The mission of the Children’s Museum of Denver at Marsico Campus is to create extraordinary experiences that champion the wonder and joy of childhood.
Dear friends,

Each year, the Children’s Museum of Denver at Marsico Campus strives to expand our reach in bold and impactful ways. Since the completion of our major expansion three years ago, our organization has flourished. Our successes reflect our commitment to serving our community and set the stage for what’s to come.

In fiscal year 2018, we welcomed over 558,000 guests, created the vision for Adventure Forest, an immersive exploratory sculpture unlike anything out there, and continued to develop the access programs that are central to our mission. We also launched *To the Moon and Back*, a year-long, grant-funded effort to create a 20-year Master Plan.

We look forward to sharing all our successes and future plans with you throughout this year’s Annual Report. As always, we are grateful to our community, stakeholders, members and friends for continuing to support the work we do to ensure the Children’s Museum of Denver at Marsico Campus remains a leader in early childhood education and innovative exhibit design.

With gratitude,

John Winslow
Chair, Board of Directors

Mike Yankovich
President and CEO
1. **Raise a Glass**

In May 2018, the Children’s Museum of Denver at Marsico Campus was awarded the National Medal for Museum and Library Service. This is the nation’s highest honor given annually to 5 museums and 5 libraries that make significant and exceptional contributions to their communities. Museum member and dear friend, Rebecca Paschall, along with Board Chair, John Winslow, and President and CEO, Mike Yankovich, accepted the National Medal on behalf of the Museum and provided a personal account of the power that access programs have on our community.

2. **Citywide SNAP Initiative**

In January 2015, the Children’s Museum launched the SNAP Access Initiative, which provides families who receive Supplemental Nutrition Assistance Program (SNAP) benefits access to the Museum for $1 per person. Following our lead, four other Denver institutions have implemented the initiative, including the Denver Botanic Gardens and Chatfield Farms, Denver Museum of Nature and Science, Denver Zoo and History Colorado, making the impact even greater. In fiscal year 2018, the Children’s Museum served 31,557 children and their grown-ups through the program, a 23% increase from the year before.
3. **The Sky is the Limit**

In fiscal year 2018, we embarked on a journey to create Adventure Forest, a story-soaked immersive art experience and outdoor aerial adventure course filled with rope swings, a slinky climb, glass bridge, daring climbing clusters and dueling 70 ft slides. **Adventure Forest** is a collaboration between our in-house exhibits design team, Bonsai Design, a world-class adventure course firm, Denver Parks and Recreation, and artist Wes Sam-Bruce. This bold project, anticipated to open spring 2019, is a direct example of our team continuing to view the sky as the limit (literally) for the Children’s Museum.

4. **To the Moon and Back**

As Denver continues to grow and thrive, the needs of our community are evolving. The Children’s Museum is committed to serving the families of today as well as the families of tomorrow. In January 2018, we embarked on the development of a **20-year Master Plan**, *To the Moon and Back*. Working with Corona Insights, a Colorado market research and consulting firm, we are creating an organizational roadmap to define the Museum’s path toward increased impact, growth and sustainability for the next 20 years. The Master Plan is set to be completed in early 2019.
On February 1, 2018, the Museum hosted the inaugural adults-only Ales, Apps and Barrels of Fun. This fundraising event gave guests the opportunity to taste craft beers from local breweries, snack on childhood-inspired bites from the Denver area’s top caterers and play in the Museum’s world-class exhibits. With over 400 guests, the sold out event was a tremendous success and will return annually as one of our signature events.

In The Art Studio, we bid farewell to the beloved bison sculptures, and in September 2017, welcomed a vintage 1972 VW Bug as the new collaborative painting experience. Our in-house exhibits team transformed the VW, cut it in half, and secured it to look like it is “melting” into the floor. Since then, it has impressed, amused and become an incredible community work of art.

In celebration of our big, beautiful planet, the Museum hosted its first Earth Day Celebration on April 22, 2018. Guests were invited to visit Healthy Planet Hero Stations and learn about the many ways we can take care of our world. Attendees were encouraged to bring beverage cans in support of our Cans for Trees program, where we use the funds from recycled cans to buy trees to plant around our campus.
Creativity and imagination fueled the development of Stop Motion Studio, an animation maker designed by our in-house exhibits team and inspired by the art-deco design of Old Hollywood. Located just outside The Art Studio, guests can use changeable backdrops and props to film their own short movie and project it on the big screen.

In addition to the planning and execution of new experiences, the Museum continues to invest in existing exhibits. In WATER, a multi-component kinetic water sculpture was added, as well as new and improved bubblers, where guests can make air bubbles shoot through giant clear cylinders filled with water using crank wheels, pump levers and stomp pads. A new sand table and water spout was added to the Dunes in Joy Park. Our team also made improvements to The Art Studio to ensure accessibility, including table and sink height adjustments, and adaptive art easels and experiences. We will continue to evolve and enhance each exhibit with an eye toward accessibility and innovation.

We were pleased to host two world-renowned authors, Kathryn Otoshi & Chris Ferrie. Kathryn Otoshi writes about self-esteem, standing up for one another and friendship. She performed a special series of readings and created a beautiful “peacebird” sculpture in collaboration with guests that now hangs above our Campsite. Chris Ferrie, an award-winning physicist and math aficionado, has written several books for kids about math, science and big ideas. Using two different types of paper airplanes, he demonstrated the concepts of lift and thrust alongside young science enthusiasts.
We served **52,223 students, teachers and chaperones** through this year’s school programs, which included self-guided field trips and on-site programs facilitated by Museum educators like Bubble Lab, Outdoor Adventure and Kinetic Engineers. Our staff also went into the community with outreach programs like Earth Balloon, Molar Expedition and Star Lab.

In fiscal year 2018, we served **106,375 people** – 19% of the Museum’s total attendance – through **Museum Access Programs**. These programs include the SNAP Access Initiative, Sponsored Admissions and Memberships Program, Growing Scientists, Five By Five, the Low-sensory Initiative, Free First Tuesday Nights and Joy Park Free Nights.

Our Artist-in-Residence Program welcomes an array of talented artists to share their expertise and creativity with guests. In fiscal year 2018, we worked with **Betony Coons**, a painter who uses collage elements and bold colors; **George Perez**, a photographer who explores concepts like family, nostalgia and home; **Jennifer Ghormley**, a mixed-media artist who works in printmaking and hanging installations; and **Jessica Forrestal**, an exhibiting artist who creates sculpture and large-scale installations.
In The Teaching Kitchen, our in-house chefs continued to inspire a love of healthy food and cooking together through daily programming. One ingredient was selected each month as a base for **exciting recipes**, including zucchini, apples and beets. Families enjoyed preparing and eating chocolate zucchini bread, apple crisp and beet hummus.

In addition to the wide range of public programming, we also offer fee-based workshops to give guests a little something extra. We provided workshops to **1,096 visitors** with programs like Clay Dinosaurs in The Art Studio, Around the World in Three Dumplings in The Teaching Kitchen and Roly Poly Habitat in Joy Park.

Our Venue Rentals program has grown substantially over the past year. Through corporate events and receptions, weddings and large-scale birthday parties, the Children’s Museum is becoming a **well-known venue for unique and whimsical experiences**. In fiscal year 2018, we hosted 36 events with more than 10,147 total attendees!
### Statement of Activities

**Support and revenues**
- Gifts & grants - Annual Fund: $2,407,526
- Gifts & grants - Capital Fund: $307,190
- Earned revenue*: $4,613,669
- Special events revenue*: $207,219
- Investment & misc. income: $29,396

**Total support and revenues** $7,565,000

**Expenses**
- Program: $5,531,409
- Supporting: $1,767,229

**Total expenses** $7,298,638

**Change in net assets**
- Annual Fund: $(40,828)
- Capital Fund: $307,190

**Total change in net assets** $266,362

**Net assets at beginning of year** $22,006,714

**Net assets at end of year** $22,273,076

*Net of expense

### Balance Sheet

**Assets**
- Current assets: $2,123,485
- Restricted cash - Capital Fund: $335,985
- Capital pledges receivable: $910,399
- Investments: $3,037,177
- Property & equipment - net: $17,552,192

**Total assets** $23,959,238

**Liabilities and net assets**
- Current liabilities: $1,686,162
- Long-term liabilities: $0

**Total Liabilities** $1,686,162

**Net assets**
- Unrestricted: $21,261,173
- Temporarily restricted - General: $360,918
- Temporarily restricted - Capital: $650,985

**Total net assets** $22,273,076

**Total net assets & liabilities** $23,959,238

*Net of expense
TOTAL ATTENDANCE 558,198

WINNER of the National Medal for Museum & Library Service

872 INDIVIDUALS VOLUNTEERED
10,462 HOURS

1,992 BOOKS READ during StoryTime

OVER 15,000 Member Families

1,646 lbs. of cans donated to our Cans for Trees program

A whole lot of rockets launched

30,000 LIKES on Facebook

11,865 attendees at Free First Tuesday Nights
31,557 served through the SNAP Access Initiative
1,027 Low-sensory Initiative attendees

60,652 served through the Sponsored Admissions and Memberships Program
1,274 attendees at Joy Park Free Nights

GRAND TOTAL 106,375
served through Museum Access Programs
Ongoing Volunteers, Team Leads & Interns

Rokaya Abdulameer
Alden Alijani
Alex Alijani
Brittany Berglund
Robert Berglund
Janet Carl
Karen Castenada
Gretchen Caudill
Tristan Caudill
Anahi de la Rosa
Kody Dhruv
Ed Ellis
Manuel Estala-Monreal
Ariana Estrada
Carlos Estrada
Anessa Flores
Julie Gaston
Nancy Gegen
Anjolina Gonzalez
Samantha Gonzalez
Rual Gutierrez
Barbara Hatch
Jasmine Ibarra
Monserrat Juarez-Araoz
Tiana Leleua
Angela Lovato
Elaine Mah
Holden Mead
Wyatt Mead
Alexis Meininger
Liam Messiter
Jasmine Monte
Ali Moreno
Maria Olivas
Eduardo Padilla
Diana Perez Rodriguez
Shelby Raines
Ninni Rajesh
Florisel Rodriguez
Olympia Salazar
Destiny Skattum
Anthony Slavec
Carol Spence
Connor Spence
Adrian Trujillo
Myriam Villarreal
Julie Wood

Event Committee
45th Birthday Bash: A Wicked Affair

Event Chairs: Amy Figge & Jenny Walsh

Micki Amerine*
Tiffany Bausch Weld
Katy Bloom
Brooke Borgen
Amanda Boswell
Ricki Brockman
Cissie Busch
Kristen Chandler
Lucy Chused
Caitlyn Clark
Aimee Coleman
Tara Crosby
Chrissy Fedorowicz
Jamie Fitzgerald
Brooke Flavin*
Marin Hamilton
Marisa Hollingsworth
Greta Holtz
Jennifer Jarrett
Katie Keating*
Jennifer Kilgore
Elizabeth Kirkpatrick
Laura Kott*
Jessica Kristiseter
Jamie Lollback
Angela Lovato
Jennifer Marsico*
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Mia Olney
Emily O’Shaughnessy*
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Pamela Poulin*
Samantha Powell
Emily Rettig
Jennifer Rettig
Deb Ridenour
Erin Robbins
Nicole Robertson
Christina Roethe*
Megan Scremin
Susanna Shannon*
Josephine Sinclair
Laura Slater
Bryanna Spaulding*
Kelly Stava
Lisa Storey
Emily Sturm
Sirine Swed*
Kathryn Thole
Lindsey Trees
Ashley Tulp
Nicole Walsh
Kelly Warren
Elsa Woolley
Sheryl Ziegler
*Committee co-chair
### ORGANIZATIONS

**$50,000 and Above**
- Anonymous (2)
- The Anschutz Foundation
- Boettcher Foundation
- Buell Foundation
- Delta Dental of Colorado and Delta Dental of Colorado Foundation
- Denver Water
- Encana Oil & Gas (USA) Inc.
- Helen M. McCloraine Endowment Fund
- Scientific and Cultural Facilities District
- The Sturm Family Foundation
- United Launch Alliance

**$25,000 to $49,999**
- The Ball Foundation
- Bonfils-Stanton Foundation
- Children’s Hospital Colorado
- El Pomar Foundation
- Institute of Museum and Library Services
- Jenna and Walker Stapleton / Harmes C. Fishback Foundation
- Wagner Equipment Co.
- Western Dairy Association

**$10,000 to $24,999**
- BBVA Compass Foundation
- The Gateway Foundation II
- Virginia W. Hill Foundation
- Andrea Singer Pollack Revocable Trust
- U.S. Bank Foundation
- The Melvin & Elaine Wolf Foundation
- Xcel Energy Foundation

**$5,000 to $9,999**
- ABS Foundation, Inc.
- Climax Molybdenum, A Freeport-McMoRan Company
- The Colorado Health Foundation
- The DanPaul Foundation
- Dorsey & Whitney LLP
- Epic SchoolKids Colorado Pack
- Sidney E. Frank Foundation - Colorado Fund
- Gill Capital Partners
- Hogan Lovells US, LLP
- IMA Foundation
- Schlessman Family Foundation
- Schuster Family Foundation
- Target Corporation

**$2,500 to $4,999**
- Berg Hill Greenleaf Ruscitti LLP
- Nathan B. and Florence R. Burt Foundation

**$1,000 to $2,499**
- Bluegrass Water LLC
- Burns & McDonnell
- CoWest Insurance Associates, LLC
- Emerald Sod Farms
- Evercore ISI
- Fransen Pittman
- The Goddard School
- InTANDEM HR
- Junior League of Denver, Inc.
- KD Service Group
- Kinder Morgan Foundation
- Livetech LLC
- MidFirst Bank
- OZ Architecture
- WAXIE Sanitary Supply
- Wember

**$500 to $999**
- Allied Integrated Marketing
- Denver Preschool Program
- Denver-Vail Orthopedics P.C.
INDIVIDUALS
$1,000 and Above
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Kimberly Allen and Lawrence Mandes
Micki and Will Amerine
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Anne and Richard Baer
Ruth and Robert Beriault
Jessica Black Livingston and Neil Livingston
Jeff and Jennifer Calderone
Mark Carleton
Sarah and Scott Carpenter
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Mary Dicig
Bonnie and Bob Downing
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Judi and Joe Wagner
Taryn Walsh
Elaine Weng and Tom Malley
Becca and John Winslow
Jennifer Nevins and Michael Yankovich
Whitney Smith and Jon Zalisk

$500 to $999
Anonymous
Julia Buonanno and Michael Brown
Sharon and Jim Butler
Jena Silva and David Caneda
Megan and Derek Conn
Liz and Chad Gardner
Cyndi Kerins
Sara and Evan Leitch
Robert McDaniel
Marty Patterson
Stella Peterson
Elizabeth and William Poell
Melanie Kay and Jim Schoettler
Matt Tessar
Jennifer and Scott Wilson

many thanks
The Children's Museum of Denver at Marsico Campus makes every effort to accurately acknowledge our donors. If an error in recognition has occurred, please contact our donor relations staff at 303-561-0110.
MUSEUM LEADERSHIP TEAM
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Gretchen Kerr, Chief Operating Officer
Cyndi Kerins, Chief Financial Officer
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Jonathan Goldstein, Vice President of Exhibit Services
Sarah Brenkert, Senior Director of Education and Evaluation
Jon Handwork, Senior Director of Guest Services and Facilities
Cisco Ocampo, Director of Facilities
Zoe Ocampo, Director of Marketing and Membership
Chris Van Dyken, Director of Exhibits
Nicole Ortiz, Associate Director of Education
Kim Zies, Associate Director of Guest Services

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The Scientific and Cultural Facilities District (SCFD) makes field trips, educational programs, exhibits and many free days possible. The ability of the Children’s Museum of Denver at Marsico Campus to fulfill our mission is made possible in part by the SCFD.