

oh, the ways  
that we'll grow!

**KOHL CHILDREN'S  
MUSEUM**

THE PLACE WHERE AWESOME LIVES

**2018 ANNUAL REPORT**





## What a Story to Tell!

For nearly 35 years, Kohl Children's Museum has been using play to inspire a love of learning in young children.

Our playful history began back in 1985 when the Museum was founded in a building that had been an old bowling alley in Wilmette. When I joined the Museum in 1998, we were on the verge of an exciting new chapter, planning for and launching our new purpose-built facility in Glenview that we all enjoy today.

Like any good story, we've had highs and lows, ups and downs, but one thing has remained constant: We have made **Kohl Children's Museum a leader in the field of early childhood education**. It is our unwavering belief that every child has the right to play and learn and secure a brighter future.

This year has brought two additional twists in the ongoing plot: first, we've launched the \$15 million *Play it Forward* campaign to further grow the Museum and create greater access to play—within our walls and beyond. With this campaign, we plan to:

- **update** our current building
- **expand** our space and offerings
- **extend** our access and inclusion
- **sustain** our quality and operations
- **secure** our financial future

In addition, my time as narrator for the story is drawing to an end, as I will be transitioning back to my native England in 2019. However, I maintain there is still much more of our story to be told, so I've enlisted a friend to help tell our tale.

Are you all sitting comfortably? Good. Then settle back and enjoy our story...

*Sheridan Turner*

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

## 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.

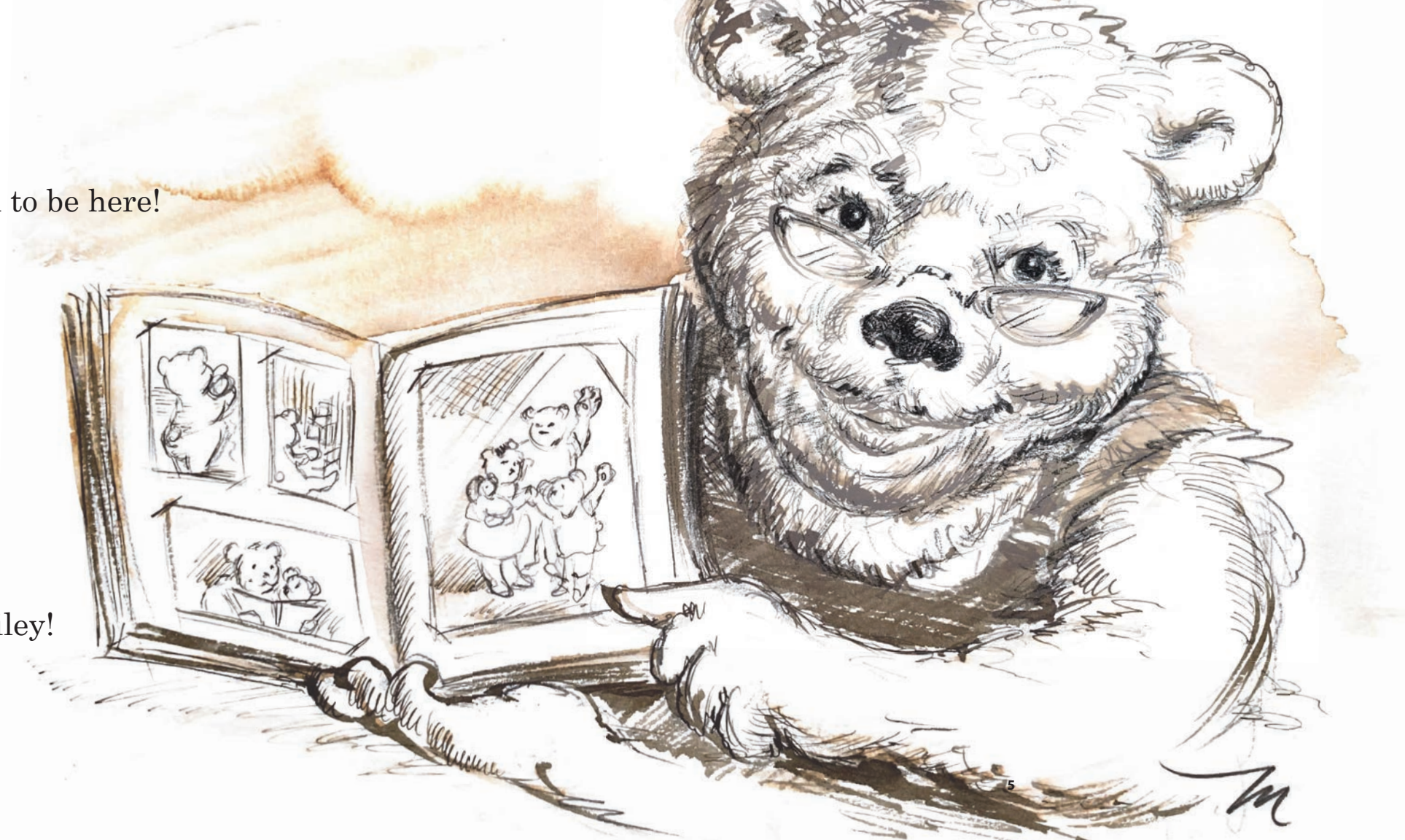


2100 Patriot Blvd  
Glenview, IL 60026  
www.kcmgc.org  
#PlayKCM



**T**oday is my day! I'm a new volunteer  
At Kohl Children's Museum. I'm so stoked to be here!  
Among the exhibits I loved as a child —  
A place where my imagination went wild.

I loved it so much, it was my favorite place  
For music and building and painting my face,  
*Adventures in Art* and the *Baby Nursery*  
In *Powered by Nature* and *All About Me*  
When I was a kid, why we'd go almost daily  
My mom, dad, and sister and me: My name's Bailey!





I grew up, but why let the fun disappear?  
I came back and now I'm a Kohl volunteer!

So now I get chances to come back and play,  
To model good teaching, or just make their day,  
For grandpas and grandmas and uncles and cousins  
And busloads of school kids that come by the dozens



From north or from south,  
and from west or from east,  
We've welcomed eleventy hundred at least!

From schools and from daycares,  
they come to our door  
Expecting a magical world to explore  
With water for splashing and gearwheels for turning  
I always remember: The children are learning.

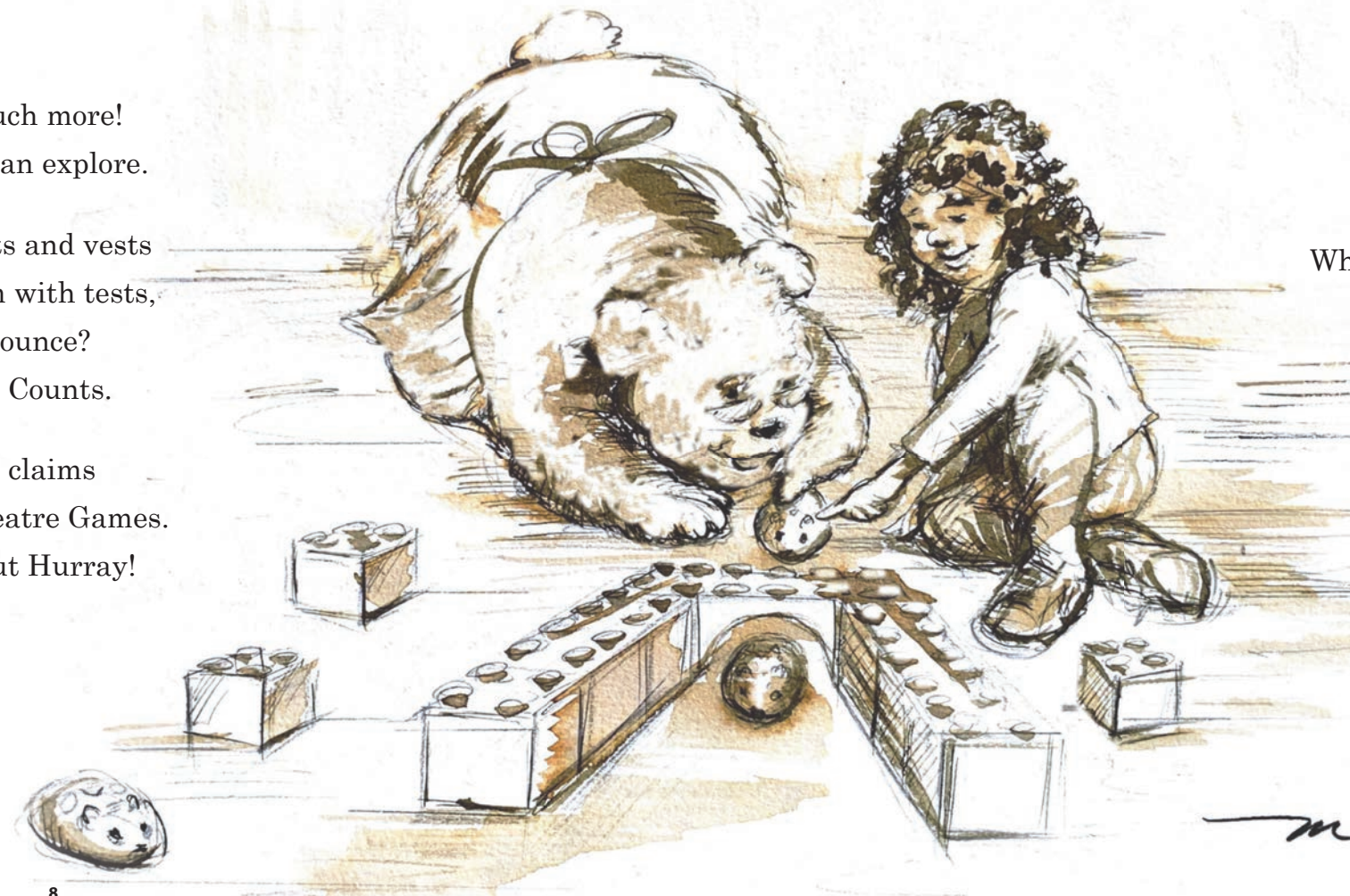




But it's not just exhibits, oh no — it's much more!  
There's all kinds of programs that kids can explore.

In Science Sleuths, children don lab coats and vests  
They make their hypotheses, prove them with tests,  
And how many tablespoons make up an ounce?  
You just might find out if you visit Math Counts.

“Each child's an actor!” That's one of our claims  
When the guests come to try out our Theatre Games.  
Each month's last Tuesday the kids shout Hurray!  
For it's our Monthly Make Believe —  
themed fun all day.



Twice every month we've got cool things on deck  
Like codes and robotics in Toying with Tech.  
On Tinkering Tuesdays, kids work as a team,  
While Adventures in Art keeps “A” firmly in STEAM.

There's so much to try and there's so much to do,  
I think I could play every day, couldn't you?

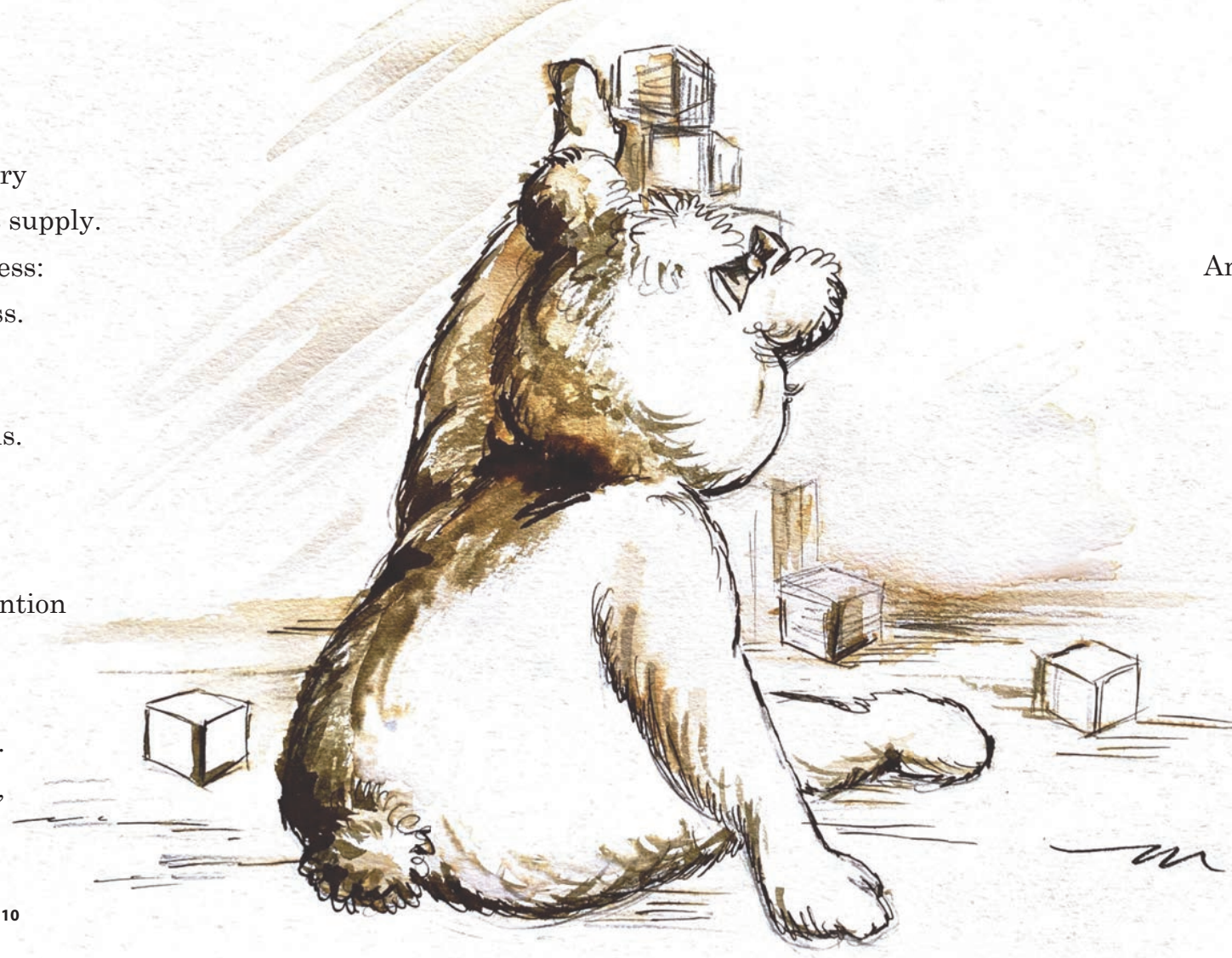




Besides all the great things the public can try  
We have outreach programs, they're in vast supply.  
The best part of serving is this, I should stress:  
The programs providing much-needed access.

It's one of the Museum's favorite creeds  
To help out those families with special needs.  
So six times a year on a special Sunday  
We open the Museum for *Everyone at Play*.

And three times a year as well, I should mention  
We're open exclusively for *Play Attention*,  
A program that truly is extraordinary  
For families of veterans and active military.  
Together they play and get chances to bond,  
A program of which we're all awfully fond.



The biggest of all, *Early Childhood Connections*  
A program designed to give teachers directions  
And tools to make their teaching much more effective  
Inspiring their students – now that's our objective!

I love all the kids, always happy to see 'em,  
I'm so glad I work at Kohl Children's Museum.





Last year came our latest program to crop up:  
A nifty idea that we're calling the Pop-Up!  
For those for whom traveling here might be hard,  
Why, we take the Museum right to their own back yard!

Big blue construction blocks, studios for art  
Air-mazing stations, they all played a part.  
We took all our programs to kids who are yearning  
To establish the patterns of true lifelong learning.



For families in need, there was one thing to do:  
You can't come to us? Then we'll bring it to you!

The pilot, which everyone had great intrigue in  
Proved such a success in its run in Waukegan,  
In 2019, we'll take on three locations  
For two months each, thanks to generous foundations.





Our Museum's so cramped, it's a very small size,  
And the crowds are a problem we cannot disguise.

Our parking lot's full from the visitor throng—  
The line for the *Whole Foods* is fifteen feet long!

We have outreach for children who'd otherwise not  
Have the chance to experience the programs we've got,  
But so many have called and demand is so steep  
That to meet it, we'd pack the kids seventeen deep.

These children need more, so much more they deserve,  
So we've made a strong plan from which we can't swerve.  
Our leaders made plans (or so we on the floor heard)  
For a fundraising campaign they call *Play It Forward*



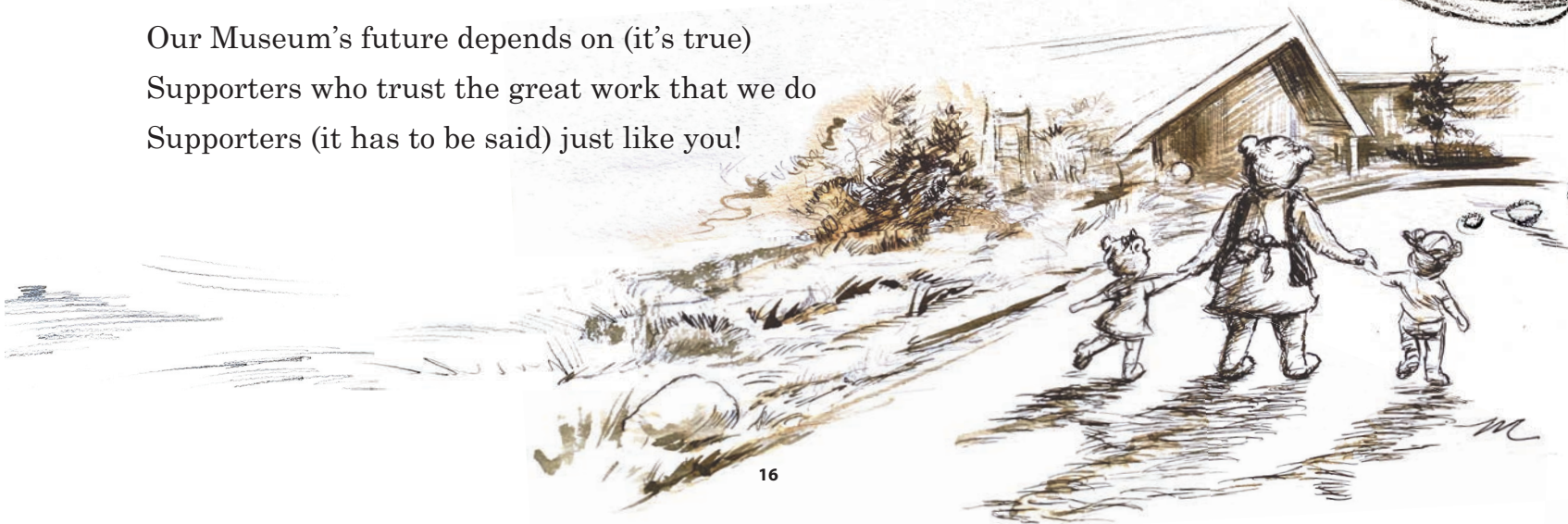
An Imaginarium,  
tech lab for tots,  
theatre space,  
even more parking spots.

A new enclosed entry  
to grace our front door  
Why, all of that's packed  
in the campaign – and more!



There's growth to be done, and we know our potential,  
An expanded facility seems quite essential,  
And so in the next year it's time to go out  
And leave all the funders without any doubt  
That plans are in place and success guaranteed  
If we just get the funding we desperately need.

Our Museum's future depends on (it's true)  
Supporters who trust the great work that we do  
Supporters (it has to be said) just like you!



16



We've got so much to give,  
but you really must know  
Because of your help,  
*oh, the ways that we'll grow!*

17



# ANNUAL DONORS

**INVESTORS** \$50,000+  
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PROVIDING SPECIAL PLAY FOR SPECIAL NEEDS

## Everyone at Play Impact

(July 1, 2017– June 30, 2018)

**Free** admission to the Museum and programming specifically designed for families with special needs

**1706** attendees

**6** events held

**4 - 6** therapy dogs participating per event

**40** community partners

*Underwritten by the Edmond and Alice Opler Foundation and the Women's Board of Kohl Children's Museum*





# AN EVENING TO IMAGINE GALA DONORS

**DIAMOND LEVEL** \$25,000+

Illinois Tool Works Foundation  
Make it Better  
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**GOLD LEVEL** \$15,000-\$24,999

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**EMERALD LEVEL** \$10,000-\$14,999

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**WONDER FUNDER** \$1,000-\$4,999

*(continued)*  
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## PROVIDING PROFESSIONAL DEVELOPMENT AND ENRICHMENT RESOURCES

### Early Childhood Connections Impact *(Since 2001)*

**145,183** Students Impacted

**1602**

Educators Received Professional  
Development Training

**FREE**

Training, Field Trips, and Family activities

**684**

Free Brighter Future Family Museum  
Memberships Distributed

### Statistically Significant

Gains in Observational Classroom  
Improvements and Attitudinal Assessments

**40** community partners

*Sponsored by Paul M. Angell Family Foundation;  
Anonymous; Discover Financial Services;  
Dr. Scholl Foundation; Edwardson Family Foundation;  
Gorter Family Foundation; ITW;  
Northern Trust; Polk Bros. Foundation;  
US Bank Foundation; Ventana Charitable Foundation*



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Dr. and Mrs. Jake Whipple  
Mr. and Mrs. Kevin Willer



## HONORING OUR MILITARY AND VETERAN FAMILIES

## Play Attention Impact

(July 1, 2017 – June 30, 2018)

Nearly **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

Sponsored by Allstate





## CHIP IN FOR CHILDREN GOLF OUTING DONORS

### SILVER LEVEL \$5,000+

ECC Insurance Brokers  
Illinois Tool Works Foundation  
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### BRONZE LEVEL \$2,800 - \$4,999

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TAKING THE MUSEUM TO THOSE WHO NEED IT MOST

## Pop-Up Museum Impact

(February 2018 Pilot Program)

**5,000** square feet in downtown Waukegan

**2,461** attendees in 27 days

**56** free field trip groups from schools in need

**6** months of operation planned for 2019 in  
**3** different Lake County communities

Sponsored by Golder Family Foundation;  
Gorter Family Foundation





# TOUCH A TRUCK FAMILY FESTIVAL DONORS

**CEMENT TRUCK** \$5,000+

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## SURPRISINGLY SERIOUS ABOUT PLAY

## Kohl Children's Museum Impact

(July 1, 2017 – June 30, 2018)

**314,000**

visitors to Museum facility in Glenview

**6,943**

current member families

**17**

interactive hands-on exhibits

**46,700**

square feet for serious play

**2**

Acres of outdoor exhibit space in *Habitat Park*

**70**

miles of outreach impact





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# STATEMENT OF ACTIVITIES

FISCAL YEAR – JUNE 30, 2018

## REVENUES AND OTHER SUPPORT

Contributions & Grants Operations	\$1,337,104
Special Events (Net)	\$595,141
Admissions	\$818,239
Membership Income	\$885,639
Field Trips and Educational Program	\$239,103
Facility Rental Income	\$217,583
Exhibit Rental Income	\$20,450
Other	\$38,325

TOTAL REVENUES AND OTHER SUPPORT \$4,151,494

## EXPENSES

Program Services	\$3,458,032
Management & General	\$628,453
Fundraising	\$358,385

TOTAL EXPENSES \$4,444,870

INCREASE/DECREASE NET ASSETS (\$293,376)  
BEFORE OTHER CHANGES

## OTHER CHANGES IN NET ASSETS

Play It Forward Campaign Contributions	\$4,064,802
Play It Forward Campaign Expenses	(\$25,119)
Interest Earnings on Investments	\$14,218
Net Realized and Unrealized Gains (Losses) on Investments	\$23,590

TOTAL \$4,077,491

CHANGE IN NET ASSETS \$3,784,115

Admission and membership fees cover **less than 40%** of the Museum's annual operating expenses.

# BE OUR PARTNER IN PLAY

Thank you! Your generous donations are what make our community access programs possible. Tax-deductible contributions allow us to take our proven brand of playful learning to the audiences who need it most. Your gifts and support help us build a foundation for a lifetime of learning.

*William Sanders*

William Sanders

Vice President of Business Affairs & CFO

## EXPENSES

### PROGRAMS/EDUCATION/EXHIBITS

\$3,458,032

### MANAGEMENT/GENERAL

\$628,453

### FUNDRAISING

\$358,385

## REVENUES

### EARNED REVENUE

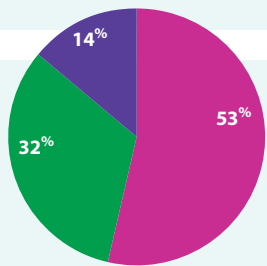
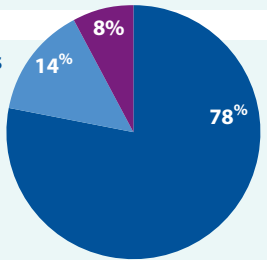
\$2,219,339

### PUBLIC SUPPORT

\$1,337,104

### CAUSE-RELATED FUNDRAISING EVENTS

\$595,141



# FLUENT IN THE POWER OF PLAY

While we created a fictional character to tell our story, the impacts of our programs, exhibits, and community access are very real. We are committed to the serious role that play has in a child's development and ensuring that all children have the chance to experience our fun, captivating, giggle-inducing brand of learning.

As a supporter of Kohl Children's Museum, you know this and share our vision of providing a place where we can prepare children to be creative, imaginative, and inspired to become the innovative thinkers of the future. With the launch of the *Play It Forward* campaign, our dreams are bigger than ever before.

Please contact us for more information about how you can play a part in what promises to be a brighter future.

*John F. Ball Jr.*

John F. Ball Jr.

Chair, Kohl Children's Museum Board of Trustees

jball@kcmgc.org



# KOHL CHILDREN'S MUSEUM

THE PLACE WHERE AWESOME LIVES



SOCIALIZE WITH US



#PLAYKCM



KOHL CHILDREN'S MUSEUM

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

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