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

Chuck Philipp, Vice President
CEO, Alpine Physical Therapy

Josh Stransky, Treasurer
Community Bank President, ANB Bank

Eric Van Orden, Secretary
Product Developer, Xcel Energy

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

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

Laurie Hanson, Community Volunteer
Dear Friends,

We are thrilled to share our 2018 Impact Report, celebrating our many successes from the past year. We are so grateful for your support and all that it has allowed us to accomplish together.

This past year, we focused on our commitment to being a gathering place for all children and families. We respect, value, and celebrate the unique attributes, characteristics and perspectives that make each person who they are. We also believe that bringing diverse individuals together allows us to better understand, support and engage our community. It is our aim, therefore, that our Museum and programs are accessible, meaningful and welcoming to all audiences.

With this community focus in mind, we opened our new Forest of Light experience – an inclusive space for children of all abilities. Our Sensory Friendly Playtime families and volunteer occupational therapists came up with the design elements you see in this space. From the dim lighting to the tactile panels to the cozy tree trunk hideout, our exhibits team brought their ideas to life. New exhibits are 100% supported by contributions from community members, corporations and foundations. Thank you for making this new experience possible for our visitors!

Our 2018 community outreach also led to significant growth in our Play for All Membership program. It supports Museum access through a deeply discounted rate of just $10 for an annual family membership. More than 600 families with financial need are enjoying the Museum year-round thanks to your contributions.

We are committed to the children in our community and are proudly invested in their future. In the coming year, we are launching a multi-phase renovation plan to refresh our facility and to keep the visitor experience engaging, relevant, and modern. We are a growing Museum, serving a growing community. Together, we will re-imagine our space; improving accessibility, and strengthening our learning experiences.

We are so thankful for all of the individuals and organizations who continue to support our work!

Warmest regards,

Darcy Morel,
Development Director

Vi Tran,
Exhibit Designer

Chris Briddick,
Exhibit Technician
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**Key Elements of the WOW! Learning Environment**

- Encourages continued exploration at home or in the community
- Provides opportunities to explore, manipulate, investigate and reflect
- Invites repetition and changes
  "What will happen if...?"
- Evidence of community input and contributions
- Opportunities and invitations for adults to engage in play
- Materials that are natural and locally meaningful

"Our learning framework is crucial to how we understand and engage with our visitors. It is designed with our belief in mind, that “play is the work of the child.” All of our exhibits, outreach, and onsite programming is focused on engaging learners, open-ended experiences, inclusive environments, and the role of the adult in a child’s learning experience."

- Gini Philipp, Director of Early Childhood Education
In July 2018, we opened Forest of Light, a sensory exploration experience that encourages play between children of all abilities. In the darkened forest space, children and families explore their senses by interacting with a giant pin wall, life size Lite Brite, fluttering kaleidoscope, marble wall, and a quiet hideout hollow. Sensory play in the exhibit supports language development, cognitive growth, fine and gross motor skills, problem solving skills, and social interaction.

Forest of Light developed from the popularity of our Sensory Friendly Playtime program, a free and private event for children with autism spectrum or sensory processing disorders to enjoy the Museum with their families. The exhibit was truly a community supported project and was designed with valuable input from Sensory Friendly Playtime participants and local occupational therapists to ensure it was inclusive and welcoming for all visitors.

Forest of Light was made possible with generous gifts from the Institute of Museum and Library Services, the Dodge Family Fund, and contributions from 85 incredible individuals in our community!

"Forest of Light is an amazing new addition to the community and for families of children with autism spectrum disorder. The exhibit is visually stimulating and appealing, but not overwhelming to our sensory-seeking child. We are extremely grateful to have access to such a wonderful environment for our child to grow and learn!"
- Rich Wetz, Parent

"In creating Forest of Light, WOW! recognized the need to provide a calming yet sensory rich environment as well as a safe-space for sensory-sensitive children. The Forest of Light provides unique sensory exploration opportunities not found in their daily life."
- Mia McCloy, Pediatric Occupational Therapist
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 over 4,400 children in need each year.

By partnering with local organizations: Boulder County and Adams County Head Start, ELPASO, WIC, Sister Carmen Community Center, Wild Plum and local elementary schools; together we proudly increased access to our Play for All membership program by 62%, serving over 600 families in need.

**PLAY FOR ALL MEMBERSHIPS**
- Supports families in financial need by providing a $10 annual membership to families receiving 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 trips 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.

"At ELPASO (Engaged Latino Parents Advancing Student Outcomes), we give Latino parents information so they are ready to support their child’s development. When we tell parents about WOW!’s education programs, parents realize that learning comes in so many different ways. WOW! provides early childhood science activities in a way that kids love it! It couldn’t be a better partnership – ELPASO working with parents and WOW! working with kids all benefiting our families!"

- Tere Garcia, Executive Director, ELPASO
2018 ACCOMPLISHMENTS

- **86,681** total people served
- **2,143** hours of volunteer service contributed by 175 volunteers
- **1,981** children served through our educational outreach programs
- **278** children and families attended Sensory Friendly Playtime
- **70** participants in our new Littlest Learners classes for ages 0-3
- **2** new community events introduced: Día del Niño and Kindergarten Readiness Night
2018 REVENUE $776,501

- Admissions 40.4%
  - Admission Sales: $313,837
- Memberships 17.3%
- In-Kind 8.4%
- Foundations 8%
- Government 10.4%
- Individuals 11.2%
- Corporations 2.8%
- Other 1.5%

2018 EXPENSES $717,992

- Operations 49.5%
- Exhibits 18.8%
- Fundraising 13.6%
- Programs & Events 13.3%
- Administrative 4.8%
VISITORS BY COUNTY

- Boulder: 56%
- Broomfield: 12%
- Adams: 10%
- Weld: 6%
- Jefferson: 6%
- Denver: 2%
- Arapahoe: 2%
- Other: 6%
- Weld: 6%

GET INVOLVED

**Donate**
Make a monetary contribution or become a Play Maker and give monthly.

**Volunteer**
Offering opportunities for youth, adults, seniors, and corporate groups.

**Membership**
Become a Champions of Play Supporter Member and sponsor a membership for a family in need.

**Sponsor**
Support the Museum by sponsoring an exhibit or program.

**In-Kind Gifts**
Donate an item, product or professional service from our wish list.

**Connect**
Connect with us on social media or sign up for our email list.
2018 DONORS

VISIONARY LEVEL
$25,000-$49,999
Institute of Museum and Library Services
Scientific and Cultural Facilities District Tier III

CATALYST LEVEL
$10,000-$24,999
Anonymous
Social Venture Partners Boulder County
Temple Hoyne Buell Foundation
The Jay and Rose Phillips Family Foundation

DISCOVERY LEVEL
$5,000-$9,999
Bank of the West
Charles E. and Carol Miller Family Foundation
Children’s Hospital Colorado
Nathan and Alicia Seidle

EXPLORER LEVEL
$1,000-$4,999
Agilent Technologies Foundation
ANB Bank
Anonymous
Barbara Subercaseaux and Jeff Gaillard
Christina and Eli Santos
Chuck and Kathy Philipp
City of Lafayette
Crouse Family
Elevations Foundation
Emerson Charitable Trust
Faughnan-Green Family
Jennifer and Garry Hinderliter
Jeremy Laue and Katie MacDonald
Kath and Greg Courter
Lafayette Cultural Arts Commission
Lisa and Dario Atallah
Longmont Community Foundation
Namaste Foundation
Qualcomm
The Collins Foundation
The Edmund T & Eleanor Quick Foundation
Xcel Energy

$500-$999
Anna Salim
Boulder Garden Club
David and Marcia Talley
Donna Charlevoix and Glen Romine
Eric and Laurel Van Orden
Karen MacDonald and Jerry Anderson – In memory of Darrell MacDonald
KidSPOT Pediatric Therapies
Marcia and Alan Hein
Medtronic Foundation
Richard and Heather Wetz
Spire Global
The Kaplan Family
University of Colorado Language, Development, and Cognition Lab
Walmart Foundation

$101-$499
Anna and Joshua Kollaja
Barbara Truan
Bill and Lora Cameron
Bob Spencer
Darcy and Duncan Morel
Emily Fearnow
Erik Bernstein
Eva Frissora
Fresh Vending
Google
Greg Johnson
Gretchen and Bobby Pangilinan
Joe Hinton
Julia Carpenter
Julie Young
Kathy Mott
Kelley McDonald
Kim and Tim Brown
KLA Associates
Lee Ann Cast
Martin Household
Michael Grote
Nathan Thompson
Nia Wassink
Nigel Lock
Olivia and Eric Ameigh
Patti Anderson
Pfizer
Sara Koster
Sara Tanner
Suzanne Crest
The Stransky Family
Tyler Kotre
Vi Tran and Will Meyer
Vicky Johns and Arnie Jacobson
Yvette Hill-Nnaji and James Nnaji

UP TO $100
Allison Hafner
Amazon Smile
Anonymous - In Honor of Georgia Joy Johnson
Anonymous
Anonymous
Anonymous
Anonymous
Beth and John Kroger
Bill Trees
Cari Roberts
Carl Aragon
Carly Kramer
Cathy Gleason
Cathy Lichty
Chelsea Trezise
Cheryl Soldati
Christie Mueller
Cindi Smith
Colleen Koch
Connie Hoon-Barclay and Bill Barclay
Dale Hopwood
Daniela Morzos
Darren Jeppson
David Gregory
Diane Stewart
Diane Thomas
Eddie Goldstein
Elizabeth Tilden
Emily and Howard Marshall
Emily Hinck
Emily McKeivitt
Erik Johnson
Erin Whipple
Gemma Webster and Kevin Tolley
Geoffrey Griffith
Gini Philipp
Holly Loftin
Howard Brown
Jaime Van Bogaert
James Hunt
Jamie Miller
Jana and Dan Lane
Jane Gleason - In Memory of Bill Gleason
Jen and Jason Kilpela
Jennie Arbogash
Jennifer Varga
Jenny and Jim Pauley
John and Jeanice Hansen
Jorge Medrano
K. Joanne Stark
Karen and David Kalis
Katie and Ben Winsor
Kevin Zeikis
Kim Plumridge
Kim Woods
Kristen Pia
Kurt Ronacher
Larry Harkreader
Lauren Ostrowski
Leanna Pendergrass
Leslie Amico
Leslie Derber
Lisa Hulla
Living Nightingale and Julie Scheffer
Margaret and Bob McClelland - In Memory of Kristen
Margot Kaminski and Matt Cushing
Marie Zwart
Marilyn McIntosh
Mark Cathcart
Mary Higgins
Max and Lucy Fund
Melissa Wells
Michelle Orge - In Honor of Jennifer Hinderliter
Michelle Rapp
Michelle Simms
Mollie Bradmon
Monica Breier
Monica Cesario
Norman Balmer
Paul and Audra DeGraff
Raelene and Jeff Fulford
Rusty Houssiere
Ryan Gregory
Sam Reid
Sandra and Steven Wiersma
Sandy McGregor
Sarah Goodroad
Sarah Mahurt
Shannon Markusen
Sophia M. Taylor
Susan Deans
Victoria Pane
Wade Balmer

IN-KIND
$1,000 & ABOVE
Aragon Enterprises
BK Media Group
City of Lafayette
McDonald CARPET ONE Floor & Home
Morrell Printing Solutions
Sonrise Construction and Drywall

IN-KIND
UP TO $999
Aimee Dorman
Barbara Subercaseaux and Jeff Gaillard
Barnes Machining
Boulder Country Day School
Boulder Philharmonic Orchestra
James and Lelia Sublett
Daveco Beer, Wine and Spirits
Emily Hinck
Flatirons Golf Course
Georgetown Loop Railroad
Glenwood Caverns
Kim and Tim Brown
Kim Plumridge
KUNC
Living Nightingale and Julie Scheffer
Sage Hospitality
Sunrise Janitorial
Wild Women Wine
YMCA Boulder Valley-Lafayette

WOW! ON TAP
Adesso Pizzeria
Boulder Beer Company
Eats & Sweets
Endo Brewing
Lafayette Liquors
Liquid Mechanics Brewing
Mon Cheri Bakery and Bistro
Odd 13 Brewing
Stem Ciders
The Post Brewing Co.

If you see any errors or omissions in this list, please notify us and kindly accept our sincere apology.
WOW! Children's Museum
110 N. Harrison Ave, Lafayette, CO 80026
(303) 604-2424
wowchildrensmuseum.org