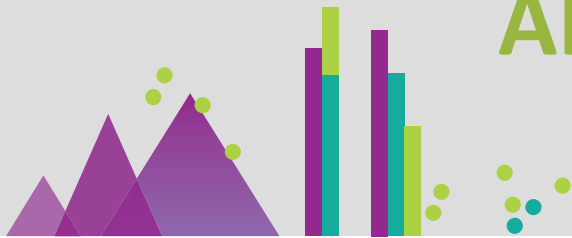
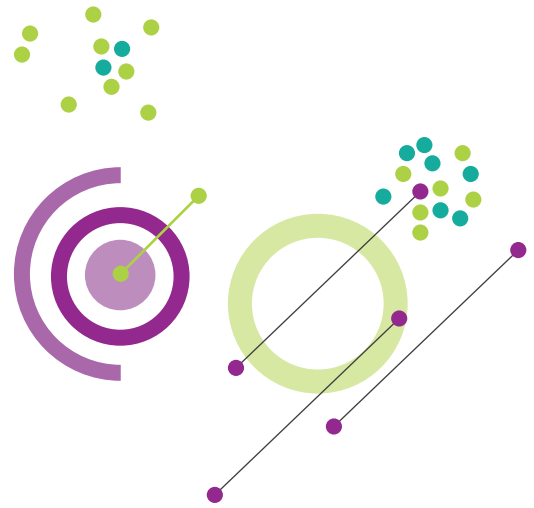


2017

ANNUAL REPORT





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Pam Zornick

Dear Kidzu Friends,

We are so proud to share Kidzu's 2017 Annual Report outlining all we accomplished this year! *Play is Universal* was our theme and thanks to the generosity of our community, we were able to expand our visitor experience to provide an extensive menu of no cost learning opportunities to over 10,000 participants. From our monthly Open Access Sundays, to monthly Adaptive Playdates for families with special-needs children; from translated interpretive materials for our Spanish and Mandarin speaking visitors, to visitor passes and family memberships to welcome recently transplanted refugee families, Kidzu continues to broaden its reach and establish its position as a truly inclusive community hub.

Research has shown that high quality, playful educational experiences are especially important in children's early years when an exceptional amount of brain development and learning takes place. Kidzu provides just such necessary early learning experiences with a focus on family engagement. We strive to make Kidzu accessible to all members of our community, helping *all* children reach their full potential.

The museum continues to lay the groundwork for its future growth. Our vision has always been to create a right-sized children's museum to best serve children infant to teen and all families in our rapidly growing region. As we move ahead with turning our vision into reality, we build upon a solid foundation of innovation and community impact, creating accessible experiences for children and families that best represent Chapel Hill's reputation for educational excellence.

Thank you to all who helped make 2017 extraordinary!

Warmest regards,

Lisa Van Deman
Executive Director



Museum Circle

Todd Boyette
Ken and Margie Broun
Woodrow and Catharine Burns
Anthony Carey
Peggy Richmond and Moses Carey
Maggie Connolly
Leesie Guthridge
Betty Kenan
Howard and Lillian Lee
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DG and Harriet Martin
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James and Susan Moeser
Sharon Palsha
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Josh and Robin Gurlitz
Lorna and Bill Chafe
Hans Flinch and Nan Nixon
Sallie Shuping-Russell and Ed Spence
Robyn Smith
Tom Kenan
Stanley and Marion Robboy
Samia and Mohamed Serageldin
Abdullah and Asuman Antepi

2017 BY THE NUMBERS

\$342,932

Earned Revenue

\$505,538

Contributed Income

\$64,396

Government Support

\$1,011,079

Expenses

Income

Donations +
Government
Support

60%

40%

Earned
Revenue

Earned Revenue

Programs

9%

Memberships

15%

Admissions

16%

Expenses

Fundraising

7%

Operations

39%

Programs

54%

Community Impact

Earned revenue
is up another
4%
in one year!

Kidzu collaborates
with over
150
academic and
community partners

Kidzu serves
90,000
visitors annually

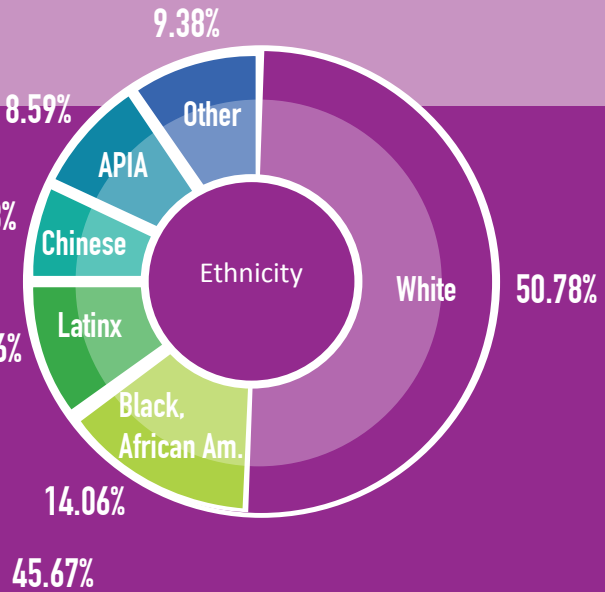
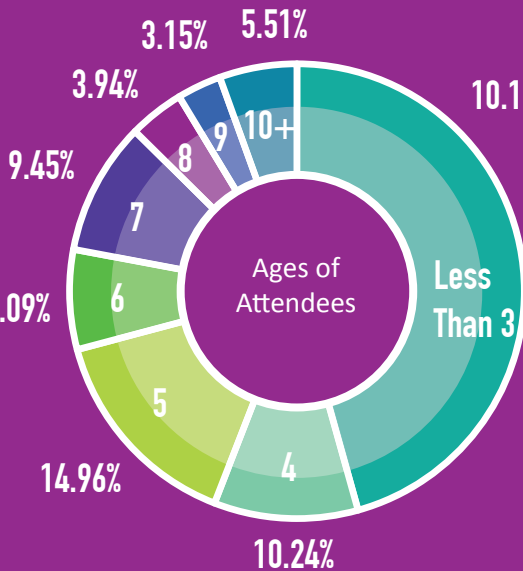
Kidzu serves
more than
4,000
kids through
community events

Kidzu Children's Museum inspires children and the adults in their lives to learn through creative, purposeful play.



OUTREACH

Pay What You Can



The first Sunday of each month is Open Access/ Pay What You Can Admission Day. This day is specifically designed to make Kidzu accessible to all, regardless of ability to pay.

Visitor Statistics

9.5%

% Special Needs (Physical or Emotional)

3.9

Average # of People per Household

29.13%

% Free or Reduced Lunch

\$50,000

Average Household Income

Outreach Statistics

31

Community Events Attended

3,600

Families Reached through Outreach Efforts

2017 Community Partners

- Alban Elved Dance Company
- American Cleft Palate-Craniofacial Association
- American Dance Festival
- Babies on the Move
- Baker, Leslie (Artist)
- Barrskill Dance Theatre
- Behr, Emily (Kids Yoga with Emily)
- Berner, Andy (Artist)
- Book Harvest
- Bountiful Backyards
- Bouncing Bulldogs
- Bricks 4 Kidz
- Brosart, Jeanette (Artist)
- Carolina WISE
- Town of Carrboro
- Carrboro Farmers Market
- Town of Chapel Hill
- Town of Chapel Hill Parks and Recreation
- Chapel Hill-Carrboro Chamber of Commerce
- Chapel Hill Farmers Market
- Chapel Hill Fire Department
- Chapel Hill Public Library
- Chapel Hill Quest Martial Arts
- Cheek, Kerry (Scientist)
- Delta Sigma Pi, UNC Business Fraternity
- Disappearing Frog Project
- Duke University Molecular Genetics and Microbiology
- Durham Children's Pediatric Therapy
- Durham Bulls
- El Centro Hispano
- Ella Baker Womens Center
- Equip 2 Thrive
- Feelin' DNA
- Fit4Mom
- Flip4Kids

- The Frame and Print Shop
- FRANK Art Gallery
- Girl Scouts of America
- Girls Engineering Change
- Glee Kids
- Hargraves Community Center
- Heppert, Jennifer (Scientist)
- Helping Hand Project
- HYPE UNC
- Immunity's Forge Blacksmiths
- Jammin' Baby
- Jones, Adam (Author)
- Kalisher
- Kindermusik
- Levy, Neysr (Artist)
- Light Up Lantern Festival
- Mad Science
- MakNet
- Maple View Ice Cream
- McGreevy, Kristen (Scientist)
- Morehead Planetarium and Science Center
- North Carolina Botanical Gardens
- North Carolina Science Festival
- North Carolina State University Center for Aquatic Ecology
- Orange County Beekeepers Association
- Orange County Early Head Start
- Orange County Health Department/Health Carolinians
- Orange County Partnership for Young Children
- Palmatier, Bob (Scientist)
- Paperhand Puppet Intervention
- Parrish, Dan (Author)
- Parrish, Susan (Artist)
- Pink Heals

- PlayMakers Repertory Company
- PlayWell LEGO Engineering
- PORCH
- Puppet Show Inc.
- Red Hen Boutique
- Richards, Amy (Artist)
- The Rock Shop
- Ruggeri, Beatrice (Artist)
- Ryan, Bailey
- Safe Kids Orange County
- School of Rock
- Shimmer Light Festival
- Silverspot Movie Theatre
- Stewart, Hannah (Artist)
- Snapology
- Southern Season
- Southern Village Pediatric Dentistry
- Supergraphic Screen Printing
- Taylor, Josh (Artist)
- Topo Distillery
- Touch a Truck
- Tyroler, Barbara (Artist)
- UNC Farm
- University of North Carolina School of Education
- University of North Carolina School of Mass Communications and Journalism
- University of North Carolina School of Medicine
- University of North Carolina Program in the Humanities
- University Place
- Wallace, Daniel (Author)
- Wentworth & Sloan Jewelers
- Yoga Joy
- Zim Zoom

Inclusiveness is at the heart of everything Kidzu stands for. Throughout 2017 we created new strategies for deepening our outreach efforts to underserved communities and fostering engagement with special-needs families.



Play is Universal Exhibit at FRANK

In partnership with FRANK Art Gallery and local photographer Barbara Tyroler, Kidzu created an exhibit capturing many ways the museum serves the children and families of our diverse community. Works were on display throughout October in the Michael and Laura Brader-Araje Gallery.

Play for All

We added several new exhibit elements and programs designed to meet the needs of diverse learners:

Adaptive Playdates - monthly sensory-friendly private evenings for families of special needs children

Early Openings - made available for children with immune-deficiencies who aren't able to enjoy Kidzu during busy operating hours

Bee Accessible - weekly no-cost outdoor programming in our public learning garden

Discovery Packs - to dig deeper into outdoor learning themes

You Say Tomato, I Say Tomato - multi-lingual learning resources and regularly scheduled story times in Spanish and Mandarin

Girl Power - middle school girls collaborated with Kidzu and UNC's Girls Engineering Change for 8-weeks of after-school S.T.E.M. learning

Tech it Up - Kidzu added a number of technological elements to our exhibits to help children with varying abilities, including a new audio station in our Book Nook, new shadow station in our Forest Theater, and a new traffic light in our Makery to help with visual cues and social narrative

Come One, Come All - Kidzu offered scholarships for summer camp and after school programs, no cost field trips for Title One Schools, monthly "open access" museum days, no cost weekly Summer on the Stage music and dance programs, and no cost S.T.E.M. outreach to area community centers



play is universal

Play Summit 2017

Kidzu hosted the 2017 Play Summit for professionals from children's museums, science centers and other learning environments throughout North and South Carolina. Members from 15 institutions participated in a daylong workshop focused on inclusion and accessibility.



Refugee Fundraiser

Thanks to individual donations, Kidzu provided admission passes and family memberships to transitioning refugee families from Syria, the Congo and Burma.

248

Visitor passes

10

Annual memberships

Spreading the Word

- **Presented** at the Environmental Educators of North Carolina annual conference and at the Association of Children's Museums annual conference in Pasadena, CA
- **Published** a lengthy article about our outdoor learning garden in the National Association of Children's Museum's *Hand to Hand* quarterly journal

2017 Kidzu Team

Administration

Lisa Van Deman - Executive Director
Melanie Hatz Levinson - Creative Director
Kate Sullivan - Development Director
Michelle Leung - Administrative and Development Coordinator

Communication

Candace King - Communications Manager
Lily Gavazov - Marketing and Media Assistant
Caroline Coyle - Graphic Designer

Exhibits

Molly Trask - Lead Designer, Exhibits and Graphics
Bailey Ryan - Exhibits Assistant
Sabrina Minney - Exhibits Coordinator

Education

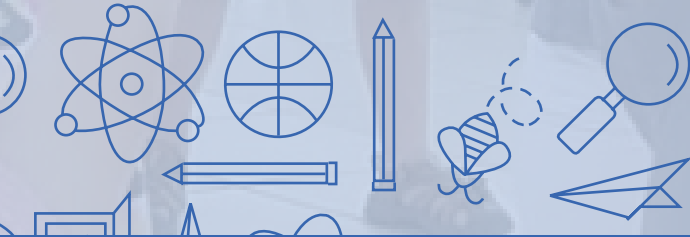
Deanna Patrick - Manager of School and Family Programs
Katie Hudson - School and Family Programs Coordinator
Rose Bequet - Community Outreach and Special Programs Coordinator
Elena Lindstrom - Health and Wellness Program Lead
Christy Parrish - Early Childhood Program Lead
Kelly Knapp - Program Lead
Kelly Cosby - Outdoor Education Program Lead
Joe Bullock - Summer Camp Lead
Jones Bell - Special Programs, Birthday Party Facilitator
Leslie Nguyen

Visitor Services

Kailey Singleton - Visitor Services and Membership Manager
Elisabeth Suttée - Museum Manager
Landis Lee - Volunteer and Birthday Party Coordinator
Trieshe Jones - Birthday Party Assistant
Sarah Margaret Christy
Sydney Lewis
Rhiannon Williams
Megan Bullock
Aniya Bourne
Julia Waters
Darius Johnson
Abby Ward
Emily Johnson

Makery

Marcia Blackstock - Makery Manager
Jarrett Grimm - Makery Manager
Emma Moore - STEM Program Lead
Danae Soler
Isabel Hutchens
Adriana Burkins
Thilini Weerakkody
Michael Humes
Sarah Keen
Coleman Breen
Tim Leung
Sonya Demoulin
Clare Fisher
Jason Blyskal



Volunteers

We had 118 volunteers at Kidzu this year, for a total of 2,835.5 volunteer hours—nearly 7 times more than in 2016! The hours clocked by volunteers equates to 3 part-time staff members. In June and July, our Summer Volunteer Program helped 71 local high school volunteers reach required and optional service hours during their summer break.

7 times more
than in 2016!

2,835.5
volunteer hours

118
volunteers



Media Mentions

**Kidzu wants to grow.
Here's where it might go**
-The Herald Sun

June 26, 2017

"Kidzu now serves 90,000 people a year"

"Special programs are offered for low- and moderate-income children and those who speak Spanish, Mandarin and Karen, a language from Burma (Myanmar)."

Kidzu to offer extended hours
-WRAL

May 29, 2017

"This is in response to members and visitors, who expressed wanting to be able to spend more family time together at the museum, but, as working parents, aren't able to visit other than weekend days,"

Kidzu offers sensory friendly play
-WRAL

April 18, 2017

"The program is designed for kids ages 0 to 8 with special needs. Siblings also are invited to attend. During the event, families will be able to explore the hands-on exhibits without the noise and stimulation that comes during busy open hours."

Play to Learn: Kidzu Children's Museum
-Chapel Hill Economic Development

July 11, 2017

"The name is a play on kudzu, a southern plant known for its rapid proliferation. It climbs and coils while accepting natural challenges with élan—all of which is a perfect metaphor for what goes on at Kidzu."

Kidzu's biggest challenge is making sure everyone has access to their services. They recently did a campaign to connect with local Karen and Syrian refugees. They also regularly put on events in various languages to serve non-English speakers.

Build mountains, dig valleys in Kidzu's 'augmented reality' sandbox
-WRAL

January 31, 2017

"Museum visitors can build mountains or deep ravines with an 'augmented reality' sandbox, which uses kinetic sand and technology to create a 21st century take on the old playground standby.

Kinetic sand is that mushy, moldable stuff that you can buy in toy stores. As you move the sand around to form mountains and valleys, topography software measures the height of the sand and projects different colors onto it based on the sand's elevation."

THANK YOU

TO 2017 DONORS

9th Street Bakery
Heather Adkins and Guadalupe Torres
American Party Rentals
Mary Andersen
Jessica Anderson and Karthik Shyam
Marcia Angle and Mark Trustin Fund of Triangle Community Foundation
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Naomi Slifkin and Glenn Withrow
Shawn Slome
Graham Smith
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Wild Bird Center
William Travis Jewelry
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Thomas Wolf
Lisa and Robert Yanez
Stacey and Mark Yusko
Will Yusko
John and Pam Zornick

CONNECT WITH US

Kidzu Children's Museum
201 S. Estes Drive
Chapel Hill, NC 27514

www.kidzuchildrensmuseum.org
info@kidzuchildrensmuseum.org
(919) 933-1455

 www.facebook.com/Kidzu

 @kidzucm

 @kidzucm



What are people saying?

"This place is wonderful. Staff is always incredibly friendly and the programs are top-notch."

—Will Lloyd, June 13, 2017

"There is always something new to see, learn, and do."

—Justin Bowman, March 17, 2017

"My son (who is on the spectrum) had a great time and I like that it's small and has lots of hands on activities!"

—Penelope Gatlin, May 13, 2017

"The staff is splendid. We're so happy to be a part of their community."

—Donna Benjamin, February 22, 2017

"The kindness of your staff literally made me tear up!"

—Lauren Glenn, September 12, 2017

Hours

Tues - Sat: 10 AM - 5 PM

Sunday: 1 PM - 5 PM

Extended hours on

Wednesdays until 7 PM



Photographs by Barbara Tyroler and Lily Gavazov

