

CHILDREN'S MUSEUM

of NEW HAMPSHIRE

IMPACT REPORT 2017-2018

The museum continues to focus on fulfilling our strategic goals and our Mission and Vision, honed by our Staff and Board of Directors this year.

GOAL #1 DEEPENING IMPACT

Enabling us to stay relevant and positioning the Museum as a day-to-day resource and touchstone in families' lives.



ENHANCING EXHIBITS

The Build It! Fly It exhibit was reimagined to add new interactive components and variables for experimentation including a Bernoulli Blower and a mock airplane cockpit.

LEARNING FROM OUR NEIGHBORS

New relationships with immigrant groups were fostered to help plan changes to the One World exhibits and to also help build relationships with families who do not visit the Museum. A partnership between the Museum and the Dover Adult Learning Center was formed to help create the Gallery 6 *Immigrant Alphabet* art exhibition, which showcased world cultures represented in our local community.

OBSERVING WHAT WORKS

With support from the Roger R. & Theresa S. Thompson Endowment Fund, the museum piloted a program with fourth grade students to measure the impact of multiple museum visits focused on student learning.

MEASURING IMPACT

Our participation in the New England Museum Association "Assessing Museum Impacts" project helped the museum to measure its impact by gathering, analyzing and sharing data.

2,464

Number of museum guests who visited for only \$1 per person by showing their EBT cards.



GOAL #2 EXPANDING IMPACT

Building new relationships that expand our reach with new audiences.

MORE VISITORS

Increased number of visitors served by the Museum to reach more than 101,100 people.

GROWN-UP FUN

Launched a series of new Grown-up Playdates to introduce adults to the Museum and engage a new community.



REACHING TRAVELERS

Established a museum advertising presence on several electronic billboards inside the Manchester-Boston Regional Airport.

SUPPORTING DISCOVERY

Introduced new reciprocal marketing partnerships with other family attractions in the state to grow Museum awareness amongst new audiences.

GOAL #3 ENGAGING IN BEST BUSINESS PRACTICES

Building a firm foundation through policies and initiatives that express best practices and help the museum to invest resources to ensure long-term sustainability.

STANDARD OPERATING PROCEDURES

Created Standard Operating Procedures for each department to ensure the continuation of historical knowledge and best practices.



207

Number of kids who participated in the Kid-venture Course challenge on the same day as the museum's 5K Road Race/Walk Fundraiser. This is the highest number of kid participants in the last 10 years!

PROFESSIONAL DEVELOPMENT

Hosted staff professional development opportunities related to Visitor Safety, the Business Continuity plan, Bias & Harassment training, and Empathy & Team Building.

DATABASE

Used new Altru database and point-of-sales system for program and event registration for administrative efficiencies and data collection.

BOARD MEMBERS

Jonathan Shapleigh, *Chair*
 Jacques Corriveau, *Vice Chair*
 Meg Bateman, *Treasurer*
 Susan Wolowitz, *Secretary*
 Jason Kroll, *Member at Large*
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 Mike Provencher
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FINANCIAL STATEMENT 2017-2018

Unrestricted Net Assets

REVENUE & PUBLIC SUPPORT

Admissions	\$389,392
Memberships	\$190,217
Grants and sponsorships	\$33,000
Fundraising events income	\$267,652
Museum programs	\$94,559
Contributions	\$70,594
Merchandise, net of costs of \$16,192	\$19,011
Donated goods and services	\$150,950
Miscellaneous income	\$8,702

Total unrestricted revenue & public support **\$1,224,077**

Temporarily Restricted Net Assets

Grants and sponsorships \$187,853

Total revenue & public support **\$1,383,127**

EXPENSES

Museum programs and exhibits	\$824,426
Support Services	
Management & General	\$359,7237
Fundraising	\$217,921

Total expenses **\$1,401,584**
DECREASE IN NET ASSETS **(18,457)**



Thank you to all of our generous donors, both individuals and the corporate and foundation supporters listed below. Because of your support, we are able to keep families engaged, learning, and curious.

THANK YOU

CORPORATE AND FOUNDATION SUPPORT

- | | | | |
|--|-------------------------------------|--|---|
| Anonymous | Hannaford Charitable Foundation | New Hampshire Charitable Foundation | Seacoast Endodontic Associates |
| Ahern, Nichols, Ahern & Hersey | Harvey Family Dental | New Hampshire State Council on the Arts | Seacoast Pediatric Dentistry |
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| Alexander Technology Group | Hillside Dental | Northeast Credit Union | Sprague |
| Alliance for Dental Care | Holy Rosary Credit Union | Northwood Family Dental | Barbara K. & Cyrus B. Sweet II Fund |
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| Fuller Foundation | | | |
| Georgia-Pacific Foundation | | | |
| Granite State Development Corporation | | | |
| Great Outdoors Pediatric Dentistry | | | |



3,060 Number of museum guests who received

free or reduced admission thanks to the Blue Star Museum Summer Program and the Museum's school year Military Appreciation Program for active duty military personnel and their family.

OUR MISSION:

Actively engage families in hands-on discovery

OUR VISION:

To inspire all to become the next generation of innovators and creative thinkers