WOW! Children’s Museum
ANNUAL REPORT
Fiscal Year 2012
Mission Statement:
Founded in 1996, WOW! Children's Museum (World of Wonder) is a 501(c)(3) non-profit organization that is dedicated to providing educational interactive exhibits, activities, and programs for all children – bringing families together in a creative environment that sparks imagination, inspires learning through play, and supports school readiness.

Photos courtesy of Kelsey Bigelow Photography and Daniel Hirsch, West End Photography
Dear Friends of WOW!,

I want to begin with a word of thanks to all who supported WOW! over the past year. The generosity in the form of financial gifts, donations of program materials and professional services, or gifts of time have all made a tremendous difference in the work done at the Museum to provide educational interactive exhibits, activities and programs for children in our community. For 16 years, WOW! has brought families together in a creative environment that sparks imagination, inspires learning through play, and supports school readiness. The community has been extremely generous in its support of this organization and for that we are very grateful.

2012 was a year of leadership transition for WOW! Our founding Executive Director, Lisa Atallah, left the organization after 16 years of dedicated service in order to move on to new opportunities. We wish her the best of luck in her new endeavors and celebrate all that she has accomplished for WOW! and for our community. I was thrilled to be selected as WOW!’s new Executive Director and I look forward to all that the future holds for WOW! as we advance toward the 20-year mark of offering a quality interactive education program, sustained by an amazing staff, dedicated board of directors and an incredibly supportive community.

As I continue to learn about WOW’s impact, three points stand out to me:

- **We inspire learning** – Our hands-on science, art and cultural exhibits and programs get children learning in a fun and creative way. We provide an opportunity to ask questions, experiment and apply lessons learned to real life.

- **We enhance education** – WOW!’s outreach programs supplement the K-5 school curriculum with hands-on science classes and science field trips - serving over 1,700 students last year.

- **We connect community** – Parents tell me "WOW! saved me when my kids were little. It gave us an affordable place to go and enjoy spending time together."

It’s about investing in our community, creating a gathering place where children and families learn and play together. As we broaden support for WOW’s mission and vision, the entire community benefits. Thank you for being part of our vision!

Best regards,

Jennifer Hinderliter
Executive Director
Since 2009, WOW! has participated in NanoDays, a nationwide festival of educational programs about nanoscale science and engineering organized by the Nanoscale Informal Science Education Network (NISE Net). In 2012, WOW! received a mini-grant from NISE Net to expand our NanoDays offerings which helped us provide NanoDays activities to 600 kids and adults. In December, Renee Guerrero, WOW!’s Education Director, presented at the 2012 NISE Net Conference in Boston.

Fun Facts about WOW!’s 2012 Programs & Outreach:

• WOW! served 2,450 kids and adults with our outreach programs, Discovery Days program, onsite science classes and science field trips
• 3,237 students from 78 different schools visited the Museum on a field trip
• WOW! provided science programs to 11 outreach sites in Boulder, Broomfield, Weld and Adams County

2012 Attendance Numbers:

Over 56,000 visitors enjoyed the Museum’s exhibits, programs, events, birthday parties and field trips in 2012.

Awards:

• Colorado Parent Magazine readers voted WOW! a “Top 5 Best Museum” in the 2012 Family Favorites Awards.
• WOW! was named Lafayette’s 2012 Green Business of the Year by the Lafayette Energy Sustainability Advisory Committee.

By installing solar panels and a demand control system, we have decreased our utility costs by 22% ($1660.44 savings). Our efforts have resulted in a carbon offset equal to 4 tons of CO2, which is equivalent to saving 122 trees, 38 60-watt light bulbs and 552 gallons of gas. We have also been educating visitors about these efforts as part of our commitment to being a leader in environmental stewardship.
Scholarship Program

WOW! Children’s Museum served 2,300 children and their families through the Museum’s Scholarship Program. Program benefits include: complimentary Museum admissions, access to our onsite education programs, low cost family memberships, and discounted field trips for Title I schools. We strive to grow the number of low-income children and families served by 5% annually, increasing accessibility to quality early childhood education experiences for Boulder County’s youngest and most vulnerable residents.

Volunteers

Volunteers are an integral part of what makes WOW! a fun, educational, and affordable community resource. In 2012, we had 227 volunteers give 2,567 hours of their time. Corporate volunteer groups included: AMGEN, Qualcomm, Kohl’s A Team, RES Americas, and the Marquis at Town Center. We thank all of our wonderful volunteers for your time, talent and assistance!

Exhibits

In 2012, the Exhibits Team enhanced the Whole Foods Market Exhibit, remodeled the Sandbox Exhibit, completed the SunSational Energy & Science Exhibit and began developing a new beach themed Toddler Area Exhibit scheduled to open May 2013.

Community Support

Every year, WOW! is pleased to give back to our community by donating free admission passes to local schools and non-profit organizations for fundraisers and silent auctions. We donated 372 admission passes to 93 schools and organizations in 2012!
2012 Financial Statement

2012 Income (YTD): $381,879

Revenue and Support
- Sales: $217,179
- Corporate: $19,132
- Individual: $71,881
- Foundation: $27,161
- Government: $46,526
- Total Income: $381,879

2012 Expenses (YTD): $381,251

Expenses
- Operations: $167,914
- Administration: $38,234
- Fundraising: $49,554
- Exhibits: $75,224
- Programs: $50,325
- Total Expenses: $381,251
2012 Donors

Admiral’s Association - $10,000 and above
AMGEN
City of Lafayette
Dorothy & Vince Megna
IMLS - Institute of Museum & Library Services
Nathan Seidle & Alicia Gibb
SCFD Tier III

Captain’s Coterie - $5,000 to $9,999
Plexus Engineering Solutions
SafariKids Foundation

Sailing Master’s Society - $2,500 to $4,999
Boeadecker Foundation
Google - Boulder Office
Laura & Marc Baughman
Micro Motion
Namaste Foundation
Snell & Wilmer LLP
The Community Foundation Serving Boulder County

Boatswain’s Guild - $1,000 to $2,499
Bibi Atallah
Cathy Faughnan & Dave Green
GEOSURV, Inc.
Janet Russell & Bill Carlson
Jeff Humphrey & Janet Borowski
Jill Safari
Kevin Roberts
Lisa & Dario Atallah
Matt McKinney & Colleen Carnes
NISE Net
ONE Lafayette
Patti & Mike Blackman
Ray Paterson & Paul Zarzyczny
Sheridan Ross PC
Staci & Ted Lubberger
Stack McKinney Law Group
Tammy & Mark Selby
Wells Fargo Foundation

Best Matey’s Club - $500 to $999
Alicia Loveday & Nick Rota
Andrea & Randolph Almond
Beth & Marc McKinney
Joe & Jen Spencer
Karen MacDonald & Jerry Anderson
Katie MacDonald & Jeremy Laue
Kevin Tolley & Gemma Webster
Kohl’s A-Team
Lafayette Energy Sustainability Advisory Committee
Lee Ann Cast
Marie McGillivray & Travis Olson
Qualcomm
Ryan & Chelsea Incorvaia

$499 and under
Abby Shepard
Adrian & Nicola Helfert
Albenberg Family
Alex & Matt Ostler
Alexandra Lynch
Allison & Michael Montgomery
Amanda Denison
Angela Alter
Angie Pike & Bob Buczek
Anonymous x 4
Avril & Lane Vermunt
B & T Young
Barry Kluger-Bell
Ben & Libby Beneski
Beverly & Scott Needham
Bill & Erin Colohan
Bill & Jenny Burton
Bob Todd & Miranda Fan
Bolder Events
Brooke Smith
Carolyn Cutler
Cathy & John Gleason
Chris Muth & Stacy Griffin
Chris Francis
Christine Kleiwerda & George Otteni
Chuck & Jenni Tamblyn
Community First Foundation
Creative Framing Art Gallery
Dan & Katherine Wittenberg
Danna & Gordon Webster
Danyelle Dossumu
Dave & Tonja Thistle
Denise Fazio
Diane & Brock McCool
Duer & Lisa Reeves
Eberle-Taylor Family
Eddie Goldstein
Elisabeth & Thomas Vela
Elissa Haussler
Ellen Gille
Eric & Miriam McCarty
Eric & Olivia Ameigh
Goodsearch, LLC
H. Wynn & Millicent Montgomery
Heather Leider
Hugo Brooks & Barbee James
Ian & Natalia Walsworth
IBM Employee Charitable Contribution Campaign
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Janet Reynold
Janet Smith
Jen Dudenhefer
Jen Schmuldt
Jennifer & Trent Gustafson
Jennifer & Garry Hindeliter
Jennifer Wegen
Jessica Wittstein
Julie & Dean Hall
Julie Ann Benjaminson
Julie Perington
Karen O’Sullivan
Kelly Kolin

If you see any errors or omissions in this list, please notify us and kindly accept our sincere apology.

Ken & Amy Cramer
Kena & Mark Guttridge
Kendall & Sarah Burns
Lafayette Cultural Arts Commission
Laurie Gibson
Leslie Hughes-Lind & Jon Lind
Leslie Mackenzie
Lisa Manko
Lori Mitchell
Mary Ann Carnes
Melanie & Bob Muckle
Michael & Leslie Maya Charles
Micki Larson-Briggs
Nancy Trigg
Pamela Kemp
Pat & Loraine O’Keefe
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Sean Eno
Steve Nowack
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Susan Rasmussen
Tami Salazar
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Theresa Stets
Tom & Kara Reese
Tricia & Doug Bay
Walter Smith
Wendell & Lisa Young
Zach Noffsinger

In-Kind Donors
A Spice of Life Event Center
Alycia Murray
Bill Deaver
Boulder Astronomy & Space Society
Boulder County Kids
Craft Technology Laboratory
Flattrons Duct Cleaning
Ida Rogers
Ingrid Toraes-Rios
Happy Baby Foods
Kelsey Bigelow Photography
Marc & Beth McKinney
Morrell Printing Solutions
NCAR - High Altitude Observatory
Ollin Farms
Rachel Toronjo-Erickson
Roberts Family
Salesforce
SparkFun
Superior Liquor
Wendy Michael
Whole Foods Market Superior