2014 Annual Report

Play! Learn! Imagine!
Our Mission:

Founded in 1996, WOW! Children’s Museum 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.
Dear Friends,

This is an exciting time for WOW! Children’s Museum and all who benefit from our fun and innovative programs and play experiences. We’ve wrapped up an amazing calendar year – an exciting, smile-inducing and productive period for the Museum. The tremendous support of our donors, visitors, volunteers and community members fueled our progress, and for that we offer our heartfelt thanks.

As with any journey, the year started with a plan—our roadmap to success. Following our strategic plan, we not only got to where we wanted to go, we also outpaced last year’s performance in several key areas. For example, we saw a tremendous 20% growth in the number of children participating in our science education classes through Museum field trips and outreach classes brought to local schools and libraries. We’re one of the only organizations in the area that makes science education accessible to preschoolers – something we’re very proud of!

We also welcomed over 66,000 visitors last year – maintaining our record attendance growth from 2013. While our Museum was buzzing with activity, there was a great deal of progress going on behind the scenes. Dedicated to providing the best play opportunities for young children’s physical, emotional, social and cognitive development in the area, we overhauled our approach to exhibit planning and design and established new measurable exhibit standards. This work will guide future exhibit design and help prioritize renovations for existing exhibits.

Speaking of renovations, in 2014 we updated our Bank of WOW! exhibit, thanks to support from the Boulder Flatirons Rotary Club, created a new Investigating Dinosaurs exhibit for our main floor, updated the Art Room and totally transformed our exterior landscaping with help from McStain Neighborhoods! Our exhibits helped children develop essential foundational skills and lit a creative spark for discovery and lifelong learning.

We are so thankful for all of the individuals who support our organization. We could not accomplish our strategic goals without you. Along with the support of our outstanding staff and board of directors, we’re looking forward to continuing the journey throughout 2015. We will surpass an exciting milestone in the fall – serving our one millionth visitor since we opened in late 1996! It will truly be a year of one million smiles.

Warm Regards,

Jennifer Hinderliter
Executive Director

Ian Walsworth
President, Board of Directors

WOW! Board of Directors:

Ian Walsworth, President
Shareholder, Sheridan Ross PC

Ryan Incorvaia, Treasurer
SVP & Managing Director,
Square 1 Bank

Rich Wetz, Secretary
Program Director – New Product Development, Covidien

Kara Bernal
Banking Officer, FirstBank

Kath Courter
Preschool, After Care and Summer Program Director,
Boulder Country Day School

Karen Kalis
Human Resources Manager,
Imagine!

Marsha Seitz
Area Manager, Bank of the West

Eric Van Orden
Product Developer, Xcel Energy

Dan Wittenberg
Partner, Snell & Wilmer LLP

WOW! Senior Staff:

Jennifer Hinderliter
Executive Director

Olivia Ameigh
Development Director

Kim Brown
Volunteer Director

Renee Guerrero
Education Director

Elizabeth Knight
Exhibits Director

Anna Kollaja
Guest Services Director

Katie MacDonald
Marketing Director
2014 Highlights

January
We hosted a variety of arts and cultural events in 2014 including our annual Chinese New Year Celebration featuring a performance by the Shaolin Hung Mei Kung Fu Association.

February
We were honored to be named the Best Museum by Boulder Weekly and to be listed in the Top 20 Places to Take Kids in Denver by KidsOutandAbout.com.

May
Renee Guerrero, our Education Director, presented “Engaging Bilingual Audiences” at Interactivity, the annual conference for the Association of Children’s Museums.

June
We provided outreach science programs to 17 schools and libraries, serving 734 children in the community. We had 88 children participate in our summer classes.

September
The Mad Science Gala was a huge success! We raised nearly $50,000 to support WOW!’s exhibits and programs.

October
In 2014, we had 306 volunteers who contributed 2,033 hours of volunteer work. We were also pleased to host a number of corporate and student volunteer groups.
March
Over 1,000 visitors participated in our drop-in Discovery Days and NanoDays science programs. NanoDays is an annual national event celebrating nanoscale science.

April
We were pleased to partner with Ollin Farms on Get Growing, a monthly hands-on spring and summer garden program teaching children about plants and healthy eating.

July
We opened Investigating Dinosaurs, a new exhibit where visitors can become Junior Paleontologists and explore how we know what we know about dinosaurs.

August
Thanks to the generous in-kind support of McStain Neighborhoods, we were able to redesign and put in new front landscaping!

November
Using the work of famous artists as inspiration, the Master Artist Studies program encourages children to create their own masterpieces with a variety of mediums and art materials.

December
At the new and improved Bank of WOW! Exhibit, children and families can practice money recognition, counting and basic math skills, and learn about saving and spending.
### 2014 Donors

**Visionary Level - $5,000 and above**
- Agilent Technologies Foundation
- Faughnan Family Foundation
- John & Cathy Gleason
- Nathan & Alicia Seidle
- SCFD Tier III - Adams County Cultural Council
- SCFD Tier III - Boulder County Cultural Council

**Catalyst Level - $2,500 to $4,999**
- Boulder Flatirons Rotary Club
- Cloud Peak Energy
- Elevations Foundation
- First Bank of Colorado
- Grabowski Family
- Micro Motion
- Namaste Foundation
- SCFD Tier III - Broomfield County Cultural Council
- Sheridan Ross PC
- Snell & Wilmer
- The Community Foundation Serving Boulder County

**Discovery Level - $1,000 to $2,499**
- AMGEN Colorado
- Anne M. Larsen State Farm Insurance Agent
- Covidien
- Crouse Family
- Garry & Jennifer Hinderliter
- Jeremy Laue & Katie MacDonald
- Kendall, Koenig & Oelsner, PC
- Mike & Patti Blackman
- NCM Media Networks
- ONE Lafayette
- Pesha & William Wright
- Qualcomm
- Ryan & Chelsea Incorvaia
- Summit Bank and Trust
- Wells Fargo

**Explorer Level - $500 to $999**
- Boulder Country Day School
- Brackitz
- Dan & Katherine Wittenberg
- Dario & Lisa Atallah
- Della & Paul Palacios
- Don Martin
- Dorothy & Vince Megna
- Eric & Olivia Ameigh
- Erinn Darby
- Howard and Mary Allen Fund
- Ian & Natalya Walsworth
- Jessica Rosenbloom
- Joe & Jen Spencer
- Julie Ann & Mark Benjaminson
- Kara Bernal
- Karen MacDonald & Jerry Anderson

- Kena & Mark Guttridge
- Kevin Tolley & Gemma Webster
- KidSPOT Pediatric Therapies
- Kim & Tim Brown
- Lafayette Cultural Arts Commission
- Longmont Community Foundation
- Matt McKinney & Colleen Carnes
- Ollin Farms
- Richard & Heather Wetz
- Robert Edmonds
- The Franklin Institute

**$499 and under**
- Abe & Roberta Flexer
- Adam & Maggie Gimbel
- Adam Ross
- Ali & Matt Huckins
- Allison Cavis
- Amanda Jenkins
- Amazon Smile
- Andrea Schepke - In honor of Bruce Boynton
- Anna & Josh Kollaja
- Anonymous - In memory of Nancy Meyer
- Anonymous - In honor of Georgia Jay Johnson
- Aspire Autism
- Barbara Rosenbloom
- Barrett Bartels Agency - In honor of Cherrellyn Begin
- Belmon Family
- Bob Spencer & Sondra Bland
- Boulder Garden Club
- Brad & Kelly Schoenfeld
- Brett Lee Shelton
- Carolyn & David Nohe
- Chelsea Brodal
- Cherrelyn Begin
- Chris & Abbey Palte
- Chris & Lisa Meschuk
- Christopher & Crystal Combs
- Christopher & Ewa Nerkowski
- CJ & Lodi Siefer
- Cross Family
- Denver Fresh Vending
- Derek Azaara
- Desiree Slavik-Pobywajlo
- Ellen Gille
- Gail Roberts
- Gary Community Investment Company
- GoodSearch, LLC
- Gordon Family
- Greg Mestas
- Happy Family Foods
- Herb & Lorraine Kroehl
- IBM Colorado
- Jacob & Samantha Wade
- James Hoef

- James H. Maguire
- Jan Pate
- Jennifer Garza
- Jessica Mansur
- Jill Redding
- Joe Hinton
- Johanna Renouf
- John & Ingrid Jensen
- Karen Kalis
- Karin Ruffus
- Kath & Greg Courter
- Kathy Zeidlik
- Ken & Lorraine Clark
- Kerry Lightenburger
- Kirsten & Jacob King
- Lapo Salucci
- Laura & Randy Marts
- Lee Ann Cast
- Leigh Kirkham
- Levi Hatgi & Megan Huckaby
- Lora and Bill Cameron – In memory of Mary Ellen Cameron
- Lori Trani
- Lynn McGowin
- Malishenko Family
- Marc & Beth McKinney
- Maria Richmond
- Marie McGillivray & Travis Olson
- Merel & Molly Waterman
- MicahAbram
- Michael Welch & Debra Blaurock
- Natalie Condon
- Natalie Moomaw
- Nichole Hedrick
- Pamela Milson
- Patricia Maring
- Phyllis Salter
- Ralph Kotoff
- Revolution Foods
- Rita Sanezgiri
- Robin & Andrew Jackson
- Robin & Mark Hindman
- Ryan & Melissa Lee
- Scott Stuart
- Seth Townsend
- Siobhan & Saoirse Green
- Sonia Bauduy
- Summer & Matt Warner
- Theresa Stets
- Toni Callwood
- Tricia Wright
- Warren & Maribeth Hite
- Wendy & Nate Holst
- William & Nancy Barron
- Zak Grabowski & Melissa Marts
2014 Donors

In-Kind Donors

Adrian Mendias
Adriana Lita
Air Force Academy Athletic Department
AMC Theatres
American Furniture Warehouse
American Girl
Anderson Farms
Art Cleaners
Arvada Center for The Arts And Humanities
Avery Brewing Co.
Bacco Trattoria
Becoming Mothers
Bill Cameron
Bolder Boulder
Boulder Beer
Boulder Country Club
Boulder Country Day School
Boulder Creek Events
Boulder Creek Winery
Boulder Philharmonic Orchestra
Boulder Valley Ice at Superior
Chelsea Barnes, Sidedoor Salon
Cinebarre
City of Lafayette
Clifford Still Museum
Colorado Music Festival & Center for Musical Arts
Colorado Railroad Museum
Colorado Symphony Orchestra
Comedy Works
Denver Art Museum
Denver Botanic Gardens
Denver Center for the Performing Arts
Denver Film Society
Denver Museum of Nature & Science
Denver Zoo
Disneyland Resorts
Door to Door Organics
Downtown Aquarium Denver
Eats & Sweets
Eldorado Natural Spring Water
Elitch Gardens
Elizabeth Knight
Emery McKune
Eric and Olivia Ameigh
ETown
FASTSIGNS of Broomfield
Fiske Planetarium
Flatirons Golf Course
Foresters
Four Seasons Hotel
Frequent Flyers Productions
Gaiam
Gateway Park Fun Center
Gemma Webster & Kevin Tolley
Georgetown Loop Railroad
Glenwood Caverns Adventure Park
Grandrabbit's Toy Shoppe
Great-West
Heather Roberts
History Colorado
Hotel Monaco Denver
Humane Society of Boulder Valley
Ian Walsworth
Indulge Bakery
JAX Outdoor Gear
Jen Dudenhefer
Jennifer Hinderliter
Jeremy Laue
Jonnie McFarland
Kara Bernal
Kath Courter
Kelsey Bigelow Photography
Kena Guttridge
Kim and Jake’s Cakes
Kristi Ennis
Kroenke Sports Charities
Lighthouse Writers Workshop
Liquid Mechanics Brewing
Loveland Ski Area
Luke Simonds
Magic Fairy Candles
Marcia and Roy Knight
Matt McKinney
McGuckin Hardware
McStain Neighborhoods
Microsoft
Mid Air Adventures
Morrell Printing Solutions
Mountain Kids
Niwot Market
Odd13 Brewing
Ollin Farms
Omni Interlocken Resort Golf Club
Omni Interlocken Resort & Spa
Outerwall
Panzano
Pasta Jay's
Proper Grounds Coffee Roasters
Rainbow Landscaping
Raul Palacios
Rebecca Cunningham
Republic National Distributing Company
Richard Wetzl
Rocky Mountain National Park
Royal Gorge Route Railroad
Ryan Incorvaia
Salesforce
Sherpani Bags
SparkFun
Stir It Up Cooking School
Struttin’ Pup
Swim Float Swim!
Tattered Cover Book Store
The Mountain Sun Pub & Brewery
The Rio Grande Mexican Restaurant
Turley’s Kitchen
University of Colorado Athletic Department
Vitamin Cottage
Wallaroo Hat Company
West Flanders Brewing Company
Wings Over The Rockies Air And Space Museum
Winter Park Resort
Yoga Loft

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

For more information about how to support WOW! with a monetary or in-kind donation please visit:
www.wowchildrensmuseum.org
2014 Volunteers

Our volunteers are an integral part of what makes WOW! a fun, educational, and affordable community resource. In 2014, our volunteers contributed an amazing 2,033 hours of volunteer service. Thank you to the following individuals, student groups and corporate groups for your time and dedication!

Abe Flexer
Alexander Dawson School
Alison McDonald
AmeriCorps
AMGEN Volunteers
Amy Greer
Andrea Haley
Andrew Austin
Angela Sheehan
Anne Swarts
Anne Winters
Ashlynn Frazier
Aubrie Reed
Barrett Weisz
Barry Kluger-Bell
Bill Cameron
Bob Groening
Bonnie Uhrich
Boulder Flatiorns Rotary Club
Brad Davis
Brooke Thomas
Bryant Plank
Chrissy Aumer
Cindy knight
Cynthia Rigaud
Dan Wittenberg
Danny Manzanares
Darla Canales
Debora Castro
Debra Bond
Diane Stewart
Elevations Credit Union
Elia Gorokhovsky
Elise Brown
Emika Brown
Emily Green
Employment Link
Eric Mahoney
Eric Van Orden
Erin Lipsey
Gerald Gersten
Heather Rutherford
Ian Walsworth
Ingrid Torales-Rios
Ivan Jackson
Jack McDonald
Jamie Glick
Jen Spencer
Jeremy Laue
Jerry Anderson
Jim Choate
Jonnie McFarland
Joshua Condon
Joshua Kollaja
Julie Meyers
Julie Young
Kara Bernal
Karen Kalis
Karen MacDonald
Karen Waters
Kathie Wagner
Kathie Courts
Katie Donohoe
Katie Kemp
Katy McDonald
Keara Ernest
Kena Guttridge
Kevin Tolley
Kim Jacobson
Kristen King
Krista Welch
Krystel Chamberlain
Laura Fleming
Laura McWilliams
Laura Randals
Leslie Mackenzie
Lindsay Neff
Lindsay Tarault
Lindsey Carver
Lyn Miller
Lynn Ersek
Madelaine Weisz
Mai Canales
Marcia Knight
Maribeth Hite
Mary Dart
Mary Beth Montgomery
Matt McKinney
Matthew Funk
Maura Devine
Max Choate
Meghan Donohoe
Meghan Sloan
Michael Fitch
Michelle Kaiser
Nadya Lyapunova
Natalia Vee
Nathan Seidle
Nikki Rasmussen
O. Choate
Qualcomm
Quatasia Herren
Richard Wetz
Robert Dages
Rusty Houssiere
Ryan Incorvia
Sarah Jane Miller
Sarena Cook
Sawyer Hamelton
Scott Ridle
Sean Flores
Shannon Ross
Shannon Sackmann
Sophia Parnell
Spellbinders Storytellers
Sue Fonda
Sue Majors
Suressh Nulu
Susan Ellings
Tachara Salazar
Thomas Kenny
Vidhya Dev
Yvonne Whitbread

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2014 Volunteers

2014 Volunteer Service Award

At our 2014 Mad Science Gala, we were pleased to honor Nathan Seidle. Nathan has dedicated hundreds of hours to developing and improving WOW!’s Exhibits. He also designed and built an interactive donation machine for the Museum, which has led to a 554% increase in donations from Museum visitors!

"There are lots of reasons why I volunteer for Discovery Days. I love interacting with kids and their parents, especially about science. I love seeing little faces when they understand a concept that's new to them (and sometimes their parents' faces too!). I think it's important to engage young kids in science, so they don't feel like they're not smart enough to understand it later. And I love Discovery Days because I often learn new things from the activities. It's fun!"

- Lyn Miller, Education Volunteer

“I volunteer on WOW!’s Board because I know how important it is for a child to develop a love of learning, and the staff at WOW! excel at fostering that development!“

- Ian Walsworth, Board President
Here are some fun facts and figures from 2014:

- We had 66,353 visitors play and explore at the Museum.
- Through our Scholarship Program, we served over 2,500 children and families in need.
- We donated 292 free admission passes to 73 local schools and organizations to assist with their fundraising efforts.
- 2,626 local school children came to the Museum on a field trip.
- We had 1,019 families become members.
- We celebrated our 18th Birthday in November!

2014 Financials:

**2014 Income:** $416,997

- Sales - $266,736
- Corporations - $24,326
- Foundations - $21,941
- Government - $43,424
- Individuals - $60,570

**Total:** $416,997

**2014 Expenses:** $401,207

- Museum Operations - $242,284
- Administration - $12,171
- Programs & Events - $28,461
- Fundraising - $50,989
- Exhibits - $67,302

**Total:** $401,207
“I work with children 18 months-3 years old, and WOW! is a wonderful resource and place for them to go and be in an environment that is well thought out. I’m always looking for opportunities for kids to use social language skills - learning to wait for their turn, negotiating with another child to share something, these are opportunities they may not have at home. For me, looking at language as a foundation for learning later in life, it’s just perfect. As a professional in this community I consider WOW! such an asset to support and to promote for all the children in our area.”

- Susan Elling, Speech Therapist