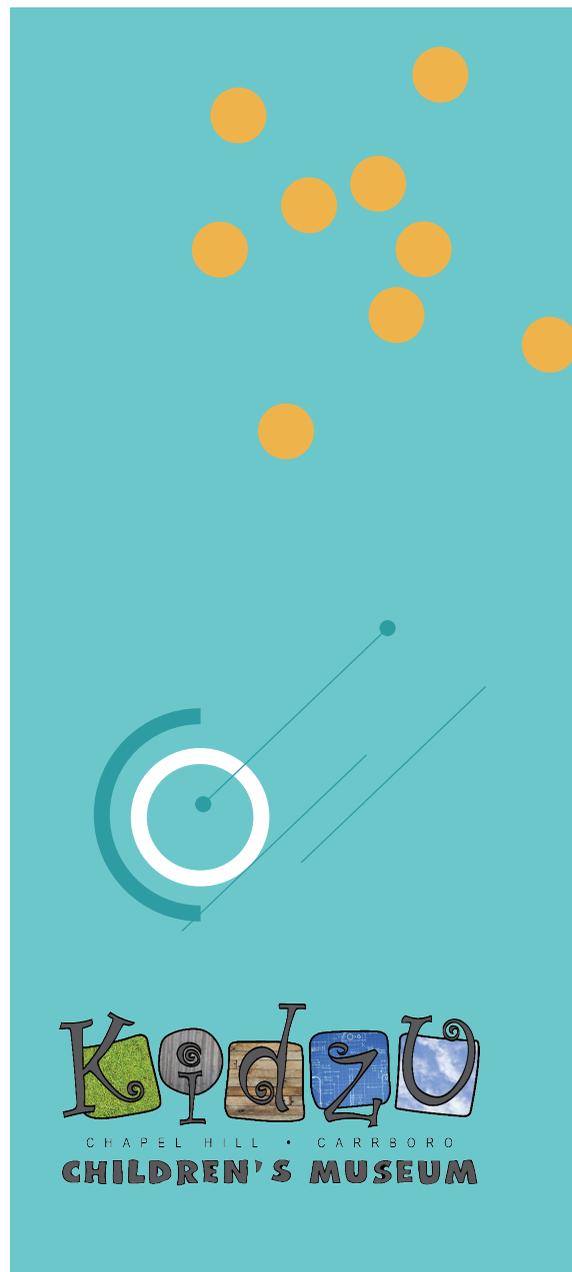


Kidzu Children's Museum:
Telling the Story of 2018

2018

Annual Report



Kidzu
CHAPEL HILL • CARRBORO
CHILDREN'S MUSEUM

2018 KIDZU BOARD OF DIRECTORS

Melissa Cain, *Chair*
Lisa Price, *Vice Chair*
Tommy Sikes, *Treasurer*

Jennifer Jackson, *Secretary*
Betsy Bennett, *Past Chair*
Alfred Leach, *Member-at-Large*

Delores Bailey
Elaine Foster
Ray N. Fredrick, Jr.

Annelise Hardin
Pat Heinrich
Steve Hess

Lisa Kaylie
Mark Kleinschmidt
Valerie Merriweather

Scott Morris
Amanda Miller
Barbara Wiedemann
Pam Zornick

With focus on STEM, the arts, child health and emerging literacy, Kidzu Children's Museum inspires children and the adults in their lives to learn through creative, purposeful play.

Dear Kidzu Friends,

As I read through our list of accomplishments for 2018, I was truly struck by the breadth of our work this year in service to the children and families of our diverse community. From new learning opportunities for our very youngest community members, to rigorous STEM after-school programs connecting middle school girls to real-world innovation, to long-term learning and mentoring programs for college students to after-hours play-to-learn events for grown-ups, Kidzu continues to promote life-long learning and live its mission as a "community-centric" museum – a museum for all.

Children's museums continue to be the most rapidly growing segment of the museum industry, and counties throughout North Carolina are investing heavily in new museum projects. In 2018, Kidzu made critical strides towards achieving its long-term vision to create a right-sized children's museum to best serve children infant to teen and all families in our rapidly-growing region. A planning grant from the Kenan Charitable Trust has fueled our work to engage community stakeholders and plan targeted outreach to those members of our community who need us the most. In 2019, we will launch a community "pop-up" museum to reach families beyond Chapel Hill/Carrboro and learn from them how a larger museum could best address their needs. I have no doubt that next year, we'll look back in amazement at all we were able to accomplish!

Thank you to all who helped make 2018 extraordinary!

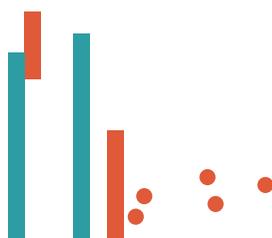
Warmest regards,



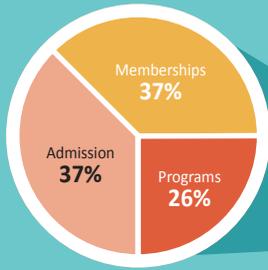
Lisa Van Deman
Executive Director

MUSEUM CIRCLE

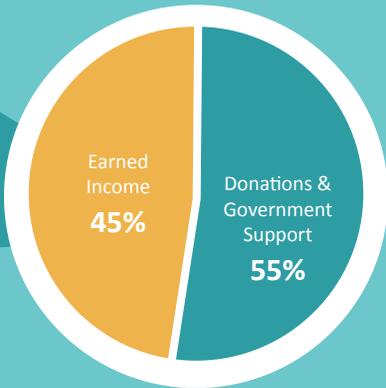
Abdullah and Asuman Antepli
Todd Boyette
Ken and Margie Broun
D.R. and Fran Bryan
Catharine and Wood Burns
Anthony Carey
Moses Carey and Peggy Richmond
Lorna and Bill Chafe
Maggie Connolly
Josh and Robin Gurlitz
Leesie Guthridge
Betty Kenan
Tom Kenan
Howard and Lillian Lee
Joel Levy
DG and Harriet Martin
Rep. Graig and Jen Meyer
Jon Mills
James and Susan Moeser
Nan Nixon and Hans Flinch
Sharon Palsha
Florence and Jim Peacock
Stanley and Marion Robboy
Susan and Tom Ross
Bill Ross and Susan Gravely
Jim and Mary Sasser
Samia and Mohamed Serageldin
Mark Sherburne
Sallie Shuping-Russell and Ed Spence
Robyn Smith
Amy and Michael Tiemann
Barbara Tyroler and David Cooper
Roger and Ann Waldon
Rosemary and Gary Waldorf



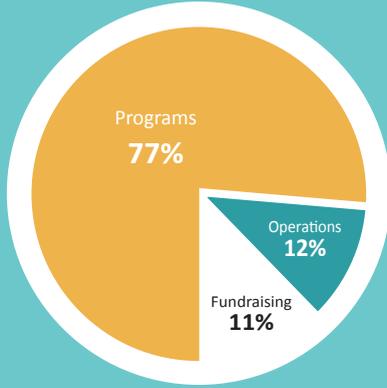
2018 BY THE NUMBERS



EARNED INCOME BREAKDOWN



INCOME



EXPENSES

\$375,950

EARNED REVENUE

\$459,317

CONTRIBUTED INCOME

\$48,282

GOVERNMENT SUPPORT

\$833,211

EXPENSES



KIDZU IN THE NEWS

KIDZU WINS \$91,000 GRANT TO BOOST ITS NATURE AND OUTDOOR PROGRAMS FOR KIDS
WRAL 9.27.2018

Kidzu Children's Museum has won a major grant to help it build more inclusive and accessible learning experiences at the museum to better serve non-English speaking community members and extend its outreach programming. Kidzu's grant will provide the museum with \$91,650 over two years to make updates to its Kidzu Naturalist Project and outdoor learning garden.

TAKE THE KIDS: 50 MUST SEE STOPS ACROSS RALEIGH, DURHAM, TRIANGLE WHEN YOU'RE ENTERTAINING OUT OF TOWN GUESTS
WRAL 11.25.2018

Great for kids under 10, Kidzu Children's Museum in University Place offers indoor and a little bit of outdoor fun with a variety of exhibits and programs. Naturalist Project and outdoor learning garden.

Earned revenue is up 5% in one year!

Donations provided over 100 program scholarships

Kidzu serves more than 4,500 kids through community events

Kidzu serves more than 90,000 visitors annually

THE 2018 KIDZU TEAM

Lisa Van Deman - Executive Director
Kate Sullivan - Development Director
Melanie Hatz Levinson - Creative Director

COMMUNICATION

Candace King - Communications Manager
Caroline Coyle - Graphic Designer
Mary-Katherine Scheppegegrell - Marketing Assistant
Lily Gavazov - Marketing & Media Assistant
Keely Parrish - Marketing Intern

EDUCATION

Deanna Patrick - Manager of School and Family Programs
Katie Hudson - School and Family Programs Coordinator
Special Programs Lead
Kelly Cosby - Outdoor Programs Assistant
Gwen Maller - Cooking Programs Lead
Jones Bell - Programs Assistant
Stephen Xiao - Programs Intern
Danielle Bruce - Human Development and
Family Studies intern
Emilie Fallon - Human Development and
Family Studies intern
Sarah Grace Patton - Human Development and
Family Studies intern

OUTREACH

Rose Bequet - Community Outreach &
Special Programs Coordinator
Christy Parrish - Community Relations &
Public Programs Coordinator, Literacy Programs Lead
Leticia Tuset - Social Justice APPLES Intern

MAKERY

Jarrett Grimm - Makery Manager; Lead STEM Educator
Danae Soler - STEM Programs Lead & Makery Fellow
Michael Humes - PNO Program Lead & Makery Fellow
Isabel Hutchens-LaPrelle - Garden Programs Lead &
Makery Fellow
Adriana Burkins - Arts Programs Lead & Makery Fellow
Emma Moore - STEM Programs Lead & Makery Fellow
Rachel Maguire - Programs Assistant & Makery Fellow
Mia Jamison - Programs Assistant & Makery Fellow
Harmony Simpson - Programs Assistant & Makery Fellow
Bekah Freed - Programs Assistant & Makery Fellow
Ashlyn Steelman - Programs Assistant & Makery Fellow
Ryan Brownlow - Makery Fellow
Thilini Weerakkody - Makery Fellow
Brian De La Cruz - Makery Fellow
Victoria Batts - Makery Fellow

VISITORS SERVICES

Kailey Singleton - Visitor Services & Membership Manager
Sabrina Varney - Exhibits & Visitor Services Coordinator
Adult Programs & Facility Rentals Lead
Trieshe Jones - Birthday Party Coordinator &
Visitor Services Associate
Elena Lindstrom - Visitor Services Associate &
Health and Wellness Lead
Joe Bullock - Visitor Services Associate & Programs Assistant
Sarah Margaret Christy - Visitor Services Associate
McKenna Gramzay - Visitor Services Associate
Nicole Vargas - Visitor Services Associate
Elsemarie Mullins - Visitor Services Associate
Briseydi Castro Perulero - Visitor Services Associate
Keelin Hunter - Visitor Services Associate
Megan Bullock - Visitor Services Associate
Julia Waters - Visitor Services Associate
Emma Lanford - Visitor Services Associate
Lily Rao - Visitor Services Associate & Makery Fellow
Elizabeth Herrera - Visitor Services Associate &
Programs Assistant

DEVELOPMENT

Vanessa Rivero - Development Intern

ADMINISTRATION

Michelle Leung - Administrative & Development Coordinator
Elisabeth Suttee - HR & Administration Manager



“

**It's a great way to keep the kids
busy and their imaginations going!**

MAEQUETTAT M.
GOOGLE REVIEWER





SUCCESSES AND AWARDS IN 2018

In 2018, Kidzu celebrated many high points. A few notable successes and awards include:

In May, the **KENAN CHARITABLE TRUST AWARDED KIDZU A \$75,000 GRANT** to begin planning for the new museum. Funds supported listening sessions with the community, collaboration with local thought leaders, and the implementation of community pop-up museums in 2019.

In May, Kidzu won **THE CHAPEL HILL-CARRBORO CHAMBER OF COMMERCE BUSINESS EXCELLENCE COMMUNITY IMPACT AWARD**. This award acknowledged the community initiatives and partnerships that are at the heart of Kidzu's professional practices.

Also in May, Kidzu was honored to host over 50 museum professionals from children's museums throughout the world on a study tour of our museum as part of the annual **ASSOCIATION OF CHILDREN'S MUSEUMS CONFERENCE**, this year held in Raleigh, NC. Museum leaders from the US as well as Germany, China, and the Philippines participated and learned about the creation of Kidzu's thoughtful and innovative visitor experience.

In June, the Chapel Hill Mayor and Town Council voted unanimously to sign a letter of intent and move forward with Kidzu to **CONFIRM THE FEASIBILITY OF LOCATING KIDZU'S PERMANENT HOME** on 2.3 acres of town owned property at the southern gateway to Chapel Hill fronting the Southern Village community.

In September, Kidzu received its **FIRST FEDERAL GRANT AWARD THROUGH THE INSTITUTE OF MUSEUM AND LIBRARY SERVICES "MUSEUMS FOR AMERICA" PROGRAM** for a proposed multilingual outdoor learning project. The two-year award will support self-directed learning opportunities for kids and families of all ages, including non-English speaking families.

In December, UNC-Chapel Hill's APPLE Service Learning program awarded Kidzu its **APPLES COMMUNITY PARTNER EXCELLENCE AWARD**. Each year, Kidzu hosts four UNC-Chapel Hill undergraduate students for a semester and supports multiple learning opportunities to supplement their undergraduate studies.



PROGRAMS AND COMMUNITY PARTNERSHIPS

KIDZU OFFERS A RICH MENU OF FREE ENRICHMENT ACTIVITIES AND REDUCED PRICE ADMISSION PROGRAMS FOR THE COMMUNITY.

PAY WHAT YOU CAN SUNDAYS WELCOMED 3,250+ VISITORS IN 2018. PWYC Sunday is our monthly donation based admission day at the museum. All are welcome!

We launched our new **“FIRST-TIME PARENT” MEMBERSHIP** in preparation of adding more programming for babies in 2019. This offers new parents whose child is under 1 a complimentary 6-month membership to Kidzu free of charge to learn about our space and network with families from their community.

Our **NEW EXTENDED HOURS** on Wednesdays was a hit! After a full year of offering weekly extended hours, we’ve seen a substantial increase in families and play dates attending our Wednesday evenings.

ADULT EVENTS - we hosted five adult events throughout 2018 ranging from Galentine’s Day to our annual Halloween Party. These fun and engaging events established Kidzu as an exciting event venue and raised funds to support Kidzu’s exhibits and programs.

In 2018 we added both **SPANISH & MANDARIN STORYTIMES** led by native speakers/preschool teachers Veronica Colorado and Wei Song.

For the fourth year in a row, we hosted **“SUMMER ON THE STAGE” WITH AMERICAN DANCE FESTIVAL**, and provided four free performances of community-centered interactive music-making and participatory performances.

We partnered with **ORANGE COUNTY PARTNERSHIP FOR YOUNG CHILDREN** for a STEM night filled with fun, interactive STEM activities throughout the museum and a special bilingual parent program called “ Why STEM Matters.”

We also partnered with OCPYC and the **UNC SCHOOL OF EDUCATION MAT PROGRAM** to host 2 Read-a-Loud-a-Thons with hourly storytimes and opportunities to sign families up for the Dolly Parton Imagination Library, which sends a free book each month to participating children.

We continued our successful partnership with UNC Chapel Hill student organization **GIRLS ENGINEERING CHANGE** for its fourth round of after-school programming designed to address the underrepresentation of women in engineering fields. In fall of 2018, 19 local middle school girls, dove into a world of robotics, game theory, and coding through partnerships with **SAS: CURRICULUM PATHWAYS, IBM, EPIC GAMES, AND GIRLS WHO CODE**. Students learned coding and designed their own video game.

We partnered with **UNC-CHAPEL HILL’S SCHOOL OF EDUCATION** to host two Human Development and Family Studies interns. Each student spends 30 hours per week at Kidzu in lieu of student teaching in the classroom, researching and preparing projects related to the informal learning that takes place within a children’s museum environment.

A highlight from 2018 was Kidzu’s Community Partnership with **TABLE**. Kidzu and TABLE teamed up to teach healthy eating habits through community events, and trips to Kidzu to cook healthy dishes after shopping at the local Farmers Market. Participants created a healthy snack cookbook and received a free family pass to Kidzu inserted into TABLE’s meal backpacks. Through this partnership, Kidzu was able to reach over 1,000 families!

THE

NEW

KIDZU

Over the past 18+ months, Kidzu's leadership has been working with staff and officials of the Town of Chapel Hill to identify an appropriate location to develop a new, state-of-the-art children's museum designed to serve our rapidly growing community.

Support from the Kenan Charitable Trust and other notable donors have helped us move forward with planning and community engagement.

NEW KIDZU IN THE NEWS

CHAPEL HILL, KIDZU CONTINUE WORK TOWARD NEW CHILDREN'S MUSEUM

WCHL 11.12.18

With a letter of intent in hand from the Chapel Hill Town Council, Kidzu Children's Museum has been busy moving forward with plans for relocating to a new location near Southern Village. Since June, they have sought community feedback and consulted with design and architecture groups.

KIDZU CHILDREN'S MUSEUM SEEKS SUPPORT FOR MOVE TO CHAPEL HILL PARK

WRAL 5.12.2018

Kidzu Children's Museum is seeking support - via petition signatures - for plans to build a new children's museum in Southern Community Park. The museum, which opened on Franklin Street a dozen years ago and now is inside University Place, hopes its petition will reach 1,000 signatures by Sunday.

KIDZU HOPES TO MOVE AND EXPAND WITH THE HELP OF THE TOWN OF CHAPEL HILL

Daily Tar Heel 11.29.18

After seeing continued growth over 12 years of operation, Kidzu Children's Museum is currently working with the Town of Chapel Hill to explore the idea of expanding and relocating the museum from University Place to a town-owned property in Southern Village.



HERE ARE SOME OF THE HIGHLIGHTS FROM 2018:

BUILDING COMMITTEE

In early 2018, Kidzu formed a Building Committee of well-respected architects, area developers, designers and community stakeholders, who, together with Kidzu's Executive Director and Creative Director have been working diligently on the initial site and feasibility planning for the new museum.

LETTER OF INTENT

In June, the Chapel Hill Mayor and Town Council voted unanimously to approve a letter of intent for Kidzu to explore the feasibility of locating a new children's museum on a 2.3 acre parcel of Town-owned property fronting the Southern Village community, adjacent to Southern Community Park.

LISTENING SESSIONS

In June, we hosted three community listening sessions to hear feedback directly from our members, visitors and general public on our current museum and our plans for our new museum. Alongside the listening sessions we installed a "feedback exhibit" in our Caregiver Courtyard to collect demographic data, feedback and ideas for our new museum.

STAKEHOLDER CONVENINGS

In December of 2018, we hosted over 50 community stakeholders for a facilitated conversation about the current Kidzu and our future. Dustin Stiver, from the Pittsburgh Remake Learning Network, facilitated the five-hour session and guided the group through multiple exercises and activities honing in on how Kidzu can support educational enrichment for all children and families in our region.

WHAT'S NEXT?

COMMUNITY POP-UP MUSEUMS

In the Spring and Summer of 2019, Kidzu will install two 10-day community based pop-up museums in Orange and Chatham counties. The goal of this effort is to gather data and qualitative feedback about how a new children's museum can meet the needs of children and families living further afield in our community.

“

Nothing but
great things to
say about Kidzu!

MARA J.
FACEBOOK REVIEWER



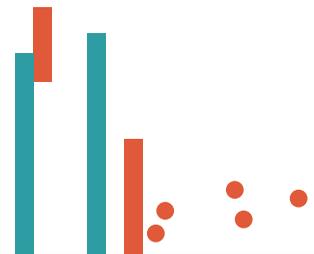
OUR 2018 DONORS

American Party Rentals
Brigitte Abrams and Francis Lethem
Academic Benchmarking Consortium
Peggy Akers and Lewis Tisher
Bruce and Cheryl Allen
Amy Stern Photography
Marcia Angle and Mark Trustin
Vincent and Stephanie Aurentz
Richard and Lynda Baddour
Linda Baggish
Delores Bailey
Barbara Tyroler Photography
Barre3 Chapel Hill
Delia and Brian Barrick
BD
Anne Beaven and Margaret Louey
Betsy and Walter Bennett
Dolores Bilangi
Blue Cross Blue Shield
of North Carolina
Ken and Margie Broun
Lisa and Greg Brown
May and Cotton Bryan
D.R. and Frances Bryan
Erika and Chris Buchholtz
Bull City Burger and Brewery
Lindsay and Ryan Burk
Walter and Catharine Burns
Hardy and Rachel Butler
Kristina Cabrejas
Melissa Cain and Michael Wilder
Roy Campbell
Rosemary Campbell
Deirdre and Philip Caraher
Carolina Yoga Company
Cats@Home, LLC
Emily Chambliss
Julie and Guy Charrison
Tina Clossick
Benny Colantuono
Maggie Connolly
Barbara Cummings
Stephanie and Jerry Cuomo
John and Amanda d'Adesky
Frank and Julia Daniels, Jr.
DANIS
Kristin del Rosso
DoTopia
Drapkin California Charitable
Foundation
Duke Energy Foundation

Laurie Louise Dunn and
J. Crawford Crenshaw
Nelson Edmondson
Lori and Jim Eichel
John and Diane Felton
Flawless Day Spa
Elaine and James Foster
Ray N. and Patricia Fredrick
Friends of Alamance County
Public Library
Susan Gravely and Bill Ross
Sally Greene and Paul Jones
Elise Guthridge
Erin and Evan Gwyn
Laura Lynn and Chad Hall
Annelise and Scott Hardin
Barbara and Jon Hatz
Pat Heinrich and Deborah Stewart
Caywood Hendricks
Steve and Kristen Hess
High & Rubish Insurance
Hillsborough Spa and Day Retreat
Rodney Hood
Jeffrey Houghton and
Laura Mersini-Houghton
Michele Hoyman and
Michael Mackuen
Jennifer Hult and Joel Kades
Jennifer and Stephen Jackson
Marilyn Jacobs and Rich Preyer
Joy Javits
Kay Kaufman
Lisa and David Kaylie
Tom Kenan, III
Christy Kim
Mark Kleinschmidt
Katherine and Vincent Kopp
Rebecca Kuhns
Leroy and Lynn Lail
Jeffrey LaRiche and Sharon
Goldenberg
Alfred and Lucy Leach
Howard N. and Lillian Lee
Lynn and Fred Lehmann
Joel and Sheila Levy
Will and Adrienne Lloyd
Bobby and Nichol Mallik
Jill and Jeff Marcus
Valentina Marginean
D.G. and Harriet Martin
Talya Mazor

Beth McCormick
Dana and Esteban McMahan
Mediterranean Deli
Mellow Mushroom
Valerie and Kurt Merriweather
Michael & Laura
Brader-Araje Foundation
Kevin and Amanda Miller
Jon Mills
James and Susan Moeser
Scott and Elizabeth Morris
In Software, Inc.
Mary Norris and Pat Oglesby
John and Sarah O'Brien
Amy Odom
Orange County
Peter A. Ornstein
Robert Ortega-Harrison
Sharon Palsha and Jake Freiberger
Michael Parker and Linda Prager
Christy and Joe Parrish
Deanna Patrick
Josephine Patton
Florence and Jim Peacock
Loren and Edward Pease
Bernadette Pelissier
Piedmont Electric Helping
Hand Foundation
Dixon and Anne Pitt
Walter Pitt, Jr.
Pompieri Pizza
Lisa and David Price
Betsy and John Pringle
James A. Protzman and Jane Brown
Purvelo
Scott Radway and Jean Greer
Lisa Rahangdale and Brian Jensen
Rajeev Rajendran
Luca Raufman
Allison Reid and Bruce Warrington
Alan and Linda Rimer
Stanley and Marion Robboy
Tom and Susan Ross
Bilal Saib
Elizabeth Sasser and James Parrott
Mary and Jim Sasser
Samia and Mohamed Serageldin
Sallie Shuping-Russell and Ed Spence
Ripal and Smruti Shah
Simple Sharma
Tommy and Kristin Sikes

Silverspot
Steve and Karen Sims
Susan Smith
Southern Village Pediatric Dentistry
Southern Village Pharmacy
Rona and Craig Spitzer
Nicole Staboleski
State of North Carolina Department
of Natural and Cultural Resources
Strowd Roses Inc
Kate Sullivan and Max Leach
Robert and Kim Sullivan
Lisa Suttee
Priscilla Taylor
The Grable Foundation
The McCormick Family Trust
The McMichael Family Foundation
Youth Forward
Josh S. and Karrie Tilley
TOPO Distillery
Kate D. Torrey
Town of Carrboro
Town of Chapel Hill
Steve and Lawson Travers
Richard Uhler and August Wells
UNC at Chapel Hill
Lisa and Barry Van Deman
Jerry and Sondra Van Sant
Jennifer Vassie
Gwen Waddell-Schultz
Rosemary and Gary Waldorf
John D. Watson and Betsy Blackwell
Ashley Webb
Wells Fargo Foundation
Janice Westfall and Andrew Levin
Barbara Wiedemann and Chris
Fitzsimon
The William R. Kenan, Jr
Charitable Trust
Wine and Design
Stacey and Mark Yusko
Pam and John Zornick



THANK YOU!



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](https://www.instagram.com/kidzucm)  [@kidzucm](https://twitter.com/kidzucm)

Photography by Barbara Tyroler
Design by Molly Trask-Price


CHAPEL HILL • CARRBORO
CHILDREN'S MUSEUM