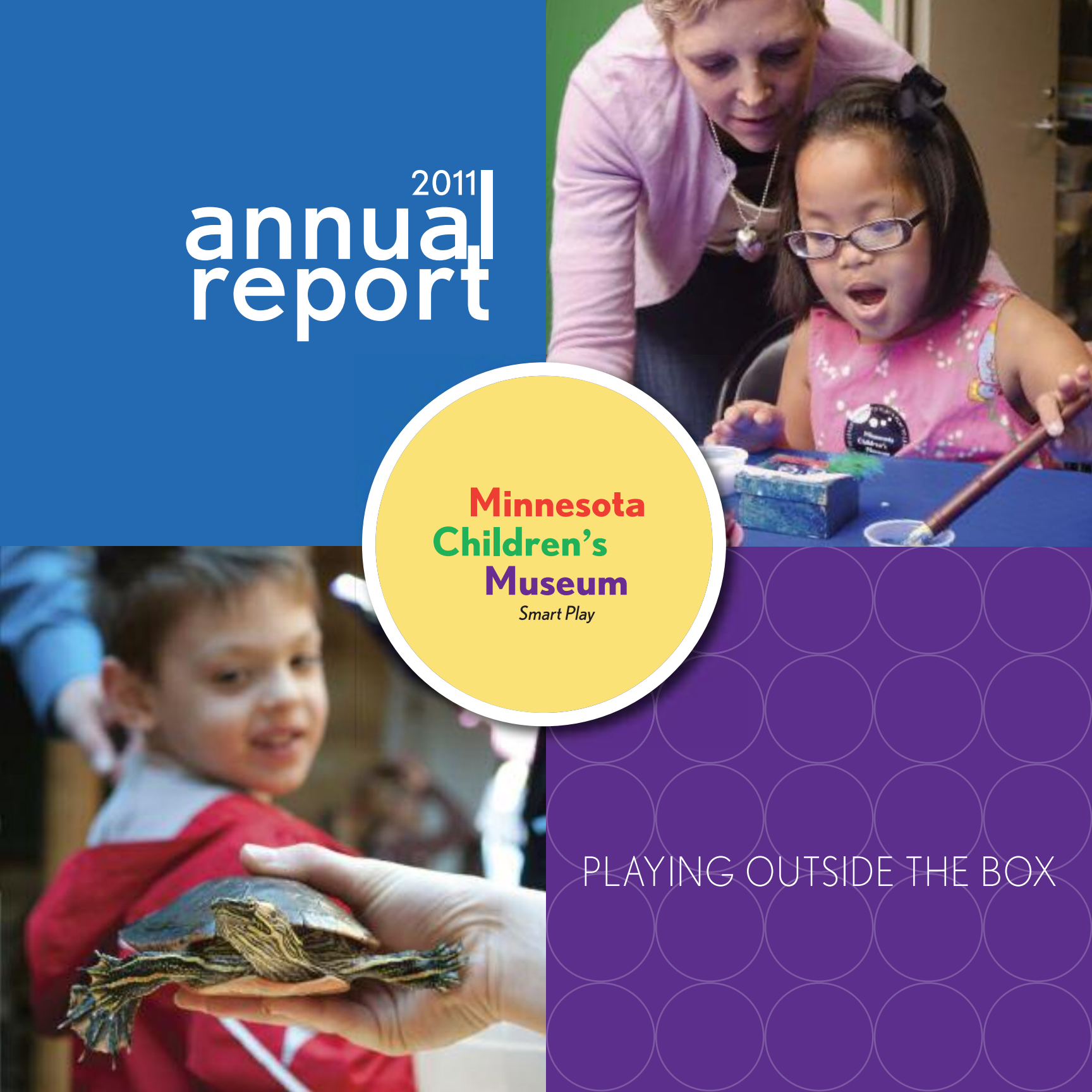


2011  
annual  
report

Minnesota  
Children's  
Museum

*Smart Play*

PLAYING OUTSIDE THE BOX





Dear Friends and Supporters:

Your valued partnership helped Minnesota Children's Museum welcome more than 429,000 visitors in the past year. In large part, these visitors were children whose curiosity about the world and hunger for creative exploration was expressed through their unfettered love for play.

Ironically, in this year of near-record attendance for the Museum, our culture at large is experiencing a decline in unstructured, child-directed play. Play is a child's innate format for learning, propelling an eager young mind from observation and wonder to discovery and understanding. The profound impact of child-initiated play influences brain development, cognition and social-emotional health.

The work of the Museum is to create "space" where a child's inborn drive to play can be expressed and fulfilled. Increasingly, this work is taking place outside of the Museum's walls and reaching children across the state and the country. Highlights from the past year include laying the foundation for a satellite children's museum in Rochester and installing play-based learning environments in three Twin Cities' libraries with 11 additional installations planned over the next three years.

Furthermore, the Museum developed and launched three original traveling exhibits *Dinosaurs: Land of Fire and Ice*<sup>™</sup>, *Framed: Step Into Art* and *Storyland: A Trip Through Childhood Favorites*<sup>™</sup> that are embarking on national tours which will impact millions of adults and children over the next few years.

Although much growth has taken place outside of the Museum in the past year, those who cherish the places and programs at our St. Paul home can take heart in the fact that the coming year will bring a capital campaign to expand and renovate this much-loved space. We look forward to sharing our exciting plans with you and deeply appreciate our continuing partnership.

With warmth and gratitude,

Dianne Krizan  
President  
Minnesota Children's Museum

Bill McKinney  
Chair of the Board  
Minnesota Children's Museum

## A CARDBOARD BOX OR HIGH SPEED TRAIN: REINFORCING 21ST CENTURY SKILLS THROUGH PLAY

Imagination turns what is into what can be.

*When imagination takes flight all things are possible.*

For thirty years, Minnesota Children's Museum has been a launch pad for big ideas, joyful learning and development of the kind of creativity that can transform rectangular brown corrugated cardboard into a cutting-edge vehicle that rockets into space.

Creativity is the foremost attribute of leaders, according to a 2010 IBM global survey of 1,500 CEOs. And yet, over the last two decades, studies have shown that creativity in the United States has declined, with the most distressing lapse among our youngest children. In essence, the nation is in the throes of a creativity crisis.

Our future prosperity requires leaders equipped with both a strong basis of factual knowledge and a highly creative mind to manifest the breakthrough thinking for which our world thirsts. Minnesota Children's Museum's driving force is supported by decades of research that open-ended, child-directed play is the spark for creativity and fruitful imagination.

In September 2010, Minnesota Children's Museum adopted a five-year strategic plan to dramatically expand Minnesota's children's access to play-based learning environments and champion the essential role of play in a child's early development – wherever the setting. What follows is a report on progress made over the past year implementing our four community impact goals designed to nurture play and creative thinking for Minnesota's children.



Logic will get you from A to B.  
**Imagination** will take you  
everywhere.

—Albert Einstein



There's no better way to teach kids than in a **fun, interactive** environment. You do an excellent job coming up with exhibits that are **engaging**.

—Museum visitor



## ONE SHINY BOX COMPLEMENTED BY SMALL, ENTICING PACKAGES: MOVING BEYOND THE MUSEUM'S WALLS

### GOAL

Reach 600,000 visitors a year with high quality, play-based early learning experiences

During our recently completed fiscal year, Minnesota Children's Museum served a near-record breaking 429,834 visitors—the second-highest number in Museum history. While these guests experienced the Museum's flagship location in St. Paul, a growing number of adults and children were encountering installations beyond Museum walls.

Buoyed by a planning grant from the Institute of Museum and Library Services (IMLS), the Museum has pioneered a Museum-library partnership designing and developing early literacy learning environments beginning with three metro libraries: Wescott, Hopkins and Sun Ray. Groundbreaking in nature, these environments foster adoption of the six pre-literacy skills and engage adults in proactively stimulating children's learning. Over the next

three years, the Museum will extend this exciting project to 11 additional metro and statewide sites.

The Museum also developed and began touring an early literacy exhibit throughout Minnesota – *Storyland: A Trip Through Childhood Favorites*. Based on three beloved childhood storybooks, *Storyland* offers multi-media, interactive literacy learning and promotes a life-long love of reading.

In winter 2012, the Museum will open a new museum in Rochester, where residents in this fast-growing region will be able to experience playful learning opportunities. The new museum will welcome a projected 30,000 children and adults each year thanks to start-up support from the Minnesota Arts and Cultural Heritage Legacy Fund. Ultimately, the growth in St. Paul combined with new environments across Minnesota will increase the Museum's impact to serve 600,000 visitors annually.



I like the way the environment supports a child's imagination. I think it's great that they give **ideas** of ways to interact with your kids around the different activities.

—parent,  
Hopkins Library



I have loved Minnesota Children's Museum since my father first took me...[now as a parent], it is a great place for children to **explore** and **learn** without having to hear "don't touch" or "you can't climb on that!"

—Museum visitor



## PLAY LIKE THERE IS NO BOX: STRENGTHENING PLAY FOUNDATIONS AT HOME

### GOAL

Empower parents to engage in their children's learning wherever the setting

Albert Einstein once said, "To stimulate creativity, one must develop the childlike inclination for play and the childlike desire for recognition." Because a child's home is his or her very first—and possibly most important—place for learning, parents can create rich, playful learning environments at home to support development of essential skills.

The Museum seeks to enhance parent and caregiver awareness of ways to spark their children's learning through play. Within our new exhibit, *Storyland: A Trip Through Childhood Favorites*, children are immersed into environments like Peter's bedroom from *A Snowy Day* or the Rabbit's den from *The Tale of Peter Rabbit*. At the same time, information directed at adults includes the latest research on developing pre-literacy skills translated into simple ideas for home. Millions of adults and children will be impacted by this innovative literacy project when *Storyland* embarks on a four-year national tour in February 2012.



### THE NUMBERS

- Delivered over 5,600 hours of daily programming
- More than 1,000 volunteers donated over 28,000 hours
- Nearly 11,000 families invested in memberships



At the Pint-sized Science class, I learned ways to look at what I'm already doing in a new way so I can present it to parents in a way that **empowers** them.

—early childhood educator

## EXPONENTIALLY GROWING THE BOX: THE FEW IMPACTING THE MANY

### GOAL

Equip 5,000 early childhood educators by 2015 with knowledge to effectively engage children in play-based learning

Building a future of imagineers and creative thinkers without great teachers and early childhood educators is unthinkable. These professionals interact with children at a highly critical phase of life; yet professional development opportunities are limited for preschool educators.

Over the past three years, the Museum's programming for early childhood educators has increased by 300%. During fiscal year 2011, the Museum

provided workshops and classes to 1,591 educators who employed new-found expertise with 40,000 children in communities across the state.

The Museum's vision is to serve as a state-of-the-art professional development resource for early childhood educators and caregivers. A recent *Newsweek* article on "The Creativity Crisis" stated that in early childhood, distinct types of free play are associated with high creativity. The Museum strives to infuse educators with a sense of creativity, imagination, wonder and curiosity first in order to cultivate those same capacities within children. In partnering with teachers, the Museum seeks to spark empowered thinking for the children they serve.



I've been in the field for over 30 years, the Preschool Math Institute presented many new ideas.

—early childhood educator



I take more time to **build relationships** with my students and their families than I did before taking the Intentional Provider workshop.

—early childhood educator



## GETTING EVERYONE IN THE BOX: BUILDING PLAY SPACES IN STRESSED COMMUNITIES

### GOAL

Increase school readiness opportunities for children who face the greatest educational disparities

Imagine a future in which every child reaches his or her full potential as a creative thinker, life-long learner and educated citizen. At the Museum, that future is our present.

Minnesota Children's Museum's Access program, supported by many corporate, foundation and individual donors, provided free and reduced-price admission to more than 100,000 visitors in fiscal year 2011. This program is important to make sure financial barriers do not limit a child's exposure to early learning experiences. The Museum's strategic plan envisions expanded opportunities and deeper engagement with communities where poverty and school readiness are of particular concern.

Throughout the past 12 months, Museum staff built relationships and listened to parents and leaders in North Minneapolis and St. Paul's Promise

Neighborhood about how best to support school readiness. Government, corporate and foundation support will allow the Museum to develop and install permanent literacy-learning installations in places where families naturally gather – including libraries and community centers.

### FILLING THE BOX WITH OPPORTUNITIES: REACHING MORE MINNESOTA CHILDREN

Children deserve every opportunity for a life filled with curiosity, creativity and a zest for knowledge. The Museum is working to help every child achieve his or her potential by creating stimulating learning experiences, improving proximity to those environments and inspiring intentional adult involvement. By addressing these critical needs, the Museum is working toward its ultimate vision of activating *a community that embraces the essential role of play in fueling the imagination, creativity and love of learning that prepares children for success in school and life.*



### THE NUMBERS

- Over 2,200 families received free memberships
- Nearly 60,000 children from schools around Minnesota experienced the Museum first-hand
- More than 26,500 visitors attended Target Free 3rd Sundays



I feel like a better mother because I can take my children there and give them **opportunities** for fun and learning.  
—member, Access program

## THANK YOU FOR YOUR GENEROSITY. YOUR SUPPORT SPARKS CHILDREN'S IMAGINATION AND CREATIVITY.

### Corporate, Foundation and Government Donors

#### \$500,000 and above

Target Foundation

#### \$200,000 - \$499,999

State of Minnesota  
State of Minnesota Legacy  
Amendment Arts and Cultural  
Heritage Fund

#### \$50,000 - \$199,999

Fred C. and Katherine B.  
Andersen Foundation  
UnitedHealth Group

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

3M Foundation  
Hugh J. Andersen Foundation  
Otto Bremer Foundation  
Patrick and Aimee Butler  
Family Foundation  
City of Saint Paul Cultural  
Star Program  
Ecolab Foundation  
General Mills Foundation  
K12, Inc.  
Macy's  
Mardag Foundation  
The Medtronic Foundation  
Travelers Foundation

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

Andersen Corporate  
Foundation  
Best Buy Children's Foundation  
The Cargill Foundation  
The Curtis L. Carlson Family  
Foundation  
Deluxe Corporation Foundation  
The Minneapolis Foundation  
Pentair Foundation  
C.H. Robinson Worldwide  
Rochester Area Foundation  
Carl and Verna Schmidt  
Foundation  
The Richard M. Schulze  
Family Foundation  
Thrivent Financial for Lutherans  
Foundation  
U. S. Bancorp Foundation

Donald Weesner Charitable  
Trust  
Wells Fargo Foundation  
Xcel Energy Foundation

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

Banfield Pet Hospital  
Boss Foundation  
Education Minnesota  
Emerson Process Management  
Margaret H. and James E. Kelley  
Foundation  
John Larsen Foundation  
R. C. Lilly Foundation  
MAHADH Fund of HRK  
Foundation  
Carl and Eloise Pohlad Family  
Foundation  
RBC Foundation  
Securian Foundation  
TE Connectivity  
Think Mutual Bank  
Thomson Reuters  
The Valspar Foundation

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

Athwin Foundation  
Dellwood Foundation  
Hardenbergh Foundation  
Margaret Rivers Fund

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

Gordon and Margaret Bailey  
Foundation  
Burdick-Craddick Family  
Foundation  
Coughlan Companies  
Edward W. and Catherine M.  
Davis Foundation  
DLMC Foundation  
Faegre and Benson Foundation  
Hands On Twin Cities  
The Hubbard Broadcasting  
Foundation  
Kopp Family Foundation  
LIFETIME Foundation  
Malt-O-Meal Company  
The Elizabeth C. Quinlan  
Foundation, Inc.

Shakopee Mdewakanton  
Sioux Community  
Sit Investment Associates, Inc.  
Charles B. Sweatt Foundation  
Tennant Foundation  
Archie D. and Bertha H. Walker  
Foundation  
WIPFLi

#### \$250 - \$999

Bailey's Nurseries  
Bobby and Steve's Auto World  
Boker's, Inc.  
Federated Insurance Company  
The Arthur J. Gallagher  
Foundation  
Graphic Design, Inc.  
Scotts Miracle Gro  
Urban Outfitters  
Zelle, Hofmann, Voelbel and  
Mason, LLP

#### In-Kind Donors

3M Foundation  
Bailey Nurseries Foundation  
Kiddywampus  
The Valspar Foundation

### Individual Donors

#### \$25,000 and above

Bill and Amy McKinney  
The Schmoker Family  
Foundation in support  
of Access  
Boyd and Lisa Hesdorffer  
Kim and Willard Hunnewell  
Bill and Cindy Schmoker  
Kit and Dick Schmoker  
Martha B. Stimpson

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

Rick and Gretchen Jelinek

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

Thomas Abood  
Kelly and John Baker  
John and Gretchen Corkrean  
Amy Giovanini and Ben Ahrens  
Phil and Aimee McKoy  
Ken and Sue Murray  
William and Cindy Schmoker  
Ann Simonds and  
Ken Rosenblum  
Rob and Amy Stolpestad  
Terri Tersteeg and  
James Peterson  
Stephen and Sara Zawoyski

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

Sarah and Jerry Caruso Fund of  
The Minneapolis Foundation  
Laura and Mike Cashill  
Adam and Jennifer Ciresi  
John and Lynn Clifford  
Trisha and John Dillon  
Lisa Farrell  
Kristi and Jeff Fox  
Nevin and Marialice Harwood  
Emma and Joel Hutcheson  
Dianne and Scott Krizan  
Ronda and Rodney Wescott

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

Bruce and Martha Atwater  
Ann and Jay Boekhoff in support  
of *Storyland: A Trip Through  
Childhood Favorites™*  
Dr. Betsy Buehrer  
Michael and Ann Ciresi  
Scott and Ann Dayton  
Stone Pier Foundation  
on behalf of James G. and  
Megan M. Dayton  
Julia W. Dayton  
Martha Dayton and  
Thomas Nelson  
Michael and Susan DeVoe  
Katharine and Douglas  
Donaldson  
Mr. and Mrs. W. John Driscoll  
Bridget and Sean Ennevor  
Mark and Shannon Evenstad  
Denise and Aane Fosse  
Allison and Scott Gage  
Janel and Brian Goff  
in honor of Alexis  
Elizabeth and Michael Gorman  
Lindsay and Ben Graves  
Sara and Taylor Harwood  
Michael and Annemarie Hess  
Sara Hill and Jonathan Glover  
Paul and Carey Kasbohm  
Sarah and B. John Lindahl, Jr.  
McCarthy Bjorklund Foundation  
Katharine and Ian McRoberts  
Daisy Mitchell  
Joy and Christopher Newborg

### FRIEND OF THE MUSEUM AWARD RECIPIENTS



**The Schmoker  
Family**  
*Family Strengthening  
Award*

**Target**  
*Champion for  
Children Award*

**Muffy MacMillan**  
*Leadership in  
Philanthropy and  
Volunteerism Award*

Gifts in Memory of Tommy Nichols  
Brandon and Jill Andersen  
Kirk and Cathy Anderson  
John and Christine Haushalter  
Bert and Jennifer Lopansri  
Tracy and E. J. Papaleo  
Tamara and Daniel Pierce  
Chris Reddick and  
Jennifer Moreno Reddick

Alycia Sutor  
Beth and Nathaniel Opperman  
Cassy and Philip Ordway  
John and Marla Ordway  
Charitable Lead Trust

Bart and Kandi Osborn  
James O. Pohlad

David and Laura Quigg  
Sara Ratner

Elizabeth M. Ringer

John and Lois Rogers

Amy and Kenneth Saldanha

Hugh and Margaret Schilling

Tom Schultz and Tiffany Coggins

Philip and Schele Smith

Ed and Valerie Spencer

Robin and David Sternberg

Mark and Lee Stoering

Margaret and Angus Wurtele

### **\$500 - \$999**

Carol Aegerter

Sarah J. Andersen

James and Debra Arneson

Gerald and Sondra Backhaus

Jo and Gordon Bailey Family

Fund of the Catholic

Community Foundation

Christopher and Kelly Bellini

Amanda and Adam Breininger

David and Cheryl Copham

Edward and Sherry Ann Dayton

Patrick and Margaret Dunham

Litton and Anne Field

Jason and Regina Folken

Helen and Jim Franczyk

Arthur and Martha Kaemmer

Merle and Morton Kane

Alexandra and Robert Klas

LeJeune Family Foundation

Peter Leppik and Carla Hennes

Andrea and Larry McGough

Donor Advised Fund of the

Catholic Community

Foundation

Mr. and Mrs. James P.

O'Shaughnessy

Robert J. Owens

Marcia Page and

John Huepenbecker

Kent Pekel

Carleen Rhodes and Steve Sprint

John Riehle in memory of

Mary Riehle

Judy and Tony Schumacher

Cassidy and Andrew Steiner

Kevin Talbot and Katie Sexe

John and Alison Tauer

Ruth and Kenneth Wilson

### **\$250 - \$499**

Rob and Carolyn Albright

Conley and Marney Brooks

Matthew T. Brown

Lee Corey and Dail Turner

The John R. Cross Fund of

The Saint Paul Foundation

Margarita and Deniz Cultu

Chad and Maggie Dayton

Bette and John DeMars

Jill and Daniel Deuel

Ralph D. Ebbott

Richard and Beverly Fink Family

Foundation

Kim and Kurt Fischer

Todd and Kristen Gerlach

Jack Hansen and

Joan Legare Hansen

Patrick and Kathryn Hibbard

Meshain and Da'Lana Holmes

Andrew and Alison Humphrey

Elizabeth A. Jesso

Chuck and Mary Jungmann

Holly J. Kellar

Ashley Kimble

Kim and Steve Koeppen

Jeff and Chelsi Lacine

Jeron W. Larson

Jill and Michael Lipnik

Stephen and Kathryn McClintock

Dobbin and Molly McCrea

Robert and Polly McCrea

Jill and Jonathan Measells

Jack and Chris Morrison

David and Julie Nagel

Brian O'Connell and

Lynne Rasmussen

Joe and Lisa Olson

Michael Monahan and

Molly O'Shaughnessy

Christy and Joby Novak

Suzanne and William Payne

Marcus Ploeger and

Ali Sieben Ploeger

Troy and Christina Rens

Gary and Donna Robinson

Omer Sanan

Charina Sanjuan-Angara and

Benjamin Sanjuan

Elizabeth and John Sebastian

SiEFF Family Foundation

Tammy and Bob Starkey

Keith and Sheila Sterner

Alycia Sutor

Jon and Lea Theobald

Angela and Jeremy Tilsen

Brett Turnquist

David and Susan Ufheil

Jeanne Vergeront and

Andrew Dick

Michael and Maureen Walsh

Fred and Liz Weiner

Mr. and Ms. Frank S. Wilkinson, Jr.

Kimberly Williamson

Emily Woo

Sheldon and Monique Wood

### **Corporate Matching Gifts**

Aetna Foundation

Ameriprise Financial Services

Bank of America Foundation

Community Shares of Minnesota

Dorsey & Whitney, LLP

General Mills Foundation

Johnson & Johnson

Pentair Foundation

Securian Foundation

Thomson Reuters

Thrivent Financial for Lutherans

Foundation

United Health Group

U. S. Bancorp Foundation

Xcel Energy Foundation



### **Grand Family Ball Supporters**

Sara Harwood, Chair

### **King & Queen Sponsor**

**\$25,000**

Target

### **Prince & Princess Sponsor**

**\$15,000**

Best Buy @15

### **Duke & Duchess Sponsors**

**\$10,000**

3M

Cargill

General Mills

Robins, Kaplan, Miller & Ciresi LLP

Thrivent Financial for Lutherans

Travelers Foundation

UnitedHealth Group

Wells Fargo

### **Earl & Countess Sponsors**

**\$5,000**

BMC Software

Gray Plant Mooty

Medtronic

PwC

US Bank/The Private Client

Reserve at US Bank

Xcel Energy

### **Baron & Baroness Sponsors**

**\$3,000**

Dorsey & Whitney

Ecolab

Evantage Consulting

Greene Espel P.L.L.P.

JE Dunn Construction

Prime Therapeutics

Star Tribune

Winthrop & Weinstine, P.A.

### **Media Sponsors**

Minnesota Renaissance Festival

Mpls. St. Paul Magazine

Star Tribune

Twin Cities Business

### **Additional Corporate Support**

Angieon Corporation

Lurie Besikof Lapidus & Co. LLP

Mall of America

Simek's



### **Patron Tables**

Tom Abood

Ann Simonds and Ken Rosenblum

Marnie Stimpson

### **Friend Tables**

Sarah and Jerry Caruso

Dr. Hart Garner

Amy Giovanini and Ben Ahrens

Steve King and Susan Boren

Muffy MacMillan

Bill and Amy McKinney

Amy and Kenneth Saldanha

Bill and Cindy Schmoker

Terri Tersteeg and Jim Peterson

### **Patron Tickets**

Trisha and John Dillon

Kate and Doug Donaldson

John and Sarah Lindahl

Connor Monahan

Mike Monahan and

Molly O'Shaughnessy

Manny and Elizabeth Villafana

Angela Woodhouse

### **Friend Tickets**

Bob and Linda Barrows

Tim and Gayle DeVries

Bobbie Dressen

### **Supporting Member Pass**

The Erickson Family

### **We extend additional gratitude to:**

Chicago Lake Liquors

Dlynn Design

Garrett Lajiness and GRÉ productions

Julie Nelson

Kid Spark™ - St. Croix Retail

and Promotions

Minnesota Renaissance Festival

Actors

MSP Communications

## FINANCIAL OVERVIEW

Minnesota Children's Museum's fiscal year 2011 financial performance remains strong with a 5% increase in total net assets from fiscal year 2010.

The Museum's financial strength lies in its diversity of revenue sources including both earned and contributed income. Generous philanthropic giving represents 30% of total revenue; while Admissions and Membership represent 35% and Program, Investment and Other Income represent 35% of total revenue providing a well-balanced income model.

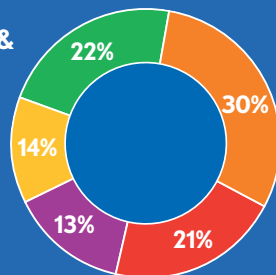
Earned revenue is sustained and continues to grow through advertising and marketing efforts which equal 10% of the Museum's overall annual expenses. Expenses in fiscal year 2011 increased 6% as the Museum welcomed significantly more visitors and grew service beyond the St. Paul location.



## STATEMENT OF FINANCIAL POSITION

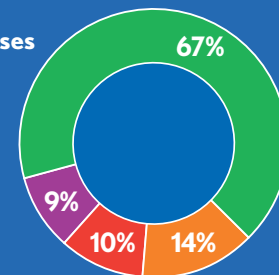
	June 30, 2011	June 30, 2010
<b>ASSETS</b>		
Cash and Cash Equivalents	\$ 1,034,862	\$ 1,105,089
Certificates of Deposit	540,618	539,971
Accounts Receivable, Net	221,735	209,295
Pledges and Grants Receivable	1,098,786	1,178,427
Prepaid Expenses	238,423	271,413
Investments	4,832,461	4,146,547
Land, Building, Equipment & Exhibits, Net	7,062,714	6,869,621
<b>Total Assets</b>	<b>\$ 15,029,599</b>	<b>\$ 14,320,429</b>
<b>LIABILITIES</b>		
Capital Lease Obligations	\$ 54,267	\$ 17,085
Accounts Payable & Accrued Expense	560,745	374,646
Deferred Revenue	797,900	798,577
<b>Total Liabilities</b>	<b>\$ 1,412,912</b>	<b>\$ 1,190,308</b>
<b>NET ASSETS</b>		
Unrestricted – Undesignated	\$ 936,400	\$ 931,764
Unrestricted – Designated	860,000	835,000
Temporarily Restricted	7,658,534	7,201,604
Permanently Restricted	4,161,753	4,161,753
<b>Total Net Assets</b>	<b>13,616,687</b>	<b>13,130,121</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 15,029,599</b>	<b>\$ 14,320,429</b>

### Support & Revenue



- Grants and Contributions
- Museum Admissions
- Program Income
- Membership
- Investment & Other Income

### Expenses



- Program\*
- Administrative
- Marketing & Promotion
- Fundraising

## STATEMENT OF ACTIVITIES

	Unrestricted	Unrestricted Designated	Temporarily Restricted	Permanently Restricted	Total June 30, 2011
<b>SUPPORT AND REVENUE</b>					
Grants & Contributions	1,036,958	-	877,400	-	1,914,358
Museum Admissions	1,363,033	-	-	-	1,363,033
Memberships	891,587	-	-	-	891,587
Program Income	810,463	-	-	-	810,463
Investment & Other Income	503,105	15,206	905,774	-	1,424,085
<b>TOTAL REVENUE</b>	<u>\$ 4,605,146</u>	<u>\$ 15,206</u>	<u>\$ 1,783,174</u>		<u>\$ 6,403,526</u>
Net Assets Released from Restrictions	\$ 1,341,450		\$ (1,341,450)		
<b>TOTAL SUPPORT AND REVENUE</b>	<u><b>\$5,946,596</b></u>	<u><b>\$ 15,206</b></u>	<u><b>\$ 441,724</b></u>		<u><b>\$ 6,403,526</b></u>
<b>EXPENSES</b>					
Program	3,931,401	-	-	-	3,931,401
Administrative	838,838	-	-	-	838,838
Marketing & Promotion	589,346	-	-	-	589,346
Fundraising	557,375	-	-	-	557,375
<b>TOTAL EXPENSES</b>	<u><b>\$5,916,960</b></u>				<u><b>\$ 5,916,960</b></u>
<b>Operating Change in Net Assets</b>	\$ 29,636	\$ 15,206	\$ 441,724		486,566
<b>NON-OPERATING ACTIVITY AND TRANSFERS</b>					
Board Designated Reserves	\$ (25,000)	\$ 25,000			
<b>TOTAL CHANGE IN NET ASSETS</b>	<u><b>\$ 4,636</b></u>	<u><b>\$ 40,206</b></u>	<u><b>\$ 441,724</b></u>		<u><b>\$ 486,566</b></u>
<b>NET ASSETS – Beginning of Year</b>	<u>\$ 931,764</u>	<u>\$ 819,794</u>	<u>\$ 7,216,810</u>	<u>\$ 4,161,753</u>	<u>\$ 13,130,121</u>
<b>NET ASSETS – End of Period</b>	<u><u><b>\$ 936,400</b></u></u>	<u><u><b>\$ 860,000</b></u></u>	<u><u><b>\$ 7,658,534</b></u></u>	<u><u><b>\$ 4,161,753</b></u></u>	<u><u><b>\$ 13,616,687</b></u></u>

\*The Museum, whose mission is “sparkling children’s learning through play,” is proud to report that 67% of operating expenses are dedicated to program expenses. This total excludes program expenses that were capitalized. In addition to general program expenses, the Museum capitalized and will depreciate \$597,009 (or 10%) of total expenses associated with building new exhibits and renovating existing galleries.

## 2011-12 BOARD OF DIRECTORS

### OFFICERS

Bill McKinney  
Philip McKoy  
John Corkrean  
Amy Giovanini

*Chair of the Board*  
*Chair-Elect*  
*Treasurer*  
*Secretary*

### BOARD MEMBERS

Kelly Baker  
Betsy D. Buehrer  
Laura Cashill  
Jennifer Ciresi  
Susan DeVoe  
Patricia Dillon  
Lisa Farrell  
Kristi Fox  
Allison Gage  
Taylor Harwood  
Mike Hess  
Sara Hill

Robert Hoke  
Rick Jelinek  
Paul Kasbohm  
Kate McRoberts  
Daisy Mitchell  
Carla Nelson  
Joy Newborg  
Beth Opperman  
Kent Pekel  
Erika Perrault  
Sandra Peterson  
Sara Ratner

Dan Ryan  
Amy Saldanha  
Thomas Schultz  
Phil Smith  
Mark Stoering  
Ronda Wescott  
Stephen Zawoyksi

## Minnesota Children's Museum

*Smart Play*

10 West Seventh Street, St. Paul, MN 55102

651-225-6000 • **MCM.org**

### LEADERSHIP COUNCIL

Ashley Kimble, *Chair*  
Sommer Alexander  
Christopher Bellini  
Matt Brown  
Adam Ciresi  
Brittany Clemens  
Becky Girvan

Jennifer Gohl Isabel  
Terri Reden  
Katie Sexe  
Cassidy Steiner  
Kevin Talbot  
Stacy Thompson  
Sheldon Wood

### Mission

Sparking children's learning through play

### Foundational Beliefs

Early learning is the foundation for lifelong learning.

Families are our children's first teachers.

All children deserve a time and place to be children.

Diverse perspectives enrich children's lives.

*Playing is learning.*