



COMMUNITY REPORT JULY 1, 2021- JUNE 30, 2022



KOCH FAMILY
**children's
museum**
OF EVANSVILLE

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Julie Roberts
Metro Net

NEW BOARD MEMBERS

(as of 7/1/22)

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DSM Engineering

Jenna Richardt
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Economic Partnership

Wolfi Roehrborn
D-Patrick Inc.

David Walsh
Berry Global

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Abby Murphy
Development Director

Craig Duke
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Andy Smith
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Melissa Morehead Moore
Marketing & Communications Manager

Ra'Sheeda Johnson
Guest Services Manager

Wendy Moore
Office Manager

Our Mission

Our mission is to create extraordinary experiences that ignite the imaginations of children and families through the power of play.

Our Vision

It is our vision to be a premiere educational resource and family destination that will inspire new generations of lifelong learners.

Our “Why”

We believe . . .

- Children are valued citizens with the right to developmentally appropriate and high-quality learning experiences.
- Play is learning and it is critical to the healthy social, emotional, and cognitive development of children.
- Family, culture, environment, and society are recognized as critical factors in all children's lives to effectively serve them.
- Pursuing equity and inclusion is a best practice that reflects a commitment to serving all children and families and advancing the growth of our field.



Dear Friends,

Thank you for supporting cMoe! We are so incredibly grateful for everyone that believes in our learning through play mission. Without the support of our community, cMoe could not have made it through the pandemic as well as we did. The past couple of years have shown us just how important strong communities are. Throughout it all, cMoe has remained committed to being a place where children and families can play and learn together. We believe educational play is a critical aspect of a child's development and that children's museums are quality of life assets.

We still have a way to go to get back to our pre-pandemic business but things are moving in a positive direction. I am honored to lead an organization that puts the needs of children first, navigating every obstacle in its path to ensure that we find diverse and innovative ways to reach children in our community.

This year, we thrived in our efforts to increase access - Family Free Nights returned, we increased our outreach efforts, continued our temporary outdoor play space and distributed summer learning kits. As well, we continued our Museums for All Program, which offers a discounted admission price of just one dollar to families on food assistance.

To say I'm proud of all we've accomplished would be a vast understatement. Never has the mission of cMoe been more valued by this incredible community and we are so blessed to be able to provide resources needed now, more than ever, to our community's youngest citizens. Building upon 16 years of success, we are ready to embrace the future, using our new strategic plan and an exhibits plan that will transform spaces and experiences with new and dynamic ideas – and help with future sustainability.

We look forward to continuing to work with the Region's citizens, schools, organizations and companies who share our vision for children in our community. Let's keep moving PLAY forward.

With gratitude,

Stephanie

Stephanie Terry
Executive Director



MAPPING A VIBRANT FUTURE

The Board of Directors approved a 2021-25 strategic plan that maps out the museum's recovery as we further emerge from a global pandemic. The plan sets the museum on a path to make progress on four strategic impact goals:

1 PROVIDING OUTSTANDING EXPERIENCES

Maintain and enhance programming, exhibits, and the facility to provide visitors with consistently high-quality experiences.

2 DEVELOP OUR PEOPLE

Attract and retain high-quality staff, volunteers, and board members.

3 ENGAGE IN GOOD BUSINESS PRACTICES TO SUSTAIN THE MUSEUM

Implement a revenue model to recover, build, and sustain museum operations.

4 ADVANCE OUR REPUTATION AND THE IMPORTANCE OF PLAY

Champion informal learning, the importance of play in a child's development, and cMoe expertise in creating in meaningful play experiences.

"They loved getting to learn and be creative with their friends. It was great to work on social skills."

– LOCAL TEACHER

A PLACE FOR ALL CHILDREN

Museums are an incredible community resource and should be accessible to all. We have kept our promise to be a museum for all regardless of racial and economic disparities in Evansville and surrounding communities. Our *Access for All* programs and initiatives address the needs of many diverse families.

The most visible of these programs is *Museums for All*, an initiative of the Institute of the Museum and Library Services and the Association of Children's Museums, allows families with an Indiana (or other state) EBT card to play at the Children's Museum for \$1 per person, up to 6 in each family. We know that asking for assistance can be a barrier, so after the first visit, families are provided a cMoe membership card eliminating the stigma that comes with assistance - based programming. While the program has been in existence since 2016, use of this program has increased dramatically from 419 in FY19 to 584 in FY20 and reaching 4,120 in the first four months of FY22.

Other access programs include Family Free Nights which open the museum for a free evening every other month and Helping Hands Scholarship Fund, which offers significantly discounted field trips for schools, daycares, and community organizations. We continued to provide children with online education content by participating in the Black Children's Book Week featuring six locally connected authors. Additionally, thanks to a grant from Wingstop we distributed 1,000 summer learning kits focused on Climate Change and 1,500 passes to child/youth serving organizations.

Looking forward. . . cMoe is committed to growing and expanding our access programs to better serve even more of our community. We are grateful to those who support making the museum more accessible to all in our community.



YOUR MUSEUM AT WORK



42,489

VISITORS PLAYED AT THE MUSEUM IN FY 2022



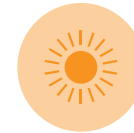
1,000

SUMMER LEARNING KITS DISTRIBUTED TO 5 ORGANIZATIONS



1,176

MUSEUM MEMBERS



5 199

CAMPS WITH

PARTICIPANTS



44%

OF VISITORS CAME OUTSIDE THE CITIES OF EVANSVILLE AND NEWBURGH



1,500

FAMILY MEMBERSHIPS OR PASSES DONATED TO SUPPORT OTHER NONPROFITS.



1,918

HELPING HANDS SCHOLARSHIP RECIPIENTS



40 1,668

SCHOOL FIELD TRIPS

PARTICIPANTS



4,120

EBT CARDHOLDERS VISITED VIA MUSEUMS FOR ALL



1,467

PARTIED AT CMOE THROUGH BIRTHDAY PARTIES

Reach by Area

VISITORS CAME FROM 42 STATES

TOP 5 ZIP CODES

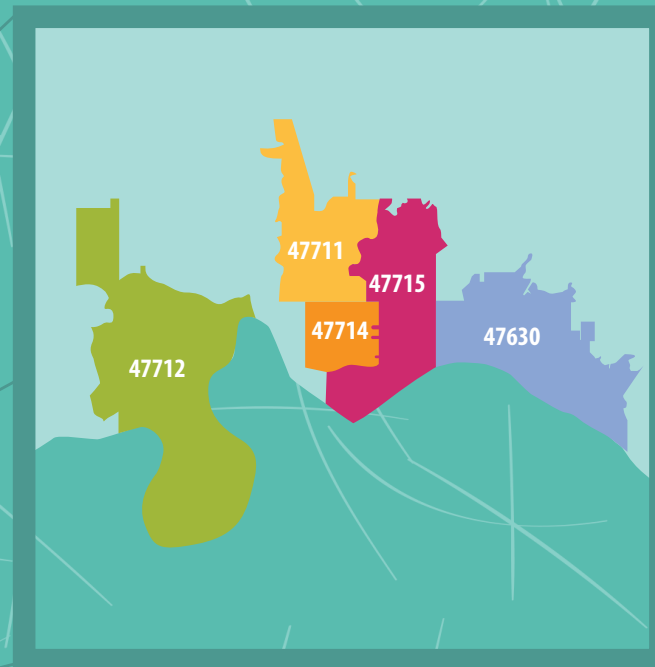
47712- 9.94 %

47715- 8.32%

47630- 8.02%

47714- 7.33%

47711-7.09%



“ Fun place for the kids located in downtown Evansville. Has 3 floors of activities. All of the workers seem to enjoy their job, always greeting you with a smile and willing to help or answer any questions. Fun for all ages!! ”

– LOCAL TEACHER

Fundraising Events

ELF ACADEMY

It's becoming a holiday tradition for many families! 200+ children and their grown-ups were welcomed at the Old National Events Plaza which was transformed into the North Pole for the third Elf Academy. The fun-filled Saturday morning included a delicious breakfast alongside activities that help prepare them for their duties as Elves! Holiday magic was had by all by assisting in toy making, participating in a snowball fight, sliding down magic mountain, sitting down with Santa, dancing with the elves and reciting the elf pledge!



IGNITE IT! CREATIVITY FORUM

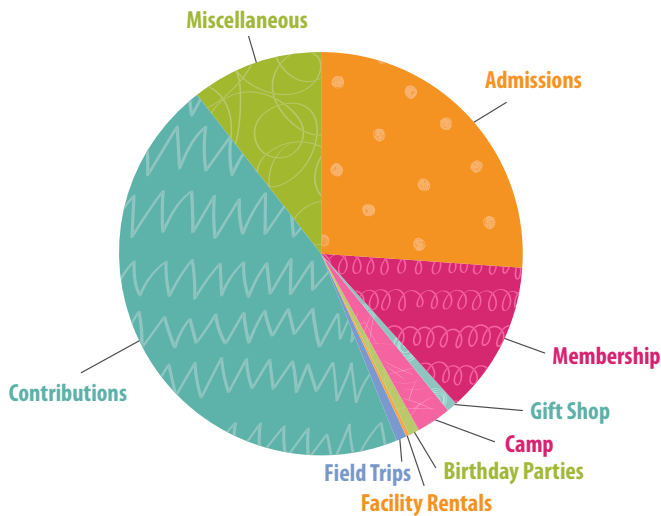
The eighth annual Ignite It! Creativity Forum featured speaker Jeffrey Davis and he challenged the minds of attendees on the concept of Tracking Wonder. Ignite It! Creativity Forum is NOT your average professional development event; it highlights and celebrates creativity and innovation. The event consists of an intimate guided workshop held at cMoe, followed by an interactive luncheon serving 300+ corporate and community leaders.

A COMMUNITY INVESTMENT IN CHILDREN

TOTAL OPERATING REVENUE

\$795,541

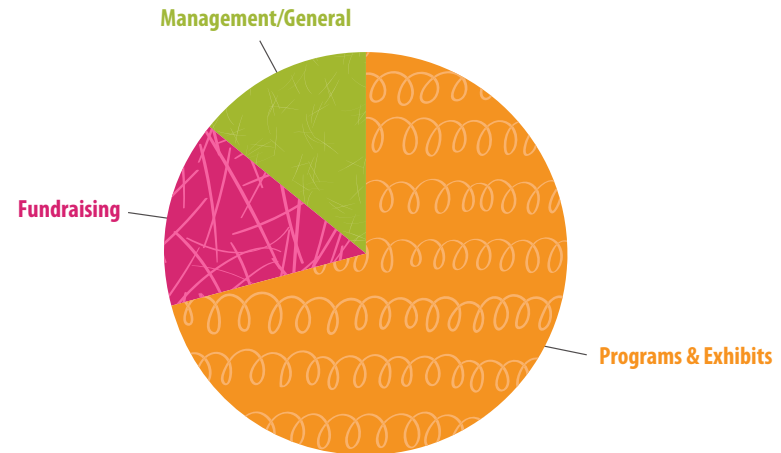
- 26.27%** Admissions
- 12.08%** Membership
- .93%** Birthday Parties
- 2.86%** Camp
- .85%** Field Trips
- .3%** Facility Rentals
- .72%** Gift Shop
- 45.5%** Contributions
- 10.49%** Miscellaneous (PPP Loan Forgiveness, Investment Income/Loss, Misc. Income)



TOTAL OPERATING EXPENSES

\$1,010,649

- 71%** Programs & Exhibits
- 15%** Management/General
- 14%** Fundraising



Capital Revenue: \$55,000

Capital Expenses (excluding depreciation): \$102,147

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.

MUSEUM POWERED BY COMMUNITY!

Thank you for supporting the healthy development of young children. Your support provides opportunities for fun, creativity, artistic expression, collaboration, and learning. Contributions are critical to maintaining our operation, and we are pleased to acknowledge our FY 22 Annual Fund Donors of \$100 or more. We are incredibly grateful for your partnership in learning through play.

\$25,000+ AND ABOVE



**CITY OF EVANSVILLE
ENDOWMENT FUND**



**Welborn Baptist
Foundation**



(\$10,000 – 24,999)

Alcoa Foundation
LyondellBasell
United Way
Old National Bank

(\$5,000-9,999)

Traylor Bros Inc
Community Foundation Alliance (Men's Fund)
Indiana Arts Commission

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

Arts Council of Southwestern Indiana
PC Quest, Inc
D-Patrick Inc
Shoe Carnival

(\$1,000-2,499)

Anchor Industries Inc
Cyndi Byrley
Stoll Keenon Ogden PLLC
Team McClintock
YMCA of Southwestern Indiana
Evansville Zoological Society
AstraZeneca Pharmaceuticals LP
Berry Plastics, Inc.
Crescent-Cresline-Wabash Plastics, Inc.
Downtown Kiwanis Club of Evansville
Sarah Woods and Javier Lugo Foundation
Southern Star Central Gas Pipeline
TD Ameritrade Clearing

**KAREN DONOVAN
MAGAN GIVING CIRCLE**

\$2,500 & ABOVE

Alan & Sharon Braun
Josh & Katy Gilberg
Special Friends

\$1,000 & ABOVE

Bob & Lisa Jones
Brad & Jennifer Gilbert
Chris & Niki Traylor
Craig & Trisha Neidig
Dan & Erin Diehl
David & Kate Hawkins
David Walsh
Jim & Mary Kay Muehlbauer
Katie Smith
Mike & Kathy Bussiere
Nathaniel Hahn
Neil & Linda Haddix
Shari Thread & Traci Robinson
Special Friend

(Under \$500)

Alfred & Margaret Dennis
Amy Barron
Amy Miller
Andrew & Margaret Musgrave
Ashley Heines
Betty Worthington
Bill & Betsy Brubeck
Bill & Kathleen Elliott
Brian & Sandra Server
Charlotte Mosbey
Chris & Karese Johnson
Colleen Schoenecker &
Megan Gallardo
Cynthia McLaughlin
Dana Vanden Heuvel
David Hatfield
DeAndrea Ford
Denise Moore
Derek & Tracy Adams
Doug & Amanda Berry
Doug & Lora Petitt
Ellen Buchanan

Erika Taylor
Fred Gilberg
Gary & Mary Klotz
Jacob & Jamie Smith
Janet Book
Jason Knight
Joann Schwentker
Jonathan & Patricia Weinzapfel
Julie Roberts
Kawn Watters
Kelvin Canaday
Kimberly Fisher
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Mark & Lindsey Robbins
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Sean Jeffries
Stan Gilham
Steve & Andora Buedel
Steve & Susan Worthington
Theodore Jackson III
Virginia Laurent
William Muller
Wolfram & Margot Roehrborn

We apologize if we missed acknowledging your gift. Please let us know so we can correct our records.

SUPPORT US

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

HOW TO GET INVOLVED



DONATE

Make a monetary contribution or sign up to give monthly



VOLUNTEER

Give the gift of your time by helping us with projects, events, or serving on a committee or our board.



PARTNERSHIP

Support the Museum by partnering on an exhibit, program, or event.



IN-KIND GIFTS

Donate an item, product, or professional service.



CONNECT

Connect with us on social media or sign up for our email list.



Join the FUN!

Become a cMoe Member and open the door to a year of creativity, exploration and discovery!

Become a Member at cMoekids.org



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