



Miriam P. Brenner

CHILDREN'S MUSEUM

greensboro, nc

empowering through play



2024-2025
**Annual
Report**

empowering **through play**



Vision

A thriving Greensboro for all families, ignited by play, education, connection, and lived experiences.

Mission

We empower young people through play.



Our Values

We are *FUN*



We are **CURIOUS**

We are **POWERFUL**

We **CARE**

We **ALL** Belong

A Message from Our Leadership

Dear Friends of the Museum,

We are at such an exciting time in the life of the Miriam P. Brenner Children’s Museum. 2025 has been a monumental year of celebrating and reflecting on the success of our past, while also beginning to plan for a transformational future.

Earlier this year we engaged with Fountainworks to lead us through a comprehensive strategic planning process. Our first step was to connect with all of our stakeholders and really listen to the community. We heard the **PASSION** that resonated from our founders and prior leaders. We heard the **LOVE** from our community who have thrived in our place to play for over 25 years. And we heard the **ENTHUSIASM** from our current staff and volunteers who pour the hearts into this place each and every day. Coming out of this process, we have put together a strategic plan that will guide us over the next several years to growth, expansion, and enhancement to ensure the Museum continues to thrive for the next generation. Stay tuned for official updates in 2026!

The Museum is a cornerstone of downtown Greensboro and a critical piece of our community. We invite you to visit us, learn more about our plans for the future, and support our mission to have children learn through play. We know that you will see, hear, and feel like passion, love, and enthusiasm for this place the moment you walk through our door!

Thank you,



Skip Purcell
Board Chair



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President & CEO

Board of Directors

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Lia Reich, Chair-Elect

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Ellie Years

Our mission in numbers

108,447
Total Museum
Visitors

22,198
Visitors on reduced
price admission

367
volunteer hours

10
outreach events
& festivals

10,148
Field Trip Attendees

17
classes

581
daily programs

1,664
Field trip attendees
on scholarship

152
class participants

5,235
daily program participants

205
Field Trips

197
summer campers

1,289
Member families



Daily Programming



Every day at MBCM is an adventure filled with discovery and hands-on fun! In addition to exploring our interactive exhibits, guests can dive into our daily, staff-led programs - free with admission! These engaging 20-30 minute experiences bring science, art, and imagination to life. During the 2024-2025 year, MBCM brought learning to life through 581 programs, reaching over 5,200 enthusiastic participants.

Art Studio: At MBCM, every child is an artist. In Art Studio, we explore the diverse universe of visual arts through fun, hands-on creative expression.

Kids in the Garden: Exploring plants, flowers, seeds, and more in our Edible Schoolyard Garden.

Story Sparks: Igniting a child's love of reading through Story Sparks by reading a book together and participating in an activity inspired by what they read.

Science Lab: Science Lab is where curiosity is the key to discovery! In this program children experiment, explore, and investigate as they learn more about themselves and the world around them.

Mess Makers: A magical mix of storytelling and creativity! Kids are invited to dive into book-inspired sensory activities that spark their imaginations and encourage playful exploration. They unleash their artistic side, embrace a little mess, and create fun memories alongside friends.

July & August
Summer Fun!

September 15 to October 15
Hispanic Heritage Month

November
Native American
Heritage Month

December
Celebrate the Season!

January
Wellness



February
Black History Month

March
Women's History Month

April
Arab American Heritage
Month

May
Asian American & Pacific
Islander Heritage Month

June
Family Pride Month



Building for Tomorrow

Big things fell into place in the fall of 2024! As the grand finale of our Building for Tomorrow capital campaign, MBCM proudly unveiled two fully renovated exhibits — and they're better than ever!

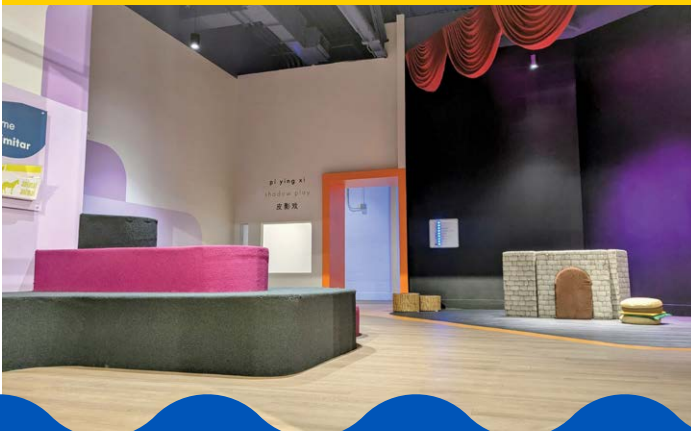


THE Cemala FOUNDATION

With heartfelt thanks to
The Cemala Foundation, the
curtain has officially risen on our
dazzling new Theater!

DeJoy WOS FAMILY FOUNDATION

Thanks to the incredible generosity
of the DeJoy-Woś Family Foundation,
kids can now stamp, sort, and send
at our brand-new Post Office!



We're sending a standing ovation to our supporters for helping
bring these exciting spaces to life!

Thanks to the incredible support of our donors, the Building for Tomorrow campaign has come to a successful close! From exciting new exhibits to more welcoming spaces for every family, the generosity of our community helped turn big dreams into a beautiful reality.

This wasn't just about bricks and mortar — it was about believing in the power of play, imagination, and learning for every child who walks through our doors. We're so grateful to everyone who gave, shared, and cheered us on. Because of you, the museum is now better, brighter, and more inspiring than ever before!



Total Raised
\$2.25 million

- HVAC improvements
- Roof replacement
- Safety and security improvements
- Energy efficiency improvements
- Two new exhibits
- Facility upgrades including renovated meeting rooms and bathrooms as well as updated lighting and flooring

Building for Tomorrow Donors

Frank & Nancy Brenner

Edward M. Armfield, Sr. Foundation
 Louis DeJoy & Aldona Woś Family Foundation
 The Cemala Foundation

The Bell Foundation
 William I. and Patricia S. Snyder Foundation
 Frances Brenner
 Steven A. Mombach & Susan Brenner

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 Linda & Steve Strauss
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Mark Harbaugh
 Bill & Sue Smith
 Rose Guerrieri
 Rainscreen Resources
 John & Jennifer Cross

Carol Atwood
 Lynn & David Chafin
 Roselyn G. Powell
 William Anderson

Highlights from a Magical Year



Throughout the 24-25 year, the Children's Museum opened its doors to a dazzling lineup of special guests who celebrated the rich diversity of our community! Best of all, every magical moment and hands-on experience was free with admission to all in attendance.

Monthly sensory friendly hours

Greensboro Ballet

Hanukkah program with Tempel Emanuel

The Kwanzaa Collective

ECG Robotics

Greensboro Power Yoga

Chaos Incarné Trio: all women's clarinet trio

Maya Swan: Girls Who Code

Active Girls, Healthy Girls

The Starlights from Summerfield Stage Company

Delicious by Shereen: Middle Eastern & Arabic snacks

Frances Marie, author of "Spending Time with Mommy"

"Mr. Sam" children's music

Offsite Magic

Our impact went beyond our doors — we also connected with the community at:

Dia de los Ninos

Earth Day Festival

Pride Festival

YWCA Healthy Kids Day

Our 2025 Gala

The 2025 Gala in support of the Children's Museum was a resounding success, raising over \$125,000 to advance the Museum's mission of creating an inclusive space where all children can learn through play.

Attended by more than 400 generous supporters, the evening was filled with energy, purpose, and celebration. Guests enjoyed a vibrant atmosphere highlighted by incredible local food and beverage offerings, all while contributing to a cause that nurtures creativity, curiosity, and connection for every child. Thanks to the overwhelming support, the Museum is one step closer to expanding its impact and ensuring that playful learning is accessible to all.



Presenting Sponsor

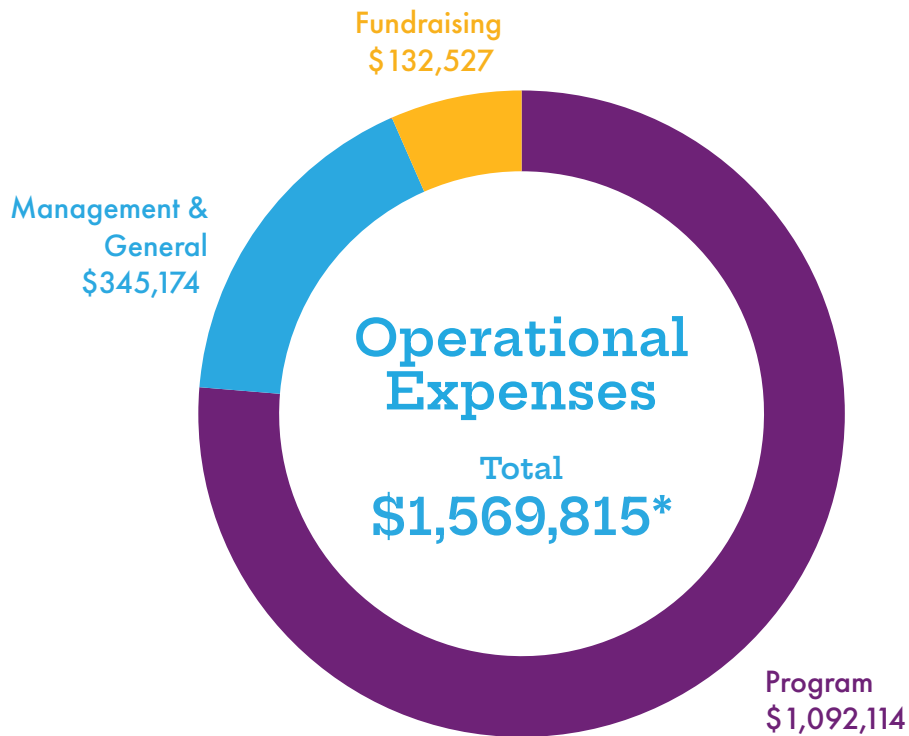
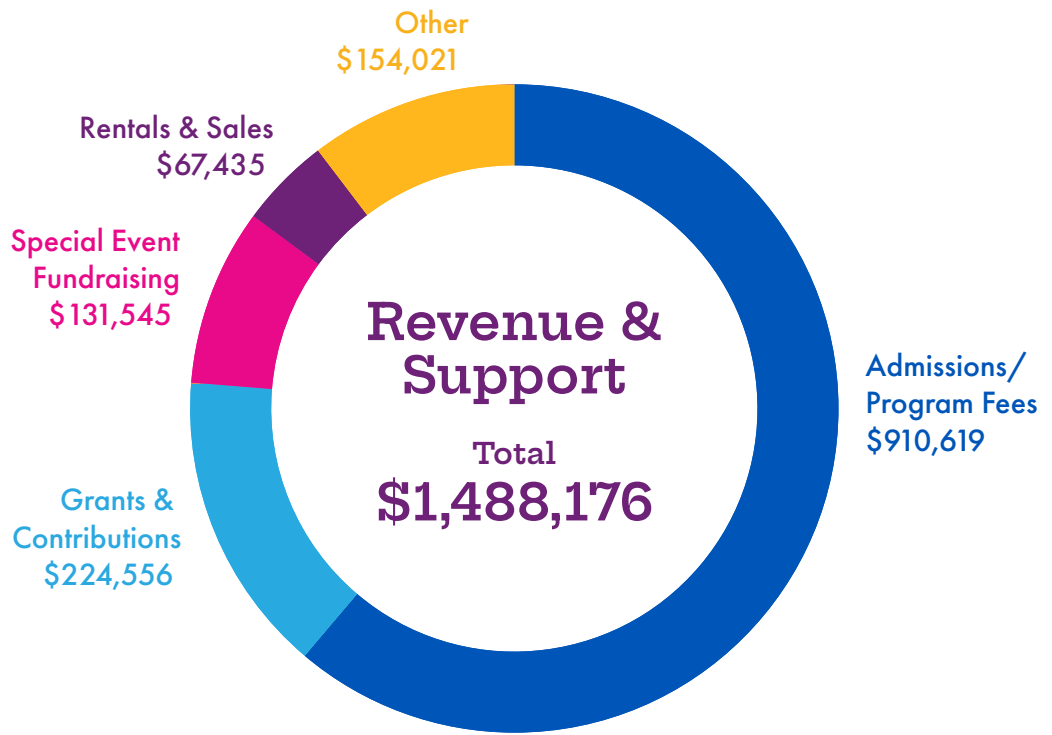


Thank you to all of our wonderful food & beverage providers!

- | | |
|------------------------------|----------------------|
| Black Powder Smokehouse | Oden Brewing |
| 'cille & 'scoe | Pepper Moon Catering |
| Cozy Brew Café | Pho Hien Vuong |
| Elaka Frozen Yogurt | Scrambled |
| End of Days Distillery | Southend Brewing Co. |
| Forgotten Roads Ales | The Sage Mule |
| GIA: Drink. Eat. Listen | The Fresh Market |
| Kau | 1618 |
| Little Brother Brewing | |
| Lindley Park Filling Station | |
| MJ's Restaurant and Catering | |
| Neighbors | |



Follow the Yellow Brick Road! Mark your calendars for May 15, 2026 and join us in the Land of Oz for a magical Gala you won't want to miss.



*Total functional expenses, including interest and depreciation: \$2,016,169

Thank you to our generous donors!

\$25,000+

First Horizon Bank
NC Science Museums
Grant Program
The Phillips Foundation

\$10,000 - \$24,999

Durant & Mary Katherine Bell
Frank & Nancy Brenner
Susan Brenner &
Steven Mombach
The Cemala Foundation
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Lincoln Financial Foundation
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\$1,000 - \$1,999

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\$500 - \$999

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Greater Greensboro
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Laura & Jeff Collie
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Confident Kids Pediatric
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James & Teresa John
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Frances Taylor
David & Julia Wehmeyer
Well-Spring, A Kintura Life
Plan Community
Len & Judy White
Ellie & Will Years



Miriam P. Bremner
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HOURS

Monday 9a - 12p
(Members Only)

Tuesday 9a - 5p

Wednesday 9a - 5p

Thursday 9a - 5p

Friday 9a - 8p

Saturday 10a - 6p

Sunday 1p-5p

220 N Church St.
Greensboro, NC 27401

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mbcmuseum.com