

children's

museum
tucson ✦ oro valley

2020 Community Report



Challenges.

That was the word for the 2019-20 Fiscal Year.

We met those challenges with creativity, eagerness and resiliency.

Much of the fiscal year took place before mid-March. During those months, we welcomed tens of thousands of visitors; held multiple successful free community events such as Love of Literacy, Zoom... Zoom, Sci-Fest and a new event for Rare Disease Day; and hosted hundreds of school children for tours.

Let's be honest, though. The year was truly defined by what happened

after March 14, the day the Museum chose to put the safety of our community and staff first.

When we realized we wouldn't be welcoming visitors to the Museums for a while, our staff dove head first into new projects and plans to keep the Museums connected to kids. We updated programs and exhibits so upon reopening, visitors are met with an even better in-person experience.

Our first challenge was figuring out **how to send our programs and events out into the community when the community couldn't come to us.** Wee Play and Wee Wiggle became social media sensations. Recognizing the struggles of kids stuck at home,



we created Monday Morning Mindfulness and STEM Saturdays to help kids stay rooted and excited about learning. The Earth Day Festival went virtual, with daily posts on social media and a web page full of activities from organizations all over Tucson.

Our virtual content was great, but we know that not everyone has regular, reliable access to the internet. Besides, **the Museums are all about hands-on learning.** And so, the Brain Boxes were born.

The Brain Box includes a booklet of nearly 50 experiments and activities along with supplies to complete a selection of those experiments. The Museums delivered nearly 1,300 free Brain Boxes to children throughout Southern Arizona through partnerships with school districts and organizations that serve traditionally underserved communities and **with tremendous support from local businesses and foundations.**



As we turned our efforts inward to our exhibits, we imagined new ways to bring life to the Museums - both inside and out. Our new Visiting Artist program - kicked off with Red Herring Puppets - gave us a revitalized courtyard and a giant scorpion in Sense of Place!

As we moved into the next fiscal year, challenges kept coming, too. But we were ready. The Museum finished out the fiscal year stronger, more flexible and more prepared for whatever the future brings. We faced the pandemic challenges with creativity and resiliency, and came out on top, **thanks to you.**

INVESTORS

\$50,000 & up

Arizona Complete Health
Armstrong McDonald Foundation
Tucson Electric Power Co.
Pima County
Ruth McCormick Tankersley
Charitable Trust
Town of Oro Valley Administration

\$20,000 - \$49,999

Arizona Commission on the Arts
Dusk Music Festival
Edna Gray
Tucson Medical Center Healthcare
William and Mary Ross Foundation

\$10,000 - \$19,999

Arts Foundation for Tucson
and Southern Arizona
AT&T Arizona
Country Fair White Elephant, Inc.
First Things First
Douglas and Anne Holsclaw
HSL Properties
James C. Stewart Charitable Foundation
Joseph Stanley Leeds Foundation
Southwestern Foundation for Education
& Historic Preservation

\$5,000 - \$9,999

Arizona Community Foundation
Arizona Diamondbacks
Arizona Milk Producers
Association of Science-Technology
Centers Inc.
Cigna
The Clifton E Bloom Hudson
Foundation
Fred and Christine Armstrong
Foundation



Friends of the Oro Valley Public Library
Long Realty Cares Foundation
Perimeter Bicycling Association
Pima Federal Credit Union
Roche Molecular Solutions
Southwest Gas Corporation
Tucson Unified School District
U.S. Bank
Veterinary Specialty Center of Tucson

\$1,000 - \$4,999

Alliance Bank of Arizona
Bess Spiva Timmons Foundation
Caterpillar, Inc.
Children's Clinics
Citi
Community Foundation for Southern
Arizona
Connie Hillman Family Foundation

INVESTORS

Phil and Jenine Dalrymple
Daniela and Joe DiPonio
Encompass Health
Farhang & Medcoff
Foothills Club of Tucson
Sally Grant and Neal Cash
HeinfeldMeech
Jayne Henninger
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Simpleview
Target
Greg and Jessi Taylor
Texas Instruments Community Fund
Tucson Association of Realtors
University of Arizona College of Science
Volk Company
Amy and Brett Welander

\$500 - \$999

Sara Barlow
Brigid and Andrew Dawson
Granite Construction
Rupert and Evelyn Groh
JTED
La Frontera Center
Learning A-Z

John Linder and Thomas Saylor-Brown
Scott and Jannine McDonald
Karly and Manuel Meza
Mining Foundation of the Southwest
Christopher and Stephanie Pastore
Play-Well TEKnologies
Raytheon Charitable Giving through
Payroll Deduction
SBBL Architecture + Planning
Randi Schmeling
Terry Seligman
Gulshan and Neelam Sethi
Charlotte Smith
Truly Nolen
Jill Van Alsburg
Kaukaha Watanabe and Kristen
Peregina
Kristen and Peter Wendler



FINANCIAL INFORMATION

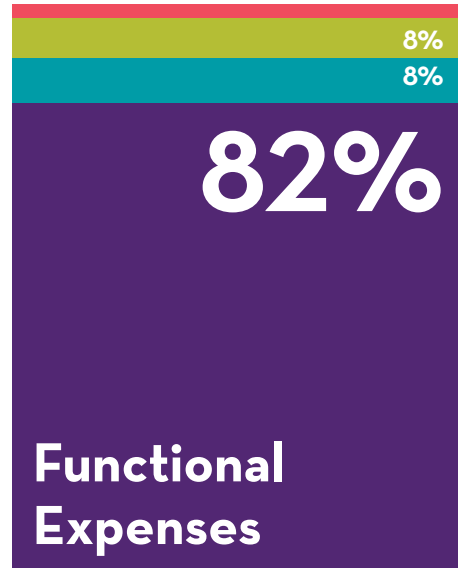
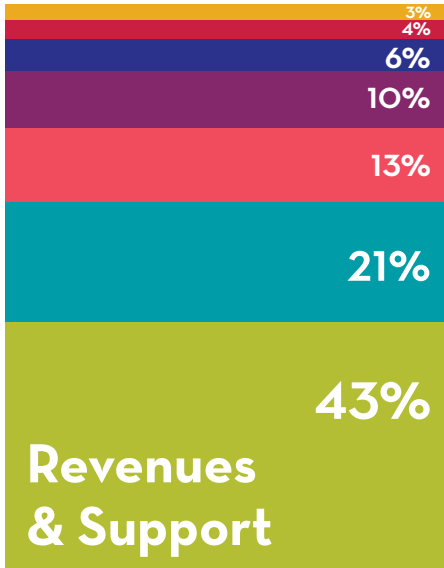
Revenues & Support

Contributions (43%)	597,662
Admissions (21%)	299,056
Public Support (13%)	187,500
Memberships (10%)	139,895
In kind, Interest & Misc. (6%)	86,940
Program Revenues (4%)	51,903
Special Event Revenues (3%)	40,112
Total Income	1,403,068

Functional Expenses

Programs and Exhibits (82%)	1,481,365
Management and General (8%)	138,154
Fundraising (8%)	142,308
Total Functional Expenses	1,761,827
Other Costs, Special Events (2%)	41,070
Total Expenses	1,802,897
Change in Net Assets*	(399,829)

*Earnings after depreciation



FISCAL YEAR 2020 BOARD OF DIRECTORS

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118,137

Visitors

1,429

Memberships sold

32%

of CMT | OV visitors come from high-need ZIP codes* on free or reduced-admission days

\$196,278

Invested into our community through free and reduced admission to the Museum

22,229

Visitors who entered on free or reduced-admission days

4,445

Visitors taking part in school tours and group visits

1,762

Children from Title I schools provided scholarships for tours

\$18,238

In value donated by the Museum to support area nonprofits and local schools



223,074

people reached through virtual programming and events during March-June 2020

*as determined by ESRI

Mission

To provide fun, play-based, interactive, hands-on learning experiences for children and their families.

Vision

To inspire children and their families to reach their full potential through discovery, creativity and learning.

Leadership Team

Hilary Van Alsburg
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Director of Finance

Teresa Truelsen
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Sarah Osborne
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Brianna Munsey
Manager of Guest Experiences

Roshea Myers
Manager of Guest Experiences



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