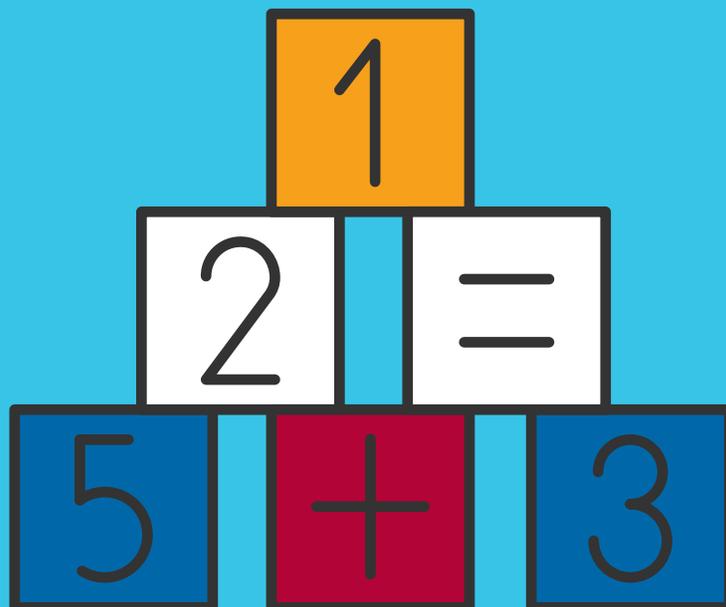




# SAFER AT HOME 2020

*Continuing our mission to play through COVID*

## 2020 Annual Report



# FROM THE EXECUTIVE DIRECTOR

Dear Museum Friends,

What a year 2020 has been! We started off strong and had high hopes for our best year yet. With a large gift and the anticipation of beginning our Reaching New Heights...Building Bigger on the Bay campaign, we were off to the races. Then in March, our doors were shuttered due to COVID-19.

Fortunately for the museum, we had a strong relationship from Outreach Programming as an educational resource for the Green Bay Area Public School District. We were invited to create project kits for over 1,000 children in their 21st Century after school programs! This revenue, along with two strong fundraising events and multiple COVID-19 related grants, gave us some much-needed funding to bridge the gap created by our closure. We also were able to qualify for the PPP and for an emergency use EIDL.

We made it through 2020, though not the way that we had dreamed of with record memberships and attendance. Thankfully, 2020 is over, and we are able to look forward to opening in a post-COVID-19 world.

For children, all it takes is one second or one moment where imagination is encouraged; that's when curiosity leads to creativity. One moment can develop a passion for life-long learning.

As a community, you help make those moments happen through your donations and support. You help us bring laughter and learning to children and families. But, the museum is more than just four walls. During COVID-19, we were able to adapt inside and outside the museum walls, making sure all children and families were able to enjoy our educational programming.

That is why I am asking for your financial support. Help us continue to create the moments that will change the lives of our children and the future of our community.

How many more moments will you help to create?

Sincerely,

Toni Burnett  
*Executive Director*



# JUST THE NUMBERS

**Admission: 14,162**

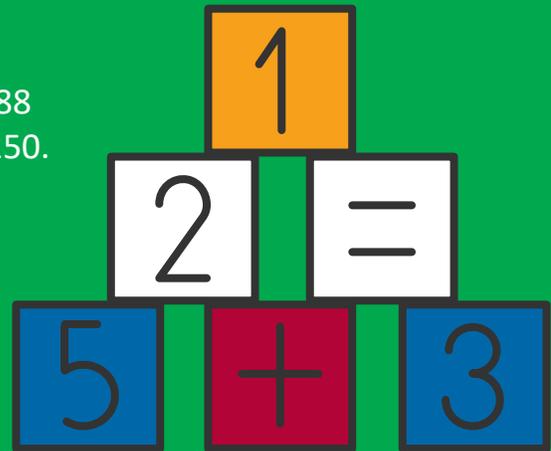
We opened for 6 weeks in the summer, and 88 people visited, which brings our total to 14,250.

**Field Trips: 1,576**

**Outreach: 866**

**Memberships:**

We had 892 memberships prior to COVID-19, and 26 at the end of 2020.



## STAFF + BOARD

**Toni Burnett**

*Executive Director*

**Whitney Potvin**

*Director of Education*

**Heather Heil**

*Director of Events and Museum Experiences*

**Emma Waszak**

*Education Coordinator*

**Sabrina Koren**

*Education Coordinator*

**Chris Cumick**

*Board President*

**Andrew Dilling**

*Treasurer*

**Matt Brault**

*Secretary*

**Jacque Kress**

*Community Advocate*

**Tommy Martin**

**Michael Schmidt**

**John D'Angelo**

# OUTREACH

Outreach looked a little different in 2020, as The Children’s Museum of Green Bay adapted to serve children in our local schools and community. Outreach became available in three formats: in-person programs, virtual programs, and project kits.

This flexible outreach structure allowed us to continue bringing STEAM educational programs to students at the GBAPS after school sites. In-person and virtual programs included hands-on activities, all necessary supplies, and instruction by museum staff either in the classroom or via video conferencing.

Fourteen project kit options featured four activities in student bags with individually packaged materials and written step-by-step directions. Kits were then mailed or delivered to students to complete at their homes.

## In-Person Programs: (January-March)

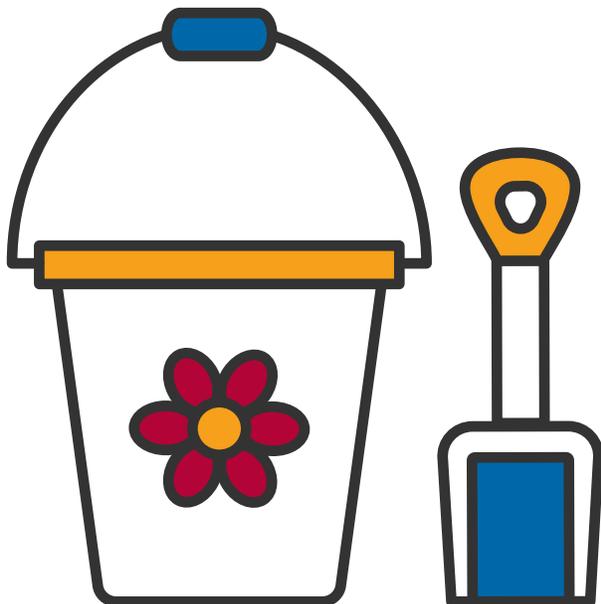
**500** at **25**  
students sessions

## Project Kits: (May)

**1,001**  
student kits

## Student Kits (November-December)

**120**  
student kits



## Virtual Programs: (December)

**20** at **1**  
students session

## Museum To Go Member Activity Kits

Mini Makers	81
Science Through Senses	55
Full STEAM Ahead	41
Spring into Art	36
Members’ Choice	16
<b>TOTAL:</b>	<b>229</b>

# PROGRAMMING

## Virtual Summer Camp

During this virtual summer camp, children enjoyed interactive programming guided by our staff through a virtual platform in the comfort and safety of their own home! Campers picked up their supplies the week before camp and met online with our staff each day to create together.

**79 attendees**

## Budding Scientists

Children joined us in the lab for basic scientific principles through activities and experiments. Each week, a topic was explored and taught in a fun and hands-on way to keep young minds interested and little hands busy.

We continued this class virtually and saw our attendance grow to over 1,600 for an online program.

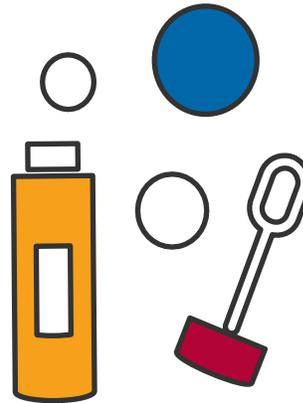
**1,652 watches**

## Virtual STEAM Programs

Children learned how to use science, technology, engineering, art and math skills to fuel their creative minds. Families tuning in could use this knowledge to make some of our favorite museum projects and activities.

**STEAM Saturday, Crafty Kids,  
Busy Builders, Mini Makers**

**926 watches**



## Sensory Art

This program encouraged children to explore art through their sense of smell, touch, taste, sound and sight! Children were taught that it isn't always about the outcome of an art project, but the importance of the process.

**8,858 watches**

## Wiggle, Move & Giggle

Dance, sing, and move with your toddler. This playful program was full of games, music, and movement activities. Children moved and grooved while learning about colors, shapes, and numeracy.

**18,642 hits/watches**

## Becoming a Virtual Museum

Some of the greatest memories at the museum are made during daily, in-person educational programming. Seeing children's faces light up when they complete a science experiment for the first time or hearing the inspiration behind their artwork of the day is very powerful. So saying that it was an interesting transition from hands-on programming to educating in the virtual world is an understatement. Even with a different delivery of our programming, we understood the great importance and responsibility that we had to continue playing and learning together as a community. Our museum team jumped right in to make the excitement of learning through play continue on this new virtual platform.

# EVENT FUNDRAISING

## Golf

The 2020 Golf Fore Kids event took place on Monday, June 22, at the award-winning Green Bay Country Club. With beautiful weather and great course conditions, the 24th annual outing was successful, despite COVID-19 restrictions. Safety measures in play included contactless registration, QR code bucket raffles, 1 person per cart availability, and outdoor food and beverages service. Proceeds generated support our play-based programming.

## Holiday Magic

Regardless of a global pandemic, the wonder of the holiday season was celebrated through imagination, partnerships, and of course, MAGIC.

A GRAND Adventure was hosted at Blaser's Acres, allowing reservations for families to safely explore a pumpkin patch, select their perfect pumpkin, and take home a pumpkin decorating kit.

Curbside Breakfast with Santa gave families the opportunity to have a pancake and porkie breakfast delivered right to their cars by the man in red, SANTA! Santa also handed out special gifts that included a craft straight from Santa's Workshop, a reindeer game, and other festive fun.

Santa also made sure to visit The Children's Museum of Green Bay Facebook page to say "hello" to children and read their wish lists.

## So You Think You Can Cook

In its 7th year, our So You Think You Can Cook fundraiser became a virtual "Safer At Home" contest version. Sixteen teams competed for awards of most 'dough' raised, people's choice social media vote, most children of promise memberships sold, dish presentation, and most company involvement. The chef teams were able to generate \$25,000. Fundraisers such as this allow us to continue serving the needs of the community and the children and families who face financial challenges. These funds allow us to make a difference in the lives of young children in our community each and every day, year after year.

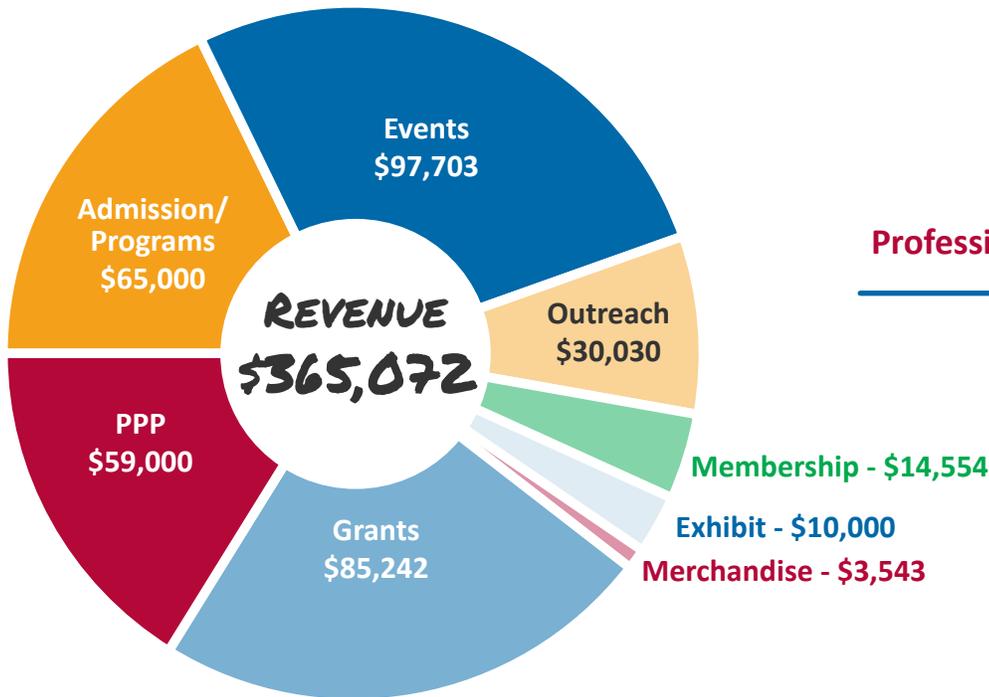
## Bedtime Bookclub

Inspiring kiddos one picture book at a time! In March 2020, The Children's Museum of Green Bay launched an online story time via Facebook LIVE. With over 50 children's books read, we reached an average of 1,700 accounts in weekly windows (due to copyright constraints, virtual readings are removed after seven days). Children picked the book titles, while our team went beyond the pages and brought the books to life. This inclusive, free to all program included art projects, diversity representations, language development, mental health content, baking, and just being plain silly.

# BUDGETS

## 2020 REVENUE\*

\*The museum secured an additional \$149,000 EIDL loan for security during the pandemic



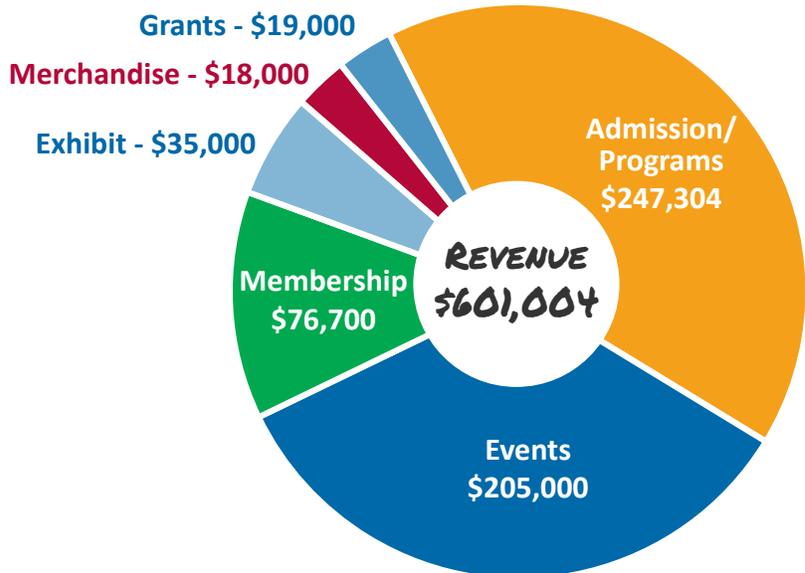
## 2020 EXPENSES

- Payroll - \$258,461
- Building - \$59,797
- Office - \$6,669
- Fundraising - \$16,364
- Programs - \$13,696
- Professional Services - \$7,500

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**\$387,515**

## 2019 REVENUE (FOR COMPARISON)



# KEEPING MINDS ENGAGED CAMPAIGN

Support our mission to keep children's minds engaged by making a gift today.

From the moment that the museum closed its doors in March of 2020, our team went into action to make the museum experience virtual. Every day, the museum has provided hours of meaningful, creative, and fun opportunities for all of us to connect. At minimum, we have provided one play-based educational program per day ranging from sing-a-longs to fully interactive STEM-based activities.

***Will you make a special gift of \$25, \$50, \$100, \$250 (or more!) to help us continue providing vital programming for children in our communities?***

Our programming, whether virtual or in-person, brings a high quality museum experience directly to families at no cost. Thousands of children and their families tune in each week to watch our highly qualified educators do what they do best: keep children's minds engaged.

Our doors are now open; however, we continue to operate under tremendous financial pressure. We rely heavily on admissions revenue to sustain our operations, which have been negatively impacted to long periods of closure and capacity limits in place.

- **\$25 provides a virtual sing-along for toddlers**
- **\$50 provides a virtual program collaboration**
- **\$100 provides a virtual story-time**
- **\$250 provides 50 children with an after school workshop**
- **\$500 provides 100 children with creativity kits for summer programs**
- **\$1,000 provides a month of virtual science experiments**
- **\$2,500 provides sponsorship of 1 specified program for a month**

Please help us Keep Minds Engaged!

The Children's Museum is a privately funded non-profit organization. The museum does not receive funding from the city of Green Bay or the State of Wisconsin; rather we rely on both the generosity of our community and revenue from daily visitors to operate.

