

**Kidspace
Children's
Museum**

Power of Play

**Annual
Report
2017**



A Message from our CEO



Harnessing the power of play is at the core of everything we do at Kidspace Children's Museum.

From my office I look out the window and see dozens of children and their caregivers moving through our Central Courtyard on their way to participate in a myriad of activities like constructing model spaceships from recycled materials in the Imagination Workshop, or experimenting with the larger-than-life exhibits in the Physics Forest. I often walk around campus and see the endless benefits of play in action as I observe new parents bonding with their child during a Baby and Me class. I'm awestruck by the creativity of kids putting on a spontaneous puppet show in the Storyteller Studio before they head outside to our expansive Arroyo Adventure to play high above in the Hawk's Nest, or get their hands dirty making special creations in our outdoor Mud and Clay area.

In recent years, a great deal of emphasis has been placed on the importance of unstructured play and time spent in nature to foster a child's development and sense of self. Our unique art, science, and nature-based exhibits and experiences offer endless opportunities for creativity, collaboration, and critical thinking. Every day I'm energized by

the moments of wonder and pride that come from experiential learning through play here at Kidspace.

Our mission is to nurture the potential of all children through kid-driven experiences, inspiring them to be joyful, active learners. I'm so proud to work with an outstanding staff who delivers on this mission day in and day out.

Thanks to incredible community support, we are able to remove barriers to access through *Kidspace for All* programs, ensuring that everyone has the opportunity to play and learn together.

In 2019, Kidspace Children's Museum will celebrate its 40th Anniversary. We've come a long way from our days in the basement of CalTech, and we are excited to spend the year celebrating the past and looking toward the future with our board, staff, community partners, and hundreds of thousands of guests who come through our doors.


Michael Shanklin

Message from the Board President



Kidspace achieved a great deal in 2017.

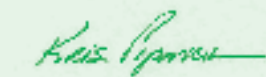
Our community of supporters helped us complete the *Campaign for the Future of Kidspace* and the Circle of Friends produced two amazing fundraising events. In addition to delivering high-quality experiences each day, the museum hosted the Association of Children's Museums Interactivity Conference, participated in the Arroyo Seco Weekend, and welcomed our 5 millionth visitor.

The biggest success, and the thing I am most proud of, is that the number of people served through *Kidspace for All* access programs significantly increased. Making the museum available for everyone to enjoy is one of our top priorities. I am so grateful to all who help make this possible.

Allow me to take this opportunity to recognize our board members, staff, volunteers, and donors for coming together to support the museum.

Thank you for being part of our Kidspace family.

With appreciation,


Kris Popovich

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Kidspace for All

Kidspace provides kid-driven experiences through innovative exhibits, play-based programs, and interactive events which support STEAM (Science, Technology, Engineering, Art, and Math) principles as well as literacy and cultural awareness. The museum's informal education environment pairs hands-on enrichment activities with self-directed play and learning, emphasizing 21st century skill building such as communication, collaboration, citizenship, and critical thinking.

One of our priorities is to ensure that everyone has the opportunity to learn through play. Through *Kidspace for All*, we remove barriers to access the museum so all children and their families, regardless of their circumstances, can enjoy the many experiences Kidspace has to offer.

Over 80,000 of the 371,000+ guests served in 2017 visited the museum through our Kidspace for All free and reduced cost programs.

Funding for *Kidspace for All* programs is provided through grants, sponsorships, and individual donations to the museum's Annual Fund.



15,064 Received reduced cost admission by showing their EBT card

12,762 Guests attended Free Family Night

6,240 Visitors came to our first Museums Free-for-All

3,125 Members of the military, veterans, and their families received discounted or free admission

49,876 Students visited through school or camp fieldtrips

1,700+ Pasadena Unified School District kindergarteners visited through the My Masterpieces free art program

Other Kidspace for All initiatives include

- Free admission on ArtNight Pasadena twice each year
- Tickets through the County of Los Angeles Public Library Discover and Go initiative
- Kidspace camp scholarships
- Special events for families with special needs
- *Kidspace on the Road* outreach presentations and events throughout the community



Campaign for the Future of Kidspace

The museum completed the \$13 million *Campaign for the Future of Kidspace* in 2017. This transformative capital campaign was launched by the board of directors in 2011. The campaign introduced several new exhibits and programs; upgraded technology and infrastructure; and retired a \$4 million construction debt dating back to 2004, when the museum moved to its current location in Brookside Park.

The new exhibits and programs allowed Kidspace to utilize available space in innovative and engaging ways, making a notable impact on the campus.

Support received from generous individuals, corporations, and foundations provided the funds needed to introduce the following experiences:

- 1 Robert and Mary Galvin Physics Forest;
 - 2 Milias Imagination Workshop; 3 S. Mark Taper Foundation Early Childhood Learning Center;
 - 4 Arroyo Adventure; 5 Storyteller Studio; and to re-open the 6 Splash Dance Fountains.
- These extensive improvements made it possible for the museum to serve more than 371,000 guests in 2017—a 60% increase compared to 2011.

"We encourage curiosity and imagination throughout the museum—there is something for everyone."

— Michael Shanklin
CEO

Contributors

We gratefully acknowledge these individuals, foundations and corporations who made a donation to the campaign between January 1, 2011 through December 31, 2017.

\$1,000,000+

The Annenberg Foundation
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Michael Yankovich
Shuziang Zhu

“Kidspace Children’s Museum is recognized as an amazing resource in our community, providing a safe, nurturing environment for families with young children to spend quality time together.”

— City of Pasadena Office of the Young Child

2017 Partnerships

Children's Hospital Los Angeles

Kidspace partnered with CHLA to host a NICCU Reunion for graduate families. Over 600 guests enjoyed a private evening of play, fun, and laughter with the physicians and nurses who cared for them during those critical days, weeks, and months in the Newborn & Infant Critical Care Unit. This free event included dinner and kid-driven activities. In celebration of their beautiful journey to health, each child received a butterfly to take home, nurture, and release into the world.

Arroyo Seco Weekend

The museum was selected to participate in the first Arroyo Seco Weekend, a music festival created by Goldenvoice. The event included two full days of live music performances on three stages, and boasted a variety of food and beverage options. The museum presented Kidspace Family Jam, an area for young families to experience interactive activity stations. Guests made instruments, designed concert buttons, and participated in a drum circle. This experiential learning environment gave families a unique opportunity to explore music together.



Association of Children's Museum Interactivity Conference

Kidspace was proud to host the Association of Children's Museum's 2017 Interactivity Conference in May; the largest, international convening of children's museum professionals. "Fun is Serious Business" highlighted the important role museums have in providing playful learning experiences for children and families; their service as a community resource; and the ability to balance the business side of their institutions to ensure financial stability. Nearly 800 attendees gathered at the Pasadena Convention Center for program sessions, which offered research and best practices for informal learning.

It was an honor to have our partners recognize the importance of this conference. The museum is grateful to Great American Insurance Co., **1** Payden & Rygel, and **2** Wells Fargo, for their support.

The red carpet was rolled out for an after-hours party to celebrate the end of the conference. Attendees had the opportunity to 'be a kid again' as they played their way through the museum at the *California Dreamin'* themed event. Guests were impressed with the museum's abundant outdoor space. They rode bikes on the Trike Tracks, sang karaoke in the Storyteller Studio, climbed to the top of the Hawk's Nest, tinkered in the Imagination Workshop, and danced the night away in the Central Courtyard. **3** Seeing the museum filled with adults having fun inspired Kidspace to launch a new annual fundraiser, PLAYDATE, which supports education and access programs.

Kidspace is one of more than 50 children's museums created by Junior League members around the world. **4** In recognition of extraordinary volunteerism, the museum presented the annual "Great Friend to Kids Award" to the Association of Junior Leagues International and the Junior League of Pasadena.



“Good play environments have magical qualities that transcend the here and now, the humdrum, and the typical. They have flow qualities—qualities that take the child to other places and other times. They are permeated with awe and wonder, both in rarity and in imaginative qualities...”

—Joe Frost
Evolution of American Playgrounds

Programming Highlights

Caterpillar Adoptions & Butterfly Celebration

In the spring, guests can experience the magic of metamorphosis by adopting a Painted Lady Caterpillar. In 2017, 9,356 caterpillars were adopted over the course of the three-month Butterfly Season. Kidspace hosted a two-day Grand Butterfly Celebration where families came together to learn and participate in hands-on learning activities focused on butterflies.

Free Family Night

Free Family Night is Kidspace's signature arts accessibility program, which increases arts and culture educational opportunities for families in Pasadena and the surrounding area. On the first Tuesday of every month (except September) families can visit the museum free of charge from 4:00 to 8:00 p.m.

Each month has a theme which reflects arts and culture with a special emphasis on the rich traditions of Pasadena and Greater Los Angeles' residents who form a global community. In 2017, we celebrated science fiction, the Indian Holi Festival, the National Parks, and more. At Free Family Night, guests can participate in take-home craft activities, watch performances in the amphitheater, and visit Kidspace's exhibit areas.

Free Family Night is supported by the Los Angeles County Board of Supervisors through the Los Angeles County Arts Commission and the City of Pasadena Arts and Culture Commission.

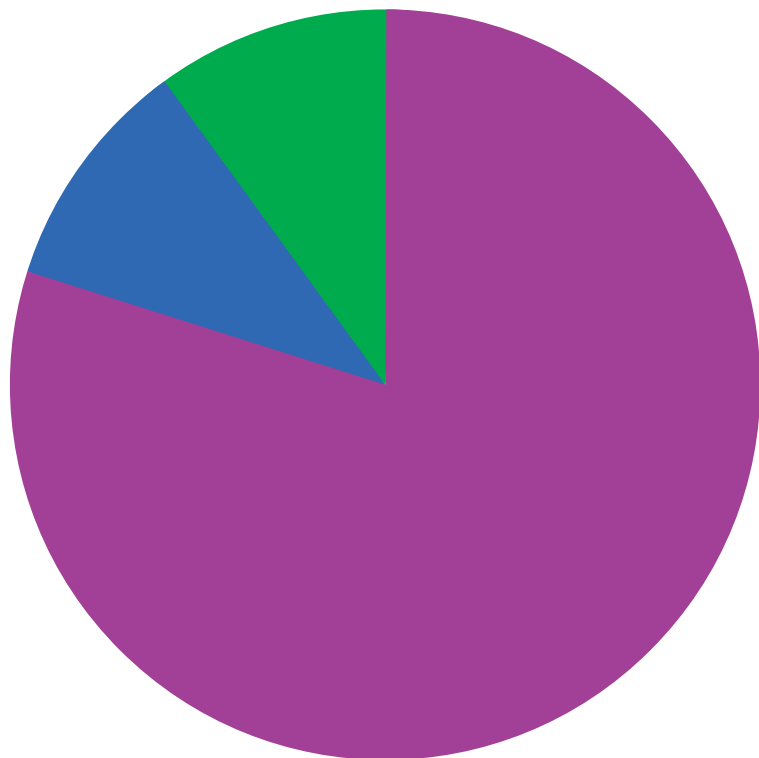


Financials



Revenue and Support

Admissions	39%
Memberships	19%
Grants and Contributions	23%
Program Revenue	6%
Facility Rentals and Birthday Parties	5%
Gift Store Revenue	4%
Other Revenue	1%
In-Kind Contribution	3%



Expenses

Program Services	80%
Management and General	10%
Fundraising	10%

Revenue and Support

	2017	2016
Admissions (includes walk-ups and groups)	\$1,825,750	\$1,592,884
Memberships	\$897,326	\$808,760
Grants and Contributions (includes Capital Campaign and Circle of Friends)	\$1,074,942	\$1,362,906
Program Revenue	\$264,352	\$200,808
Facility Rentals and Birthday Parties	\$255,676	\$232,630
Gift Store Revenue	\$188,915	\$168,360
Other Revenue	\$7,362	(\$4,611)
In-Kind Contributions	\$137,636	\$83,743
Total Revenue and Support	\$4,651,959	\$4,445,480

Expenses

Program Services	\$3,421,639	\$3,143,547
Management and General	\$439,878	\$402,360
Fundraising	\$418,618	\$466,587
Total Expenses	\$4,280,135	\$4,012,494
Net Surplus	\$371,824	\$432,986

Note: Does not include depreciation.

“I choose to support Kidspace because I love that kids have the freedom to do what they want to do in an informal setting. They can create, experiment, climb, pretend, or investigate—the choices are endless.”

— Cathie Partridge
Board Member

Supporters

Thank you to the following donors for choosing to support our Annual Fund. These contributions allow the museum to meet its areas of greatest need and fulfill its mission. Reflects gifts received between January 1, 2017 through December 31, 2107.

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Adam Yanalunas

Visionaries

We would like to recognize a special group of people we call Visionaries. These individuals have cumulatively invested \$100,000 or more to ensure that generations of children will discover the joy of learning at Kidspace.

Jennifer and Chris Allen
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Kim and Robert Shepherd
Tiffany B. Sullivan
Emily and Brian Sullivan
Shari and Bob Thorell
Carrie and Scott Walker
Beverly and Phelps Wood

* Deceased

Circle of Friends

The Circle of Friends volunteer group is made up of more than 100 women from Pasadena and the surrounding area. Established in 1991 to support Kidspace's mission, the Circle is dedicated to raising funds for the museum. The group hosts two fundraising events each year.



Kidspace Benefit

The Circle of Friends hosts an annual benefit for Kidspace on the first Saturday in February. Attended by over 350 guests, the event features a cocktail hour, a silent auction, a live auction, dinner, and dancing. Guests are encouraged to dress in costume to match the yearly theme. In 2017, guests paid homage to the sights and sounds of Las Vegas with the fabulous "Vegas Baby!" party.



Pumpkin Festival

This family-friendly fall festival is held in Brookside Park across from the museum. Families from all over the Los Angeles area are invited to enjoy carnival games, bouncers, a pumpkin patch, and free entertainment. The Pumpkin Festival, which started as a small event in 1994 as a safe alternative to trick-or-treating, has grown into a two-day event attended by more than 20,000 people each year.

Thank you to the following donors for their generous support of the 2017 Benefit and Pumpkin Festival:

Jennifer and Chris Allen
 Shelley Allen and Bob Kohorst
 Ashley Al Villar
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 Vanessa and Raul Anaya
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 Bob and Patty Zuber

Our mission is to nurture the potential of all children through kid-driven experiences, inspiring them to become joyful, active learners.



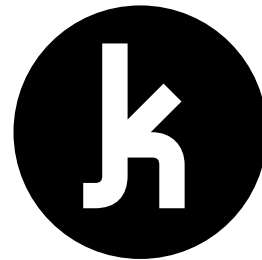
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Support from individuals, as well as sponsorships and grants from governments, corporations, and foundations, help make the museum's hands-on educational experiences possible.

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