & Gardens*, *Wall Street Journal Market Watch*, Associated Press Syndicates, NPR's "Morning Edition," *Travel + Leisure Magazine's Family Issue*, *The Christian Science Monitor* and numerous local newspapers.
- ▶ By negotiating a partnership with Nickelodeon's Parents Connect, ACM coordinated a discount admission promotion and established online profiles for its participating members on GoCityKids.com, which boasts approximately one million unique users each month and serves more than 200,000 newsletter subscribers each week.

#### Major Supporters

- Anonymous
- The Freeman Foundation
- Institute of Museum and Library Services
- MetLife Foundation
- Target
- VSA

#### Annual Fund Supporters

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#### Sponsor Children's Museums

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- Children's Museum of Houston
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