

Annual Report

2022-2023



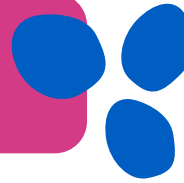
Miriam P. Brenner

**CHILDREN'S
MUSEUM**

Greensboro, NC. Est. 1999.



Memo: Fun Starts Here!



Greetings,

There are so many great things that happened at the Miriam P. Brenner Children's Museum this past year that we just don't even know where to begin! The best place to start might just be with -GRATITUDE!

We are beyond grateful for the Museum staff's hard work. We are grateful that our valued guests continue to walk through our doors and enjoy engaged, playful moments with friends and family. We are grateful for our dedicated board of directors who steer the Museum's impact on the Triad region. We are grateful for our supporters and donors who have given us the opportunity to serve our community in bigger, better, and newer ways. Finally, we are grateful to former MPBC Museum director, Marian King, who retired in June. Mrs. King's hard work over more than a decade has placed the Museum in a position of incredible strength, and we are excited to carry on her legacy.

The pages in this report are small windows into a robust organization that had one of the most incredible years in its history. Not all this past year was easy. There was a need for long hours, hard conversations, boundless energy, and deep generosity from our stakeholders.

As challenging as the past few years may have been we always believe that no matter what's going on, it's hard not to have a great day at the Miriam P. Brenner Children's Museum. We hope you come join us soon and share a great day with us!

All of the thanks,



Joe Rieke
President & CEO



Robert Johnson
MBCM Board Chair

MBCM Board of Directors



Officers

Robert Johnson, Board Chair
Chris Heffner, Chair-Elect
Emily Taylor, Treasurer
Laura Collie, Secretary

Bryan Clemmons
Kate Ettefagh
Danny Gatling
Victoria Hammett
Molly Harbaugh
Maria Hicks-Few

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Michael Mahoney
Alex Maultsby
Carolyn McGovern

Mary Katherine McInnis
Skip Purcell
Virginia Spillman
Adam Tracey
Skotty Wannamaker
Kellee Watkins

Caution:
If you haven't visited
MBCM in a while, get your
prolonged smiling face
ready, because you're
in for some BIG, FUN
changes!

Tomorrow is Here



Over the last two years, MBCM has been Building for Tomorrow, with a capital campaign that made (and continues to make) the facility pop! Renovated spaces, 21st century infrastructure, a revolution in hands-on exhibits, and a new name to boot! This campaign raised a whopping **\$2,168,404**, to advance our mission of making MBCM a home for safe, inclusive play for the Triad community. To ensure powered up play, MBCM closed for part of October 2022 and the month of January 2023.



Tomorrow is Here, and it Has a New Name

Downtown Greensboro's place for play was gifted a new name! Say goodbye to the Greensboro Children's Museum, say hello to the Miriam P. Brenner Children's Museum!

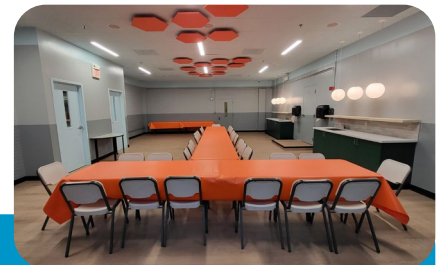


Our name honors the late Miriam P. Brenner, the mother of Frank Brenner, who with his wife Nancy, graciously gifted \$1.25 million (the largest) single donation the Museum accepted in its tenure! With the change, came fresh branding. Isn't the new logo nifty? (Thank you, Stir Creative Group for your talents in making this evolution!)



Tomorrow is Here, with Incredible Infrastructure

There's nothing better than a refreshed space! After closing for the month of January, the Museum started delivering to guests lively, renovated party rooms and bathrooms as well as updated flooring and roofing! While there were plenty of visible changes in the Museum, there were many more that can't be seen! MBCM moved into its facility in 1999, and with decades of fun, comes the need for updated infrastructure. This year, the Museum saw new heating and air conditioning units, a PA system, and an improved security system, all to make the Museum experience that much more comfortable, safe, and FUN!



Tomorrow is Here, with New, Hands-On Experiences

We powered up play in downtown Greensboro, with a few modernized exhibits this year, and more to come in the next!



The Museum said farewell to House Under Construction, and now has the Construction Zone thanks to the tireless work of Fourth Elm Construction! Families don neon construction hats and vests to build their wildest creations in the now fully enclosed exhibit.



Nonie's House also traveled in time from the 1800s to the 1950s, with renovated kitchen furnishings, flooring, wallpaper, furniture, and chicken coop! And wait, there's more! Thanks to generous donations from the Cemala Foundation and the Louis DeJoy & Aldona Was Family Foundation, we will soon have a revamped Theatre and Post Office exhibit!

The MBCM Member Family

Member Spotlight



This is MBCM member, Kamaya! This tot's favorite exhibits include the Growing Place, Water Wonders, and our clucky friends, the chickens!

Kamaya especially enjoys it when the tiny one-eye monster in the Growing Place peeps its face through the rocks. She calls out, "peek-a-boo" when they come out of hiding!

1,335 new member families

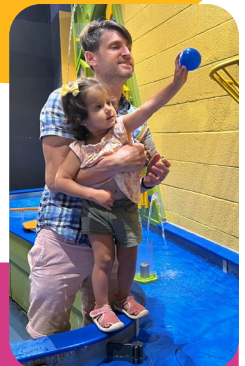
27 member scholarships given out

Appreciating Our Members

We love the support of our members! In addition to many discounts for events, classes, and camps, our members participated in three events just for them: End of Summer Celebration, Magical Members Halloween, and Celebrate Spring!

"MBCM is one of our family's favorite spots in Greensboro. As a mom of three kids, it can be difficult to find a place that everyone loves. Thankfully, we've found one! There something magical there for everyone."

-Amy Turk, MBCM Member



10 themed
summer
camps!

Powering Up Play in Downtown Greensboro

“We’re members and love the museum and know he will have a good experience that’s also somewhat familiar,” -Cassie, camp parent



“Everyday after camp she said, ‘this was the best day of my life!’” -Susie, camp parent

Play to Learn: Daily Programs

11 program
themes

Taking a trip to the Museum includes more than self-discovery of our 20+ exhibits, it includes interactive experiments, storytimes, art projects, and garden time! Our daily programs are designed around STEAM education, and centered on a central monthly theme!



STEAM
Science
Technology
Engineering
Art
Mathematics

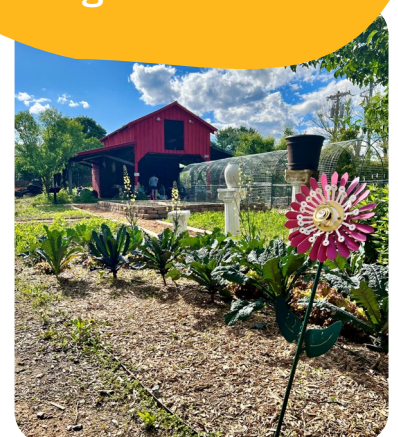


The Edible Schoolyard: From Seed to Harvest

Programmatic field trips and classes focused on the garden and ESY kitchen returned this year after the COVID closure. Field trip students are learning what it takes to plant a seed, nurture it through needed upkeep, and harvest for use. They also meet our chicken friends and taste test seasonal produce during their class visit.

ESY staff is growing, with more hands in the garden to keep the new raised beds looking verdant!

The Edible
Schoolyard (ESY)
is growing in more
ways than the plants
taking home in the
garden!





Ch-ch-changes to the Team

After 12 years in the big red chair as the president and CEO of MBCM, Marian King stood up, so former Development Director, Joe Rieke, could take a seat.

Under King's leadership, MBCM conducted two highly successful capital campaigns, increased its exhibit space, grew its community presence, and strengthened its ties to local business and government.

Former Advancement and Community Manager, Stephanie Clifford, skipped up the stairs to development director after working 6 years at the place for play in downtown Greensboro!



The Museum also added a few new big kids to the staff, including team leaders and a garden educator! Their roles are integral to running the best family-fun, giggle-producing establishment in downtown Greensboro.



Melissa Ramsaur
Team Lead



Gabby Bragg
Team Lead



Emma McHone
Garden Educator

Volunteer Spotlight

Our longest-running, most dedicated volunteer is Miss Vickie! She's been volunteering at MBCM for about eight years. "When I'm at the Museum, I help the kids in The Market and help the team reset the props, and I help at the Art Table with art projects," she says

Miss Vickie is a busy person! When she isn't volunteering at the Museum on Monday-Wednesday mornings, she helps with local Sunday school classes, shops at Four Seasons mall, makes beaded bracelets, and watches the Carolina Panthers play on Sunday. Every year, she looks forward to the A&T homecoming parade.

If you see Miss Vickie during your Museum visit, make sure to stop and say hi!

Miss Vickie



Quick Facts!

Hometown: Greensboro, NC

Favorite Color: Blue

Favorite Food: Baked Chicken

Favorite Dessert: Chocolate Ice Cream

88 Sponsors

400+ attendees

~\$130,000 raised

Gala 2023: Tumbling Down the MBCM Rabbit Hole

The 2023 Gala was a fantastic adventure, as guests gathered in Wonderland at the Museum for food tastings from delicious Triad restaurants, local brews and spirits, live music, the always-anticipated Big Raffle, and the Giving Tree!

This year's event raised \$127,041! This support allows the Museum to continue to deliver engaging, fun, hands-on play, and learning experiences for all families in downtown Greensboro.



Thank you to our sponsors

Presenting Sponsor

the
Greensboro Center
FOR PEDIATRIC DENTISTRY

Food

1618
Café Europa
'Cille & 'Scoe
The Fresh Market
Ghassans
GIA: Eat, Drink, Listen
Iron Leaf Provisions
Luv 2 Cook Catering
M.J.'s
Neighbors
Pepper Moon Catering
Pho Hien Vuong
Wanderlust Boards

Decor

Reconsidered Goods

Drinks

End of Days Distilling
Little Brother Brewing
Oden Brewing Company
SouthEnd Brewing Co.
Steel Hands Brewing

Donated to Raffle

Beacon Property Management, Inc
GIA: Eat, Drink, Listen
Greensboro Grasshoppers
Hounds Ears
Skotty Wannamaker
Summerfield Farms
TMRW Wealth
Vintage 82



"I support the Gala because of the impact it has on creating and supporting programs for our community. I also love creating an event that gives every adult a chance to experience the joy and whimsy of childhood with fine food, drink, and entertainment."

-Kristin Bell, Gala Co-Chair

Our Mission

in Numbers

'22-'23

110,408
attendees

44
volunteers

38 classes

10
summer
camps

125 camp
attendees

12,816
field trip
attendees

2 new
exhibit
vehicles

5 updated
exhibits

3,201
reduced-
price
admission
attendees

221
field trips

2,271
scholarship
field trip
attendees

5,000
program
participants

57 field trip
scholarships

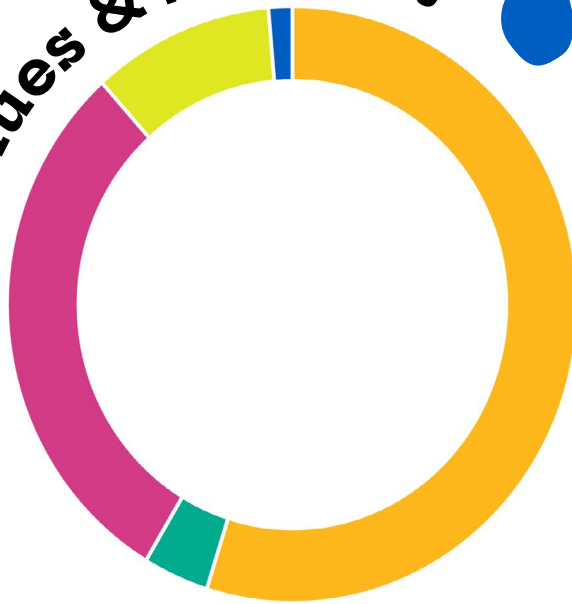
12 special
guests



Greensboro, NC. Est 1999.

2022-2023 Financials

Revenues & Support



Admissions/Program Fees	\$906,908
Grants	\$61,646
Contributions*	\$492,117
Special Event Fundraising	\$170,258
Rental & Sales	\$22,232

Total **\$1,653,161**

* Contributions include gifts received from the Building for Tomorrow capital campaign.

- Admissions/Program Fees
- Grants
- Contributions*
- Special Event Fundraising
- Rental & Sales

Expenses



Program	\$1,392,915
Fundraising	\$131,915
General / Expenses	\$372,398

Total* **\$1,897,228**

* Includes \$378,578 in depreciation expenses

- Program
- Fundraising
- General/Expenses

2022-2023 Donors

\$25,000 +

Creative Greensboro
Fourth Elm Construction
Lincoln Financial Foundation
NC Department of Natural & Cultural Resources
NC Science Museums Grant Program
Phillips Foundation

\$10,000-\$24,999

The Fresh Market, Inc.
The Greensboro Center for
Pediatric Dentistry
Jack and Jill of America, Inc.
SJ Edwards

\$5,000-\$9,999

Mary Katherine & Durant Bell	Kontoor Brands
Nancy & Frank Brenner	Piedmont Natural Gas
Mary Beth & Steve Cox	Simply Southern
Duke Energy Foundation	The Stanley & Phyllis
First Horizon Bank	Shavitz Family Fund
Agnes Hughes	Well•Spring,
Mark & Anita Hyman	A Life Plan Community
Liz & David Johnson	

\$2,000-\$4,999

Russellene Angel
BlueScope Foundation
John & Martha Chandler
Laura & Adam Duggins
EcoLab Foundation
Lori & Tyler Richardson
Terminix Triad
Volvo Financial Services

\$1,000-\$1,999

Bernard Robinson & Company	Marion & Gary Hosey	Andrea & Vernon Powell
The Cemala Foundation	Robert & McKinley Johnson	Skip & Sarah Purcell
Clifford & Harris, PLLC	Rosemary & Jay Kenerly	Claudia & David Reich
Fran & Bert Davis	Marian & Jim King	Emily & Nate Taylor
Charlesanna & Bill Ecker	Simone & Rodney Langley	Katherine & Mike Weaver
Kim & Danny Gatling	Kathy Manning & Randall Kaplan	Judy & Len White
Haynes & Ginger Griffin	Chris & Robyn Musselwhite	Eric & Susan Wiseman
Grinz Orthodontics	Olmsted Orthodontics	
Tom Guerrieri	The Oral Surgery Institute	
Sally & Bill Hansen	of the Carolinas	
Molly & Mark Harbaugh	Bob Page	
Christopher & Meredith Heffner	Plybon & Associates, Inc.	

\$500-999

Ashley Meredith Homes	Downtown Greensboro Inc.	Northwest Pediatrics Inc.
Bain Heating & Air Conditioning	Dr. Elise Leger - Physicians for Women of	Heather & Allen Oakley
Be Kind Kids	Greensboro	Manish Patwardhan & Donika Patel
Derry & Harden Blackwell	Katie & David Egerton	Sandy & Marshall Pittman
Julie & Eric Brown	Amanda & Jordan Green	Polliwogs Children's Boutique
Diane & Kyle Cabbell	Grimsley Class of 1976	PM Real Estate
Anna & David Caton	Allison & Keith Helsabeck	Rainscreen Resources
Lynda & Locke Clifford	Maria Hicks-Few & Lowell Few	John Richardson
Laura & Jeff Collie	Hudson Financial Services	Kara & Adam Tracey
Katie & Daniel Cone	Sarah & Sean Kelly	Travis A Bell DDS PLLC
Tom & Rene Cone	Mitchell, Bartlett & Bell, DDS, MS, LLC	Carrie & Will Stewart
Jennifer & John Cross	Linda & Rod Mortenson	Caitlin & Evan Ullom
Katy & Mike Danford	Murray Anderson Wealth Management	Nancy & David Wallace
Kelly & Kevin Dawson	of Davenport & Co. LLC	Comer & Ralph Wear

Building for Tomorrow Donors

Thank you to our generous Building for Tomorrow capital campaign donors for their vision of the future of MBCM! With their help, we can ensure that the families of our community and beyond will have an engaging place for hands on learning and play for generations to come.

William Anderson
Carol Atwood
Bell Foundation
Steven & Jackie Bell
Bernard Robinson & Company
Joe Brantley, III
Frances Brenner
Nancy & Frank Brenner
Susan Brenner & Steven A. Mombach
Cannon Foundation, Inc.
The Cemala Foundation
David & Lynn Chafin
John & Jennifer Cross
Hank & Sallie Cunningham
Madeleine & Duane Dassow
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Bruce & Carolyn Moskowitz
Andrea & Vernon Powell
Roselyn G. Powell
Don Raker
Freddy & Susan Robinson
Erin & Keith Rosen
Joy Cohen Shavitz
Bill & Sue Smith
Linda Hyman Strauss
The William I. and Patricia S. Snyder Foundation

The Plan

MBCM's Building for Tomorrow capital campaign was organized into three phases, starting in fall 2022, with an anticipated ending in winter 2023. Phase one covered the renaming and rebranding of the Museum, phase two consisted of updated infrastructure, and phase three includes all the new exhibits constructed and to be renovated.



**Everything
imaginable!**

