ABOUT US

MISSION

WOW! Children’s Museum engages all families in educational, hands-on experiences that connect curiosity, creativity, and discovery.

VISION

Community Level: To be the informal early childhood education leader in Boulder County.

Child Level: To engage children in hands-on learning experiences that foster creative and innovative thinking and problem solving; to nurture a love of learning and sense of confidence and competence.

BOARD OF DIRECTORS

Barbara Subercaseaux, President
Community Volunteer

Donna Charlevoix, PhD, Vice President
Director, Education and Community Engagement, UNAVCO

Josh Stransky, Treasurer
Community Bank President, ANB Bank

Kelly Geer, Secretary
Community Volunteer

Kath Courter, Head of Preschool, Extended Day and Summer Programs, Boulder Country Day School

Raelene Fulford, DDS, MSD, Owner, Camp Little Tooth Pediatric Dentistry

Yvette Hill, Manager, Corporate Recruitment, Bright Horizons

Eli Santos, Senior VP, Business Relationship Manager, Bank of the West

Eric Van Orden, Product Developer, Xcel Energy
Dear Friends,

We are thrilled to share our 2017 Annual Report, celebrating our many accomplishments from the past year.

Our new Make It Go! exhibit opened in September 2017, funded in part by our first crowdfunding campaign. This popular new exhibit encourages the development of critical thinking and problem-solving skills as children explore air, gravity, weight, force and motion by making a car go down a mountain, making a bike go up a hill, and making a hot air balloon go up in the sky. Thank you to all of the donors and volunteers who helped bring this exhibit to life!

Throughout the year, WOW! continued to serve as a vital educational resource for children and families in the Boulder/North Metro area. We set a new record for annual attendance in 2017 with over 91,000 visitors – a 14.5% increase from 2016! We have continued to work on increasing Museum access for families with low incomes by partnering with organizations such as Head Start, WIC and Sister Carmen to get the word out about our discounted membership program. We now have 400 Play for All member families sharing play experiences together in the Museum, thanks to generous contributions from our supporters. We had many other noteworthy achievements that we are pleased to detail in this year’s annual report.

In the coming year, we will continue to spread our message about the power of learning through play both at WOW! and out in the community. We are so thankful for all of the individuals and organizations who continue to support our work.

Warmest regards,

Jennifer Hinderliter, Executive Director

Gini Philipp, Director of Early Childhood Education

Kim Brown, Volunteer Manager

Anna Kollaja, Guest Services Director

Katie MacDonald, Marketing Director

Renee Guerrero, Community Educator

Darcy Morel, Development Director

Vi Tran, Exhibit Designer

Leanna Pendergrass, Exhibit Technician
2017 ACCOMPLISHMENTS

In 2017, we served 91,457 visitors!

We received a $33,780 IMLS grant and a $20,000 “challenge grant” from the Dodge Family Fund to help fund the Forest of Light exhibit.

Our educational outreach programs served 1,908 children in local classrooms and libraries.

As a SVP Investee, we worked with our SVP Partners on branding, messaging, and creating a new mission statement.

We launched our WOW! By Night after-hours event series featuring two new events: Family Dance Party & Planetarium Night.

Make It Go! opened September 2017 and we raised $2,515 for the exhibit through our first crowdfunding campaign.

We surpassed our fundraising goals for Colorado Gives Day and saw a 19% increase in our total number of donors in 2017.
2017 REVENUE $644,035

- Admission Sales: 53%
  - Admission Sales: $339,656
- Membership Sales: 19%
- Foundations: 10%
- Government: 7%
- Individuals: 6%
- Corporate: 5%

2017 EXPENSES $580,665

- Operations: 50%
- Exhibits: 18%
- Fundraising: 14%
- Programs/Events: 12%
- Administrative: 7%

Museum Operations: $287,726
Exhibits: $105,504
Fundraising: $81,326
Programs and Events: $67,991
Administrative: $38,118
Our revenue increased by 15% allowing us to invest in exhibits, programs, and infrastructure.

91,457 visitors

1,908 children reached through outreach classes

2,718 field trip participants

1,885 member families

2017 Visitors by County

- Boulder: 58%
- Adams: 11%
- Weld: 7%
- Jefferson: 7%
- Denver: 2%
- Arapahoe: 2%
- Broomfield: 14%
PLAY FOR ALL INITIATIVE

WOW! Children’s Museum is committed to making the Museum accessible to ALL children in our community, regardless of financial constraints. Play for All is a donor supported initiative serving thousands of children in need each year.

PLAY FOR ALL MEMBERSHIPS

• Supports families in financial need by providing a $10 annual museum membership to families who are receiving some form of public income-related assistance.

PLAY FOR ALL FIELD TRIPS

• Supports schools serving a large percentage of children in the free and reduced lunch program by providing discounted field trip and outreach visits for their classrooms.

PLAY FOR ALL EVENTS

• Supports families of children with autism spectrum or sensory processing disorders by providing free admission to our Sensory Friendly Playtime events.

"My son is autistic and WOW! is one of the only places where he feels comfortable playing. Usually when we go to other public spaces, he clings to me the whole time. But at WOW!, he has built self confidence and explores by himself. During the Sensory Friendly Playtimes, it is one of the only times where he can truly be himself."

-Kim, Play for All Member
2017 VOLUNTEERS

Aaron Moberg
Aiyana Rockwell
Alex Altamirano
Alex Popeno
Alex Werges
Alex Willebrand
Alexander Sologoub
Alexandra Armijo
Alison McDonald
Alvina Zhang
Amelia Boone
Amit Sela
Amy Bruzzo
Amy Rosenblum
Ana Cox
Angela McNichol
Ann Marie Tunney
Anne Larsen
Annika McLean
Arnold Lewis
Barbara Subercaseaux
Benji Gallegos
Betsy Watts
Bill Cameron
Brad Davis
Brian Moore
Bridge Morant
Cam Chalmers
Cammy Lee
Carly Halweg-Edwards
Carolyn Powell
Charles Krinsky
Chase Fulkerson
Chelsea Hitchcock
Chris Bradway
Chris Intulakasana
Claire Bernstein
Community Link
Corrine Mares
David Fraide
Diane Stewart
Donna Charlevoix
Drea Ulery
Drew Jasa
Eleri Robinson
Eli McCullick
Eli Santos
Eliana Brown
Ellie Adelfang
Emmanuel Rangel
Eric Meyer
Eric Van Orden
Erin Griffey
Evelyn Honey
Evelyn Romine
Evan Becklenberg
Florence Bocquet
Gabriel Arebalo
Genevieve Gallardo
Given Kayembe
Grace Battista
Hannah Shaw
Ingrid Torales-Rios
Jack McDonald
Jackie Cassidy
Jamshi Ebenezer
Janelle Lind
Jennie Arbogash
Jeremy Laue
Jessica Mansur
Ji Ran
Jiffer Harriman
Jim Neill
Joe Keesey
Joetta Forsyth
Jonnie McFarland
Jordan Crouse
Josh Fenn
Josh Wong
Joshua Kollaja
Joshua Stransky
Julia Garfinkle
Kaija Spencer
Kalie Nutini
Karen Kalis
Kate Gallop
Kate Hranko
Kath Courter
Keiléy Leon
Kelley Nelson
Kelly Geer
Lakshmi Haridas
Laura Alqvist
Laura De Castro
Leo Condon
Leslie Amico
Libby Ward
Liliana Maisano
Lily Sutherland
Lina Smith
Linda Webster
Lindsay Downs
Lisa Castaneda
Lisa Lundquist
Louise Murphy
Madison Risi
Marc Hudson
Marcus Davis
Margaret Ray
Marrakech Maxwell
Mary Dart
Matt Abel
Matthew Funk
Megan Gikerson
Melina Goldstein
Miha Nijhawan
Miriam Wiggli
Morgan Clark
Nadya Lyapunova
Natalya Miller
Nathan Seidle
Olga Heifets
Oliver Mouk
Olivia Moll
Patricia Burgess
Patty Ferreira
Phil Goroghty
Rachel Joyce
Rachel Leidich
Raelene Fulford
Remi Trevino
Riley Burridge
Robin Davis
Robin Deitch
Rose Daniel
Rowan Qwirk
Samantha Honan
Sanam Sadr
Sean Plumb
Seren Sehota
Shandra Converse
Shaobo Liu
Shawn McGoff
Shawna Peterson
Shelby Jorgensen
Spellbinders Volunteers
Srikrishna Chundru
Stephen Fields
Steve Hartmeyer
Sydney Parrish
Thiaga Sivanadyan
Tim Brown
Tommy Guess
Trevor Ferreira
Tyler Kotre
Vicky Johns
Vithika Goyal
Yvette Hill-Nnaji
Zane McMorris
Zion Washington

CORPORATE & COMMUNITY GROUPS
Agilent Technologies, Alexander Dawson School Students,
Bank of the West, CU Boulder Graphic Design Students,
OtterBox, and Qualcomm

Over 170 volunteers contributed 2,375 hours of service in 2017!

"As a former preschool teacher I feel very lucky to be able to volunteer in the Art Room as I feel passionate that art should be a part of a young child’s educational development. Children are constantly exploring with all their senses, making wonderful connections that help them make sense of the world around them.”
- Eleri Robinson, Museum Volunteer
# 2017 DONORS

## Visionary Level
$10,000 - $24,999

- Dodge Family Fund
- Nathan and Alicia Seidle
- SCFD Tier III Adams County Cultural Council
- SCFD Tier III Boulder County Cultural Council
- SCL Health Good Samaritan Medical Center
- Social Venture Partners Boulder County

## Catalyst Level
$2,500 - $9,999

- Anne Larsen State Farm Agency
- Camp Little Tooth Pediatric Dentistry
- Charles E. and Carol Miller Family Foundation
- Elevations Foundation
- GI Investments LLC
- John G. Duncan Charitable Trust
- Namaste Foundation
- The Community Foundation Serving Boulder County
- The Edmund T & Eleanor Quick Foundation Inc.

## Discovery Level
$1,000 - $2,499

- Anonymous
- Ball Corporation
- Bank of the West
- Barbara Subercaseaux and Jeff Gaillard
- Benson, Kerrane, Storz & Nelson, PC
- Caraway Orthodontics
- City of Lafayette
- Crouse Family
- Donna Charlevoix and Glen Romine
- Edward Knight and Sarah Dodson-Knight
- Emerson Charitable Trust
- Fair Winds Hot Air Balloon Flights
- Faughnan-Green Family
- FirstBank
- Home Depot
- Jennifer and Garry Hinderliter
- Jeremy Laue and Katie MacDonald
- Kath and Greg Courter
- Kelly and Chris Geer
- Lafayette Cultural Arts Commission
- Longmont Community Foundation
- Price Philanthropies Foundation
- SCFD Tier III Broomfield County Cultural Council
- The Collins Foundation

## Explorer Level
$500 - $999

- AstraZeneca Pharmaceuticals
- Boulder County Public Health
- David and Marcia Talley
- Eric and Laurel Van Orden
- Jen and Joe Spencer
- Karen MacDonald and Jerry Anderson
- KidSPOT Pediatric Therapies
- Kim and Tim Brown
- Living Nightingale and Julie Scheffer
- Lucky’s Market
- Marcia and Alan Hein
- Qualcomm
- Ryan and Chelsea Incorvaia
- Stransky Family
- Xcel Energy
- Xcel Energy Foundation

## $101 - $499

- Alfalfa’s Market
- Amanda Morris and Kevin Baughman
- Amazon Smile
- Anna and Joshua Kollaja
- Bob Spencer
- Christina and Eli Santos
- Christinne Johnson
- Community First Foundation
- Darcy Morel
- David Wells
- Erin Whipple
- Froyobot LLC
- Greg Johnson
- Gretchen and Bobby Pangilinan
- Happy Healthy Vending
- James Sublett
- Joe Hinten
- John Boblea
- Karen and David Kalis
- Kathy Mott
- Lee Ann Cast
- Lisa and Stephen Nichols
- Lucy Zugschwert
- Lynn McGowin
- Marsha and Rick Seitz
- Mary Higgins
- Melissa Dykhuis
- Michael Grote
- Molly and Lucas Thelosen
- Nia Wassink
- Olivia and Eric Ameigh
- Patty and Steve Rodgers
Jill Jagemann
John Myers
K. Joanne Stark
Katherine and Matthew Haynes
Kathleen Elizay
Katie Dobbins
Kerry Lightenburger
Kevin Kitchens
Kevin Tolley
Kim M Hughes
Kim Plumridge
Kimberly Ann Derouin
Kirsten King
Kristin Christian
Laura and Garrett Ball
Laura Myers-Wagner
Leah Boxley and Lawson Dutton
Lee and Martin White
Leslie Dobkins
Liz Bowes-Spiegel
Lois Sheahan
Maria and Tomas Acosta
Mark Moffitt
Matt Bethune
Matt Rogers
Megan Stone
Melanie and Nihad Heto
Melisa Hansard
Melody Fairchild
Michael Buell
Michelle Orge
Mills Sublett
Myrissa Paul
Natalie Francis
Nathanial Dykhuis
Patricia Burgess
Paul and Audra DeGraff
Paula Todd
Peeranu Visetsuth
Peggy Eisell
Ryan Gregory
Sally Odorizzi
Sally Petson
Sandra Miller
Shawn McDonald
Sherry Rosamond
Susan Deans
Taryn Johnson
Tatiana and Michael Moore
Thrivent Financial
Victoria Pane

**UP TO $100**

Abraham Flexer
Aimee Goldmeyer
Alexandra Wong
Ali Huckins
Ali Onsun
Allison Nunley
Amy Carter
Amy Stevermer
Ann Meyer
April Lewis
Around the Clog
Ashley Cone
Ashley Harkness
Becky and Scott Seidel
Ben and Nicole Vinson
Ben Subercaseaux
Betsy Sheffield
Blair Malloy
Brian Schwartz and Elizabeth McIntosh
Britt McWilliams
Calvin Legh
Carmen Mayta
Carolyn Powell
Casey Dunning
Cathy Gleason
Cathy Vaughan-Grabowski
Christina Pierson
Christine Rogers
Claire Bernstein
Community Shares
Connie Hoon-Barclay
Cotin O'Connell
Cory and Mary Richardson
Danielle Lancelotti
Danielle Mawhir
Deirdre and Brad Fayfield
Dennis and Karen Hanke
Dennis Coombs and Kristen Kinard
Eddie Goldstein
Elen Robinson
Elizabeth Knight and Steve Hartmeyer
Emily Marjoua
Emma Lor
Erik Bernstein
Google
Halie Cornelison
Heather Bruley
Inna Landon
James Maguire
James Rogness
Jane Gleason
Jennie Arbourash
Jennifer Bailey-Szeteinberg
Jennifer Martinez
Jerry and Lillian Hunter
Jessica Mansur

**$500 & ABOVE**

BK Media Group
City of Lafayette
Comedy Works
Disneyland Resort
Kim and Tim Brown
Morrell Printing Solutions
YMCA Boulder Valley - Lafayette

**IN KIND**

**UP TO $499**

Altas Valley Purveyors
American Furniture Wharehouse
Anderson Farms
Arvada Center For The Arts And Humanities
Ashley McCod
Atlas Valley Purveyors
Barbara Subercaseaux and Jeff Gaillard
Bags Footwear
Boulder Boulder
Boulder Bookstore
Boulder Creek Events
Boulder Philharmonic Orchestra
Brewers Association
Center for Spiritual Living Boulder Valley
Chipotle
Clifford Still Museum
Colorado Chautauqua Association
Colorado Railroad Museum
Colorado Sports Hall of Fame
Colorado Swim School
Colorado Symphony Orchestra
Corepower Yoga Louisville
Daveco Liquors
Eldorado Natural Springs Pool
Element's Massage Boulder
Elizabeth Knight and Steve Hartmeyer
Elway's Cherry Creek
Fiske Planetarium
Flatirons Golf Course
Foolish Craig's
Frequent Flyers Productions
Gateway Park Fun Center
Georgetown Loop Railroad
Glenwood Caverns Adventure Park
Grandrabbit's Toy Shoppe
Iron Mountain Hot Springs
Jack N Jill Salon
Jacque Michelle Girls & Fashion
Jennifer and Garry Hinderliter
John and Yvonne Boblea
Living Nightingale and Julie Scheffer
Longmont Dairy Farms
Magic Fairy Candles
Mountain Sun Pubs and Breweries
National Western Stock Show
Pepsi Center Tours
Royal Gorge Route Railroad
Soul Tree Yoga
Suerte Tequila
Suzi and Mark Van Alstyne
Swoon Jewelry Studio
Tattered Cover Book Store
Tegu
The Ideal Board
The SPOT Bouldering Gym
Thorne Nature Experience
Via Toscana Ristorante
Wallarau Hat Company
Walnut Cafe
Wild Women Wine
Yours An

**WOW! ON TAP**

Baseline Italian Bistro
Boulder Beer
Eats & Sweets
Miller’s Grille
Odd13 Brewing
Oskar Blues Brewery
Stem Ciders
The Post Brewing
Uturn BBQ

*If you see any errors or omissions in this list, please notify us and kindly accept our sincere apology.*
WOW! Children's Museum
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