

children's

museum
tucson ✦ oro valley



2022 Community Report

financial information

Revenues & Support

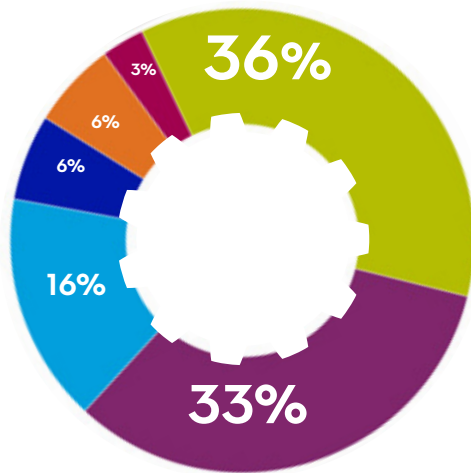
● Contributions & Special Event Revenues (36%)	1,095,370
● Public Support (33%)	996,575
● Admissions (16%)	491,768
● In kind, Interest & Misc. (6%)	177,587
● Memberships (6%)	175,262
● Program Revenues (3%)	99,991
Total Income	3,036,553

Functional Expenses

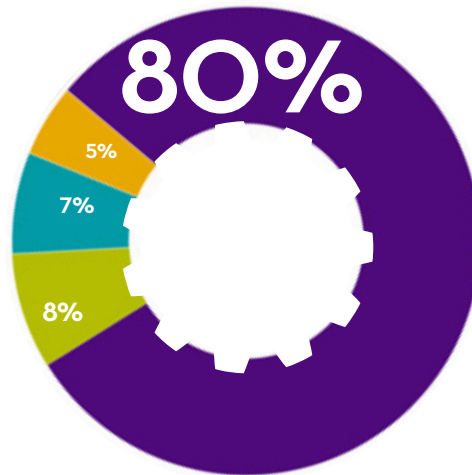
● Programs and Exhibits (80%)	1,789,909
● Fundraising (8%)	177,050
● Management and General (7%)	164,055
● Other Costs, Sp. Events (5%)	100,909
Total Expenses	2,231,923
Change in Net Assets*	804,630

*Earnings after depreciation

revenues & support



expenses



fiscal year 2022 board of directors

Kristen Wendler
Chair

Greg Taylor
Outgoing Chair

Nicole Maneval
Treasurer

Steve Pangburn
Secretary

Stefanie Teller
Member-at-Large

Enrique Aldana

Ted Burhans

Cody Cassidy

Travis Craddock

Brandy Dujmic

Isaac Figueroa

Adam Foard

Mike Hernandez

Joseph Howell

Carlota Larson

Adriana Mariñez

Adiba Nelson

Christopher Pastore

Marc Serra

Michael Shiner

Gemma Thomas

business as usual

Who would have thought that phrase would bring such a sigh of relief?

Maybe not a sigh. A laugh, a screech, a giggle - all the noises we hear when families are in the Museum playing and learning. Or playing instruments at Art after Dark. Or learning something new at Family SciFest.

As the community comes back to us, we look for ways to make them feel welcome, reach out to them where they are and ensure everyone has an opportunity to visit the Museum.

This year, business as usual had a whole new meaning.



133,750
visitors

1,619
member families

more bilingual programs



The Museum continues to work toward fully English and Spanish bilingual programming and exhibit spaces. From long-standing programs like Wee Play and Brain Boost to all-new bilingual tours and outreach the Museum is ensuring our Spanish-speaking visitors feel seen and welcomed in everything we do.

Aprendemos, a program funded by a grant from the Institute for Museum and Library Services, focuses on accessibility for marginalized groups and emphasizes bilingual programs, including free weekly Discovery Nights.

need for accessibility

The Museum has a variety of programs focused on financial accessibility and inclusion. We offer discounted admission, free programs and subsidized school tours that reach traditionally underrepresented communities throughout Southern Arizona. The need for these programs has greatly expanded and helps meet the Museum's strategic prioritization on equity.

Visitors using Museums for All, a discount program for people receiving food assistance, increased 5-fold since 2019. MyTime, which offers a quieter, supportive atmosphere on weekday afternoons for reduced admission, reached 3,900 visitors. There is no doubt these programs are needed. We will continue to look for ways to welcome everyone to the Museum experience.



6,906

visitors taking part in school tours and group visits

2,840

children from Title I schools provided scholarships for tours

17,897

visitors on free or reduced admission days

with

38%

of those visitors from high-need ZIP codes*

8,282

visitors receiving discounted admission through Museums for All



4,919
people reached through school and community outreach

1,505
children from Title I schools provided scholarships for outreach

out in the community

Southern Arizona has a lot of ground to cover. Not everyone has the opportunity to come to the Museum, which is why we have increased our efforts to bring the Museum to a wider audience.

Whether we're delivering boxes of supplies and virtual learning videos to rural schools or setting up activities at a community event or library, the important thing is even more kids have the opportunity to experience hands-on STEM, arts and literacy engagement.

A summerlong collaboration at Tohono Chul was a highlight and a door to a new partnership! Every Saturday our Education team offered free nature-based activities as part of the Nature Niños program. In 2023, Children's Museum Oro Valley moves permanently to its new location - inside the beautiful grounds of Tohono Chul botanical garden!



*as determined by ESRI

investors

\$50,000 & up

Armstrong McDonald Foundation
 Institute of Museum and Library
 Services
 Margaret E. Mooney Foundation+
 Ruth McCormick Tankersley
 Charitable Trust
 Town of Oro Valley
 Tucson Electric Power
 Del E. Webb Foundation

\$20,000 - \$49,999

Fiesta Bowl Charities
 Edna Gray
 Connie Hillman Family Foundation
 Community Foundation for Southern
 Arizona
 Holsclaw Advisory Endowment Fund*
 Pima County
 TMC HealthCare

\$10,000 - \$19,999

Anonymous
 Arizona Commerce Authority
 Citi
 Cox Communications
 First Things First
 Freeport-McMoRan Copper & Gold
 Geico
 Joseph Stanley Leeds Foundation
 David C. and Lura M.
 Lovell Foundation
 Kinder Morgan Foundation
 Pascua Yaqui Tribe
 Southwest Energy LLC
 Southwestern Foundation
 for Education and
 Historic Preservation

\$5,000 - \$9,999

Fred and Christine Armstrong
 Foundation
 AT&T Foundation
 AZ Humanities
 BeachFleischman PC
 Cigna
 Country Fair White Elephant
 Dairy Council of Arizona
 Paul DeJoe
 Desert Diamond Casinos
 Tom & Kim Groh
 Hazen Family Foundation
 HSL Properties
 Hughes Federal Credit Union
 Long Realty Cares Foundation
 Perimeter Bicycling Association
 Roche
 Union Pacific Foundation
 Wells Fargo Foundation

\$1,000 - \$4,999

Alliance Bank of Arizona
 Arizona Roadrunners



Donations from July 1, 2021-June 30, 2022



investors

Mining Foundation of the Southwest
 NISE Network
 Pacific Premier Bank
 Steve and Suzanna Pangburn
 Power Women Investing
 Shelley Pozez
 R&A CPAs
 Jill and Herschel Rosenzweig
 Simpleview
 Southwest Gas Corporation
 Target Distribution Center
 TCI Wealth Advisors
 Texas Instruments Incorporated
 Tucson Unified School District
 U.S. Bank
 Vertex Education
 Yvette Villamana
 Visit Tucson
 Walmart 1325
 Walmart 2922
 Walmart 5031
 Waste Management
 Whole Kids Foundation

\$500 - \$999

AssuredPartners
 Barker Contracting
 Michael Bilharz and Ethan Smith Cox
 Bookmans
 Isaac and Simone Figueroa
 Gietl & Strutz Insurance
 Larsen Baker, LLC
 Martha Manar
 Pima County Department
 of Environmental Quality
 SBBL Architecture + Planning
 Michael Shiner
 and Melissa Spiller-Shiner
 Otton Suarez and Jean Kinkel-Suarez
 Gemma Thomas
 Van Alsburg Law Firm

Arts Foundation for Tucson
 and Southern Arizona
 Bayer U.S.
 Blue Cross Blue Shield of Arizona
 Cambio
 Caterpillar, Inc.
 Central Arizona Project
 Children's Clinics
 Copper Ridge Roofing
 Diamond Foundation
 D'Ignazio Family Fund
 Dollar General Literacy Foundation
 Encompass Health
 Robert Fischer and Kerri Strug
 Foothills Club of Tucson
 Greater Oro Valley Chamber
 of Commerce
 Evelyn Groh
 HeinfeldMeech
 Susie and Stan Hilkemeyer
 Integrated Axis Technology Group
 Kai Family Foundation
 Dawn and Ron Mercaldo
 Mercaldo Law Firm
 Hanna Miller and Luke Jakobsen

+Fund held at the Tucson Foundations *Fund held at the Community Foundation for Southern Arizona

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.

CMT is dedicated to five principals of internal organizational culture

Inclusion • Accessibility • Professional Growth • Collaboration • Transparency

Leadership Team

Hilary Van Alsburg

Executive Director

Jordan Rivera

Director of Education

Sarah Osborne

Director of Strategic Engagement

Carol Saylor

Director of Finance

Teresa Truelsen

Director of Marketing

Joel Trupiano

Director of Exhibits

David Lopez

Director of Operations

Michael Bilharz

Associate Director Guest Experiences



200 S. Sixth Avenue Tucson, AZ 85701
ChildrensMuseumTucson.org | 520.792.9985

The Children's Museum Tucson | Oro Valley is a nonprofit 501(c)(3) organization.