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# Annual Report

2022-2023

 Growing. Together!

THE CHILDREN'S MUSEUM OF WILMINGTON  
116 Orange Street, Wilmington, NC 28401  
910-254-3534 | [www.playwilmington.org](http://www.playwilmington.org)  
EIN 56-2043649



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## VALUES

### Promoting Family Learning

**We engage children and their caregivers in joyful learning experiences using the power of play.** We provide a safe, clean, and inviting environment where all children find ample opportunity to explore. We offer interactive exhibits and weekly programs where kids can explore their natural curiosity.

### Providing Value to Our Community

**We aspire to be a catalyst for neighborhood and community engagement.** We seek and collaborate with other local institutions and organizations to create dynamic partnerships that leverage the positive impact of our museum.

### Playing With Purpose

We introduce children to an appreciation for our world. We support the development of essential foundational skills in children. **We help create the spark that ignites a lifelong love of learning.**



## MISSION

It is our mission to provide a welcoming and engaging environment that promotes hands-on art, science, and literacy-focused learning for all children and their caregivers.

2022-2023

# WHAT A YEAR!

The Museum entered its 25th year of serving the Wilmington community in full force. July 2022 experienced the highest number of visitors of any month in museum history by over 40% setting the pace for a record breaking year across the board.

As Wilmington continued to grow, so did we! The Museum welcomed new staff who are passionate and mission driven, new members who we call family, and new community partners who share our exciting vision of growth. It has been a year of transformation and we look ahead to the next.

We would not be able to offer an engaging space dedicated to hands-on learning through play without those we serve and those who support us. Whether you are a familiar or new friend of the Museum, thank you for making our mission continuously possible.



Jessie Goodwin  
Executive Director



## Our Board

Harriett Loweth  
*President*

Tiffany Kitchen  
*Vice President*

Jeffrey Smith  
*Treasurer*

Lawrence Sackett  
*Past President*

Caroline Blanton  
Ellen Bryden  
Carolyn Byrnes  
Cameron Crafford  
Jessica Daniel  
Jessica Davis  
Tyler Grimes  
Laura Lisle  
Lanetta Pantiel  
Carrie Rankin  
Allie Wallace

# COMMUNITY IMPACT



## Community Memberships & Passes

- **>33%** of general admissions discounted or free
- **42** Community Memberships donated to community serving organizations provided **1,245** free visits

## Membership, Visitors & Outreach

- We ended the year with nearly **900** active members
- Over **60,000** patrons visited the Museum from **48** states and other countries
- **45%** of visitors from North Carolina
- **55%** of NC visitors were from nearby zip codes
- Over **1,900** children enjoyed the Museum via a field trip
- **3,606** visitors utilized the Museums for All program
- **115** birthday parties were hosted at the Museum
- The Museum hosted **6** camps
- **1,224** children benefitted from **44** Outreach events



# PROGRAM HIGHLIGHTS

## Daily Programs

- Daily Programs highlighting **Literacy, Art, and STEM** served **2,863** little learners.
- These educational programs were offered **8** times a week.

## Feature Fridays

- **Over 10** community serving entities were invited to showcase their offerings at the Museum nearly every Friday throughout the summer.

## Sensory Sundays

- Exclusive hours accommodating **children with sensory, developmental or physical needs.**
- **6** Sensory Sundays welcomed **112 visitors** in the first year.
- Power Packs available for free check out to regulate sensory processing plus Sensory Maps to identify anticipated noise levels.



# CAPITAL IMPROVEMENTS

The Museum kicked off a series of much needed capital improvements. These included repainting the original St. Nicholas Greek Orthodox Church building and installing a series of new air units all of which were fully grant funded.



## VOLUNTEERS & INTERNS

- ++ 68 volunteers accumulated over 890 hours!
- ++ We welcomed 1 Occupational Therapy Assistant intern from CFCC
- ++ who worked towards creating a Museum resource based on
- ++ therapeutic play.

## FUNDRAISING

The Museum hosted three major fundraising events this past fiscal year:

- Pizza, Pins & Pints powered by **REV Federal Credit Union**
- Fore the Children Golf Tournament sponsored by **Customers Bank**
- YachtVenture sponsored by **Renovate ILM, Connected Home Inc., CCU, and Retina of Coastal Carolina.**



# GRANTS

## **\$86,400 New Hanover Community Endowment**

A grant award from the *New Hanover Community Endowment* fully funded the replacement of several air units, window repairs, and provided discounted field trips for New Hanover County Title 1 schools.

## **\$44,880 NC Science Museums Grant Program - ARPA**

The federal *American Rescue Plan Act (ARPA)* funds partially funded the elevator modernization project supporting the Museum's goal of accessibility for all.

## **\$23,114 NC Science Museums Grant Program**

Support for the salary of our STEM educators, interactive whiteboard, and STEM exhibits *Flight Force* and *Virtual Reality* were received through the *NC Science Museums Grant Program*.

## **\$10,000 City of Wilmington**

The *City of Wilmington* funds supported general operations including Museum maintenance and utilities.

## **\$7,500 United Way**

Funding from *United Way* supported the salary of our STEM Educators.

## **\$5,000 Babies Hospital Foundation**

Funding from the *Babies Hospital Foundation* supported the salary of our STEM Educators.

## **\$3,150 New Hanover County**

A grant from *New Hanover County* partially funded the forthcoming *Flight Force* exhibit centered around the basics of flight.

## **\$2,162 NC State Extension**

Support from the *NC State Extension* through the *Extension Master Gardener Volunteer Association of New Hanover County* funded the rejuvenation of the courtyard & butterfly gardens, front entrance and Sprouts Camp supplies.

## **\$1,000 International Paper**

The *International Paper Grant* partially funded the forthcoming revitalization of the pirate ship exhibit.

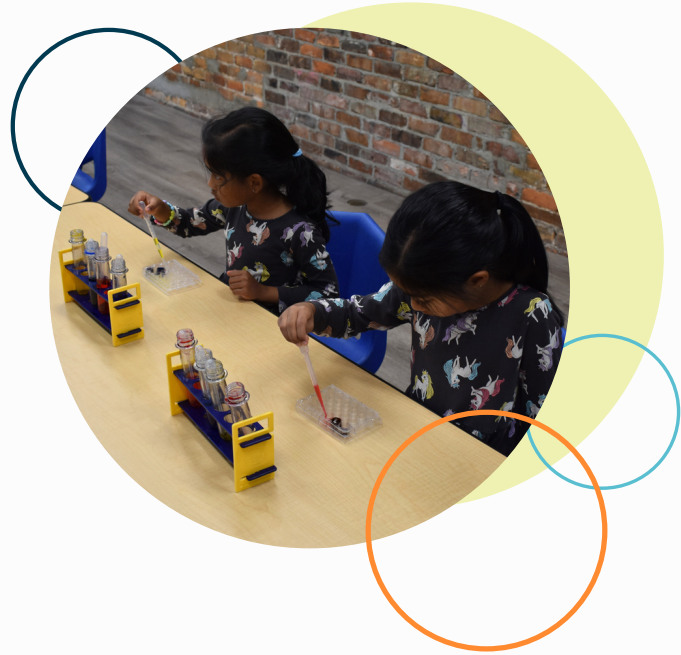
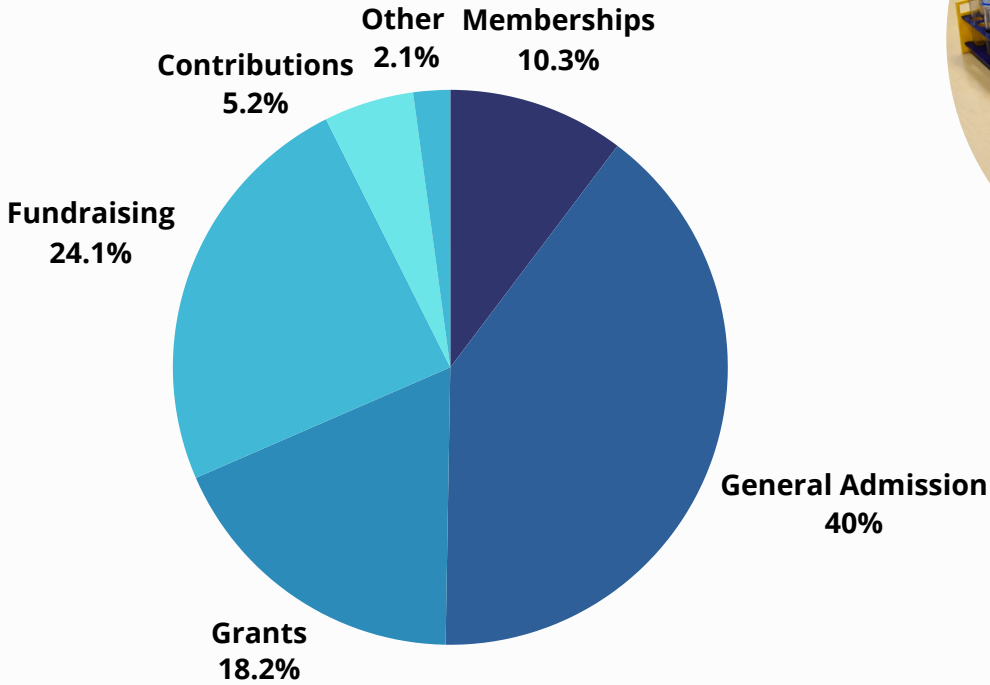


# FINANCIAL PICTURE

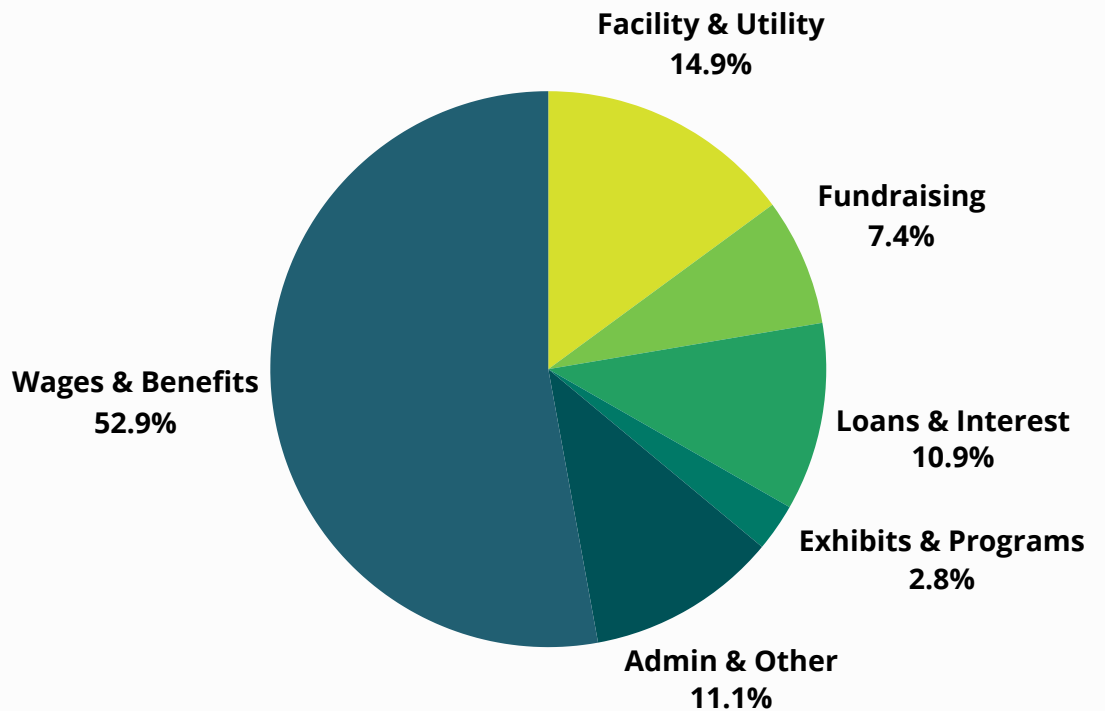
July 1, 2022 - June 30, 2023

## INCOME

Excludes in-kind income



## EXPENSES





# COMMUNITY PARTNERS

**\$50,000 - \$99,999**

New Hanover Community Endowment

**\$25,000 - \$49,999**

North Carolina Science Museums Grant Program - ARPA

**\$10,000 - \$24,999**

City of Wilmington | North Carolina Science Museums Grant Program

**\$5,000 - \$9,999**

Amanda Baker | Babies Hospital Foundation | Bobby Jean's Kids | Catlin Engineers & Scientists | Customers Bank | Delaney Radiologist Group LLC | Harriett & Bob Loweth | North Carolina Ports Authority | Pharmgate Animal Health | United Way | Wilmington Health | Wilmington Pathology Associates

**\$2,500 - \$4,999**

Casey & Lauren Worley | Connected Home Inc. | Corning Credit Union | Dimock, Weinberg and Cherry, DDS | Duke Energy Business Services, LLC | H Manly and Mary Robertson Clark Family Foundation | House of Raeford Farms | Intracoastal Realty | MarineMax of Wrightsville Beach | Mike Satrazemis & Susan McLean | Mustaches for Kids Wilmington | New Hanover County | Peter Underwood | Renovate ILM | Retina of Coastal Carolina | REV Federal Credit Union | Roger & Debra Mott | Yogasleep

**\$1,000 - \$2,499**

Dr. Alissa Campbell Shaw | Audrey Weil | AuPair in America | BluSky Restoration | Bruce Hughes Charitable Fund of Central Carolina Community Foundation | Dan Cameron Family Foundation | Dream Finders Home | GE Aerospace | Harris Teeter | House of Raeford Farms | In Stride Summit Podiatry | International Paper Foundation | Jonathan and Mary Ellen Laughnan | Dr. Kenneth & Mrs. Lena White | Mark Alper | MegaCorp Logistics | Modern Aviation | Monty Recoulley | North Carolina State Extension | Dr. & Mrs. Peter DiFiore | Rexroad Loweth Wealth Management | Robert Fox | Ron Pickett | The Clare and David Powers Charitable Fund | Walters and Mason Retail, Inc. | Williams Overman Pierce LLP

**\$250 - \$999**

17th St. Surf Shop | Access Family Services | Airlie Wealth Advisors | Dr. Andrew & Allie Wallace | Arboretum Dental | Bellhart Marine Services, LLC | Calvin Wells | Clancy & Theys Construction Company | CloudWyze | Coldwell Banker Sea Coast Advantage | Easter Seals | Farmers Supply of Wilmington, LLC | Girl Scouts NC Coastal Pines | Harry & Lynn Kraly | Hendricks CDJR of Wilmington | Dr. Henry & Mrs. Beth Hawthorne | The Honey Do Service | Inspire Brunswick Forest | Intracoastal Realty | Dr. James Hundley | Jay Taylor Exterminating | Jeff Smith | Joel Rhine | The Lagomarsino Foundation | Lisle Architecture | Lori Loukonen | Mad Mole Brewing | Matt Orr Mellow Mushroom | Middle Sound Mariculture | Momentum Companies | Nest Realty | Pathfinders Wealth Consulting | Patriot Roofing | Perry's Emporium Inc. | Poe's Tavern | Poly Quest Inc. | Quality Chemical Laboratories LLC | Randy Reeves | Rent A John | Spot Real Estate - Heather Ashworth | The General Store at River Bluffs | The Honeycutt Group | The Qualified Captain | The Retirement Resource Group | Tiffany Kitchen | Walter Edmund & Shelley Hobson | Wells Insurance | Williford Houston & Co CPA, PLLC | Wrightsville Beach Brewery | Young Again Foundation

Received in-kind donations valued at over **\$115,000**



**Thank you for helping us  
make a difference in...**

**Growing. Together!**