



KOCH FAMILY
children's
museum
OF EVANSVILLE



Rx COMMUNITY REPORT

JULY 1, 2019 - JUNE 30, 2020

Prescription:

PLAY

is the prescription
kids need.



Dear Friends,

It's been quite a year at the Children's Museum of Evansville! We turned 13! As with any teenager, adolescence can be a challenging time that is full of excitement, but also full of uncertainty. Well, this year, we've experienced it all. Our museum has gone from excitedly planning a multi-year master plan with exhibit expansions to facing the very real possibilities of the impact the pandemic will have on cMoe as an organization.

When we opened our doors thirteen years ago as a pioneering hands-on, interactive museum and educational playspace, we promised to be a unique partner in helping kids develop and become more curious, creative and critical thinkers. Since that time, we've kept our promise by empowering the next generation of leaders. We have done this by expanding our direct programming for the community and enhancing our exhibit experiences.

The outbreak of the coronavirus ushered in an unprecedented health, financial, and educational crisis. It revealed what so many of us already knew — that there's incredible inequality in our nation, and that our communities must come together to invent solutions. As a community, we all took on new roles to keep our kids engaged in learning. At cMoe, we quickly pivoted to establish a "cMoe at Home" online educational video series as well as educational grab bags. We know that children need play now more than ever. So, in early July, we reopened our doors providing the respite that children and families needed to overcome the fear, loss and change this season has brought.

This report provides a deeper look at our impact. The resulting narrative tells an impressive story about our reach and our results, and how cMoe remains an essential part of the learning community. As we look to the future and take steps to recover from the impacts of COVID-19, we remain steadfast in our mission to provide a safe outlet for imagination and discovery.

None of this would have been possible without our incredible circle of supporters, funders, and advocates who help us advance our mission to remake education every day. Each of you is a difference maker, and we hope you feel proud of all that we've accomplished together.

With appreciation,

Stephanie

Stephanie Terry
Executive Director

Kate

Katherine Hawkins
Chair, Board of Directors



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Alcoa Warrick Operations

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JETT DUNCAN

LAUREN LAGRANGE

MADISON PHILLIPS

OWEN LAGRANGE

ZOE SMITH

MAKING A Difference

YEAR AT A GLANCE



The Artist-in Residence was revived with local artist, Theophilus Akai and it hit just the right note this year! The Artist in Residence program aims to provide an opportunity for children and families to observe and interact with a professional artist. Look to hear the new cMoe song created by Theo and friends. The program is sponsored by a grant from the Wells Fargo.

JULY

School is out, but we keep exercising those brains. Children explored art, science, nature, and just about anything else you can think of in seven weeks! Signature School students accumulated over 300 service hours during the 2019 camp season.

AUGUST

Wow --\$215,000 gifted to the Museum as the beneficiaries of the 100 Men Who Cook event! Over 100 chefs showed off their cooking skills to help ensure play never stops. Thank you Old National Bank for caring about the future leaders of Evansville and investing in our community.

SEPTEMBER

cMoe celebrated its 13th birthday with a bash on Saturday, September 28 — entertainment, cake, crafts, and games! Adelyn Schmidt was name Kid CEO. This young leader met with a donor, facilitated an educational activity on the museum floor and ran a staff meeting.

OCTOBER

It was a not so spooky Halloween at the Museum. Activities included storytime, costume party, games and crafts throughout the day!

NOVEMBER

cMoe believes in developing young minds. As part of the Junior Achievement of Southwestern Indiana, students from Cedar Hall Community School visited to learn the ins and outs of working at a children's museum and, of course, had time to PLAY!

DECEMBER

New this Year- Elf Academy! This inaugural jolly, immersive holiday experience for the whole family raised funds to support the museum. Children discovered the magical secrets of being a North Pole Elf by: Making toys at Santa's Workshop, Sliding down Magic Mountain, having a Snowball Fight. Kiddos busted a Move at a Dance Party too. After elf training, over 160 children received an official elf badge. The event was sponsored by Old National Bank. Special thanks to Alli Engelbrecht for sharing the vision.

JANUARY

Members of the cMoe Kids Council created their own educational pop-ups and volunteered on the museum floor with guests!

FEBRUARY

New Exhibit opens! Keys to Fitness is a permanent interactive exhibit on the stairs between the 1st and 2nd floor of the Museum. A piano sound is activated by movement and laser sensors located on each step. Keys to Fitness is the perfect brain/body workout - children will build their endurance, stretch their muscles, and build gross motor skills. We are thankful for the support of Deaconess Riley Children's Services and The Women's Hospital.

MARCH

The Ignite It! Creativity Forum brings together community and business leaders for an energetic professional development workshop & luncheon featuring motivating stories and strategies to cultivate creativity, innovation and FUN. With near 200 in attendance, Jason helped attendees "Escape Adulthood," in order to restore balance, beat burnout, and become more innovative by breaking rules that don't exist. The event was sponsored by Heritage Federal Credit Union a Vectren, a Centerpoint Energy Company.

APRIL

Virtual learning is now a huge part of our world. We launched cMoe at Home to show how learning can occur anywhere! Follow our social media pages and subscribe to cMoe's YouTube channel for educational, hands-on, and playful content.

MAY & JUNE

Health and safety is a top priority. Staff worked hard to prepare to welcome back guests. In collaboration with public health officials, we implemented new policies and procedures to ensure a safe visit for families.

" Always a fun and amazing time! My niece loves every section, not just the slide! They have educational experiences too that entertain kids and adults alike. I highly recommend going! "

- Tiffany M.



PARTNERS IN PLAY

Organizations with which the Museum collaborated to deliver play and learning experiences, to increase awareness about the importance of play, or to otherwise serve its mission:

Awesome Squad
Brown Bussing
Colin Culliver- Magician
Evansville Police Department
Evansville Regional Airport
Feller Limousine
Howell Wetlands
Ivy Tech
Lil' Rexings Pony Express

Mary Ann Fowler
Michael Albert-Artist
Purdue Extension
Snickerdoodle Art
Vanderburgh Humane Society
Wesselman Woods
Youth First
Zumbini w/Autumn Brown



ZUMBINI WITH AUTUMN

cMoe is pleased to partner with Autumn A. Brown, a Certified Zumbini Instructor, Licensed Clinical Social Worker and Registered Play Therapist to bring Zumbini! Zumbini gets your child moving to great kid-friendly music with characters they will come to love.



We thank the many individual volunteers and community groups who support cMoe with **616 HOURS.**

\$15,665 value of volunteer hours.

Amaris Stewart	Jackson Zimmerman	Nevin Hobgood
Amber Embry	Jalene Harris	Nolan Hobgood
Andrea Herschelman	Jason Southwell	Philip Hooper
Angela Snodgrass	Jennifer Scales	Rachelle Bastin
Ashely Tenbarga	Jenny Thomas	Rebecca Hafer
Autumn Austin	Kevin Koch	Sean Kelly
Barbara Harmon	Kimberly Matuszak	Siobhan Pietruszkiwicz
Bob Thomas	Kristen Zint	Tanner Tichenor
Chris Traylor	Leslie Hall	Terry Hughes
Erica Esche	Lynn Muehlbauer	Victoria Wright
Gail Zehner	Margaret Koch	Zoe Smith
Hannah Hillenbrand	Matt Smith	
Heather Vaught	Michael Morris	



BY THE Numbers

Earned revenue accounted for **48%** of the museum's income and is comprised of admissions, memberships, education and group revenue, and investment income. cMoe is deeply grateful for the generosity of community members, whose contributions provided the remaining **52%** of the operating income.

Museum expenses are focused on serving visitors every day by providing safe, working exhibits, multi-disciplinary programming, and knowledgeable staff and volunteers who facilitate learning, skill-building, and fun.

cMoe is a 501c3 non-profit. cMoe's statement of financial position was prepared by Riney Hancock CPAs PSC. A full copy of cMoe's financial review is available by request. Expenses do not include depreciation expenses.



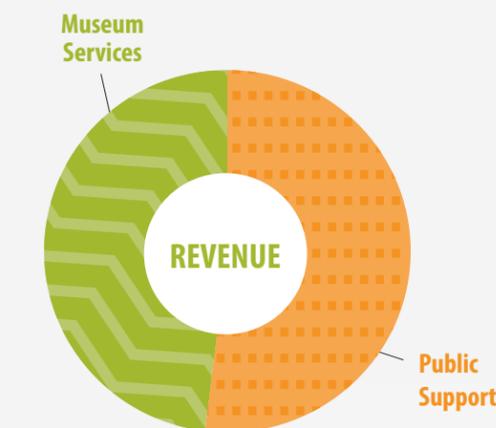
" We visited tonight for the Autism Evansville event and just wanted to show some appreciation for one of your staff. The person in the picture below spent time coloring and drawing with our daughter who very much enjoyed and did not want to leave. Thank you for putting on such great events with Autism Evansville for families like ours that are affected by Autism. It allows our son to enjoy his time in a less stressful environment and also allows our daughter to have a good time as well. "

-Rachel E.

TOTAL OPERATING REVENUE
\$874,166

48% Museum Services
52% Public Support

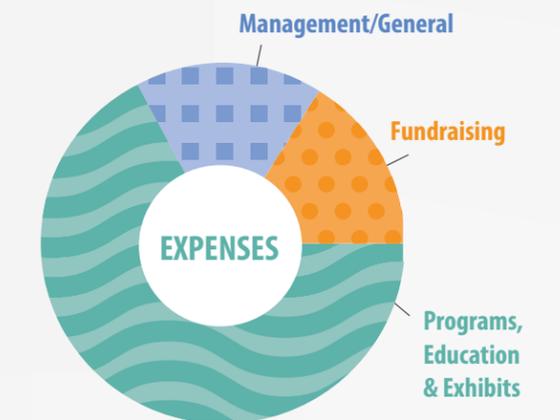
CAPITAL REVENUE
\$100,000



TOTAL OPERATING EXPENSES
\$813,870

68% Programs, Education and Exhibits
17% Management/General
16% Fundraising

CAPITAL EXPENSES
\$61,874



WHO BENEFITS FROM

cMoe?

A WHOLE LOT OF PEOPLE!



47,364

CHILDREN & GROWN-UPS
STOPPED BY TO PLAY!



2,773

CORPORATE & PRIVATE EVENT ATTENDEES

180

BIRTHDAY PARTIES
CELEBRATED AT
THE MUSEUM



2,289

VISITORS
PLAYED
DURING
FREE FAMILY
NIGHT



8 CAMPS
WITH
159
PARTICIPANTS

584

FAMILIES FACING FINANCIAL HARDSHIP
WERE GIVEN YEAR-LONG REDUCED
ADMISSION THROUGH MUSEUM FOR ALL



1,499 MUSEUM
MEMBERS

14,071 VIEWED CMOE
AT HOME
EDUCATIONAL
VIDEOS

5,500

COMMUNITY
MEMBERS REACHED
WITH HANDS-ON
LEARNING IN THEIR
NEIGHBORHOODS



52.4%

OF VISITORS CAME
FROM OUTSIDE THE
CITY OF EVANSVILLE



3,393

CHILDREN VISITED THE
MUSEUM AS PART OF A SCHOOL
OR COMMUNITY GROUP



Donors

BUSINESSES



With friends, all things are possible. We remain grateful to the many generous donors and community partners, our friends, who support the mission of the Museum. Contributions are critical to maintaining our facility, exhibits and programs, and we are honored to acknowledge our FY 20 Annual Campaign donors of \$100 or more, event sponsors, and Corporate, Business and Donor-level members. We are incredibly grateful. FY20 Annual Fund (represents gifts made between July 1, 2019 and June 30, 2020)

\$10,000 AND ABOVE



CITY OF EVANSVILLE
ENDOWMENT FUND



OLD NATIONAL BANK



(\$5,000-9,999)

Heritage Federal Credit Union
Traylor Bros., Inc.

(\$2,500-\$4,999)

Alan and Sharon Braun Family Foundation
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Shoe Carnival
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(\$1,000-2,499)

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Donors

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\$2,500 & ABOVE

JP & Alli Engelbrecht
Judith Stewart
Robert & Cindy Koch
Thomas Magan

\$1,000 & ABOVE

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\$500-999

Ashlynn Johnson
Christy Hayes & Megan Pennington
David & Sharlet Koch
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Keaton & Monica Miller
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Margaret Hungate
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Matt & Holly Smith
Matthew & December LeTexier
Michael Runion & Amber Rains
Wayne & Jewell Henning

(UP TO \$499)

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Sprout Design
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cMoe regrets any errors or omissions in the following lists. Please call the Development Office at 812.464.2663 ext.225 to correct our records.

Support Us -If you would like more information about supporting the Children's Museum of Evansville, please contact our development office.



cMoe
FORWARD



KOCH FAMILY
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museum
OF EVANSVILLE

As we take steps to recover from the effects of the pandemic, we envision the same welcoming and vibrant children's museum our community knows, with a high-quality experience that our children deserve.

As we move forward, we intend to listen to the voices of our visitors, donors, volunteers and staff. With your help, we will be reimagining our exhibits, our educational programming, and our overall visitor experience. Look to hear from us soon so you can provide your thoughts and ideas to help us keep play alive for the children in our community.

