

SURPRISINGLY SERIOUS ABOUT PLAY.

# KOHL CHILDREN'S MUSEUM™





**315,000  
VISITS**



**46,700**  
SQUARE FOOTAGE  
FOR SERIOUS PLAY

**7,289**  
CURRENT  
MEMBER  
FAMILIES



**2 ACRES**  
OUTDOOR SPACE



**17** INTERACTIVE  
EXHIBITS





**KOHL CHILDREN'S  
MUSEUM**

2100 Patriot Blvd  
Glenview, IL 60026  
[www.kcmgc.org](http://www.kcmgc.org)  
#PlayKCM

LOCATED IN GLENVIEW AND SERVING CHICAGOLAND FOR MORE THAN **30** YEARS.



# THANK YOU FOR SERIOUS PLAY

**Kohl Children's Museum of Greater Chicago is important because we:**

- Reach children during the critical early formative years when patterns for lifelong learning are set
- Prepare children for school and equip parents to help their children flourish
- Strive to ensure children are creative, imaginative, and inspired to be the innovative thinkers necessary for our future

**The Museum is unique because:**

- We are the only Chicago-area children's museum designed exclusively for ages birth to eight
- We strive for families to visit the Museum repeatedly and to be an essential part of our community
- Our facility design is mission-driven and universally accessible to all children, regardless of limitations

**As a supporter of Kohl Children's Museum,** you already know this. These pages are a testament to your commitment to serious play. All that we have accomplished as highlighted here would not have been possible without you and your contributions. For that we are seriously and exceedingly grateful.

While this is our annual report to you, we strive for continuous two-way communication with you, the community we have served for over 30 years. Accordingly, we welcome your feedback regarding how Kohl Children's Museum can continue to grow.

Thank you for your seriousness about play—for sparking a lifelong love of learning through the power of play in the children we serve.



**Sheridan Turner**, President & CEO  
sturner@kcmgc.org



**Jack Ball, Jr.**, Chair, Board of Trustees  
jball@kcmgc.org







"Play is often talked about as if it were a relief from serious learning. But for children, play is serious learning. Play is really the work of childhood."

**FRED ROGERS**, creator and host of the educational preschool television series *Mister Rogers' Neighborhood*



## INVESTING EARLY FOR BETTER OUTCOMES


The importance of quality early learning in children's development, especially during the first eight years of life, is certain. Patterns for lifelong learning are set and fundamental building blocks of knowledge, such as language, basic math, and social-emotional skills, are developed.

For children born into poverty, inequalities in learning experiences begin at an early age. By age three, disadvantaged children have heard approximately 30 million fewer words than their more affluent peers. High-quality, early childhood experiences foster the development of cognitive and social-emotional abilities, particularly for disadvantaged youth.

Kohl Children's Museum harnesses the power of play through innovative exhibits and programs based on best practices. We are a safe, magical place where children and adults of all backgrounds and abilities learn, create, and discover.



CHILDREN WHO VISIT MUSEUMS  
HAVE HIGHER ACHIEVEMENT IN  
READING, MATH, AND SCIENCE



"Each of us must come to care about everyone else's children. We must recognize that the welfare of our children and grandchildren is intimately linked to the welfare of all other people's children."

**LILIAN KATZ, PHD**, *Professor Emerita of early childhood education at the University of Illinois at Urbana-Champaign*



## EXTENDING THE MUSEUM'S REACH AND IMPACT

*Early Childhood Connections* (ECC), the flagship outreach program of Kohl Children's Museum, extends a unique brand of playful learning beyond the Museum's walls. The program connects children and educators in underserved areas with proven educational methods.

ECC provides educators with free, professional training using the same principles behind the Museum's belief in play-based, hands-on learning. Participating teachers and caregivers develop the critical thinking skills of their students by having them conduct an in-depth study of a particular topic. The program also features free family activities at the Museum designed to engage parents in their children's education.

ECC is a recognized model of success. The program is a Chicago Public Schools Preferred Professional Provider and is highlighted in the work of Project Approach expert Judy Harris Helm, Ed. D. Assessments continually show ECC-trained early childhood educators produce statistically significant, positive changes in the use of developmentally appropriate pedagogical methods and strategies.



EARLY CHILDHOOD EDUCATION INCREASES  
COGNITIVE AND ACHIEVEMENT SCORES  
BY 0.35 STANDARD DEVIATIONS, ON AVERAGE

SINCE 2001



## ECC IMPACT



131,776  
CHILDREN

327

BRIGHTER  
FUTURE

FAMILY MUSEUM  
MEMBERSHIPS  
DISTRIBUTED

EARLY CHILDHOOD CONNECTIONS IS AN INVESTMENT FOR OUR FUTURE.

GAINS FOUND FOR EVERY OBSERVATIONAL AND ATTITUDINAL ITEM FOR BOTH TEACHERS AND CHILDCARE PROVIDERS  
(A MAJORITY HIGHLY STATISTICALLY SIGNIFICANT)

1,411  
EDUCATORS



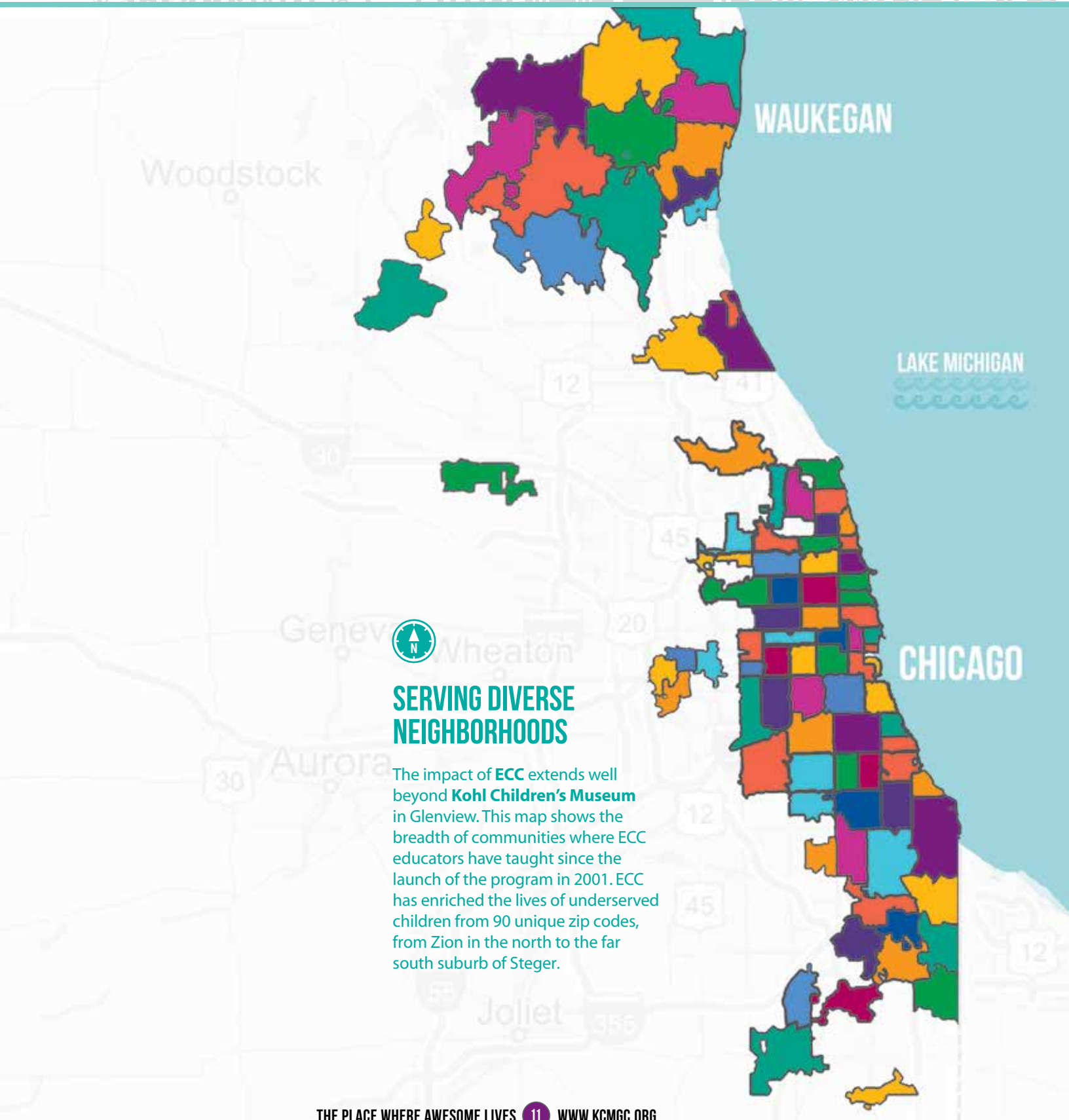
17  
HOURS  
ECC TRAINING  
PER EDUCATOR, PER YEAR



FREE  
TRAINING, FIELD TRIPS,  
AND FAMILY ACTIVITIES

70  
MILES  
OF OUTREACH  
IMPACT








CARRIE HUGHES





**CARRIE HUGHES** served on the Kohl Children's Museum Women's Board for seven years, including as President of the board. Her volunteer leadership continues as a new member of the Board of Trustees. Carrie reflected on the value of giving her time, talents, and financial support to the Museum.


"I went to school for communications, and I got my masters in broadcast journalism. I ended up working for a while for a bank in New York where I did their community relations and events. I also took the minutes for the bank's Board of Trustees, so now I feel like I've come full circle! I used to sit in taking notes, and now I have a seat at the table. It's really exciting for me.

That's what I love about the Museum and volunteer opportunities. You can really grow and try different things. You can experience different things and do things that surprise yourself. And it all goes toward wonderful outreach programs.

When I was President [of the Women's Board], board members who volunteered [at Museum outreach programs] would share their experiences with the rest of the board at meetings. Sometimes they were so touched by their experiences, it brought tears to their eyes. It's nice for people to truly understand where the money is going."

EXPANDING EARLY LEARNING  
INITIATIVES WOULD PROVIDE  
BENEFITS TO SOCIETY OF ROUGHLY  
\$8.60 FOR EVERY \$1 SPENT.

*about half of which would derive from increased earnings  
for children when they grow up*

A photograph of a woman with dark hair, wearing a striped shirt, assisting a young child with a hearing aid. The child is wearing a large, over-the-ear hearing aid device. They are in a laboratory or clinical setting, with various pieces of equipment visible in the background. The image has a teal tint. A blue and orange circular graphic is overlaid on the top left.

"The development of the brain,  
science shows us, is absolutely  
related to the language  
environment of the young child."

**DANA SUSKIND, MD,** *Thirty Million Words:  
Building a Child's Brain*





## PROVIDING SPECIAL PLAY FOR SPECIAL NEEDS

*Everyone at Play* opens our Museum doors for the free, exclusive use of families with special needs. These families enjoy exhibits and programs in an atmosphere that is less crowded, more relaxed, and more conducive to each child's individual needs. The program also provides unique opportunities for children with special needs and their typically developing siblings to play in a shared environment of experimentation and discovery.

### ***Everyone at Play* IMPACT**

(July 1, 2016 – June 30, 2017)

**710**

CHILDREN WITH SPECIAL NEEDS SERVED

**FREE** ADMISSION TO THE MUSEUM  
AND PROGRAMMING SPECIFICALLY DESIGNED  
FOR FAMILIES WITH SPECIAL NEEDS

**6** EVENTS HELD

**4-6** THERAPY DOGS  
PARTICIPATING PER EVENT

**40** COMMUNITY PARTNERS

CHRIS HIXON







**CHRIS HIXON** shared the important role Kohl Children's Museum played in the development of his son, Trevor.

"Trevor was born in 2009. At the 18-month mark we noticed that he was not hitting some of the basic milestones that toddlers should be reaching. He received a global developmental delay diagnosis, which was a broad way of saying, 'He's not quite developing typically. He's strong in some areas but not in others.'

That's what started our journey and ultimately led us to a diagnosis of autism spectrum disorder. We were living in [Chicago] at that time... [and] we were seeking opportunities to work on Trevor's development, a lot of which revolves around social and peer interaction.

We discovered that there was a children's museum up north in Glenview. We immediately fell in love with Kohl Children's Museum. It caters to kids across all spectrums, from typically developing kids through kids who have any form of special needs.

Shortly after that first visit we received an email inviting us to come up early on a Sunday [for Everyone at Play]. [This program] had all the benefits of the Museum but in a little more controlled environment. It wasn't as crowded or as hectic, so it provided a really amazing environment to interact without too many distractions.

The Museum became an oasis for us. It was a really fun place for Trevor but it also helped tremendously with his development."

Chris also discussed his involvement with the Museum as a donor and member of Kohl Children's Museum's Development Board: "A friend invited me to the charity golf event [Chip in for Children] to support Kohl Children's Museum. I said, 'Absolutely. I'll be there!' It was a really special, fun event centered around supporting a phenomenal cause. It was great to be able to give back to a place that had given so much to me and my family.

It makes me feel good that I'm able to pay it forward."



expl  ratorium

# THE ART OF TIMING

THIS SPECIAL INTERSECTION  
CONDUCTS ELECTRICITY!  
Open up this book  
and discover how to hack it.

MEET 150+ MAKERS WORKING AT THE  
INTERSECTION OF ART, SCIENCE & TECHNOLOGY  
Karen Wilkinson & Mike Petrich



## EXPLORING SCIENCE, TECHNOLOGY, ENGINEERING, ARTS, AND MATH

From constructing an electrical circuit to creating a vibrating scribble machine, *Tinkering Tuesday* encourages children to do what they do best – let their curiosity take over! In this uber hands-on program, children explore the intersecting worlds of science, technology, engineering, arts, and math (STEAM). Young STEAM explorers build machines and create processes, then figure out what happens when they change those machines and processes. *Tinkering Tuesday* occurs throughout Kohl Children's Museum on our specially designed STEAM Cart.

### ***Tinkering Tuesday* IMPACT**

(July 1, 2016 – June 30, 2017)

**472** CHILDREN SERVED

**18** SESSIONS HELD



ROD SMITH







**ROD SMITH**, Vice President of Human Resources at **Anixter**, talked about Anixter's sponsorship of *Tinkering Tuesday* and Rod's relationship with Kohl Children's Museum, including serving as a member of the Board of Trustees for three years.

"Technology is behind everything [Anixter] sell[s]. We have a lot of technical products so the STEAM program the Museum was launching made a lot of sense for us. Plus, we're close; we're neighbors. Being in human resources, I have an interest in education. The fit just made a lot of sense for us as a company."

Rod described how Anixter worked with Museum staff to create the one-of-a-kind Kohl Children's Museum Tinkering Tuesday program and corresponding STEAM Cart: "Our technology people and some engineers went over [to the Museum]. It was very collaborative. It was a lot of fun having both the [Museum] team and the Anixter team set up the ideas and take the ideas to fruition with the STEAM Cart."





A woman in a military uniform stands next to a young girl in a museum setting. The woman is wearing a camouflage uniform with "U.S. ARMY" visible on the sleeve. The girl is wearing a dark jacket and has long blonde hair. They are standing in front of a display case. The background shows museum exhibits and other visitors.

## HONORING OUR MILITARY AND VETERAN FAMILIES

*Play Attention* reaches out to military and veteran families, assisting them with readjustment and reconnection. Kohl Children's Museum provides therapeutic hospitality through exclusive, family-centered events that offer calm, collaborative play where children and their military or veteran caregivers enjoy the Museum free of charge alongside other, similar families.

### ***Play Attention* IMPACT**

(July 1, 2016 – June 30, 2017)

OVER **600** MILITARY  
AND VETERAN FAMILY MEMBERS SERVED

**FREE** ADMISSION TO THE MUSEUM AND  
PROGRAMMING SPECIFICALLY DESIGNED FOR  
MILITARY AND VETERAN FAMILIES

**4** EVENTS HELD

**16** COMMUNITY PARTNERS



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RECOGNIZED BY  
**PARENTS MAGAZINE**  
AND **MAKE IT BETTER**  
AS A LEADING CHILDREN'S MUSEUM

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JULY 1, 2016 – JUNE 30, 2017

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15,768

CHILDREN, FAMILIES, AND  
EDUCATORS SERVED THROUGH  
OUTREACH PROGRAMS



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Kohl Children's Museum of Greater Chicago

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Board Fellow



**100%** OF  
EXHIBITS ALIGNED WITH  
ILLINOIS EARLY LEARNING AND  
COMMON CORE STANDARDS

## BOARD OF TRUSTEES AND AUXILIARY BOARDS

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#### **Alice Moss**

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#### **Sandy Schafernich**

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#### **Liza Sullivan**

Through Play

#### **Sheridan Turner**

Kohl Children's Museum

#### **Kendra Wallace**

The Joseph Sears School

#### **Heather Warren, Ph.D.**

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#### **Joyce Weiner**

Ounce of Prevention

#### **Lana Weiner**

Gertrude B. Nielsen Child Care  
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#### **Molly Witten, Ph.D.**

Clinical Psychologist



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**Rosalyn Cooper**

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## MUSEUM STAFF

### EXECUTIVE OFFICE

**Sheridan Turner**

President and CEO

**Lizzy Anton**

Executive Assistant

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Vice President of Business Affairs & CFO

**Christina Haskell**

Associate

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**Diane Pekar**

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**Tonya Brozell**

Accounting Administrator

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Director of Human Resources  
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**Patty J. Timothy**

Volunteer Coordinator

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Manager of Sales & Events

**Gina Keyzer**

Administrative Assistant

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Vice President of Programs

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Director of Education

**Ericka Farag**

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**Cori O'Connell**

Education Specialist

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Director of Exhibits

**Rudy Garcia**

Exhibit Tech Supervisor

**Marsha Jackson**

Exhibit Technician

**Tom Schneider**

Exhibit Technician

### EDUCATION, EXHIBITS, AND PUBLIC PROGRAMS

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**Vito Gioia**

Director of Visitor Experience

**Patrick Hogan**

Team Leader

**Scott Lyjak**

Team Leader

**Jim McDoniel**

Team Leader

**Dan Mohorcic**

Team Leader

**Liam Dolan**

Visitor Experience Senior Associate

**Vanessa Falls**

Visitor Experience Senior Associate

**Ali Mayer**

Visitor Experience Senior Associate

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Vice President of Development

**Kaitlin Czurylo**

Development Manager, Individual Giving

**Genevieve Hix**

Development Manager, Institutional Giving

**Haley Zimmerman**

Development Associate

**Kathryn Kurowski**

Administrative Assistant

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**Dave Judy**

Senior Director of Marketing & Public Relations

**Maria Choronzuk**

Graphic Design & Production Specialist

### FACILITY AND OPERATIONS

**Curt Adams**

Vice President of Facility and Operations

**Daniel Godzicki**

Lead Custodian

**William Manzanarez**

Lead Custodian

## STATEMENT OF ACTIVITIES

FISCAL YEAR — JUNE 30, 2017

### REVENUES AND OTHER SUPPORT

Contributions & Grants Operations	\$1,110,960
Special Events (Net)	\$453,573
Admissions	\$858,691
Membership Income	\$940,861
Field Trips and Educational Program	\$167,220
Facility Rental Income	\$229,437
Exhibit Rental Income	\$68,925
Other	\$34,917

**TOTAL REVENUES AND OTHER SUPPORT** **\$3,864,583**

### EXPENSES

Program Services	\$3,845,262
Management & General	\$357,238
Fundraising	\$371,384

**TOTAL EXPENSES** **\$4,573,884**

**INCREASE/DECREASE NET ASSETS BEFORE OTHER CHANGES** **(\$709,301)**

### OTHER CHANGES IN NET ASSETS

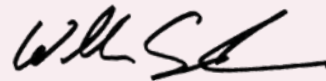
Play It Forward Campaign Contributions	\$573,835
Play It Forward Campaign Expenses	(\$228,820)
Interest Earnings on Investments	\$4,995
Net Realized and Unrealized Gains (Losses) on Investments	(\$38,728)

**TOTAL** **\$388,738**

**CHANGE IN NET ASSETS** **(\$320,563)**

## FINANCING SERIOUS PLAY

Thank you! We could not achieve our goals without the generous contributions of donors like you and the leadership of our boards. In partnership with you, the Museum looks forward to continued growth in public support and program revenue in the coming years.



**William Sanders**

Vice President of Business Affairs & CFO

[bsanders@kcmgc.org](mailto:bsanders@kcmgc.org)

Admission and membership fees cover **LESS THAN 50%** of the Museum's annual operating expenses.

## REVENUES

### EARNED REVENUE

\$2,265,134

### PUBLIC SUPPORT

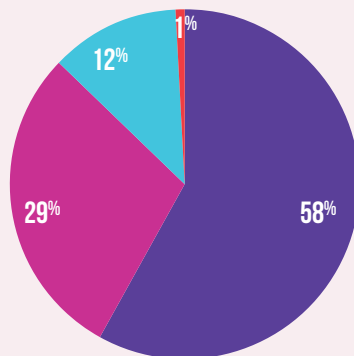
\$1,110,960

### CAUSE-RELATED FUNDRAISING EVENTS

\$453,573

### OTHER

\$34,917



## EXPENSES

### PROGRAMS/ EDUCATION/ EXHIBITS

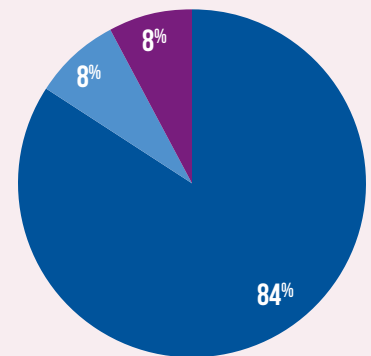
\$3,845,262

### MANAGEMENT/ GENERAL

\$357,238

### FUNDRAISING

\$371,384









## GIVING THE GIFT OF SERIOUS PLAY

This annual report demonstrates the serious impact of your generosity. Thank you for providing playful, inspiring experiences for our children.

We're dreaming bigger than ever at Kohl Children's Museum. You can help more children experience the power of play with a gift to the Museum's Learning to Grow Fund.

Please contact me for more information about how you can give the gift of serious play and help Kohl Children's Museum continue to grow.



**Michael Herman,**  
Vice President of Development  
[mherman@kcmgc.org](mailto:mherman@kcmgc.org)

**84** **CENTS**  
OF EVERY DOLLAR GOES TO  
**PROGRAM  
SERVICES**

SNEAK PEEK AT FY18







## WAUKEGAN POP UP EXPERIENCE

**Kohl Children's Museum** hosted a pop up museum at **Urban Edge**, a 5,000 sq. ft. storefront gallery located in downtown Waukegan, IL. This pilot program, ***Kohl Children's Museum in Waukegan***, was **free of charge** to school and childcare groups during weekday hours and to families during evening and weekend hours. The Pop Up Museum included hands-on STEAM activities for children ages three to eight years old and their families.

Among the experiences, large wind tubes and a Bernoulli blower encouraged children to explore airflow, drag, symmetry, and gravity. *Imagination Playground* blocks and magnetic building blocks provided a wealth of collaborative learning opportunities.

Fun "Learn At Home" activities also encouraged families to continue the hands-on learning after they left the pop up museum experience.

Make a donation to Kohl Children's Museum to support new pop up museums in under-resourced communities.





KOHL CHILDREN'S  
MUSEUM

THE PLACE WHERE AWESOME LIVES

## VISION

We will be an essential leader  
in providing playful experiences  
that inspire every child.

## MISSION

We are a place that provides  
experiences and memories  
to build a foundation for a  
lifetime of learning.

[WWW.KCMGC.ORG](http://WWW.KCMGC.ORG)

SOCIALIZE WITH US



#PLAYKCM



See for yourself why we're **The Place Where Awesome Lives!**

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MUSEUM