We believe in the Power of Play!

We Inspire Learning
We believe in the power of play! The social and cognitive skills learned at a very young age lay the foundation for acquiring important skills later in life. Our interactive, hands-on exhibits allow children to explore, create, inquire, and discover, helping them develop critical thinking, problem-solving and physical skills.

We Enhance Education
We love math and science, and we help kids love it too! Our drop-in science programs make science accessible to children as young as 18 months. For older children, we bring hands-on science education directly to the classroom, or provide it here through Museum field trips. Sparking an early interest in math and science is critical to developing science-savvy adults.

We Connect Community
We help make memories! We connect children to caregivers, families to families, and people to the place we live. By working with local musicians, artists, educators, and storytellers, we’re connecting children with the rich resources available in our community, and helping teach them about their world.

Celebrating 20 Years of Learning Through Play!

In 2016, WOW! celebrated 20 years as a vital resource for children and families in the North Denver Metro/Boulder area. We continued to see record-breaking attendance, with nearly 80,000 visitors coming to play, learn and imagine with us—a 43% increase over the last 5 years! The need for quality early learning experiences is greater than ever and our staff and board of directors spent 2016 taking a fresh look at long-term planning to increase our community impact over the next 20 years.

We are investing in the infrastructure necessary for our organizational growth—including staffing and software. We are also investing in facility and exhibit updates to ensure the highest quality visitor experience. We were thrilled to be selected by Social Venture Partners Boulder County as a 2016 Investee. SVP will be supporting us in achieving our goals by providing valuable consulting expertise through 2018.

As we shift into a world where character, leadership, problem solving, and working with diverse populations becomes more important, promoting children’s development of emotional and social intelligence skills is critical. WOW! is leading the way as we strive to nurture our youngest community members.

WOW!’s dynamic environment offers experiences, activities, and spaces that foster and transform how children interact with each other, their families, and our world. Our exhibits are intentionally designed, helping children to: develop a willingness to take risks; foster a growth mindset; promote creativity, innovative thinking and problem solving; inspire self-confidence and competence; nurture appreciation for diversity, equity, inclusivity, and uniqueness; and inspire playful learning, humor and a sense of lightheartedness.

At WOW! we believe in the potential of children. We nurture them with care and compassion as valuable members of our community. They are the creators of, and contributors to, the world and the culture in which we live. They are our next generation of leaders—people who will think, create, and write policies rooted in acceptance, understanding, tolerance, and peaceful interactions. Actions that will, we hope, lead the way towards a more peaceful planet. The next time you’re at the Museum, pause for a moment and revel in the playful learning that is unfolding.

We are so thankful for all of the individuals who continue to support our work. Let’s play, learn, and imagine together for 20 more years!

Warm Regards,

Jennifer Hinderliter
Executive Director

Kath Courter
President, Board of Directors

WOW! Board of Directors:
Kath Courter, President, Head of Preschool, Extended Day and Summer Programs Boulder Country Day School
Angela McNichol, Treasurer, Tax Manager, Kingsby CPAs
Barbara Subercaseaux, Secretary, Marketing Director - AmericasMontagne Jeunesse LTD
Donna Charlevoix, Director, Education and Community Engagement, UNAVCO
Anne Larsen, Insurance Agent, State Farm
Jim Neill, Community Volunteer
Ell Santoso, Senior VP, Business Relationship Manager, Bank of the West
Josh Stranksy, Senior VP, FirstBank
Eric Van Orden, Product Developer, Xcel Energy

WOW! Senior Staff:
Jennifer Hinderliter, Executive Director
Kim Brown, Volunteer Director
Renee Guerrero, Education Director
Elizabeth Knight, Exhibits Director
Anna Kollaja, Guest Services Director
Katie MacDonald, Marketing Director
Darcy Morel, Development Director
20 Accomplishments in Our 20th Year

1. In November, we celebrated 20 years of inspiring children to learn through play!

2. We set a new attendance record – 79,836 visitors!

3. We hosted Zula Patrol Mission Weather Exhibit, a national traveling science exhibit.

4. 180 volunteers contributed 2,135 hours of service in 2016.

5. Social Venture Partners Boulder County selected us as their 2016 investee.

6. 2,303 children were served through our Science Education Programs.

7. Our new website launched in April 2016.

8. Our Play for All Initiative provided the gift of play to 3,664 children with financial need.

9. We have more member families than ever before with a 28% increase in membership purchases.

10. The Investigating Dinosaurs exhibit returned with the addition of a new dig pit component.

11. The 20th Birthday Gala event raised $60,000 for the Museum!

12. We invested in our facility with new carpet, sound panels, upgraded kitchen, and 10 gallons of paint used to freshen up the Museum.

13. We hosted 6 Sensory Friendly Playtime programs that served 297 visitors.

14. Our revenue grew 21% in 2016 and our budget crossed $500,000 for the first time.

15. All Museum data and memberships were converted to new Altru software.

16. We partnered with over 20 community organizations to provide special events and programs for our visitors.

17. The exhibits team expanded with the addition of an Exhibits Technician.

18. The High Plains Library District became our new LEAP into Science partner.

19. We developed plans for two future exhibits: Make It Go! and Forest of Light.

20. We donated 428 free passes to 107 local schools and nonprofit organizations.
### 2016 Revenue $558,337
- Admission: 51%
- Membership: 18%
- Individuals: 10%
- Government: 9%
- Corporations: 6%
- Foundations: 6%

- Admission Sales: $286,402
- Membership Sales: $100,786
- Individual Contributions: $54,879
- Government Contributions: $50,418
- Foundation Contributions: $34,881
- Corporate Contributions: $30,971

31% of our revenue came from contributions! We rely on community support to bring in new exhibits and programs to the Museum.

### Revenue Growth
Our revenue increased by 21% and our budget surpassed $500,000

### 2016 Expenses $503,407
- Operations: 55%
- Exhibits: 19%
- Programs: 11%
- Fundraising: 12%
- Administration: 3%

- Museum Operations: $273,007
- Exhibits: $98,041
- Fundraising: $61,165
- Programs & Events: $54,298
- Administration: $16,896

### 2016 Visitor Demographics
- 79,862 Museum Visitors
  - 45,186 children
  - 34,676 adults

- 983 children reached through outreach classes
- 2,684 field trip participants
- 1,708 member families

### 2016 Visitors by County
- Boulder: 58%
- Adams: 10%
- Broomfield: 13%
- Other CO: 7%
- Jefferson: 6%
- Arapahoe: 1%
- Denver: 2%
- Outside CO: 3%
“I volunteer my time and energy with WOW! Children’s Museum because I truly believe in the importance of quality early learning experiences for children. WOW! offers outstanding hands-on exhibits and programs that engage children’s minds and bodies and showcases the power of play.”

Kath Courier, WOW! Board President

“2016 Volunteers”

We couldn’t do what we do without the time, talent, and expertise of our volunteers. In 2016, our volunteers contributed an amazing 2,135 hours of volunteer service. Thank you to the following individuals, community groups, and corporate groups for your time and dedication!

Aaron Moberg
Alexandra Armijo
Alison McDonald
Allison Moultan
Amber Williamson
Amelie Rodriguez
Angela McNichol
Anna Swarts
Anne Larsen
Anu Reddy
Arnie Wallace
Barbara Moody
Barbara Subercausa
Ben Southcott
Bill Cameron
Billy Howenstien
Boulder Model Railroad Club
Brad Davis
Bridget Morant
Carin Chalmers
Carina Wright
Carlos V. Brol
Carly Halway-Edwards
Cathy Gleason
Catira Coldron
Charles Krinsky
Charlotte Cowan
Cindy Young
Claire Bernstein
Community Link
Curtis Teegardin
Dan Greely
Daniel Cerna
David Langmead
Dawson School
Diane Stewart
Dianna Lopez-Barnett
Diebold
Donna Charlevoix
Eleri Robinson
Eli Santos
Ellan Brown
Ellen Parish
Ellie Adelfang
Emily Sorenson
Emily Story
Eric Mahoney
Eric Van Orden
Florence Bocquet
Garrett Berg
Grace Battista
Gytis Tuminas
Hannah Rodriguez
Harriot Spinney
Ian Walsworth
Ingrid Torales-Rios
Jack McDonald
Jack Riddilla
Jennifer De la Cruz
Jeremy King
Jeremy Lau
Jessica Mansur
Jim Neill
John Streeter
Jonnie McFarland
Jordan Crouse
Jose B. Lopez
Joshua Kollaja
Joshua Stransky
Julia Garfinkle
Julie Young
Karen Kalis
Kath Courter
Keara Emerist
Kelton Collins
KIDSPOOT Pediatric
Therapies
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Lesli Tompkins
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Midori Patterson
Molly Ellenbogen
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Nicole Hilton
Ollie Howson
Osie Adelfang
Patricia Rubio
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Paulette Foss
Penny Hamilton
Prashanth Prakash
Qualcomm Employees
Rachel Leidich
Ranelle Lang
Ray Hoppes
Richard Wetz
Robin Deitch
Rotary Club Flatirons
Ryan Inconvia
Samantha Rodriguez
Shishir Joshi
Spellbinders Volunteers
Teague Torrance
Thiaga Sivanadany
Tim Brown
Tom Kringes
Vicky Johns
Victoria Armitage
Warren Hite
Wilson Brown
Zion Washington

“I just wanted to thank you for the Play for All initiative. My family has qualified for 2 years now. It has given our 3 year old daughter hours of fun, laughter, and creating in our neighborhood. Thank you so much. I am truly grateful!”

Natalie Bauer,
Museum Member

“I love volunteering at WOW! because it gives me the opportunity to connect with my community in a very fun and creative way.”

Eleri Robinson,
Museum Volunteer
2016 Donors

Visionary Level - $5,000 and above

Bank of the West
Dodge Family Fund
SCFD Tier III Adams County Cultural Council
SCFD Tier III Boulder County Cultural Council
Social Venture Partners Boulder County

Catalyst Level - $2,500 to $4,999

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Barbara Subercaseaux & Jeff Gaillard
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Discovery Level - $1,000 to $2,499

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