Opening Doors
a museum welcoming all
mission: to create extraordinary experiences that champion the wonder and joy of childhood
Dear Friends,

The Children’s Museum of Denver at Marsico Campus has long been committed to giving all children the opportunity to advance their personal, intellectual and social growth in a welcoming environment. Each year, we provide a diverse range of programs to ensure wide-reaching accessibility for families with low-incomes, children with disabilities, Title I schools and early childhood education centers serving low-income communities.

Generous corporations, foundations and individuals help make our access programs possible. With their support, we create curriculum, underwrite admissions, memberships, classes and field trips, and provide teachers with professional development opportunities and program supplies. In addition, we collaborate with community partners throughout the city and state to communicate the availability of these programs within their networks. In the end, our goal is to make certain that we are doing everything possible to express, “All are welcome here!”

With that in mind, we unveiled a powerful art installation this year conveying our desire to make everyone feel welcome at the Children’s Museum. Highlighted on pages 3 and 4, *Opening Doors, an exhibit welcoming all* made the statement that, regardless of race, color, national origin, immigration status, disability, religion, creed, gender identity or sexual orientation, you are welcome here - this is a safe space for you to express yourself, to be happy and to challenge yourself to grow and learn.

Fiscal year 2017 was remarkable and we are grateful to you, our friends, stakeholders and donors, who give us the opportunity to execute our mission and make the Children’s Museum of Denver at Marsico Campus a welcoming place for all.

With gratitude,

Whitney Holmes  
Chair, Board of Directors

Mike Yankovich  
President and CEO
As a community gathering place that welcomes all, the Children’s Museum of Denver at Marsico Campus serves families regardless of race, color, national origin, immigration status, disability, religion, creed, gender identity or sexual orientation, and invites everyone to learn, explore and play together. To that end, in the spring of 2017, we unveiled a poignant and timely art exhibit, *Opening Doors*, to celebrate our diverse community. The temporary installation was designed to run through fall 2017.
The exhibit, featuring diverse local artists, was a series of 11 open doors that formed a ribbon at the Museum entrance to inspire arriving guests through beauty, color, texture and design, conveying the message that “all are welcome here!” On April 19, 2017, the Museum hosted a press conference and ribbon cutting with guest of honor, Mayor Michael B. Hancock, and over 100 supporters, friends and staff. And, to kick off the exhibit opening, we had a “Pay as You Will Day,” giving families the opportunity to choose their own admission price.

CONTRIBUTING ARTISTS:
Ramon Bonilla
Gwyllym Cano
Maeve Eichelberger
Sarah Fukami
Jennifer Ghormley
Ebony Ice & Kristen Thomas
Jay Michael Jaramillo & Jerry Jaramillo
Salim Khoury, in collaboration with Museum staff and community children
Armando Silva (Artmando)
Frankie Toan
In our first full fiscal year since the Museum’s expansion, we saw unprecedented attendance, serving a total of 568,287 – a 58% increase over our last comparable pre-construction/pre-expansion year.

Since our grand reopening, we have also seen significant growth in our member households. Families investing in annual memberships more than doubled, providing further opportunities for repeat visits to the Children’s Museum.

The Children’s Museum of Denver at Marsico Campus has become an industry leader in exhibit design. Taking the opportunity to extend our innovative play-based learning experiences beyond the Denver campus, we began offering exhibit design services to other like-minded institutions in FY17. Our consulting arm, The Exhibits Team, has worked on projects from Milwaukee, WI to Taipei, Taiwan, bringing our expertise across the globe.
• With overwhelming approval, voters in the seven-county Denver metro area reauthorized the Scientific and Cultural Facilities District (SCFD), allowing the continuation of significant funding for a broad array of organizations and events, including funding for the Children’s Museum, a Tier II SCFD organization.

• In partnership with the Bezos Family Foundation, we launched Vroom, a first-of-its-kind initiative that reminds parents they are their children’s first and best teachers, and empowers them to turn everyday moments into brain-building moments. Vroom signage is located throughout the Museum’s amenity spaces, providing information about early brain development with meaningful, actionable tips for high-quality interactions that enhance brain development.

• We made improvements and renovations to exhibits, including major upgrades to our iconic Fire Station No. 1, with a brand new dispatch, fire truck dashboard and fire hoses. The Big Backyard received a refresh, a giant Light Bright was added to ENERGY, and Joy Park remediation was completed in the Sand Dunes, Orchard and Straw Bale areas.

• Working with The Memory Project, a youth arts non-profit based in Madison, WI, we hosted a beautiful and powerful exhibit, The Memory Project: Syria, a collection of replica portraits created by American teenagers of Syrian children living in a refugee camp on the border of Syria and Jordan. We displayed the exhibit along with a mirror, giving our young visitors the opportunity to view their reflection alongside the portraits, showing that we really are not all that different from one another.
Our board and staff have long been committed to ensuring that all children are able to play and learn at the Children’s Museum. In fiscal year 2017, the Museum provided more than 90,000 free or greatly reduced admissions to children and families through multiple access avenues, which include:

- **SNAP Access Initiative**: Launched in January 2015, families who receive federal Supplemental Nutrition Assistance Program (SNAP) benefits pay $1 admission per person. In fiscal year 2017, the Museum served nearly 25,000 children and their grown-ups through the SNAP Access Initiative. We are actively encouraging other cultural organizations around the city and nation-wide to adopt this program.

- **Sponsored Admissions and Memberships Program**: We identify childcare centers serving low-income communities and Title I elementary schools (>50% of students eligible for federal free and reduced-price lunch), and invite them to the Museum for free play and/or facilitated programming. For schools and childcare centers unable to visit the Museum, education staff take programs to the classroom. All participating children are offered free annual family memberships. In fiscal year 2017, the Museum served 19,570 children through this program.
Growing Scientists: The Children’s Museum, Butterfly Pavilion and Denver Botanic Gardens work together to enhance STEM education for more than 1,600 K-2 students in seven DPS and Adams 12 5-Star Title I schools. Working in tandem with teachers, district science coordinators and administrators, Growing Scientists partner organizations deliver a holistic program of support for teachers, students and families.

Five By Five Program: Launched by the Denver Mayor’s Office in 2005, this program aims to give Denver Head Start and Early Head Start students and their families access to at least five cultural experiences by the time students turn 5 years old. In fiscal year 2017, we provided 846 annual memberships to Five By Five families, serving nearly 5,000 children and their grown-ups.

Accessibility Initiative: The Museum offers a number of opportunities for children with disabilities to learn and play alongside their families in a welcoming environment, including Low-sensory Mornings and Family Night Events. In fiscal year 2017, the Museum served over 700 children with disabilities and their families through the Accessibility Initiative.

Free Nights: Generously supported by Target, the Museum opens its doors for free 12 times each year through our Target First Free Tuesday Nights. In addition, in partnership with Denver Parks and Recreation, with support from IKEA Centennial, the Museum hosts five free nights in Joy Park, May-September. The Museum served over 12,000 children and families through Target First Free Tuesdays and Joy Park Free Nights in fiscal year 2017.
In its second year, our Artist-in-Residence Program continued to provide an opportunity for children and families to observe and interact with professional artists. The goal of this program is to connect young children to the power of art-making and art as an expression of identity, experience and community through hands-on collaboration with our on-site artists. In fiscal year 2017, we hosted renowned local artists Wes Sam-Bruce, Ajean Ryan, Kia Neill and Armando Silva (Armando), who worked with guests of all ages to inspire creativity.

Our Teaching Kitchen offers an environment where children and grown-ups explore food together. In our public cooking classes, visitors prepare a variety of healthy recipes like zucchini tots, potato gnocchi and pear applesauce. Other Teaching Kitchen programming includes our mobile tasting cart and Food for Thought, a drop-in style class where guests take in a foodie StoryTime, a demonstration or a composting lesson. A whopping 20,274 guests participated in Teaching Kitchen programming during fiscal year 2017.

We hosted 27,467 students, teachers and chaperones on-site for self-guided field trips and staff-facilitated programs, including Bubble Lab, Outdoor Adventure and Kinetic Engineers. Of the groups served on-site, 46% were able to access the Museum and educational programming through our Sponsored Admissions and Memberships Program. Our off-site programming, including Earth Balloon, Math Mysteries and Molar Expedition, served 23,844 students and teachers – 49% of which were provided through the Sponsored Admissions and Memberships Program.
• In addition to the array of public programming we provide, we also offer fee-based workshops and camps to give guests a little something extra. We provided workshops to 1,144 visitors with programs like Tiny Gardens in Joy Park, Chopped Junior in The Teaching Kitchen and Clay Wheel Throwing in The Art Studio. We also continued to host a series of 3-day summer camps with themes like We Heart Art, Go for Gold, Explore Colorado and others.

• In an effort to better understand how the work we do is impacting our guests and our community, we updated existing evaluation programs and initiated new ones to assess and track exhibit programming, audience demographics, guest experience feedback and educational objectives. We also created a partnership with researchers at CU Boulder’s Cognitive Development Center and Metropolitan State University to collect data and evaluate specific programs and project outcomes.

• On Saturday, June 10, we hosted “Be My Neighbor Day” in partnership with Rocky Mountain PBS, Vroom, Food Bank of the Rockies and others. The before-hours, free-to-the-public event was a morning of service, based on values and themes from a PBS favorite, “Daniel Tiger’s Neighborhood.” Guests decorated and filled bags of food to donate to Food Bank of the Rockies, rode on the Denver Trolley, hit Vroom brain-building stations throughout Joy Park and met Daniel Tiger himself.
### Statement of Activities

**Support and revenues**
- Gifts & grants - Annual Fund: $1,859,948
- Gifts & grants - Capital Fund: $1,166,255
- Earned revenue*: $4,787,526
- Special events revenue*: $259,226
- Investment & misc. income: $9,271

**Total support and revenues**: $8,082,226

**Expenses**
- Program: $5,222,366
- Supporting: $1,477,804

**Total expenses**: $6,700,170

**Change in net assets**
- Annual Fund: $28,775
- Exhibits Fund: $206,510
- Capital Fund: $1,146,771

**Total change in net assets**: $1,382,056

**Net assets at beginning of year**: $20,624,658

**Net assets at end of year**: $22,006,714

*Net of expense

### Balance Sheet

**Assets**
- Current assets: $3,124,640
- Restricted cash - Capital Fund: $313,854
- Capital pledges receivable: $1,657,203
- Investments: $2,279,552
- Property & equipment - net: $17,479,185

**Total assets**: $24,854,434

**Liabilities and net assets**
- Liabilities
  - Current liabilities: $1,531,907
  - Long-term liabilities: $1,315,813
- Total Liabilities: $2,847,720

**Net assets**
- Unrestricted: $20,673,528
- Temporarily restricted - Annual: $358,451
- Temporarily restricted - Capital: $974,735

**Total net assets**: $22,006,714

**Total net assets & liabilities**: $24,854,434
A very special thank you to our volunteers whose time and energy are reflected in our programs, events and operations. In fiscal year 2017, 957 individuals donated 9,866 total hours to the Children’s Museum. Our amazing volunteers are essential to our success!

**VOLUNTEERS**
Brittany Berglund
Robert Berglund
Janet Carl
Gretchen Caudill
Tristan Caudill
Hyde Chrastina
Colt Coffman
Anahi de la Rosa
Kody Dhruv
Ed Ellis
Julie Gaston
Nancy Gegen
Barbara Hatch
Fuwei Huang
Andrew Krehbiel
Claire Kosanke
Stephanie LaHaye
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Valeria Luna
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Alexandra Stern
Jean Stuck
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Anthony Slavec
Alexandra Stern
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On Friday, June 2, 2017, we hosted our 44th Birthday Bash, *Beyond the Wild Wood*, inspired by Kenneth Grahame’s *The Wind in the Willows*. This year’s sold out event was one for the record books, raising $344,645 to support the work we do each day. Led by event chairs Brooke Flavin and Jennifer Marsico, our dedicated and enthusiastic Bash committee spent several months and hundreds of hours to make this year’s event an unprecedented success.

**EVENT CHAIRS**
Brooke Flavin
Jennifer Marsico

**BASH COMMITTEE**
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*Committee co-chair
thank you

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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.