



reaching greater heights

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Dear Friends,

Things at the Greensboro Children's Museum really have been reaching greater heights!

Our Outdoor Play Plaza has us climbing past the Museum's all-time attendance records! This past year the great blue climbers have provided a wonderful place to play on sunny days. The newly installed water feature, "Water Wonders", has been sending happiness levels soaring among our small guests and their accompanying adults. Please come on over to have some splashy fun with us, and bring two friends along to help you get a good footing as you start your ascent outside.

The third phase of our capital campaign has launched, and we look forward to new, fun, interactive technology exhibits landing on the Museum floor in 2019. These features will give our kids a chance to use and to play interactively with STEM technology items, which are often too costly for families to purchase.

We most sincerely appreciate your very generous support of the Greensboro Children's Museum, it is an investment in both our children and downtown Greensboro.

The board and staff are grateful for the enthusiasm, assistance and friendship you have shared with us as we make this exciting climb to new levels. We sincerely look forward to you being by our side as we move to scale whatever heights lie ahead and don't forget – the journey is more exciting with friends!



Bert Davis

Egbert "Bert" L. Davis, IV
Chair, Board of Directors
2017 & 2018



Marian D. King

Marian D. King
Chief Executive Officer

GCM engages all children and families in hands-on, fun, learning experiences which contribute to their growth and development through play, creation, outdoor exploration and STEM activities.

brains are built, not born

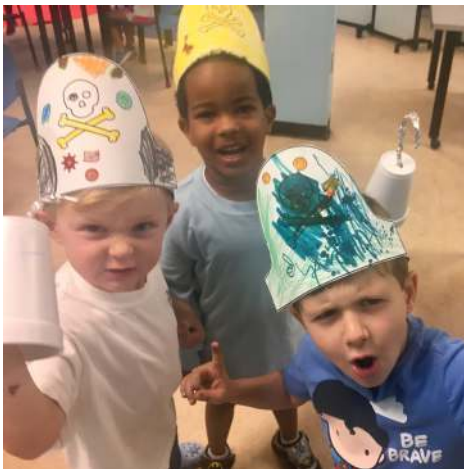
A child's early years set the foundation for all the years that follow. Child development is a dynamic, interactive process that is not pre-determined. There are only 2,000 days between the time a baby is born and the day that child begins kindergarten. Experiences during these 2,000 days have a lasting impact on health, social and emotional skills, and learning. GCM offers programming to engage children in learning experiences which contribute to growth and development through play, creation, outdoor exploration and STEM activities. Play and learning are intertwined and help children grow strong and healthy.

One of the places this learning happens is in GCM summer programs. Our camp curriculum includes a balance of classroom learning and free play at the Museum. As part of the Reaching Greater Heights initiative, GCM expanded its programming to include more age ranges and reach more children through technology and cooking classes and camps. Ages 6 – 11 has been the fastest growing age group for classes and camps. There were 327 children who joined us for summer camp fun.

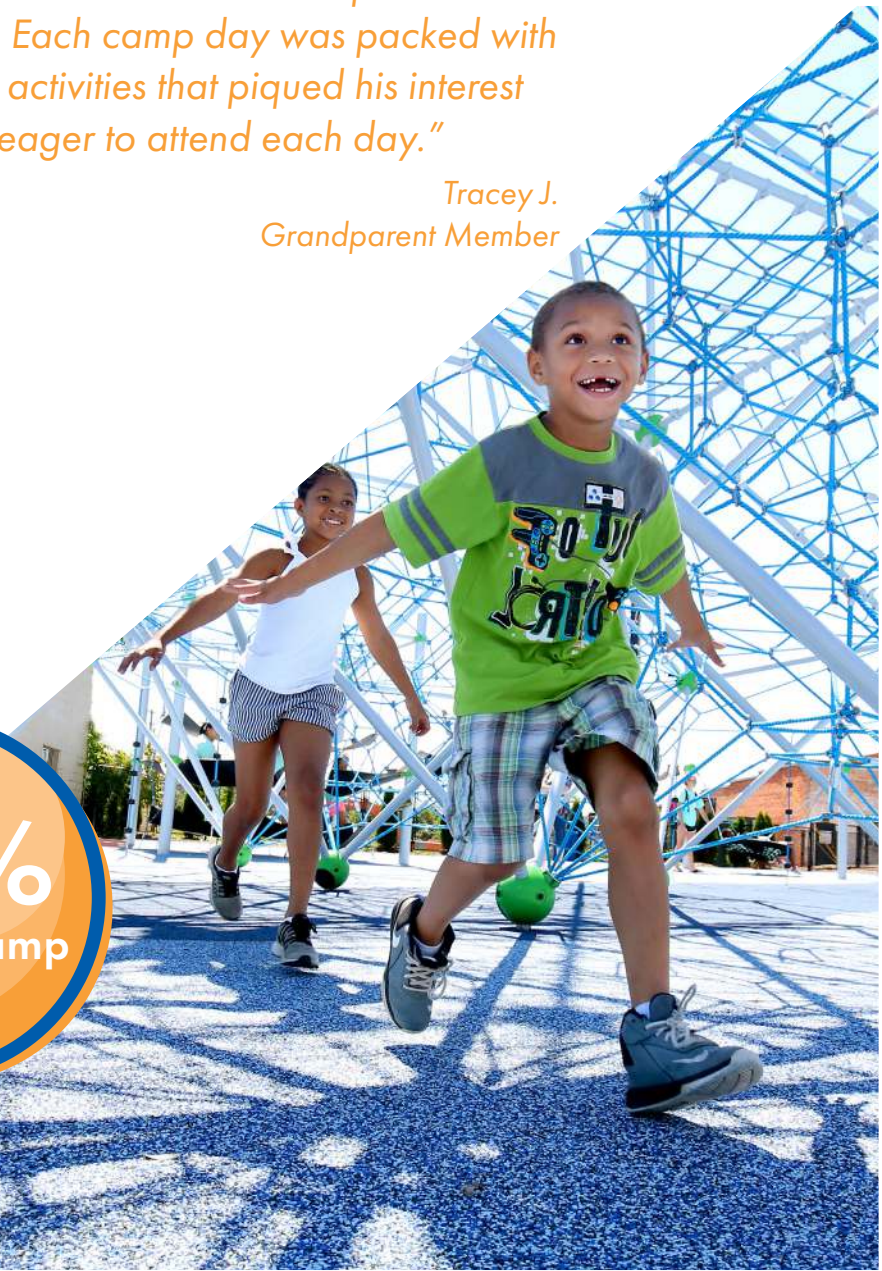
Dylan, 5, is pictured below with two fellow campers during the 2018 Ocean Adventures camp, as they pretend to be pirates searching for treasure. Dylan attended 4 of 10 weeks of camps this summer.

"Dylan loved the Greensboro Children's Museum summer camps! The camps were well planned and structured. Each camp day was packed with art, music, fun, creativity and educational activities that piqued his interest as he learned about new topics. He was eager to attend each day."

Tracey J.
Grandparent Member



From left:
Griffin, 5; Rodney, 6; Dylan, 5



a place for all

Accessibility is a core value of GCM. Every Friday evening and all day each Sunday, patrons can visit the Museum at a discounted rate. Annually, 30 families are given a free 12-month membership to the Museum. These families are selected based on need. Additionally, the Museum solicits sponsors to provide scholarship programs for schools in need. In 2017-18, the Lincoln Financial Foundation partnered with GCM to offer all Guilford County Title I Schools the opportunity to book a field trip to the Museum for free. A limited number of scholarships to community groups is also available.

In May 2018, the Bonner House at Guilford College contacted GCM on behalf of the youth living in Summit Cone Apartments. The Summit Cone Community Center is led by The Bonner House and offers homework help, educational workshops and other resources for families. Following a tragedy in the community, The Bonner House requested a scholarship for students in their tutoring program. They booked a free discovery visit for 12 students, which included 90 minutes of self-guided exploration throughout the Museum.



"Our time there was wonderful. GCM's generosity was a soothing touch to our hearts and we will never forget it. Most of these children have never had the chance to visit the facility. "

Susan M.
Coordinator, The Bonner House



2018 green acres gala

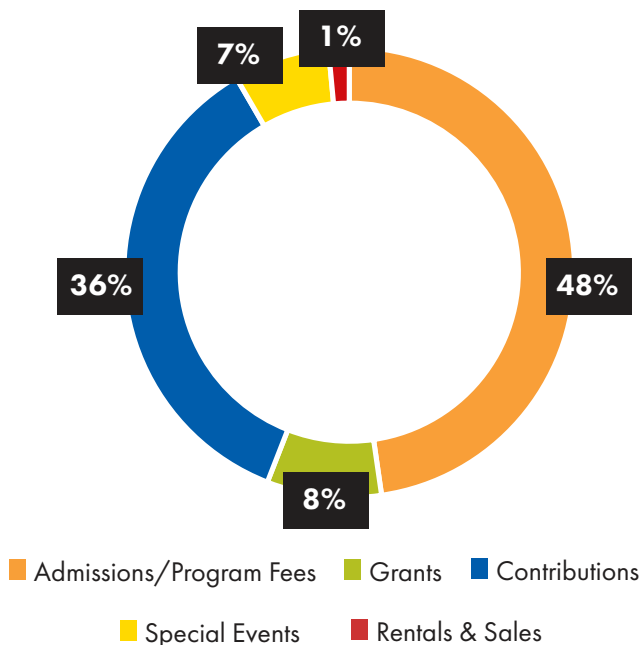
The Green Acres Gala is our adults-only annual fundraiser benefiting the Museum. Each year, local chefs, eateries, breweries and distilleries generously donate tastings for attendees to enjoy while exploring the Museum.

At the 2018 Gala, we welcomed more than 450 guests, 31 food and beverage vendors, and 21 volunteers into the Museum for a night of food and fun. Thanks to the generosity of the community, we raised \$135,908.25! Proceeds from the Green Acres Gala help build children's confidence, vocabulary and decision-making abilities through play. These life skills are critical to all children and help prepare them for success in school and life. We are grateful for your support of this special evening.



financials

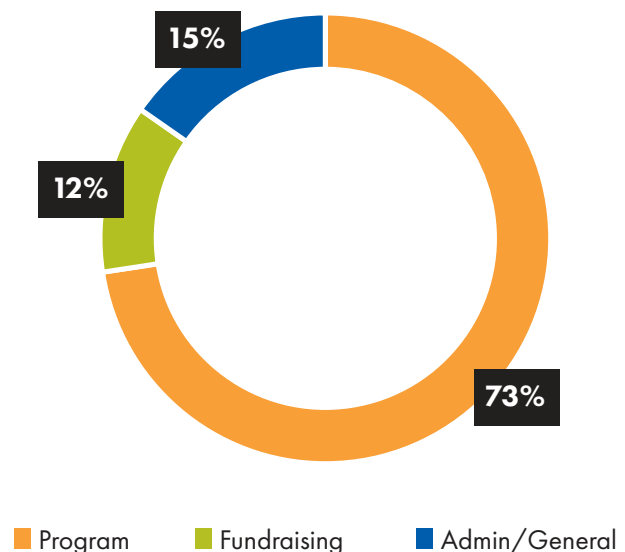
revenues and support



Admissions/Program Fees	\$783,039
Grants	\$134,809
Contributions*	\$585,924
Special Event Fundraising	\$113,229
Rentals & Sales	\$24,297
Total Revenues	\$1,641,298

*Contributed income includes gifts received to the Reaching Greater Heights capital campaign during the year.

expenses



Program	\$923,649
Fundraising	\$153,823
Admin/General	\$194,771
Total Expenses	\$1,272,243

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Well-Spring, A Life Plan Community

reaching greater heights donors

level 1 \$800K

The Cemala Foundation

level 2 \$150,000 - \$250,000

Bell Foundation

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level 3 \$50,000 - \$60,000

BB&T

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The Stanley and Phyllis Shavitz Family Fund, *in loving memory of Stanley Shavitz*

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Rosemary Kenerly,
Reaching Greater Heights Co-Chair



Madeleine Dassow,
Reaching Greater Heights Co-Chair

reaching greater heights donors cont.

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Kathy Cross
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Melanie Soles
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Sue D. White

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David Hall, *in honor of Abigail Hall and Rachel Brown*
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Thayle and David Heggie
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