

The Children's Museum

Of Edwardsville



Amazing Year of Milestones

Hello Friends,

Wow, what an amazing year for reaching milestones. Perhaps most importantly, The Children's Museum set a new record of more than 12,000 visitors!

Many new faces visited the Museum, as well as several familiar ones. A big thanks to all who had a part in helping set the record – guests, members, sponsors, donors, volunteers, board members and staff. Without you, we could not have reached our goal.

With increasing attendance as a backdrop, the Board of Directors held an extended meeting this spring to talk about the future of The Children's Museum. A new

vision and committee structure were created as one result of the gathering.

Our mission is the same: "to stimulate curiosity and motivate learning in children by providing interactive exhibits and programs." Our new vision is, "to provide a unique, educational, sustainable and creative destination for Southwestern Illinois through the expansion of our financial resources, community relations, facility enhancement and program development." We will move forward with the new vision as our guide.

Even with reaching a new visitor milestone this year, I am astonished by the number of people who still do not know the museum exists.

Almost weekly, someone says, "There is a children's museum in Edwardsville?!"

We do not want to remain the best-kept secret in town.



Please help us spread the word to neighbors, friends, family and others that not only is there a children's museum in Edwardsville, it is a great place to visit!

Thank you for your support whether big or small. Together we can accomplish great things!

Playing Every Day,
Lisa Leehy
Executive Director

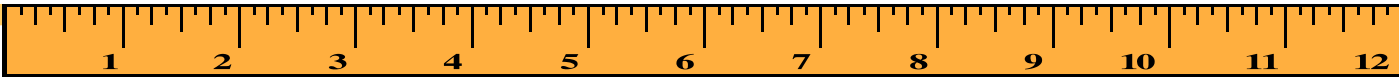
Children's Museum Staff

Lisa Leehy
Mary Cadaret
Bryan Robinson
Melanie Webb
Joan Luenemann
Jeremy Williams
Demi St. John
Bethany Frick
Ashley Frank

Children's Museum Board

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Lisa McLaren

The Children's Museum's new vision is, "to provide a unique, educational, sustainable and creative destination for Southwestern Illinois through the expansion of our financial resources, community relations, facility enhancement and program development."



By the Numbers

**Museum Milestone:
The Museum hit a
new attendance
record of 12,176
visitors!**

	2010-2011	2009-2010
Free passes given	346	308
Museum attendance	12,176 -new record!!!	10,908
Outreach Programs presented	20	19
Birthday Parties celebrated	51	50
Field Trips self-explored	89	86
Guided field trips taught	13	13
Number of hours donated	240+	458+
Number of membership families	88	96



Fundraiser Milestones

The Children's Museum tried a new fundraising effort this year. A trivia night was held in October with a low turnout, but great fun for all who participated.

Heads/tails games and a dessert walk broke up the rounds of trivia.

By the way, do you know how many feet of wire it takes to make a Slinky or the name of the dog on the Cracker Jack box? Too bad you were not at the trivia night, you might know the answer. (Ok, 80 feet of wire and Bingo)
The annual Wine & Beer Tasting with honorary host & hostess, Joe & Barb

Hutton, was held at the end of March 2011 during a late season snow.

Despite sloppy weather, the museum was packed with people having a wonderful time. Many items were raffled throughout the event.





First Family Fun - Let's Move

A new event was held at the end of April in conjunction with First Lady Obama's initiative, "Let's Move." The goal: to eradicate childhood obesity in a generation.

Several businesses joined in the fun by sponsoring the event, a hula hoop contest, other fun activities and

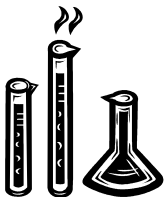
games. The museum provided face painting, an obstacle course, hopscotch and more "moving" activities for families.

Attendance for this milestone event was tremendous on a beautiful spring day.



**Museum Milestone:
The Children's
Museum's first-ever
"Let's Move" event
drew many
participants.**

Haunted Science Lab



haunted science lab was open to the community on a Friday evening in October.

special demonstrations and exhibits that were all geared to make science more fun.

Back again this year with the not-so-scary assistance of the Southern Illinois University Edwardsville (SIUE) physics and chemistry departments, the

Many families dared to enter and explore

Starry, Starry Night

Celebrating its 10th anniversary, Starry, Starry Night was held on a great evening for viewing the constellations under a cloudless January sky.

The Riverbend Astronomy Club set up telescopes for visitors to explore the wonders above. Inside the museum, club members organized

demonstrations about the galaxy, while The Children's Museum staff provided craft projects, face painting and hot cocoa.





Preschool Playgroup

Preschool Playgroup replaced the Toddler Explorer program this year. In response to the closure of the playgroup offered by the school district, we changed into a similar format to fill a need in the local community.

Junior Service Club of Edwardsville-Glen Carbon, we were able to purchase needed materials to support the program and keep participant costs at a minimum. The response was so overwhelming, we added classes!



With the help of grants from PNC Foundation and the



Summer Explorers

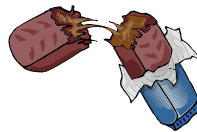
The outdoor temperatures were hot, as we offered a variety of new camps and all-time favorites in the Summer Explorers program. The ever-

popular Camp Messy kicked off the summer camp season and ended our camp offerings, and proved to be a successful mess.

Sweet Adventure

The Children's Museum turned eight this year, and Sweet Adventures for our members and guests was a great gift.

Families enjoyed sampling some



sweet treats while creating crafts and playing with chocolate play dough. The annual event provides sweet fun for everyone.

Community Events

The Children's Museum provided free face painting and crafts at local events like LeClaire Parkfest in October, Health & Safety Event at Triad High School in April, First Clover Leaf Bank's Health Fair in May, and the Route 66 Festival and Healthy Street in East St. Louis in June.

Children delight in getting their face painted to reflect the event or season. And we have to admit, we enjoy painting children's faces, too!



Museum Milestone: In response to school playgroup closures, the new Children's Museum preschool playgroup filled a niche in the community.



Children's Museum Balance Sheet - June 30, 2011



June 30, 2011

ASSETS

Current Assets

Checking/Savings

Bank of Edwardsville Operating Acct. \$8,867.60

PNC Account \$11,273.87

First Clover Leaf Account \$27,625.13

Total Checking/Savings \$47,766.60

Total Current Assets \$47,766.60

Fixed Assets

Office Equipment \$1,239.38

Permanent Exhibits \$46,233.36

In-Kind Donations \$31,810.47

Total Fixed Assets \$79,283.21

TOTAL ASSETS \$127,049.81

LIABILITIES & EQUITY

Equity

Opening Balance Equity \$107,526.23

Unrestricted Net Assets \$22,183.93

Net Income \$-2,660.35

Total Equity \$127,049.81

TOTAL LIABILITIES & EQUITY \$127,049.81



Children's Museum Profit & Loss

July 2010 - June 2011

Income

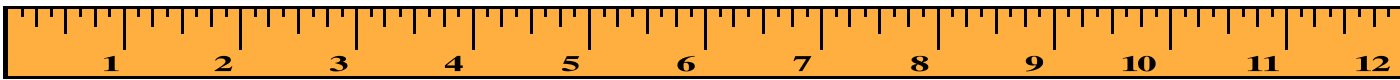
Other Income \$2,838.84
 Admission Income 32,283.96
 Development Income 17,143.87
 Education Income 24,125.86
 Total Income \$76,392.53

Expense

Marketing \$2,409.14
 Operational Expenses 12,331.81
 Personnel Expenses 55,079.22
 Admission Expenses 1,701.20
 Development 816.45
 Education Expenses 3,929.99
 Exhibit Expenses 2,149.12
 Facility Expenses 557.28
 Total Expense \$78,974.21

Net Income **-\$2,581.68**





2010-11 Contributors

Abbey Sew & Vac
 Ameren Missouri
 Anderson Hospital
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 Simply Covers
 SPvG Charitable Foundation Inc.
 St. Louis Cardinals Care Foundation
 The Bank of Edwardsville
 The Finishing Touch
 Wal-Mart
 Wildey Theater



Thank you to these businesses and
 individuals for their contributions.
 Every effort has been made to ensure
 the accuracy of this list. We appreciate
 your continued support!



Museum Milestone:
The Children's
Museum celebrated its
eight birthday in
February 2011, thanks
to the support of
contributors.

Barb & Keith
 Marlene
 Thomas & Donna
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 McKenzie & Matt
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2010-11 Contributors



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2010-11 Annual Report



The mission of the Children's Museum is "to stimulate curiosity and motivate learning in children by providing interactive exhibits and programs."