

# I CAME TO PLAY

Impact Report 2018

GRAND RAPIDS  
**Children's**  
MUSEUM





**“WITHIN THE CHILD LIES THE FATE OF THE FUTURE.”**

Maria Montessori, physician, scientist & educator

**WE ARE AN ENVIRONMENT FOR PLAY.**

**WE ADVOCATE FOR THE VALUE OF PLAY.**

**WE BUILD MINDS THROUGH PLAY.**



I’ve always had a passion for history. As a teacher, I tried to teach my students to learn from the past in order to improve the future. As the Grand Rapids Children’s Museum CEO, I look back at our 21 years and am full of gratitude for the milestones we have achieved. Looking ahead, I am excited about the opportunities that will shape our future.

In 2018, we focused on internal improvements. Behind the creative, messy play, there was a great need to upgrade our building, exhibits, technology support, communications and marketing. We’ve committed to enhance our museum’s accessibility, and thanks to the generosity of the Steelcase Foundation, we’ve added a full-time accessibility and inclusion manager. We’ve also added sensory backpacks and bilingual signage to better serve all who walk through our doors.

In addition to creating a space that is welcoming for all, we see a clear vision to take our mission of play OUTSIDE our museum walls. As you review our impact report, you’ll see a few of our outreach initiatives highlighted. I hope it will make you proud to be a part of our museum family.

Thank you for helping us write the next chapters of our journey—every dollar you give or membership you buy goes directly to further our mission of building minds through the power of play.

Playfully and gratefully,

Maggie Taylor Lancaster  
CEO



# 2018 HIGHLIGHTS



## Purposely Playing Toward Kindergarten (PPTK)

- A summer learning program for 200+ at-risk children.
- In partnership with Grand Rapids Public Schools, this innovative, play-centered program provides underserved preschool children with a summer enrichment program to improve kindergarten readiness and future success in school.



## Day of Play

- Over 1,000 attended our 1st Annual Day of Play.
- In honor of GRCM's 20 years of play, Mayor Rosalynn Bliss proclaimed July 31 the official citywide "Day of Play." Our first annual celebration was held at Ah-Nab-Awen Park, offering creative, interactive play to our community in collaboration with several area organizations.



## Museums for All (M4A)

- "This is an amazing program! We wouldn't have been able to come without it! Thank you!"
- As part of our community outreach and commitment to inclusion, we are proud to be one of 300+ museums nationwide to offer this reduced admission program that welcomes low-income families at cultural institutions.



## Think Tank

- "I'm the scientist of the world! I'm the king. I'm magic."
- In fall 2018, we opened this all-new exhibit, empowering children to problem-solve and encouraging creativity, communication and collaboration in play.



# FINANCIALS

## 2018 Expenses Total \$1,681,104

- Programs \$1,287,078
- General & Administrative \$298,316
- Fundraising \$95,710

## 2018 Income Total \$1,301,537

- Admissions \$531,001
- Donations \$461,546
- Membership \$240,446
- Rentals \$26,241
- Other \$42,303

# 2018 HIGHLIGHTS

**13,302** field trip students from low-income districts, including all GRPS 1st grade classrooms

**40** traveling outreach initiatives reaching **6,635** children from communities in need

**18,876** discounted admissions through Museums for All & GRCM Family Night

★ Over **3.75 million** served over 21 years



# OUR CHAMPIONS

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Allied Mechanical  
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Genualdi, John & Debbie  
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Gilbert, Brian & Kate  
Glenn Morris & Associates  
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Griswold, Leslie & Dutot, Jamison  
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Ley, Jason & Katherine  
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Morris, Glenn & Carla  
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