wonder
and joy
Following an organizational closure due to the COVID-19 pandemic in March 2020, the Children’s Museum of Denver at Marsico Campus reopened in July 2020 to provide Colorado families with a little wonder and joy at a time when it was in woefully short supply.

With a focus on adaptability and resiliency, we reopened with reduced days of operation and lowered guest capacities to provide a comfortable respite for families who were still contending with remote learning and uncertainties brought on by the pandemic. We also looked for new ways to provide families with opportunities for exploration and play, whether at the Museum or hunkering down at home.

The Museum team prepared and shared new virtual educational content with families and schools so they could continue to participate in Museum programs, no matter where they were. For in-person guests, we updated our policies in accordance with the City and County of Denver guidelines to make the Museum a safer place to play. Extending our reach further, we created Museum2Go kits in partnership with Denver Human Services, which provided families in our community experiencing homelessness with engaging activities and art supplies they could share with their children.

While it was a difficult year, it was rewarding beyond words. Our incredible staff, board members and volunteers worked tirelessly to ensure that the Museum could continue to offer educational experiences designed to challenge, inspire and shape curious minds.

Most importantly, we are truly grateful to our generous donors and community partners – without you, what we do would not be possible.

Thank you!
Museum Fun 101 and Online Programming

Museum Fun 101, a Facebook group chockful of at-home activities for families, was created to provide exploration and play opportunities even when a visit to the Museum was not possible. During a year with closures and re-openings, Museum Fun 101 gave parents ways to engage their children in meaningful, fun and safe ways at home. Designed for all ages, activities included recipes from our Teaching Kitchen, crafts, science experiments, outdoor play prompts, parent/child engagement opportunities and more. The Museum team also took the show on the road, virtually, with regularly scheduled Facebook and Instagram Live programming featuring the Museum’s top-notch Education team as well as key community partners.
Virtual Education Programs

With schools in remote learning or limiting in-person outreach throughout much of the fiscal year, the Museum team quickly pivoted to create pre-recorded videos and lesson plans for teachers to share with their classes. We reimagined versions of some of our most beloved outreach programs: World Dance & Drumming (music & movement), Healthy Planet Heroes (environmental stewardship), Star Lab (constellations & storytelling) and Earth Balloon (geography). As an aid to educators during a difficult year, these programs were provided to teachers in Title I schools for free, and participating students were offered free family memberships to the Museum to use for in-person visits. The Museum served 11,782 students through our outreach and virtual programs in FY21.

Museum2Go

As a way to support Denver families in need, the Children’s Museum partnered with Denver Human Services to provide 1,500 activity kits to families experiencing homelessness. The interactive Museum2Go kits included open-ended art supplies and materials for hands-on learning and exploration, as well as a Brain Sparks activity guide developed by Museum educators with engaging, developmentally appropriate activities for children newborn through age eight.

The Museum2Go Kits were made possible by Buell Foundation, with additional support provided by IKEA Centennial.
## Support and revenues

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gifts &amp; grants - Annual fund</td>
<td>$2,236,596</td>
</tr>
<tr>
<td>Gifts &amp; grants - Capital fund</td>
<td>$129,547</td>
</tr>
<tr>
<td>Earned revenue*</td>
<td>$1,522,810</td>
</tr>
<tr>
<td>Special events revenue*</td>
<td>-</td>
</tr>
<tr>
<td>Investment &amp; misc. income</td>
<td>$675,943</td>
</tr>
<tr>
<td><strong>Total support and revenues</strong></td>
<td><strong>$4,564,896</strong></td>
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</table>

## Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>$4,052,501</td>
</tr>
<tr>
<td>Supporting</td>
<td>$1,105,856</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$5,158,357</strong></td>
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</tbody>
</table>

## Change in net assets

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual fund</td>
<td>$(723,008)</td>
</tr>
<tr>
<td>Capital fund</td>
<td>$129,547</td>
</tr>
<tr>
<td><strong>Total change in net assets</strong></td>
<td><strong>$(593,461)</strong></td>
</tr>
</tbody>
</table>

## Net assets

- **Net assets at beginning of year**: $22,385,688
- **Net assets at end of year**: $21,792,227

*Net of expense*
## statement of financial position
Children's Museum of Denver at Marsico Campus - Fiscal Year 2021

<table>
<thead>
<tr>
<th>Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Current assets</td>
<td>$2,953,031</td>
</tr>
<tr>
<td>Capital pledges receivable</td>
<td>206,507</td>
</tr>
<tr>
<td>Investments</td>
<td>4,400,990</td>
</tr>
<tr>
<td>Property &amp; equipment, net</td>
<td>17,102,937</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$24,663,465</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and net assets</th>
<th></th>
<th>Net assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td>Unrestricted</td>
<td>20,886,926</td>
</tr>
<tr>
<td>Current liabilities</td>
<td>$883,570</td>
<td>Temporarily restricted - General</td>
<td>301,108</td>
</tr>
<tr>
<td>Paycheck Protection Program loans</td>
<td>1,987,668</td>
<td>Temporarily restricted - Capital</td>
<td>604,193</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>2,871,238</td>
<td><strong>Total net assets</strong></td>
<td>21,792,227</td>
</tr>
</tbody>
</table>

| **Total liabilities & net assets**          | **$24,663,465** |
special thanks to our donors

Organizations

$50,000 and Above
- Buell Foundation
- Delta Dental of Colorado Foundation
- The Denver Foundation
- Denver Water
- Helen M. McLoraine Endowment Fund
- Giles W. and Elise G. Mead Foundation
- Ovintiv USA
- PNC Bank and PNC Foundation
- United Launch Alliance
- Scientific and Cultural Facilities District
- Sturm Family Foundation

$5,000 to $9,999
- BBVA Compass Foundation
- Gill Capital Partners
- The Kidconscious Project
- Singer Family Foundation
- The Titus Foundation
- Union Pacific Foundation

$2,500-$4,999
- Confluent Development
- Westmoreland Mining LLC

$25,000 to $49,999
- Ball Foundation
- Bonfils-Stanton Foundation
- Children’s Hospital Colorado
- Dairy MAX
- Jenna and Walker Stapleton/Harmes C. Fishback Foundation

$1,000 to $2,499
- Burns & McDonnell

$500 to $999
- CoWest Insurance Associates, LLC
- Giddy Up Fund

$10,000 to $24,999
- City and County of Denver
- The Dorsey & Whitney Foundation
- The Gateway Fund II of the Denver Foundation
- Virginia W. Hill Foundation
- Schlessman Family Foundation
- The Melvin & Elaine Wolf Foundation
- Xcel Energy and Xcel Energy Foundation
special thanks to our donors

Individuals

$1,000 and Above
Sarah and Todd Alijani
Anonymous (3)
Ruth and Robert Beriault
Jennifer and Jeff Calderone
Sara and Scott Carpenter
Julie and Thomas Denison
Laura Dirks
Lauren and Anthony Epps
Kayla and Craig Hodges
Marisa and Chad Hollingsworth
Nancy Howell
Cyndi and Ed Kahn
Gretchen and John Kerr
Jennifer Landrum
Elaine and David Licko
Jessica Black Livingston and Neil Livingston
Laura Medina and Joel Brown
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Janet Mordecai
Shari and Matt Most
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Monica and Raymond Perdue
Judy and Jack Pottle
Gail Schoettler and Donald Stevens
Emily Sturm
Douglas Suttles
Betsy Wagner
Elaine Weng and Tom Malley
The Wishnietsky Family
Lisa and Charles Wynn

$500 to $999
Kimberly Allen and
Lawrence Mandes
Heather and Ryan Beiser
Amy and Neill Burt
Sharon and Jim Butler
Shannon and Benjamin Casner
Laura Lee and George Gastis
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Ann and Hal Logan
Kynnie and Joel Martin
Gail Martz
Stella Peterson
Sarah Reimer
Kim Schneider
Jaime and Michael Stewart
Taryn Thomas
Sara and Matt Wilhelm

In-Kind

$1,000 and Above
5280 Magazine
Alpine Lumber
BBVA Compass
Flexential
Gill Capital Partners
Hogan Lovells US, LLP
IKEA Centennial
IT Supervision
LabMercury

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, Fiscal Year 2021

Mike Yankovich, President and Chief Executive Officer  
Gretchen Kerr, Chief Operating Officer  
Cyndi Kerins, Chief Financial Officer  
Amy Burt, Vice President of Development and Communications  
Jon Handwork, Senior Director of Guest Services  
Cisco Ocampo, Director of Facilities  
Chris Van Dyken, Director of Exhibits  
Sarah McManus Christie, Associate Director of Education

Board of Directors, Fiscal Year 2021

Chair: Judy Pottle, Early Childhood Educator  
Vice Chair: Jeff Calderone, CEO, Elevated Third  
Secretary and Treasurer: Ryan Beiser, Regional President and Head of Corporate Banking, PNC Bank  
Jessica Black Livingston, Counsel, Hogan Lovells, US, LLP  
Anthony Epps, Esq., Partner, Dorsey & Whitney, LLP  
Craig Hodges, Vice President, Corporate Affairs & Communications, VF Corporation  
Marisa Hollingsworth, Professional Dancer  
Vatsala Kapur Pathy, Senior Advisor and Strategist, Rootstock Solutions, LLC  
Jennifer Leigh Landrum, Early Childhood Advocate  
Fayoke Longe, Founder and Creative Director, Facet Creative Design  
Kynnie Martin, Account Manager, Xcel Energy  
Matt Most, Vice President of Government Relations, Ovintiv USA  
Cynthia Pesantez, M.Ed., Founder, Multipass Language Services  
Stella Peterson, Senior Communications Consultant, Xcel Energy  
Emily Sturm, Co-Managing Director, The Sturm Family Foundation  
Betsy Wagner, Early Childhood Advocate  
Elaine Weng, MD, MS, Mountain Radiation Oncology Consultants  
Lisa Wynn, MD, MBA, Physician, Obstetrics and Gynecology

So unique to our amazing state, the Scientific and Cultural Facilities District (SCFD) makes field trips, educational programs, exhibits and many free days possible. SCFD is a voter approved tax of 1 penny on every $10 spent in the 7-county metro area, directly supporting over 300 arts, science, historical and cultural organizations.

The ability of the Children’s Museum of Denver at Marsico Campus to fulfill our mission to create extraordinary experiences that champion the wonder and joy of childhood is made possible in part by the citizens of the SCFD.

303-433-7444 • mychildsmuseum.org