

ANNUAL REPORT 21-22



A BRIGHTER COMMUNITY,
A BRIGHTER FUTURE.

OUR MISSION

It is our mission to provide a welcoming and engaging environment that promotes hands-on art, science, and literacy-focused learning for children and families.

We believe by providing little learners with a bright, supportive environment, we are doing our part to create a brighter future for our community. We introduce children to an appreciation for our world. We support the development of essential foundational skills in children. We help create the spark that ignites a lifelong love of learning.

We aspire to be a catalyst for neighborhood and community engagement, and to collaborate with other local institutions and organizations to create dynamic partnerships.

ADVENTURE
AWAITS





OUR BOARD

Harriett Loweth - *President*

Cameron Crafford - *Vice President*

Jeffrey Smith - *Treasurer*

Lawrence Sackett - *Past President*

Megan Barbour

Caroline Blanton

Ellen Bryden

Tiffany Kitchen

Laura Lisle

Megan Miller

Lanetta Pantiel

Allie Wallace





25 YEARS OF SERVING OUR COMMUNITY

There is no shortage of research on the powerful role of play in healthy brain development, improvement of cognitive skills and emotional wellbeing of all children. Created expressly for children, the Children's Museum of Wilmington is a place of possibility. Through interactive play, we provide an immersive, engaging, and inspiring space for children to learn, grow and thrive.

In a quarter of a century, we have served over a million visitors. The children who came to play when we were young, now bring their children. They come because the Museum is part of growing up here and a key ingredient in our area's learning landscape. And it's fun. I'm so grateful that the Junior League of Wilmington created the museum and that I could be part of the journey for 25 years.

Your contributions help us strengthen our community one child and one experience at a time. As we celebrate our 25th anniversary, we celebrate you for making a difference through your compassion and generosity. On behalf of our entire staff and board of directors, thank you for your continued support.


Harriett Loweth
Board President

Play

Learn

Grow



MEMBERSHIP, VISITORS & OUTREACH



21-22 Community Membership/Passes

30 passes - Good Shepherd

30 passes - New Hanover Regional Medical Center

12 binders - New Hanover County Public Libraries at 4 branches

8 binders - Brunswick County Libraries at 4 branches

4 binders - Pender County Libraries at 2 branches

4 binders - Smart Start of New Hanover County



Museum Educators visited and worked with MLK Center, Brigade Boys and Girls Club, Orange St. Arts Fest, The Azalea Festival, Johnson Pre-K, Fit For Fun Center, Flock of Food Trucks in Carolina Beach, Wilson Center, and SmartStart of New Hanover County.

- We have **661** active members
- **12** of those members are Contributing Memberships donated to underserved families in our community
- **51%** of visitors from North Carolina
- **33%** of NC visitors are from 7 nearby zip codes
- Over **1000** children enjoyed the Museum via a field trip
- Visitors from **47** states + Canada, Germany, UK, Virgin Islands, Puerto Rico, DC
- Over **1500** children attended one of our daily programs
- **93%** of our general admission visitors are nonmembers
- **43,000** guests from **47** states visited the Museum
- More than **50** children celebrated their birthdays with parties at the Museum
- We reached **1115** children through community outreach



OFFERINGS

Our educational programs and hands-on exhibits encourage creativity and imaginative play while fostering a lifelong love of learning. Your kindness has helped to ensure all children are able to enjoy the Museum with access to:

- **Power Packs** - sensory bags to regulate sensory processing
- **Nurture Nook** - featuring the Calming Cave with a black out curtain, light and sound machine, bean bag, weighted blanket, and sensory board
- **Sensory Maps** - identifying anticipated noise levels



VOLUNTEERS & INTERNS

In the past year, we have had **15** volunteers accumulating **464** total hours and **2** Museum interns; one for Grants and one for Occupational Therapy! The Occupational Therapy intern with CFCC worked to create the improved Nurture Nook.



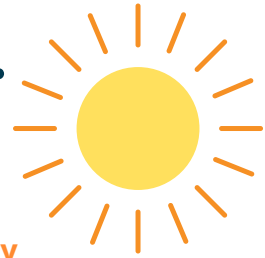
FUNDRAISING

In addition to our in-house events, the Museum hosted four major fundraising events this past fiscal year:

- Teddy Bear Tea
- Fore the Children Golf Tournament sponsored by **Customers Bank**
- YachtVenture sponsored by **Retina of Coastal Carolina**
- Character Walk sponsored by **North State Bank** and **Progress Door, LLC**



WE WELCOMED NEW...



EXHIBITS

- **Little Beaker's Lab** sponsored by **Wilmington Pathology**
- **Bodies in Motion** sponsored by **Delaney Radiology**
- Major renovations were made to the **Toddler Treehouse, Kid Zone and the Courtyard** which is sponsored by **Pharmgate**
- New exhibit sponsors this year also include **Catlin Engineers and Scientists**



PROGRAMS

- **Sensory Sundays:** exclusive hours accommodating children with sensory, developmental or physical needs.
- **Feature Fridays:** highlighting a variety of community entities throughout the summer.
- **Exhibit Explorers and Sea Stars:** two new daily educational programs.



GRANTS

Grants/Restricted Received

- \$68,462 Small Business Administration
- \$24,424 NC Science Museums Grant
- \$22,500 Landfall Foundation
- \$10,000 City of Wilmington
- \$10,000 Individual
- \$9,451 New Hanover County
- \$7,500 City of Wilmington ARPA
- \$5,000 Delta Dental Foundation
- \$3,000 Rotary Club of Downtown Wilmington
- \$2,000 Arizona State University
- \$1,340 nCino
- \$1,340 NC State Extension
- \$1,000 International Paper
- \$1,000 North State Bank
- \$500 Wilmington Health

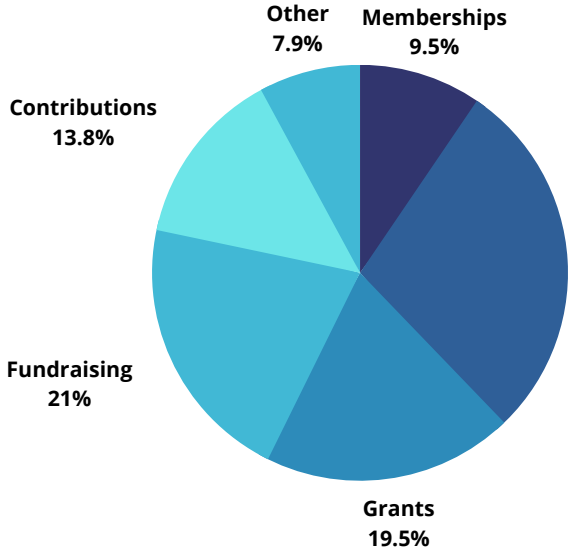


FINANCIAL PICTURE

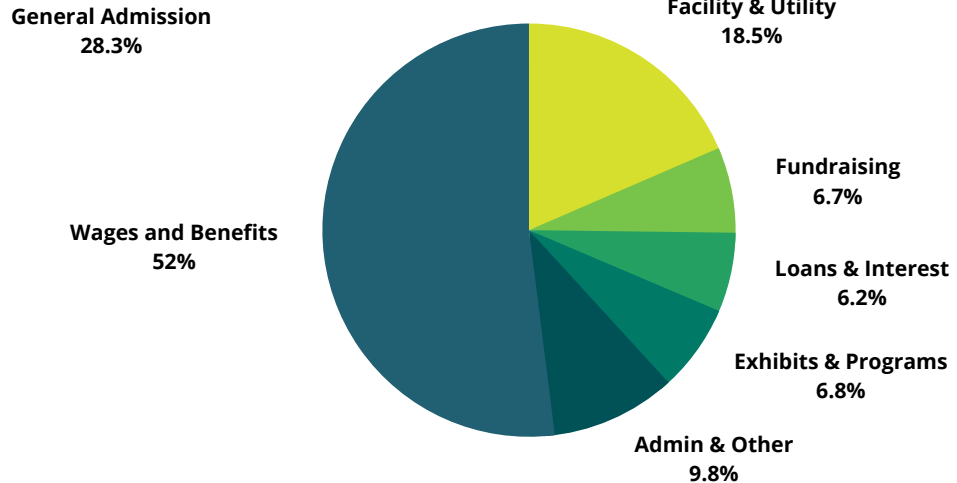
July 1, 2021 - June 30, 2022



INCOME



EXPENSES



COMMUNITY PARTNERS

\$25,000+

Bruce Barclay Cameron Foundation, Inc | Small Business Administration

\$10,000 - \$24,999

City of Wilmington | Landfall Foundation | Lawrence Sackett & Carla Hendricks | North Carolina Museum of Natural Sciences

\$5,000 - \$9,999

CATLIN Engineers & Scientists | Customers Bank | Delta Dental | nCino | NC Ports Authority | Neil & Linda Underwood | New Hanover County | Retina of Coastal Carolina | Pharmgate INC | Publix Supermarket Charities, INC | United Way | Wilmington Health | Wilmington Pathology Associates, PA

\$2,500 - \$4,999

Bellhart Marine | Casey & Lauren Worley | Dimock, Weinberg & Cherry DDS | House of Raeford Farms | InStride Summit Podiatry | Marine Max | Medac Urgent Care | North State Bank | Progress Door LLC | Rexroad Loweth Wealth Management | Rotary Club of Downtown Wilmington Foundation | The Carolinas Finest Jessica Edwards & Carolyn Byrnes | Wilmington Workout Club |

\$1,000 - \$2,499

Arizona State University | Bill Paris Photography | Dan Cameron Family Foundation | David & Laura Lisle | Dr. & Mrs. Peter DiFiore | The Honey Do Service, Inc | International Paper | James & Lisa Wilkins | Jonathan & Mary Ellen Laughnan | Mark Alper | Monty Recoulley | Mustaches for Kids - Wilmington NC | nCino | North Carolina State Extension | North State Bank | Ned & Margaret | Barclay | Ocean Fitness | Peter Underwood | Primland Resort | Seaside Fitness | Timothy & Vicki Milam | United Bank | Waffle House

\$250 - \$999

Airlie Wealth Advisors | Dr. Amit & Trish Datta | Anne Sorhagen | Anne Tilghman Reiss | Arboretum Dental | Atlantic Marine | Bio Symmetry | BluSky Restoration Contractors | Brad Sizemore Insurance | Brandon & Renee R. Smith | Cadence Realty Corp | Capital Ford Lincoln of Wilmington | Carolina Pediatrics of Wilmington | Center for Pediatric Behavioral Health | Clancy & Theys Construction Company | Clifford Pyron Jr. | Code Ninjas Wilmington | Dr. Brent Wright | Ed & Shelley Hobson | Elliott & Megan Miller | First Carolina Bank | Galloway Farm | GE Aviation | George E. Yelverton III | Greenwell Family | Dr. Henry & Vanessa Holt | Holly Childs | James Sexton | Jeff & Laura Smith | Jordan Davis | Law Offices of G. Grady Richardson, Jr., P.C. | Magda Ratajski | MegaCorp Logistics LLC | Mellow Mushroom | McKee Homes | Mullinix Mortgage Group | Neil Thompson | No Place Like Home Mobile Pet Vet | North Carolina Science Festival | Northpointe Bank | Pathfinder Wealth Consulting | Pinnacle Trailer Sales, Inc | Reeds Jewelers | Rhonda Bellamy | Rob & Michele Zapple | Roger Mott | Seashore Fitness | Southern Bank | Swell Vision Center | The Honeycutt Group | Thomas & Patt Rocks | Thomas Parker Anderson | UBS | Wallace Family Trust | Wilmington Insurance Group | Wrightsville Beach Brewery | Zach Beauchemin

Received in-kind donations valued at over \$140,000

WAYS YOU CAN HELP

DONATE OR CONTRIBUTE TO OUR ENDOWMENT

→ playwilmington.org/donate-now

BECOME A MEMBER

→ playwilmington.org/become-a-member

SPONSOR AN EXHIBIT OR EVENT

→ playwilmington.org/giving

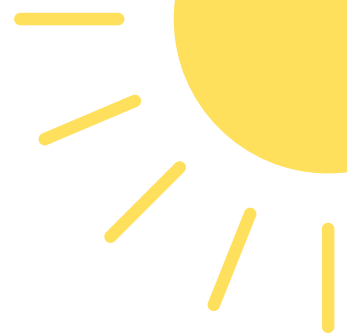
SUPPORT OUR WISH LISTS

→ playwilmington.org/ways-to-give

LEARN MORE AT

[WWW.PLAYWILMINGTON.ORG/YOU-CAN-HELP](https://www.playwilmington.org/you-can-help)

Every gift makes a difference. We are grateful to our members and community partners for supporting us the last 25 years.





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