

ANNUAL IMPACT REPORT

SANTA CRUZ CHILDREN'S MUSEUM OF DISCOVERY

2023-2024



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AN ELEMENTAL YEAR WITH ELEMENTAL IMPACT

In 2023, we embarked on a journey to **embrace the elemental** through the introduction of innovative exhibits and programs. From getting *down in the dirt* with new programs to *reaching airy heights* with new exhibits, we sought to inspire and educate our community in innovative ways.

The addition of a Program and Outreach Coordinator has been instrumental in expanding our reach and ensuring that our programs resonate with a diverse audience. We have hosted events for a wide range of groups--including nonprofits, developmentally disabled adults, toddlers and infants, summer camp providers, and our local 4H group. As a result of these investments by the museum, we were thrilled to see our admissions numbers return to pre-pandemic levels with over 40,000 people visiting this museum this year--a *testament to the fire* of our community's enthusiasm for our new activities and programming.

From a new IMLS research grant to study access programs at museums to our continued support of just under one third of our visitors as free or reduced admission guests, we continue to *make waves* by breaking down barriers to ensure everyone can access and feels welcome in our museum.

As we look ahead to our 10th anniversary in November 2024, we are excited to see this foundational work make an even greater impact for the children of Santa Cruz County. We invite you to explore this report and discover the transformative power of our museum for local families.

Your support makes this possible! Make sure to join us this Fall for our 10th anniversary gala to celebrate our *Decade of Discovery*!



Rhiannon Crain
Executive Director



Seth Reder
Board Chair





IT'S NOT
ENOUGH
TO LOVE
THE YOUNG;
THEY MUST KNOW
THAT THEY ARE LOVED.

St. John Bosco

03 | FY 2024

Last year over
1/4 of our
visitors utilized
one of our free
or reduced-
price programs
to access the
museum!

MUSEUMS FOR ALL

An Access Program that Spans
the Nation

Did you know our Executive Director, Rhiannon Crain, had a whole career as an educational researcher before taking this job? Well, for the next three years she is a member of a multi-institution research team investigating the efficacy of a national program called Museums for All designed to remove the cost-barrier for entrance to museums around the United States. MOD has been a member of this program since 2021 which has enabled 1000s of visitors to access our children's museum for just \$3. The program has grown to include over 1300 museums, zoos, and gardens around the U.S.!



MOD BY THE NUMBERS

10

Staff (all part time!)

12,000+

Visited with free or
reduced admission

50,000

Guests served
annually

75%

Of visitors come
more than once

6

New exhibits last
year

>850

Birthdays
celebrated @MOD

PLAY WITH PURPOSE

If exhibits are the heart of our museum, our programming is the soul. This year we built out our education team and saw our programs *and* exhibits take flight. Grounded in a deep understanding of early childhood education, we aim to build experiences for children that make their eyes light up through surprise, exploration with phenomena, creativity, open-ended play, and even a little silliness. It is all a part of healthy learning.



Check out all the fun happening at the museum!



SOARING PROGRAMS



Fairy House building

Fosters creativity, promotes community, enhances spatial awareness, and encourages environmental awareness.



Real Tools!

Develops fine motor skills, boosts confidence, fosters problem-solving, encourages independence, and enhances understanding of basic mechanics.

Teddy Bear Clinics



Led by Cabrillo student nurses! Designed to help kids use play to overcome fear of doctor's visits.



Potion-Making

Encourages creativity, enhances fine motor skills, introduces basic science concepts, and promotes sensory exploration.



Pioneered the "air fountain"--8 fans arranged in a circle allowing open ended exploration with air currents, flight, and full body involvement. This new exhibit captures the imagination with its aesthetic appeal and hypnotic movement.

Transformed our kinetic sand box, enhancing imaginative and sensory play. Kinetic sand is messy and expensive (we keep this one stocked with special sand straight from Sweden to the tune of \$2000 each year!).



EARTH

FIRE



In a year-long youth-centered partnership with Soquel 4H, we engaged youth in a collaborative exhibit build resulting in an epic new prehistoric dinosaur play area with a glowing volcano. These kinds of programs are central to the community-centric ethos of our museum.

We played with water in all its forms this year--as ice with our Snow Days where an innovative partnership with a local shave ice business brought the snow to the museum--to our engineering-oriented sail boat wind tunnel challenge for visiting school kids.

WATER



FINANCIAL OVERVIEW

Fiscal Year 2024

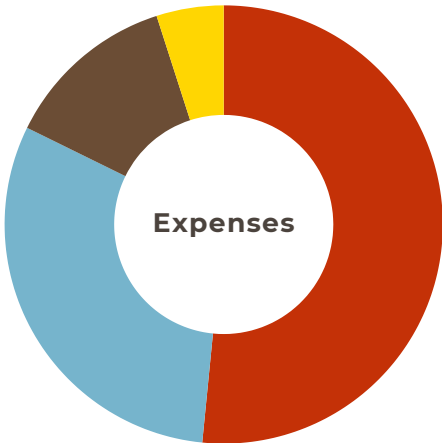
July 1, 2023 - June 30, 2024

We were cautiously optimistic about our potential for earned revenue this year and exceeded our expectations. This was reflected in our admissions- we had seven days where more than 500 people visited our small museum. And, we continue to be one of the most visited museums in Santa Cruz County. Our operations and admin and education expenses grew this year as we built out our team to bring stellar, creative, engaging play-with-purpose to our community.



- 20% Memberships
- 23% Admissions
- 15% Programs
- 22% Grants
- 18% Contributions
- 2% Gift Shop

2023-2024 FINANCIALS



- 52% Operations & Admin
- 31% Education (Exhibits & Programs)
- 13% Visitor Services
- 5% Fundraising



PLAY

FISCAL YEAR 2024 DONORS

The Santa Cruz Children's Museum of Discovery relies on generous donors to support and fund the advancement of our mission each year. We gratefully acknowledge all the individuals, companies, foundations, and government entities for their gifts, sponsorships, and grants which supported a year of playing, laughing, and learning. Donors are listed according to their total monetary and in-kind donations received between July 1, 2023 and June 30, 2024.

INDIVIDUAL DONORS

\$5000 & ABOVE

Patrice & Robert Keet
Edward Newman

\$2500-\$4999

Jim & Donna Felich

\$1000 - \$2499

Bonnie Keet &
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Rhiannon Crain
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Corinne Keet
Michael Cottingham

\$250 - \$499

Michelle Montalvo &
Ricardo Gudino Juarez
Bertrand Achard
Anonymous
Anonymous
Richard Curtin

We also thank 280
individuals for their
contributions of
less than \$50

\$50 - \$249

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ORGANIZATIONAL DONORS

\$10000 & ABOVE

City of Capitola

\$5000-\$9999

Institute of Museum
and Library Services

\$1000 - \$4999

Omega Nu

\$50-\$999

Wonderland Toys

VOLUNTEERS

Thank you to our volunteers. Individuals listed volunteered regularly between July 1, 2023, and June 30th, 2024. We also want to thank the 19 Youth Volunteers (ages 14+) and Play Ambassadors (aged 11-13) who contributed at the museum this past year.

Linda Valenziano
Terry Grove
Sue Creswell
Debbie Lewis
Michaela Getz
Roger Heitzman
Bob Keet
Jim Felich

We've made every effort to ensure the accuracy of these lists. If you believe an error has been made, please contact our team at contactus@sccmod.org.

DIRT



SANTA CRUZ CHILDREN'S MUSEUM



THIS WAS JUST A DROP IN THE
BUCKET...WAIT UNTIL YOU SEE
WHAT WE HAVE IN STORE FOR
THE NEXT 10 YEARS!

WWW.SCCMOD.ORG