



Kidspace
Children's
Museum

Play Learn Grow. Together

Annual
Report
2018



Message from our CEO



When I tell people I am the CEO of Kidspace they nearly always respond with, “Oh, I LOVE Kidspace! I remember when I used to ...” It makes me happy to know the museum continues to create memorable moments and that we are loved by the community. Our staff, board, supporters, and volunteers are all dedicated to making a tremendous difference in the lives of children and their families every day.

Kidspace served 380,000 guests in 2018, 90,000 of whom gained access through the museum’s free or reduced cost admission programs. Let’s just say, that’s a lot of splashing, making of mud pies, tugs on the lever, puppet shows, climbs up the tower, animal encounters, and laps around the trike track. These shared experiences are valuable, giving families the chance to bond as they explore the museum together.

While on the surface it may look like whimsical play, incredibly important early childhood development milestones are being achieved throughout the museum. Our informal education environments provide self-directed activities and learning, which allow social emotional growth to take place. Guests are naturally building skills such as creative thinking, language, problem-solving, and collaborative play.

Every experience at Kidspace is designed by our team of experts to promote lifelong learning and give children the opportunity to pursue their own interests. Our interactive spaces provide the canvas for children to create stories of adventure, build battery operated gadgets, make music with others, construct forts, and try things outside of their comfort zone, like crossing the rope bridge in the Hawk’s Nest.

I hope you are as proud of Kidspace as I am. Our unique campus and developmental opportunities provide children with a foundation for future learning. We are inspiring the next generation of artists, engineers, naturalists, scientists, and teachers.

Thank you for being part of the team that continues to help hundreds of thousands of families PLAY, LEARN, and GROW TOGETHER.

Michael Shanklin

Michael Shanklin

Message from the Board President



Kidspace made strengthening the annual fund a priority after celebrating the completion of the *Campaign for the Future of Kidspace*. Significant capital improvements realized during the campaign, led to increased attendance, and therefore, increased operating expenses. The two events produced by the Circle of Friends each year, in addition to the museum’s PLAYDATE for adults, help raise money for the annual fund, which includes *Kidspace for All* access programs.

As a nonprofit organization that continues to grow, it is worth noting that single ticket and membership sales cover only a portion of the operating costs. Now, more than ever, Kidspace relies on contributions from individuals, corporations, and foundations to fulfill its mission.

On behalf of the Board of Directors, please know we are forever grateful for our loyal supporters, hard-working volunteers, and dedicated staff. With your help the museum continues to deliver life-changing moments.

Thank you for being part of the Kidspace family.

Mike Bryant
Mike Bryant

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Annual Fund

Generous support from the community makes Kidspace’s daily kid-driven experiences possible through innovative exhibits, play-based programs, and interactive activities which support STEAM (Science, Technology, Engineering, Art, and Math) principles, as well as literacy and cultural awareness.

Kidspace for All free and reduced cost programs ensure that everyone has the opportunity to learn through play. In 2018, 90,000 of our guests gained access to the museum in the following ways:

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

- 16,608** Received reduced cost admission by showing their EBT card

3,608 Members of the military, veterans, and their families received discounted or free admission

46,832 Students visited through school or camp fieldtrips
- 13,894** Guests attended Free Family Night

7,203 Visitors attended Museums Free-For-All

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

380,000

Guests were served
(includes those who accessed museum through Kidspace for All Programs)

9
Countries

49
States

2,552
Zip Codes

5,494
Membership
Households

"I love climbing the towers—I go all the way to the top—I look out at everything—then, I come back down—the best part is, I can do it ALL by myself!"

— Dani
5 years old



Museums Free-For-All

As part of the *Kidspace for All* access efforts, the museum participated in SoCal Museums’ initiative, Museums Free-For-All, on Sunday, January 28, 2018. Making the museum available for everyone is part of the Kidspace’s mission which is why we were more than happy to be one of thirty institutions in the greater Los Angeles region to open their doors and invite guests to experience art, cultural heritage,

natural history, and science free of charge. In addition to experiencing the entire campus, guests enjoyed special activities, such as: arts and crafts, music performances, and animal encounters. Two-thirds of the attendees shared this was their first time visiting the museum, which gave Kidspace the opportunity to connect with new families.



Kidspace Camps

Kidspace Spring and Summer Camps create unique opportunities for children to learn and practice cognitive, physical, and social skills within a supportive and caring non-school environment. Campers are encouraged to go outside their comfort zone to try new things, explore each camp topic through various hands-on activities, and collaborate with fellow campers. Celebrating successes allows campers to build self-esteem and resilience. Weeklong themes in 2018 included: Art Adventures; Messy Mayhem; Nature Detective; Space Explorers: Journey to Mars; and Hangin’ Around with Bob Baker Marionette Theater.



Partners and Collaborators



Jet Propulsion Laboratory (JPL), one of the museum’s longest community partnerships, collaborated with Kidspace to provide resources for programs and to help facilitate activities during our camp *Space Explorers: Journey to Mars*. Our campers pretended to be scientists, engineers, and astronauts while they did activities. They learned about the solar system, robotics, and rocket science. JPL provided some insight into NASA research by sharing information about studying the Red Planet, the upcoming Insight mission, the Mars 2020 rover, and sending humans to Mars.



Bob Baker Marionette Theater collaborated with Kidspace to develop and facilitate a weeklong camp focusing on the art of puppetry, *Hangin’ Around with Bob Baker Marionette Theater*. Campers enjoyed live performances, learned how to construct and perform with their puppet, and at the end of the week worked together to present their own puppet show. This partnership highlighted the ongoing mission of Bob Baker Marionette Theater, *to provide unique theatrical experiences; to educate, to celebrate, to rejuvenate puppetry and the allied arts.*

Campaign for the Future of Kidspace

Kidspace held a celebratory dinner in honor of the completion of the \$13 million *Campaign for the Future of Kidspace*. Supporters gathered for cocktails and dinner in Kidspace’s Wisteria Courtyard, catered by Cynthia Brooks Distinctive Catering. Market lights provided a warm glow as guests dined amongst lavender decor and floral arrangements, provided by Jacob Maarse Florists.

Attendees enjoyed a video that recapped the progress made over the last six years, emphasizing that the innovative use of space has allowed the museum to increase the number of people served each year. Handcrafted kaleidoscope awards were presented to several key donors in recognition of their impactful contributions, including: The Bristing Family, Gail and Jim Ellis, Tracy and Dick Hirrel, The Kohorst Family, Laura and Jim LaBarge, Laurie and Mark McKinley, Margot and Mitch Milias, Cathie Partridge, The Popovich Family, Jud Roberts, and Shari and Bob Thorell.

CEO Michael Shanklin took the opportunity to recognize the Popovich family for their dedication to the museum by unveiling a new sign for the museum entrance, which reads Kidspace Children's Museum, Popovich Campus.



PLAYDATE

Why should kids have all the fun? Kidspace hosted its first after-hours PLAYDATE fundraising event on July 21. Guests sipped signature cocktails and enjoyed tasty bites as they played their way through this one-of-a-kind museum experience. Attendees were invited to dance to tunes by KCRW DJ, Dan Wilcox, ride adult-sized tricycles on the Trike Tracks, sing karaoke in the Storyteller Studio, participate in an interactive drum circle

with Rumbling Rhythms, and add their mark to the collaborative chalk mural. Event partners included Firestone Walker Brewing Company, Kikori Whiskey, Me So Hungry Truck, Mt. Lowe Brewing Co., Riboli Family Wines, and Tito’s Handmade Vodka. The money raised supports Kidspace’s annual fund which makes everything possible—interactive exhibits, daily activities & programs, and museum access.



“Kidspace offers unique opportunities for outdoor play which helps build confidence, emphasizes the importance of physical activity, and allows children to learn at their own pace. Our spaces engage everyone from the casual observer to the fully immersed learner.”

—JJ Leissing
Chief Programs Officer

National Endowment of the Arts

In Spring 2018, Kidspace was awarded a prestigious ArtWorks grant from the National Endowment for the Arts (NEA) for an interactive, child-friendly artist-in-residence program. The program, Theater of Birds, revolves around the study of bird life of the Arroyo Seco. Artists Viviana Palacio and Keith Patterson of Cloud Formation Lab began their creative process by hosting a series of workshops to collaborate with the community and garner feedback that would influence the final design. They then moved forward to develop and engineer an interactive installation which will be located in the Arroyo Adventure, near the Hawk’s Nest.

Envisioned as an upside-down nest, the space will offer four activity areas that highlight the phases of a bird’s life—birth, growth, movement, and migration. Events surrounding this program will extend over a nine month period, culminating with the official unveiling of the project in Summer 2019.

The museum is honored to be one of the few children’s museums across the country working with the NEA to promote public engagement through the arts with our audience of early learners and their families.



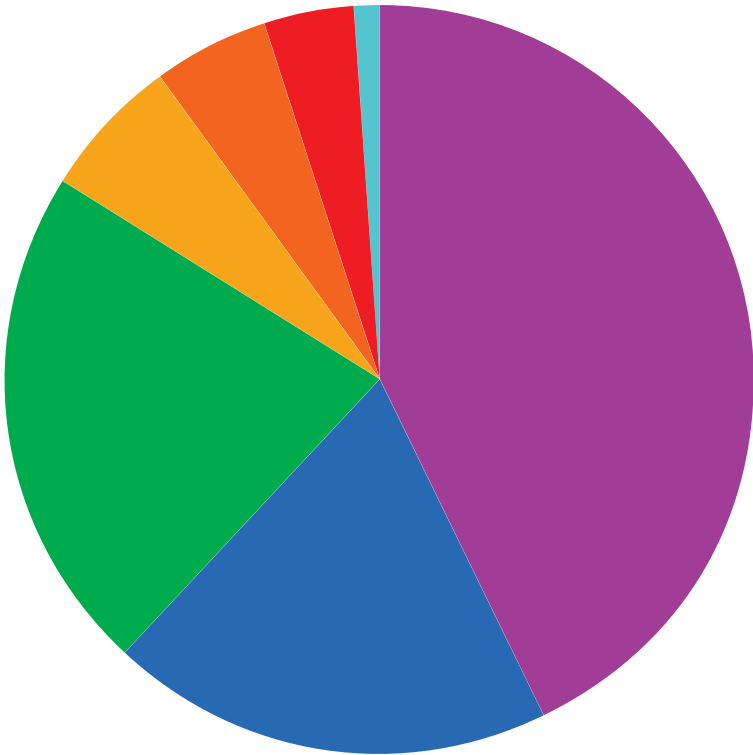
Tierra del Sol

Tierra del Sol’s mission is to empower people with developmental disabilities through workforce development, college to career, and careers in the arts. Tierra believes everyone has the potential to become productive citizens who are accepted, included and valued for the contribution they make. Kidspace has been a proud Tierra del Sol Professional Volunteer Partner since 2010. In 2018, Kidspace had the pleasure of working closely with three Tierra del Sol clients: Luke, Karen, and Kurt. They were on campus once a week, greeting guests, providing directions

and information, and assisting with preparation of the daily art project. The chance to work side-by-side with Kidspace staff gives these volunteers the opportunity to develop and build the essential skills needed to gain valuable, meaningful employment. This initiative matches Tierra del Sol clients with professional volunteer experiences that match their interests. The program also supports Kidspace’s efforts to work with community partners to create a more inclusive museum experience for all.

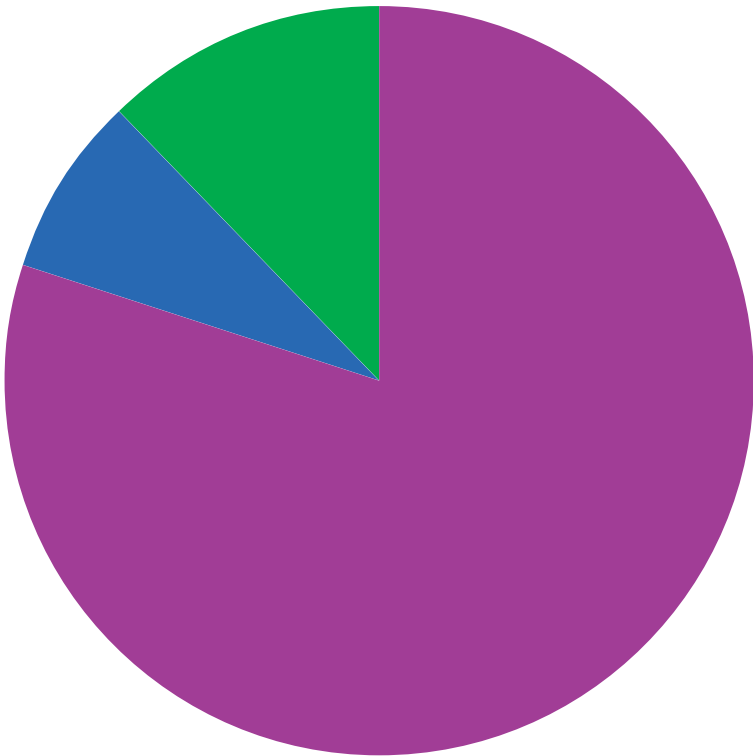


Financials



Revenue and Support

Admissions	43%
Memberships	19%
Grants and Contributions	22%
Program Revenue	6%
Facility Rentals and Birthday Parties	5%
Gift Store Revenue	4%
In-Kind Contribution	1%



Expenses

Program Services	80%
Management and General	8%
Fundraising	12%

Revenue and Support

	2018	2017
Admissions (includes walk-ups and groups)	\$2,008,565	\$1,825,750
Memberships	\$883,502	\$897,326
Grants and Contributions (includes Capital Campaign and Circle of Friends)	\$1,016,543	\$1,074,942
Program Revenue	\$276,771	\$264,352
Facility Rentals and Birthday Parties	\$240,129	\$255,676
Gift Store Revenue	\$191,025	\$188,915
In-Kind Contributions	\$27,265	\$137,636
Total Revenue and Support	\$4,630,220	\$4,644,597

Expenses

Program Services	\$3,345,614	\$3,421,639
Management and General	\$343,745	\$439,878
Fundraising	\$515,920	\$418,618
Total Expenses	\$4,205,279	\$4,280,135
Net Surplus	\$424,941	\$364,462

Note: Does not include depreciation.

Supporters

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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. This list reflects gifts received between January 1, 2018 through December 31, 2018.

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Changni Zhong

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
Jessica and Paul Allen
Anonymous
Shelley Allen and Ambassador W. Roberts Kohorst
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The Bristing Family
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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 the 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 in honor of Kidspace on the first Saturday in February. Attended by more than 275 guests, the event featured a cocktail hour, a silent auction, a live auction, dinner, and dancing. Each year guests are encouraged to dress in creative costumes to match the theme. In 2018, guests were invited to embark on an exciting journey of food and fun with “Kidspace Adventure: Around the World in 80 Days!”



Thank you to the following donors for their generous support of the 2018 Benefit and Pumpkin Festival:



Pumpkin Festival

Started in 1994 as a safe alternative to trick-or-treating, this festival has grown into a two-day event attended by nearly 20,000 people each year. This family-friendly festival is held in Brookside Park, across from the museum. Families from all over Los Angeles come to enjoy carnival games, bouncers, a pumpkin patch, and free entertainment. In 2018, patron donations sponsored a record 550 Very Important Pumpkins (VIPs). VIPs are children from underserved communities who are invited to attend the festival for free.



Jennifer and Chris Allen
Shelley Allen and Ambassador
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Liz and Jonathan Anderson
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Alex and Lindsey Wyman
Alex and Judy Young
Mr. and Mrs. Jay Zapata
Dr. and Mrs. Rion Zimmerman

Ways to Give

Online

To make your one-time donation by credit card, visit kidspacemuseum.org/donate

By Mail

Send your check payable to:

Kidspace Children's Museum
c/o Development Department
480 N. Arroyo Blvd.
Pasadena, CA 91103

Recurring Gift/ Monthly Installment

A recurring monthly gift is an easy, affordable way to ensure your support for Kidspace. On a day of the month that you specify, a certain amount can be charged to your credit or debit card, dividing your gift over the course of the fiscal year. Contact Kidspace's development department for assistance.

Matching Gift

Double your donation! Please check with your employer to see if they participate in a corporate matching gift program.

Gifts of Stock

If you are interested in making a gift of stock/securities, contact Kidspace's development department.

By Phone

Contact Kidspace's development department at 626.243.4508

By Email

development@kidspacemuseum.org.

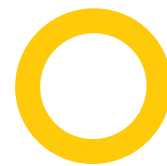


Thank you for supporting Kidspace Children's Museum.

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

kidspacemuseum.org/donate

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