Play!
Learn!
Imagine!

Our Mission:

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,

As you read through our 2013 Annual Report, we hope you will share our excitement about all that we accomplished over the past year. We continue to expand the reach of the Museum throughout the Denver-Boulder metropolitan area, and are extremely proud to report that we achieved record attendance in 2013 - surpassing 66,000 visitors for the first time in the Museum’s history! We invested in expanding our staff and refining our accounting and finance processes. We invested in necessary equipment upgrades and repairs, and created a preventive maintenance plan to keep our facility running in top shape. We also expanded our exhibit offerings by investing in a new Toddler Beach exhibit and other upgrades on the Museum floor. We welcome you to visit the Museum again soon and observe these improvements first hand.

2013 was a successful but transitional year for WOW! To set a clear direction for the next 3-5 years, the board of directors launched a strategic planning process to determine where we want to go as an organization. It kicked-off with an all-day retreat early in the year to reaffirm our core values and clarify our vision for the future. By mid-year, we had set ambitious yet attainable goals, centered around strengthening our finances and infrastructure, exhibit development and expanding our education program. The board is now implementing the Strategic Plan, and we look forward to sharing milestones with you during the coming year.

Unfortunately, the Museum was also impacted by the tragic floods in Boulder. We unexpectedly needed to adjust our plans for the 2013 Gala fundraiser, and relocate to a much smaller venue at the last minute, which impacted the funds raised at this event. We are grateful that the Museum itself did not sustain any flood damage and we were pleased to be able to support our Boulder County neighbors in need by offering our reduced price scholarships to families impacted by the floods. Our increased level of investment this year, exacerbated by the impact of the Boulder floods, did lead to a net loss for the year. Despite this setback, our financial condition remains strong and our team has developed a 2014 budget that will be tightly managed throughout the year, ensuring that 2014 will be successful from both a financial and strategic perspective.

In all, 2013 was a wonderful year at WOW! Thank you to the many individuals, local governments, foundations and corporations who supported us, and who made it possible to bring our fun and educational exhibits and programs to the children and families we serve.

Warmest regards,

Jennifer Hinderliter
Executive Director

Ian Walsworth
Board President
Exhibits

In July 2013 we opened Toddler Beach, a new exhibit geared for children ages 1-5 years old. Toddler Beach is an interactive space for younger children to explore, socialize and play together in ways that support early childhood development including strength and coordination, language, and walking and climbing skills.

Other Accomplishments:
- Hosted Go Figure! national traveling exhibit
- Opened “Build it WOW!” Exhibit in December 2013
- Formal exhibit evaluation process planned and under way

Mural Project

On November 11, 2013, WOW! visitors were invited to help paint a new mural in WOW!'s Activity Rooms. Images for the mural theme of Play, Learn, Imagine were brainstormed by Project YES volunteers and designed into a mural by local artist Sarah Spencer. This community project was sponsored by a grant from the Lafayette Cultural Arts Commission. We would like to thank all staff, visitors, volunteers and artists who helped see this community project through from start to finish! The new mural has been a wonderful visual addition to our Activity Rooms.

Admission

2012 - 56,263 visitors
2013 - 66,899 visitors  An all time record!

“I volunteer on WOW!’s Board of Directors because WOW! is an important organization to our community and to my children as well. The Museum enhances the development of our children by providing a unique inspirational learning environment in a playful family friendly atmosphere.”

Ryan Incorvaia, Board Treasurer
Events & Programs

2013 programs included Discovery Days, NanoDays, Ollin Farms Garden Program, and Story Time, as well as a variety of fun dance, yoga and music events. We introduced several new special events including a Spring Tea Party, After Hours Pajama Party, Members Only events and a family friendly Comic Con.

WOW!'s Art Room expanded its offerings to include daily art activities, monthly WOW! Craft Club programs, Self Portrait Workshops and special holiday and seasonal crafts.

We were pleased to offer outreach science programs to nearly 600 children at 11 libraries and schools in the community.

Volunteers

Volunteers are an integral part of what makes WOW! a fun, educational, and affordable community resource. We were pleased to host 254 volunteers who collectively contributed 3,384 hours of their time. We worked with several corporate and community volunteer groups including: AmeriCorps, AMGEN, Kohl's, Qualcomm, Boulder Flatirons Rotary Club, Home Advisor, Employment Link, BVSD Transitions, Eldorado K-8, and Alexander Dawson School.

“I enjoy reconnecting with kids in my later years because it brings back the days when my daughter and I went to the children's museum when she was young. I can watch the energy and amazement of kids as they discover new things about their world.” Brad Davis, Museum Volunteer

2013 Awards

- Best Museum - Boulder Weekly
- Top 5 Best Museum - Colorado Parent Magazine
- Best Museum - Yellow Scene Magazine
- Awesome Indoor Playspace - RedTricycle.com

“I loved Discovery Days. Trying the experiments, especially if they don't work the first time, was great! The facilitators worked beautifully with the kids, and they inspired us to try some of it at home.” Caroline, Museum Visitor

“The staff is always friendly and it's a great atmosphere for the kiddos to explore and learn. My 2 year old can spend hours running from room to room and always has a blast.” Cait, Museum Visitor
Community Support

Supporting our community is important to us!

We donated free admission passes to 82 local schools and community organizations to assist with their fundraising efforts.

We also provided Scholarship Memberships to 238 families in need. 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.

New Grants & Sponsorships

We were thrilled to receive support from new funders including: AMGEN Foundation; Adams County SCFD; Broomfield County SCFD; Boulder Flatirons Rotary Club; John G. Duncan Charitable Trust; Longmont Community Foundation; Kendall, Koenig & Oelsner PC; App Extremes Inc., Conga; Ken & Cathy Winter Family Fund; Summit Bank & Trust; and National CineMedia Networks.

On Colorado Gives Day, we exceeded our fundraising goals thanks in part to a generous challenge match from the Grabowski Family!

Strategic Planning

Board and senior staff members completed a strategic planning process that identified 3-year organizational goals that move us toward our vision: To be the destination of choice for all families with young children in the Denver/Boulder area; best at providing fun, innovative and educational play opportunities.

WOW! is working to achieve the following strategic objectives:
1. Strengthen the Museum’s finances and infrastructure
2. Strengthen exhibit development to provide the best play opportunities for children’s physical, emotional, social and cognitive development in the area
3. Strengthen and expand implementation of the Museum’s education program to meet community need for hands-on, informal science education

Despite the net loss for the year, our financial condition remains strong. Our team will ensure that 2014 will be successful from both a financial and strategic perspective.
### 2013 Donors

#### Admiral’s Association - $10,000 and above
- AMGEN
- City of Lafayette
- Salesforce
- SCFD Tier III - Boulder County
- Nathan & Alicia Seidle

#### Captain’s Coterie - $5,000 to $9,999
- The Faughnan Family Foundation

#### Sailing Master’s Society - $2,500 to $4,999
- Nathan & Alicia Seidle

#### $499 and under
- Abraham & Roberta Flexer
- Alter Family
- Amie & Rob Murray
- Amy & Josh Richau
- Ann Towley-Young
- Anna & Thomas Jones
- Ariana Preiss
- Aspire Autism
- Aubrey Leidy
- Barb & Kelly Vranna
- Barry & Kim Kluger-Bell
- Bill & Lora Cameron
- Boulder Garden Club
- Boulder Model Railroad Club
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- Caboose Hobbies
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- Jamie Jacobs & Eric Bohn
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#### Best Matey’s Club - $500 to $999
- A Spice of Life
- Bolder Events
- Danna & Gordon Webster
- Dario & Lisa Atallah
- Emery & DJ McKune
- James & Nancy Miller
- Jessica Ludwig
- Karen MacDonald & Jerry Anderson
- Kelly & Daniel Hereid
- Kelsey Bigelow Photography
- Kevin Tolley & Gemma Webster
- Lafayette Cultural Arts Commission
- Leslie Mackenzie

#### 2013 Donors - $499 and under
- Mike & Patti Blackman
- National CineMedia Networks
- Reagan & Richie Hoef	
- Richard & Heather Wetz
- Summit Bank & Trust
- Teresa & Robert Salzwedel
- Whole Foods Market Superior

#### 2013 Donors - $1,000 to $2,499
- Anne M. Larsen State Farm Insurance Agent
- Anonymous
- App Extremes Inc., Conga
- Boulder Flatirons Rotary Club
- Ian & Natalia Walsworth
- Jeff Humphrey & Janet Borowski
- Jen Lewin
- Jen & Joe Spencer
- Jennifer & Garry Hinderliter
- Jeremy Laue & Katie MacDonald
- John G. Duncan Charitable Trust
- Ken & Cathy Winter Family Fund
- Kendall, Koenig & Oelsner PC
- Kohl’s A-Team
- Longmont Community Foundation
- Matt McKinney & Colleen Carnes
- Morrell Printing Solutions
- ONE Lafayette
- Pesh & William Wright
- Qualcomm
- Ryan & Chelsea Incorvaia
- SCFD Tier III - Broomfield County
- Sheridan Ross PC
- Superior Liquor
- Vince & Dorothy Megna
- Xilinx

#### 2013 Donors - $500 to $999
- Jeffrey & Jamie Harriman
- Jen Dudenhefer
- Jen & Brian Patrick
- Jeni Breezley
- Jennifer & Trent Gustafson
- Jenny Flanagan
- Jessica Clarke
- Jill & David Van Noord
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- Suresh Nulu
- Susan & Brian Rasmussen
- Suzi Talaric
- TE Connectivity
- Theresa Stets
- Tom & Jennie Belval
- Vija Handley

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