



KOHL CHILDREN'S
MUSEUM

ANNUAL REPORT 2010–2011



KOHL CHILDREN'S MUSEUM
OF GREATER CHICAGO

Learning to Grow for **25** years

WELCOME



OUR MISSION

Kohl Children's Museum of Greater Chicago provides engaging informal learning environments featuring interactive exhibits and programs that encourage young children ages birth to 8 to become effective learners through self-directed complex play.

OUR VISION

Kohl Children's Museum nurtures a love of learning in young children.

Kohl Children's Museum of Greater Chicago, Inc.

2100 Patriot Boulevard

Glenview, Illinois 60026

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Fax: (847) 724-6469

www.kohlchildrensmuseum.org

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If you would like more information about supporting Kohl Children's Museum of Greater Chicago, please contact our development office at (847) 832-6911.

Dear Friends,

On behalf of Kohl Children's Museum of Greater Chicago

we would like to thank you for your generous support of our organization. We are grateful to our many friends who enable us to serve the thousands of young children who visit our museum annually for a fun, interactive, educational experience. Through your investment, we have been able to create and operate a children's museum that was ranked #6 in the nation by *Parent's Magazine* for 2011.

As we celebrate the **25th Anniversary** and our past accomplishments, we are energized as we look ahead to our next twenty-five years and new opportunities. As our nation and state continue to address low achievement scores, the Museum is working to support parents and teachers to ensure that our young children are provided strong early learning experiences.

Due to a number of factors in today's rapidly moving society many children experience a compression of play. Because of this trend, the educational and interactive museum experience is more critical than ever to the development of young minds and nurturing of healthy lifestyles.

Kohl Children's Museum's flagship outreach program, **Early Childhood Connections**, continues to provide professional development and classroom resources for teachers and childcare providers in underserved neighborhoods in Chicago and the suburbs. Although the Museum's programs are available to all educators, your support ensures our ability to directly serve the early learning needs of our region's most vulnerable children.

This past year one of our priorities has been a focus on an early introduction to STEM (Science, Technology, Engineering, and Math) programming for young children. We opened three exhibits that particularly address this topic:

Science + You, underwritten by the Abbott Fund, which offers a child-sized laboratory where children can explore how scientists impact health and wellness.

Powered by Nature, an innovative exhibit underwritten by The Allstate Foundation that invites children to learn and explore the concepts behind renewable energy.

Baby Nursery, underwritten by Advocate Lutheran General Children's Hospital, which encourages the care of healthy and ill 'babies' with a range of dolls, pretend medical tools and equipment by introducing care-taking behavior at a young age.

Other projects included a new Museum website launched in November to better serve our guests, members and educators with a more inviting, informative and efficient site.

With your generous support we hope to keep growing young minds, developing new and innovative exhibits and continue to serve both the young and the young at heart.

Sincerely,

Donna Sims Wilson
Chairman of the Board

Sheridan Turner
President and CEO



Donna Sims Wilson
Chairman of the Board



Sheridan Turner
President and CEO

HIGHLIGHTS



Learning to Grow for **25** years

With the generous support of many donors like you, Kohl Children's Museum of Greater Chicago has enjoyed a record year, welcoming more than 345,000 visitors during 2010–11. Despite an uncertain economic outlook, our supporters, including 7,700 member families, continue to see the value of investing in our children's future by nurturing an early love of learning, one that we believe can last for a lifetime. Take a look at a few of the important areas that the Museum has chosen to focus on during the past year to make a positive difference in hundreds of thousands of young lives:



STEM & Literacy Programming

Schools across the nation have begun to place serious attention on developing their students' 21st Century Skills, particularly in basic literacy and in the core STEM (Science, Technology, Engineering, and Math) competencies. The Museum made great strides in addressing these arenas through three major exhibits this year.



Baby Nursery, underwritten by Advocate Lutheran General Children's Hospital, helps alleviate the fear of a doctor's visit by enabling children to explore a medical environment where children can engage in healthcare for babies. Using X-rays, otoscopes, and hospital scales, children can nurse realistic dolls back to health.

Science + You, the Museum's newest traveling exhibit, was developed in partnership with and underwritten by the Abbott Fund. A child-sized laboratory where children can discover the role scientists play in

keeping people healthy, this unique exhibit is scheduled to travel to Washington, D.C. and San Francisco in 2012, and then internationally (a first for the Museum).

Powered by Nature opened in November 2011, and lets children explore the green, renewable energy sources of wind and solar power. This exhibit also features a unique solar-powered outdoor mobile component that can be taken into the community. The exhibit was underwritten by the Allstate Foundation; additional program elements, as well as the 217 solar panels installed on the Museum's west wing, were funded by ComEd, an Exelon Company; HSBC – North America; the Illinois Clean Energy Community Foundation; the Illinois Department of Commerce and Economic Opportunity; and the Public Museum Capital Grants Program, Illinois Department of Natural Resources, Illinois State Museum.



The Creativity Crisis

While there has been an increased focus on STEM-related deficiencies in students, a more subtle, yet possibly more critical issue has been noted by many business leaders: the lack of creativity in the young workforce. The workplace needs out-of-the-box thinkers who can innovate, problem solve, and communicate ideas strongly. Also, as our communities become more diverse in composition, there is a growing need to provide for families where English is a second language.

The Museum addresses these needs in many ways. It currently employs students seeking Type-04 certification from DePaul and National-Louis Universities through its Early Childhood Education Scholars program, funded by the Institute of Museum and Library Services. This unique opportunity gives future teachers priceless practical experience with young children and deeper understanding of informal learning environments as well as enhancing the Museum experience for our visitors.



Many of the ideas and skills these teachers will bring to their future classrooms come from the **Art Adventures** and **Daily Discoveries** that occur daily in the Museum's Adventures in Art studio. A majority of these activities exploring art, math, and science are planned to be easily replicated at home in order to extend the Museum experience outside the facility itself.

Indeed, the Museum has made strategic choices to make a difference throughout the community, including a new partnership with other world-class cultural institutions in the north suburban area.

Dubbed **Do North**, this alliance between the Museum, Ravinia Festival, Chicago Botanic Garden, and Writers' Theatre strives to bring awareness of the rich artistic, cultural, environmental, community and family activities that make the north suburbs of Chicago a promising place to nurture creativity and learning.

Art Adventures and Daily Discoveries are generously supported by:

Anderson Pest Solutions
Illinois Arts Council
JPMorgan Chase Foundation
Morgan Stanley Foundation
The Daniel F. and
Ada L. Rice Foundation
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Healthy Lifestyles

Perhaps one of the most disturbing trends of the past twenty years is the alarming rise in childhood obesity. At the same time that safe outdoor spaces have dwindled, the preponderance of sugary, salty and fatty snacks has soared, and the screen revolution



has taken over, with children sitting at computers, televisions, and video games, rather than developing gross motor skills. Children need healthy eating habits as well as physical play time to exercise their bodies as well as their minds.

Our focus on the holistic development of children is why the Museum is proud to be a partner in the Kraft Great Kids program. In conjunction with experts from the Consortium to Lower Obesity in Chicago Children, Kraft has supported numerous efforts this year, including underwriting Health and Nutrition focused field trips and weekly programs at the Museum, providing healthy shopping lists for the Dominick's exhibit, and making physical activity "scavenger hunt" maps for Habitat Park.

One of the most exciting elements underwritten by Kraft is the **Imagination Playground**, a series of large foam blocks that can be used to build creative architectural structures. This activity made its debut in August at the **Kraft Great Kids Hoopla** at Kohl Children's Museum, one of four Chicago-area events for children and families to explore healthy lifestyles. Partners in the events included Chicago Public Library, Ravinia Festival, Chicago Children's Museum, After School Matters, and Chicago Park District.

Investment for the Future

Our dedicated donors recognize that every dollar they give to the Museum is a dollar that will reap future benefits. Children are our most important resource, and investing in their education will pay dividends many times over. We are proud to have a donor base that is committed to helping the Museum overcome any limitations to a child's opportunity to plant the seeds of learning.

For example, **Everyone at Play**, funded by CVS Caremark and generous Fund-A-Need gifts from individuals at our annual gala, provides exclusive Sunday morning events for families with children with special needs to enjoy the Museum in a quieter setting more conducive to their needs for learning.



Financial distress should also not be an impediment to learning. Our Fund-A-Need program also provides Family Exploration passes to local social service organizations to distribute to families with life challenges for days of exploration and discovery. A number of field trip scholarships are awarded to classrooms with high percentages of low-income children.



Our flagship outreach program, Early Childhood Connections, provides teachers and childcare providers in underserved neighborhoods with professional development training, classroom resources, Museum focused field trips, and family celebrations in order to improve the quality of student learning environments and engage families in their children's education.

Of course, the high-quality Museum environment itself is critical to create many memorable experiences for both these audiences and our regular visitors. As such, we have strategically planned to keep the Museum in excellent condition through regular building, infrastructure, and systems maintenance. With the insightful assistance of such partners as the Kresge Foundation and the McCormick Foundation, we continue to keep the Museum "forever new."

Early Childhood Connections is generously supported by:

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While celebrating its past achievements, the Museum stands at a critical juncture to address future challenges. Researchers point to numerous impending crises for young people: skyrocketing childhood obesity, eroding literacy rates, and poor STEM (Science, Technology, Engineering and Math) education. Kohl Children's Museum is in a strong position to provide safe spaces for all children to develop critical skills for their future, with vibrant programming that incorporates the scientific process, the big ideas of math, language labeling, and healthy lifestyles. By supporting the Museum's 25th Anniversary Campaign*, these donors support cutting-edge programming and exhibit development, outreach programs, research and our physical space, all critical ingredients to helping a child take the first steps to future success.

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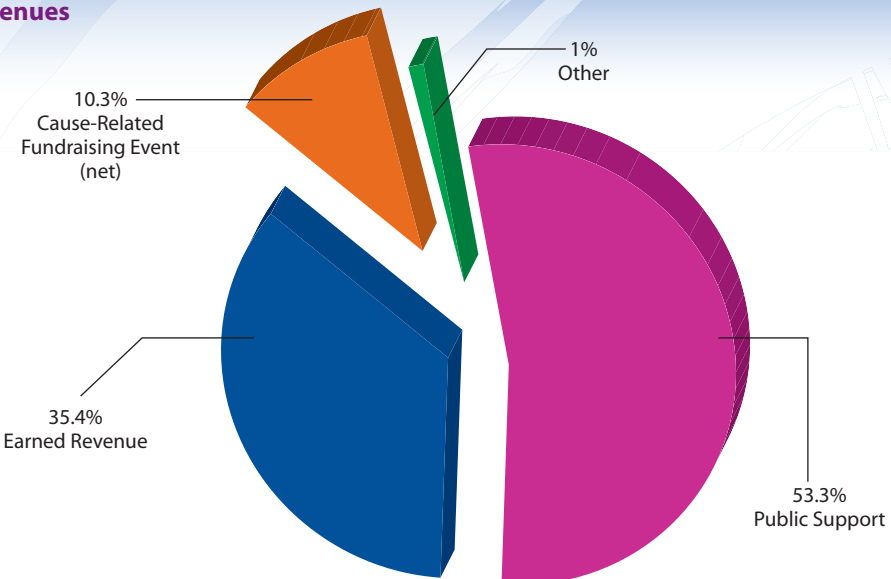
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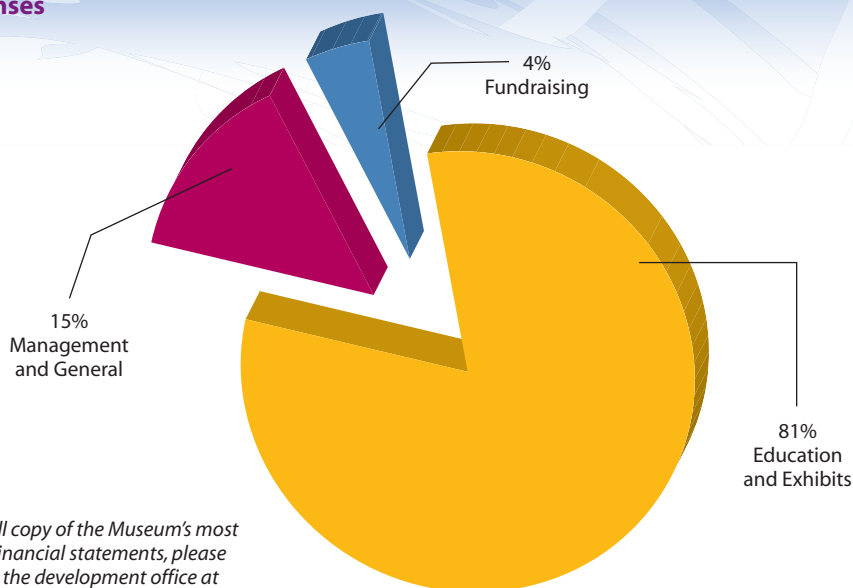


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Expenses



For a full copy of the Museum's most recent financial statements, please contact the development office at (847) 832-6911.

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(as of October 2011)

The Board of Governors of Kohl Children's Museum of Greater Chicago is committed to raising money to broaden the Museum's base of support through fundraising and events and raising awareness of the Museum's exhibits and outreach programs through corporate and business networking in Chicagoland.

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*Board of Governors
Chip In For Children Golf Outing*

Women's Board

(as of October 2011)

The Women's Board of Kohl Children's Museum of Greater Chicago is committed to supporting and enhancing the Museum's commitment to children by extending the Museum's base of support to include individuals, families and philanthropic organizations and promoting and sustaining the development of exhibits and programs.

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Page Wilson

Sustaining Members

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Women's Board Touch-A-Truck Event



Program Advisory Committee

The Program Advisory Committee of Kohl Children's Museum of Greater Chicago provides input on education issues to Museum's education and exhibit departments, facilitates collaborations with schools and other community organizations, and evaluates the Museum programs, exhibits and educational services.

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PERMANENT



It's important for us to be good stewards of the environment in order to maintain a world that our children can enjoy for many years to come. As a silver-level LEED (Leadership in Energy and Environmental Design) certified building, Kohl Children's Museum of Greater Chicago is committed to using environmentally-friendly materials.

This brochure is printed on processed chlorine-free paper containing 100% post-consumer content made with biogas energy.

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The equivalent of **264 pounds** of CO₂

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