

Kidzu

CHAPEL HILL • CARRBORO

CHILDREN'S MUSEUM

ANNUAL REPORT 2015

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Letter from the Executive Director

WHAT WOULD HAPPEN IF WE WERE TO SWITCH FROM AN INTENSE CULTURE OF EVALUATION TO ONE OF INSPIRATION?

– Scott Barry Kaufman, Imagination Institute

Interesting question, isn't it? After all, according to the experts, the world is in dire need of creative and innovative thinkers. But how best to grow a generation of creative and innovative thinking? More and more research supports the belief that creative play experiences in childhood have a direct impact on a child's future academic and professional success. Indeed, a recent article in Psychology Today titled "Childhood Creativity Leads to Innovation in Adulthood" points to research validating "creative activity in childhood rewires your brain to think out-of-the-box....playing, intuition and imagination are all key to solving complex problems."

AT KIDZU CHILDREN'S MUSEUM, WE BELIEVE THAT NURTURING CREATIVE THINKING EARLY ON WILL HELP INSPIRE CHILDREN IN OUR COMMUNITY TO BECOME THE LEADERS AND PROBLEM-SOLVERS OF THEIR GENERATION. OUR METHOD OF ENGAGEMENT IS THROUGH CREATIVE PLAY.

Play is a very serious thing, you see. It's through play that we first learn to create, invent, discover and problem solve. And nobody does creative play better than Kidzu Children's Museum! At Kidzu, there's always something unique and inspiring for children and families to do. Experiences that happen nowhere else. Experiences that celebrate the innovativeness of our community while encouraging children to make their mark. Experiences that stretch minds, bodies and imaginations. It's the place in our community where eyes get bigger, laughs get louder, and families get closer.

Thanks to you, 2015 was a great success for Kidzu. Let's take a look at some of the highlights.



Lisa Van Deman
Executive Director



WHAT MAKES GREAT PLAY?

+ A one-of-a-kind environment that invites children to climb, stretch, jump, explore, imagine, invent, create and discover.

+ A program calendar full of rich, original opportunities to investigate and dig deeper, often lead by local artists, inventors, scientists and other creative leaders in our community.

+ On-going partnerships with other organizations in our community who are also interested in helping children reach their full potential.

+ Engaging museum educators who delight in each child's sense of wonder and curiosity about their world.

Kidzu Children's Museum Board of Trustees

BETSY BENNETT, CHAIR

MELISSA CAIN, VICE-CHAIR

JOEL I. LEVY, TREASURER

PAM ZORNICK, SECRETARY

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ALFRED LEACH

AMANDA MILLER

CHRIS MUMFORD

LISA PRICE

TOMMY SIKES

ZACH WARD

"THE NEW SPACE IS FANTASTIC!...THE FOUR YEAR OLD ANNOUNCED IT WAS HER FAVORITE MUSEUM EVER."

Blake Goldberg, Kidzu Visitor and Facebook Reviewer

2015 HIGHLIGHTS

We Built a Museum!

Opening date April 11, 2015

Kidzu entered a new era on April 11, 2015 when it opened its new museum at University Place. Envisioned as a prototype of what a permanent, right-sized children's museum will offer our community, the museum experience focuses on Kidzu's four thematic priorities: arts education, STEM/STEAM learning, health and wellness and emerging literacy. The museum combines 8500 sq. ft. of exhibits, a private room for programs and birthday parties and space for administrative offices and storage.

In keeping with Kidzu's vision to be an example of excellence in celebrating and reflecting its community, Kidzu partnered with over 100 academic, artistic, creative and scientific individuals and organizations to create the museum experience. The result is representative of our area's educational rigor and vibrant artistic and creative nature, offering the raw ingredients necessary to create exceptional informal learning experiences.

KIDZU CREATED SEVERAL EXHIBIT ELEMENTS THAT ARE ICONIC TO OUR COMMUNITY AND ARE UNIQUE FOR AREA MUSEUM-GOERS:

- **THE MAKERY** – Combine tinkering, design thinking and artistic creativity and you have maker education. As the only maker space designed specifically for young children in the Carolina's, The Makery sets the stage for an array of STEM and STEAM activities, programs and workshops each week that get children (and adults!) designing, creating, building and creative-problem solving.
- **THE TREE HOUSE CLIMBER** – Kidzu brings the outdoors in with its two story tree house! Not only can children scale the heights, but interwoven within the structure are layered arts and literacy activities. The Tree House is part of the larger Farm to Fork exhibit area, which promotes the local food movement, nutrition and financial literacy through a wealth of dramatic play opportunities.
- **THE FOREST THEATRE** – In a salute to the iconic amphitheater on UNC's campus, Kidzu's Forest Theatre invites young performers and designers to hone their talents through creative dramatics, exploration of light and shadow, costume creation and much more! The Theatre is also host to interactive story times and guest performers.

The new museum has far surpassed its 2015 attendance projections and has established proof of concept of the value and impact a children's museum can have on a child's healthy development, on family engagement, on classroom academics and on quality of life for our community. In microcosm, the new museum offers the kinds of experiential learning opportunities that a permanent, right-sized Kidzu Children's Museum will offer in the future.

We Won Awards!
Silver, Best Museum
Gold, Best Place to Host a Birthday Party

READERS FAVORITE
SILVER WINNER
BEST
OF CHAPEL HILL
2015
CHAPEL HILL

READERS FAVORITE
GOLD WINNER
BEST
OF CHAPEL HILL
2015
CHAPEL HILL



“We love Kidzu! Our daughter, now a preschooler, asks to come here almost every week. It was nice even when it was in a tiny space in the mall, but now that it’s in a bigger area, it’s so much better. There are multiple stations for kids to explore, including craft areas, science areas, and many different imagination areas.”

TripAdvisor Reviewer



We Got Awesome Reviews!

“I went with my cousins because it was a rainy day and once we entered they did not want to leave. There are tons of activities for children to do and lots of imaginative play. It was clean and had a lovely staff.”

Yelp Reviewer

2015 KIDZU TEAM

Now more than ever, communities are beginning to embrace the role children's museums provide in ensuring that every child has a chance to play, thrive in school & succeed in life.

Lisa Van Deman - Executive Director
Tina Clossick - Director of Operations
Kate Sullivan - Director of Development
Melanie Hatz Levinson - Creative Director
Deanna Patrick - School + Family Programs Manager
Candace M. King - Communications Manager
Molly Trask - Lead Designer, Exhibits + Graphics
Josh Wilson - Visitor Services Manager
Marcia Blackstock - Makery Manager
Michelle Leung - Executive Assistant
Mary-Katherine Scheppegegrell - Outreach Coordinator
Emily Chambliss - Field Trip & Programs Coordinator
Kelly Knapp - Museum Educator
Katie Hudson - Museum Educator

Makery Team:

Christy Parrish
Jade Loendorf
Geo Romero
Leah Heidelmeier
Tiffany Clark
Rose Cuomo
Sonya Demoulin
Aliyah Young
Shannon MacKenzie

Visitor Services Team:

Kailey Singleton
Kat Gregory
Faith Bauer
Landis Lee
Sydney Lewis
Sabrina Minney
Felicia Tse
Gerardo Alvarado
Ayashe Ramsey
Kristen Cubero
Rebecca Gibson

Interns:

Bailey Ryan
Selena Quinteros
Carson Rouse
Katie Krakow
Laura Thomason
Kendall Wagner

“All of the staff I interacted with were genuine and kind. They got down to the kids’ level and explained the rules but most importantly they told them to HAVE FUN!”

Yelp Reviewer

2015 SUPPORTERS

THANK YOU

KIDZU CHILDREN'S MUSEUM
IS GENEROUSLY SPONSORED BY
THE MICHAEL + AMY TIEMANN FAMILY
IN HONOR OF GRANNIE ANNIE

\$100,000 - \$249,999

THE NICHOLSON FOUNDATION

\$25,000 - \$49,999

BRYSON FOUNDATION LTD
THE JACKSON FAMILY

\$5,000 - \$9,999

DAVID, MARY, ELIZABETH + FRANCINE OLLILA
CHRIS + LESLIE BITSAS
TOM + SUSAN ROSS
WCHL + CHAPELBORO.COM*
ANONYMOUS

\$1,000 - \$2,499

SUNTRUST FOUNDATION	EDWIN + HARRIET POSTON
MATT + BOBBI HAPGOOD	JAMES + FLORENCE PEACOCK
JULIAN PRICE FAMILY FOUNDATION	BARBARA + JON HATZ
STROWD ROSES, INC	DAVID + KATHY CLEMMONS
SCOTT + ANNEISE HARDIN	MELISSA CAIN + MICHAEL WILDER
JENNIFER HULT	SOUTHERN VILLAGE PEDIATRIC DENTISTRY*
MARILYN J. AND L RICHARDSON PREYER	THE JOAN GILLINGS FAMILY
TOM AND LISA HAZEN	THE LITTLE SCHOOL*
THE CAROLINA CLUB	JIM ADAMS
CHARLES + LEANN BROWN	JAMES + BARBARA GOODMON
ALFREDO'S PIZZA VILLA	JULIA + FRANK DANIELS, JR. ENDOWMENT FUND OF TRIANGLE COMMUNITY FOUNDATION
LEROY LAIL	ANONYMOUS
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DONOVAN ZIMMERMAN	DRAPKIN CALIFORNIA CHARITABLE FOUNDATION
PATRICK + MILDRED LONG	
KELLEY KIRVEN	

\$250,000 +

THE OAK FOUNDATION
MADISON MARQUETTE

\$50,000 - \$99,999

MICHAEL + LAURA BRADER-ARAJE FOUNDATION
THE GRABLE FOUNDATION

\$10,000 - \$24,999

FITCH LUMBER COMPANY	WALTER + BETSY BENNETT
TALLMAN + JULIE TRASK	THE WELLS FARGO FOUNDATION
STEPHEN + SANDRA RICH	PROGRESSION CLIMBING

\$2,500 - \$4,999

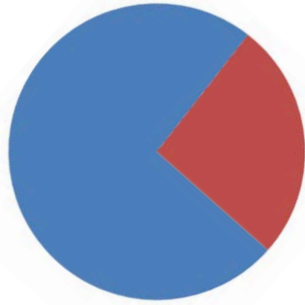
RICHARD + LYNDA BADDOUR
ALEXANDER + MEG JULIAN
KIM WHEATON
THE MCMICHAEL FAMILY FOUNDATION
JOHN + PAM ZORNICK

\$500 - \$999

THE MILLER FAMILY
HERSHEY & HEYMANN ORTHODONICS*
MAPLE VIEW
MOL ORTHODONICS*
RAY N. FREDRICK, JR.
MARCIA ANGLE + MARK TRUSTIN OF TRIANGLE COMMUNITY FOUNDATION
PRISCILLA TAYLOR
CLAIRE HORNE + ARIS BUINEVICIS
JOSEPHINE PATTON
PAT OGLESBY + MARY NORRIS
DAVID + LISA PRICE
ALFRED + LUCY LEACH
JIM + MARY SASSER
DONALD RORKE + MARY ANN VAN KAMPEN
WHOLE FOODS

*corporate members

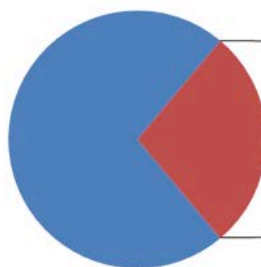
2015 BY THE NUMBERS



- Direct Support: Fundraising, Corporate Sponsorships, Individual Donations; Grants
- Earned Revenue: Admissions, Memberships, Fee Based Programs

In 2015, 74% of our revenue came from direct support (foundation, corporate and individual), 26% from earned revenue.

Admission and membership fees were increased on October 1, 2015. General admission is \$7.50 for ages 1 year and older. Basic 12-month membership for a family of four is \$115.



- Direct Support
- Earned Revenue
- Admission, Passes, Groups, Field Trips
- Memberships
- Fee Based Programs, Birthday Parties, Camps

KIDZU IN THE NEWS

Kidzu Children’s Museum goes full ‘STEAM’ ahead

“The echoes of children laughing and learning once heard in University Square will now live on in University Mall. After about a year of moving around to temporary locations, Kidzu Children’s Museum is opening its new Launch Pad Museum at University Mall”

- The Daily Tar Heel

Kidzu re-opens with new, larger “Launch Pad”

“If you’ve ever been to Kidzu Children’s Museum, you probably remember familiar exhibits such as the Gravitron and the Makery, but Director of Education Lisa Van Deman says the new Kidzu Launch Pad at University Mall is unlike anything that’s come before. ‘We’re 8,500 square feet of awesome.’”

- Chapelboro

Grant lets Kidzu add new bee-based exhibits, programs

“The hives will incorporate early math and literacy skills into gross-motor play. Children will build strength and coordination by climbing, stretching, and jumping. Both hives will be built from locally sourced wood and recycled scraps from Kidzu’s current exhibit space.”

- WRAL



Kidzu is intent on nurturing creativity and curiosity, providing family-based learning experiences and emphasizing the critical foundational skills that all kids need to be successful.

FUNDRAISING + DEVELOPMENT HIGHLIGHTS

1. April 11, 2015 -- We opened our innovative children's museum space, exceeding financial projections and serving upwards of 70,000 visitors in its first 9 months.
2. May 2015 -- We met the \$250,000 fundraising match for the first of three final tranches from the Oak Foundation's \$1.5m challenge grant.
3. May 2015 -- We established media partnership with WCHL and produced a series of promotional spots promoting Kidzu's grand opening and summer camps.
4. October 2015 -- We received \$10,000 from the Burt's Bees Greater Good Foundation for Kidzu's first outdoor exhibit: THE FRONT YARD: Kidzu's Outdoor Learning Garden (set to launch in Summer 2016)
5. November 2015 -- We received \$100,000 grant from Grable Foundation to continue maker education and STEM programming.
6. November 2015 -- Through the establishment of the Susan Ross Education Fund, we raised \$50,000 for literacy and accessibility initiatives.
7. December 2015 -- We established the Winter Wonder Workshop - an annual holiday program fundraising event.
8. We held three fundraising events raising a total of \$75,000:
 - VIP opening event April 17, 2015
 - Silverspot movie event October 21st, 2015
 - Fall Benefit establishing the Susan Ross Education Fund, November 13, 2015

ESTABLISHING THE SUSAN ROSS EDUCATION FUND



On a warm and breezy evening in November, Kidzu introduced the Susan Ross Education Fund at its fall fundraising benefit hosted by Tom and Susan Ross at the UNC President’s House.

During the evening award-winning designer Alexander Julian spoke about his journey designing the Tar Heel basketball uniform, relating his process to the creative problem solving skills Kidzu inspires in young children. Mr. Julian also donated a collection of his signature red wine, which was sold at the event to raise additional funds.

More than 75 people joined the Museum Board of Trustees in celebrating Susan Ross and the vision of Kidzu in the local community. We are thrilled to announce we raised over \$50,000 to establish the fund.

The Susan Ross Education Fund will support a host of innovative museum programs and activities for children 0-10 years, their families and caregivers. With special focus on underserved children, the Susan Ross Education Fund will help make Kidzu accessible for all.

THE SUSAN ROSS EDUCATION FUND WILL DIRECTLY SUPPORT:

- MONTHLY “FREE SUNDAY” ACCESS FOR UNDERSERVED CHILDREN AND COMMUNITY GROUPS.
- NO-COST FIELD TRIPS FOR TITLE ONE & HEAD-START/SMART START CLASSROOMS.
- WEEKLY STEM (SCIENCE, TECHNOLOGY, ENGINEERING & MATH) PROGRAMS FOR EARLY LEARNERS.
- SUMMER CAMP SCHOLARSHIPS FOR UNDERSERVED CHILDREN.
- DAILY ARTS AND LITERACY PROGRAMS FOR CHILDREN AND FAMILIES.



Pictured: Tom Ross, Susan Ross, Congressman David Price



Pictured: Alexander Julian



Pictured: Ray Fredrick, Patricia Fredrick, Meagan Julian, Alexander Julian



Pictured: Melissa Cain, Renee Price, Delores Bailey, Missy Julian-Fox, Meagan Julian

COMMUNITY FRIENDS AND EVENTS

Community Partners

University Place
American Dance Festival
Southern Village Pediatric Dentistry
UNC Hospital School
University of North Carolina at Chapel Hill
NC State University
Duke University
Durham Bulls
Carrboro Farmers' Market
Chapel Hill Farmers' Market
Town of Carrboro
Town of Chapel Hill
Chapel Hill-Carrboro City Schools
Safe Kids Orange County
Chapel Hill Public Library
NC Symphony
Chapel Hill Fire Department
Hargraves Community Center
Maple View Farms
NC Botanical Gardens
Bouncing Bulldogs
YogaJoy
Pink Heals Triad
Silverspot Cinema
Girls Engineering Change
FRANK Gallery
Morehead Planetarium
123 Puppetry
Bricks 4 Kidz
Chapel Hill Quest Martial Arts
Orange County Partnership for Young Children
Paperhand Puppet Intervention
UNC Health Care
Flip 4 Kids
Mi Escuelita
Boy Scout Troop 39
Mad Science

Outreach Events

Summer Camp Fair
Healthy Smiles Event
Teddy Bear Clinic
ASK Conference
Pasta With Purpose
UNC Science Festival
Touch-A-Truck
Durham Bulls Education Day
Seedling Day at Carrboro Farmers Market
Rashkis Raptor 5K
Carrboro Day
Summer Safety Fair
Chapel Hill Library Summer Reading Kickoff
Tomato Day at Carrboro Farmers Market
North Carolina Symphony Instrument Zoo
University Place Summer Concert Series
Chapel Hill Fire Dept. Fire Safety Puppet Show
Pink Heals
University Place Back to School Expo
Hargraves Good Neighbor Block Party
Maple View Family Fun Day
Wonderfest
Southern Village Festival at the Park

Community Artists

Jim Adams
Kelley Kirven
Beatrice Ruggeri
Sandra Elliott
Poetry Fox
Jeannette Brossart
Lew Graham
Gordon Jameson
Nerys Levy
Charlie White
Donovan Zimmerman



“Whenever the Kidzu staff invites the Bouncing Bulldogs to perform at any function we’re so excited to say, ‘Yes!’”

Coach Ray Fredrick, Bouncing Bulldogs



WHAT TO EXPECT IN 2016

Kidzu celebrates its 10th birthday on March 6, 2016. In honor of 10 years of purposeful play, Kidzu has launched its “Power of 10” fundraising initiative, with the goal of raising \$100,000 through a number of special events and activities.



Two annual special events anchor Kidzu’s fundraising efforts:

MAY 20, 2016
KIDZU’S SPRING BENEFIT
SPARK: IGNITE THE NIGHT

NOVEMBER 2016
SUSAN ROSS EDUCATION FUND
FALL BENEFIT

ASSOCIATION OF CHILDREN'S MUSEUMS

Kidzu staff will present at the annual international children’s museum conference, this year held in Stamford, CT. Lisa Van Deman, Executive Director and Melanie Hatz-Levinson, Creative Director, will make a presentation entitled “Concept, Creation and Beyond: Growing Your Children’s Museum”, which examines Kidzu’s unique process of engaging master planning services and working exclusively with the local community and the differences in outcome for the Kidzu project.

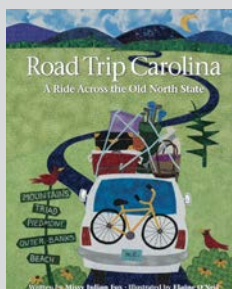
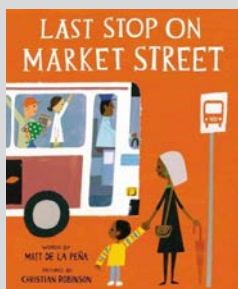
Kidzu will launch a series of adults-only museum after-hours events beginning Spring 2016.



Guests at Kidzu’s Crafter Dark will enjoy food, drink, games and good times! All proceeds benefit the museum’s annual fund. Kidzu will host three Crafter Dark events through 2016!

BOOK BUZZ! Kidzu’s Book of the Month

Made Possible by The Susan Ross Education Fund

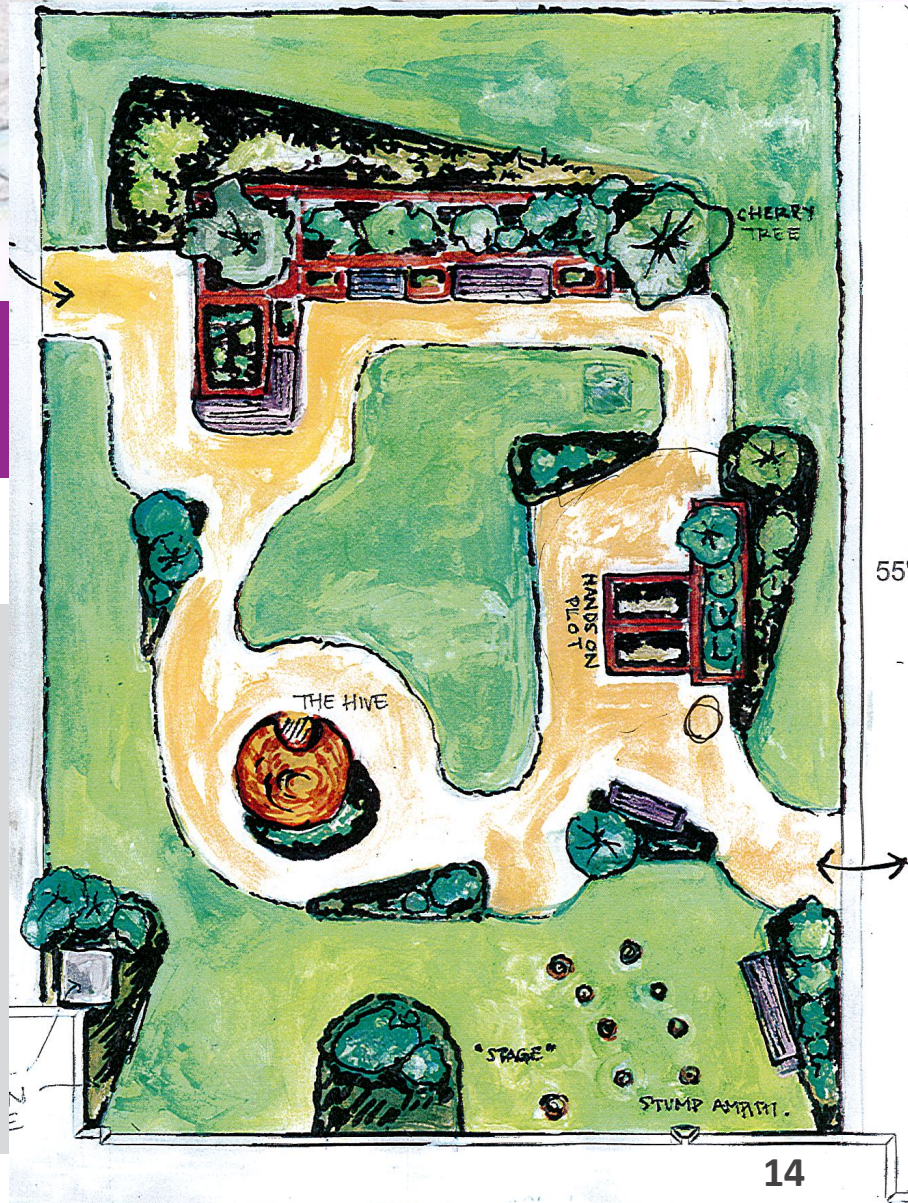


Kidzu is excited to announce *Book Buzz!* Kidzu’s featured Book of the Month in our Book Nook. These monthly selections will include readings by local authors and extension activities to inspire little ones to bring the books to life in our Makery! Our inaugural stories will be *Road Trip Carolina* by Missy Julian Fox & Elaine O’Neil and *Last Stop on Market Street* by Matt de la Pena.



NEW POLLINATOR EXHIBITS

The Front Yard: Kidzu's Outdoor Learning Garden and an indoor beehive dramatic play exhibit will open late Spring 2016. Both are sponsored in part by Burt's Bees Greater Good Foundation. The learning garden will address the important role pollinators play in the health of our environment and feature a wide variety of pollinator-friendly plants native to North Carolina. The garden will be accessible to the public as well as to museum visitors, allowing Kidzu greater ability to impact the well-being of our local population. In addition to being a beautiful and safe destination for local families, this learning garden will become the location for many of our existing and planned programs.



THANK YOU
FOR SUPPORTING
A DECADE
OF PURPOSEFUL PLAY.



CHAPEL HILL • CARRBORO

KIDZU
CHILDREN'S MUSEUM

University Place • 201 S. Estes Drive
Chapel Hill, NC 27514 • (919) 933-1455
www.kidzuchildrensmuseum.org

HOURS

Tuesday-Saturday 10am-5pm
Sunday 1pm-5pm
Closed Monday

ADMISSION

Adults: \$7.50
Children 12 months +: \$7.50
Free for children under 1