

2019-2020 annual report



To our valued friends,

The past year the Greensboro Children's Museum has gone through more loop-de-loops than an amusement park rollercoaster. 2018-2019 was a year for the GCM record books, and the 2019-2020 fiscal year was tracking to zoom right past our prior year's successes – and then came COVID-19.

I remember vividly the confusion in the days leading up to our eventual first closure in mid-March. The GCM board Executive Committee and I would meet to discuss the potential impact of the virus as it moved its way closer and closer to Greensboro. I remember our Board Chair, Tom Guerreri and I's conversation distinctly, and the gravity I felt when he predicted (correctly) that we were weeks away from a government mandated closure. I remember locking the doors and thinking, "we'll see you in a few weeks...".

Now, almost a year later those doors are still locked but what the Museum has accomplished in the interim, and how we've persevered, is a personal point of pride, and it should be for you too. I write often that Greensboro Children's Museum would not exist without the community that exists behind it, and 2019-2020 was a year that proved that once again.

Like 2020, this Annual Report will feel a little different. Our last fiscal year was framed by COVID, but I hope you will see in these pages that COVID wasn't what defined it. We had many successes, like shifting our program delivery to a fully digital experience, many things to celebrate, such as reaching our fundraising goals because of people like you, much to mourn, like the shuttering of the Museum to the public not once but twice, and even more to look forward too, things we will share in the next few pages!

I promise, we will see you soon. Until then, I hope the memories of GCM's past and the excitement for GCM's future (and a couple fun virtual events!) will bolster this wonderful institution's presence in your minds.

Gratefully,



Marian D. King
Chief Executive Officer



Greensboro Children's Museum 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.

GSO at GCM!

One of the most exciting aspects of being a museum in the Triad is the almost limitless partnerships available across a variety of industries. Two of our most beloved partners were instrumental in adding two brand new exhibits to the Museum floor in the 2019-2020 fiscal year.

the Market gets fresh

Long time Museum partner and Greensboro native, The Fresh Market (TFM) generously gave thier time, talent, and resources to revamp the Museum's beloved Market exhibit. TFM's store design team, and thier construction partners, created an amazing shopping space that looks and feels just like your local Fresh Market grocery store! With career connected learning elements, two brand new cash registers with touch screens and scanning technology, (thanks to the Lincoln Financial Foundation), and a completely updated design, little shoppers have been joyfully filling thier (tiny!) carts with TFM snacks and grocery staples ever since.



little road warriors

Our big red Volvo truck has been a highlight of GCM's Transportation area ever since the big-rig rolled onto the Museum floor. Children and caregivers alike sat high up, behind the steering wheel and imagined continent crossing highways and rural roads laid out before them. What could be better? Trying your hand at (almost) the real thing!

The Volvo Trucking team worked with local business Holt Environments to design and fabricate a custom Volvo truck simulator. Complete with a Volvo seat and steering wheel, and housed in a tiny version of a big truck, GCM's new simulator gives you a truckers-eye-view of what its like to cruise America's highways in the cab of a Volvo truck.



Reaching Greater Heights: a chapter complete

In 2014 the Greensboro Children's Museum (GCM) board of directors new whatever they did next had to be big! Downtown Greensboro was growing, and the 15 year old Museum needed to grow with it. **The next big thing** had to be something that would secure GCM's **competitive position** among Greensboro attractions, **ensure its relevance** to the growing community, and importantly **broaden financial support** to sustain it's efforts for years to come. The board knew what they sought to do was a stretch, and stretch they did, **Reaching Greater Heights** than the Greensboro Children's Museum had ever known.



new face, new era



An aesthetic makeover was overdue for the Museum after it's 15 years standing on downtown's Church Street. The Museum Board and Staff worked with Winston-Salem base firm Stich Design Concepts to create a simpler, more modern facade. The new face of GCM took on bold colors; vibrant green, rich orange, and saturated blue, that gave its exterior a needed POP! Unique design elements such as the shadow sign and green umbrella became exciting focal points for visitors and curious passerbys. The new Skylink sculpture by artist, Brad Oldham, flanked by three signature Space Birds continues to be a favorite hangout for families as they pass in and out of the Museum.

Thinking **BIG!** the next phase of RGH saw the installation of the new Outdoor Play Plaza. The two 30-foot XXL Climbers give the Greensboro skyline a run for it's money! This new, vertical exhibit has thrilled children and adults alike. The climbers challenge young climbers to use thier bodies and problem solving skills to summit the towers, and traverse the sky tunnel and make thier way safely down. This addition is a major draw, and has allowed the Museum to continue to be relevant and exciting to children as they grow older.

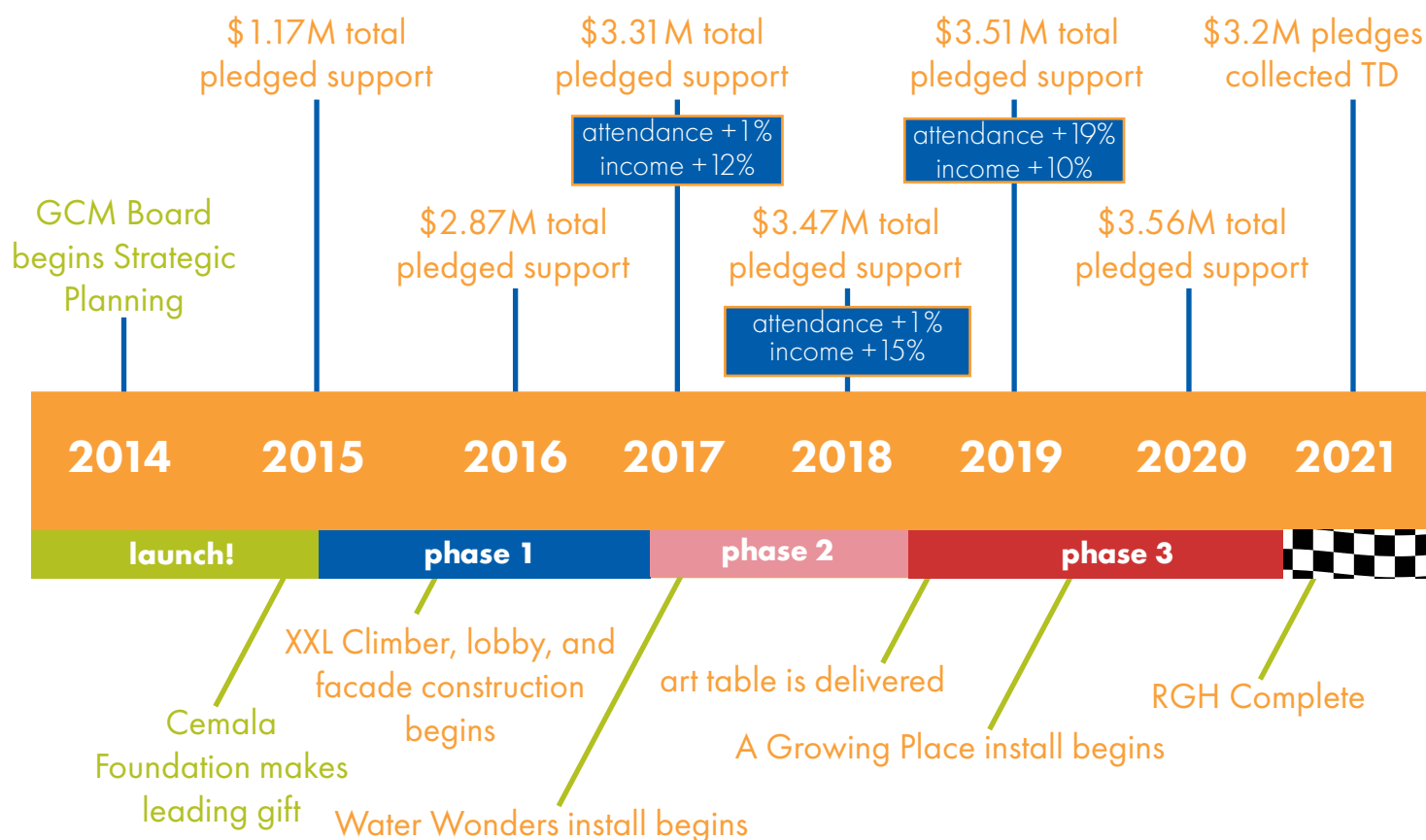


Reaching Greater Heights: a chapter complete

looking towards tomorrow



Children grow up, and there's nothing you can do about it. That becomes a problem if you're a children's museum, we only have so much time before children become young adults. With Reaching Greater Heights, GCM sought to expand the age range we attract from 0-8 to 0-11. Technology improvements throughout the Museum were an important part of this strategy, and culminated the third phase of RGH. The Museum's newest, and most advanced exhibit, The Growing Place, keeps learning hands-on, and adds an element of the fantastical to play based education. It is a one-of-a-kind space not only for Greensboro but for all of North Carolina.



A special thank you to Reaching Greater Heights honorary Chairs, Jackie and Steve Bell and continued thanks to Campaign Chairs Madeleine Dassow and Rosemary Kenerly for thier tireless effort

GCM during COVID

As COVID-19 put a halt to in-person services at the Museum the GCM team had to quickly figure out how they could still support learning and fun from a distance.

Within weeks of our March closure the Museum staff had launched GCM's virtual platform Explore (at home). This effort by the Education Team put out almost daily videos, blogs, and interactive activities that children and caregivers could enjoy at their kitchen tables.

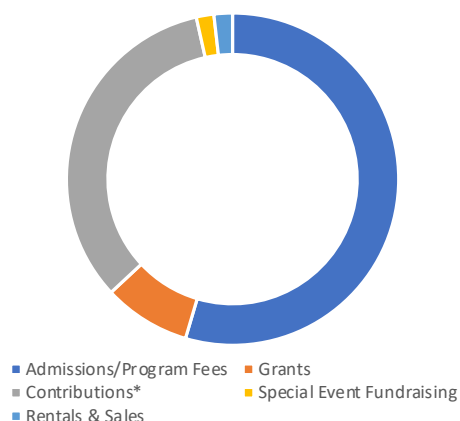
With summer camp fast approaching, and in-person activities looking more and more unlikely the Ed. Team had to pivot again. GCM Camp Kits expanded on the Explore (at home) platform and included daily 15-30 minute virtual lessons with educators and an at-home kit packed with supplies for daily activities as varied as Ecuadorian papusa making and astronaut jetpack construction.

Summer Camp Kits have led to our current at-home effort, Little Explorer's Kits. These kits, with 5-8 guided activities and enough additional supplies for weeks of free play and learning are designed to entertain and educate for up to a month. Through our partners at The Lincoln Financial Foundation and the VF Foundation we have been able to provide months of these kits to program partners such as the Center for New North Carolinians Thriving at Three program. These funders have also provided the resources for GCM to ship a fieldtrip-in-a-box. The Museum's *Shades of Us*, inclusion and diversity field trip went out to 99 Guilford County Pre-K classrooms.



2019-20 financials

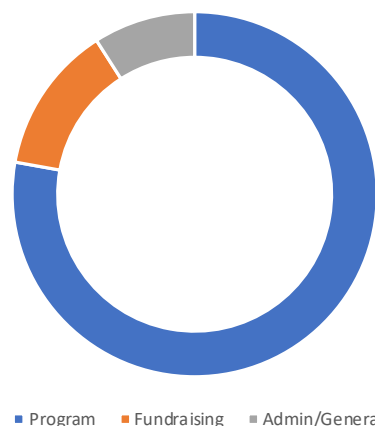
revenues and support



Admissions/Program Fees	\$699,832
Grants	\$108,783
Contributions*	\$428,648
Special Event Fundraising	\$21,920
Rentals & Sales	\$23,105
Total Revenues	\$1,282,288

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

expenses



Program	\$1,163,632
Fundraising	\$196,448
Admin/General	\$135,149
Total Expenses	\$1,495,229*

*Includes \$316,480 in depreciation

2019-20 board of directors

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2019-2020 annual donors

\$25,000+

City of Greensboro
Lincoln Financial Foundation

North Carolina Science Museums Grant Program
Phillips Foundation

\$10,000 - \$24,999

American Wood Solutions
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Thomas + Rose Guerrieri
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Piedmont Natural Gas
The Fresh Market
The Greensboro Center for Pediatric Dentistry
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\$5,000 - \$9,999

Russellene Angel
Bank of America
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Procter & Gamble

Don Raker
SJ Edwards
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\$2,500 - \$4,999

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Matt + Michele Slaine

\$1,000 - \$2,499

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Whole Foods Market

\$500 - \$999

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Priestley Management Company
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David & Pam Sprinkle
Tom & Martha Stukes
Thomas & Jill White

THANK YOU!

In March of 2020, GCM was sprinting operationally, programatically, and financially towards an incredible finish to the 2019-2020 fiscal year. COVID-19 stopped that sprint in its tracks. With its doors closed to the public for over 3/4 of 2020 the Museum would not have survived if it wasn't for the support and encouragement from our community. 21 years ago the community of Greensboro came together to build a place for children to play and explore in downtown Greensboro, years later the Museum is grateful to have that community behind it once again. Our COVID-19 Emergency Fund Campaign lies outside the scope of the 2019-2020 annual report, but it doesn't feel right waiting another year to recognize those who gave so much during a great time of need. The Museum board and staff are extremely grateful to the following individuals. **You raised over \$165,000!**

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