ANNUAL REPORT 21-22

A BRIGHTER COMMUNITY, A BRIGHTER FUTURE.
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.
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
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
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
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

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.

Your kindness has helped to ensure all children are able to enjoy the Museum with access to:
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
- Contributions 13.8%
- Fundraising 21%
- Grants 19.5%
- General Admission 28.3%
- Memberships 9.5%
- Other 7.9%
- Wages and Benefits 52%

EXPENSES
- Wages and Benefits 52%
- Facility & Utility 18.5%
- Admin & Other 9.8%
- Exhibits & Programs 6.8%
- Loans & Interest 6.2%
- Fundraising 6.7%
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 Recouley | 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
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

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

LEARN MORE AT
WWW.PLAYWILMINGTON.ORG/YOU-CAN-HELP
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