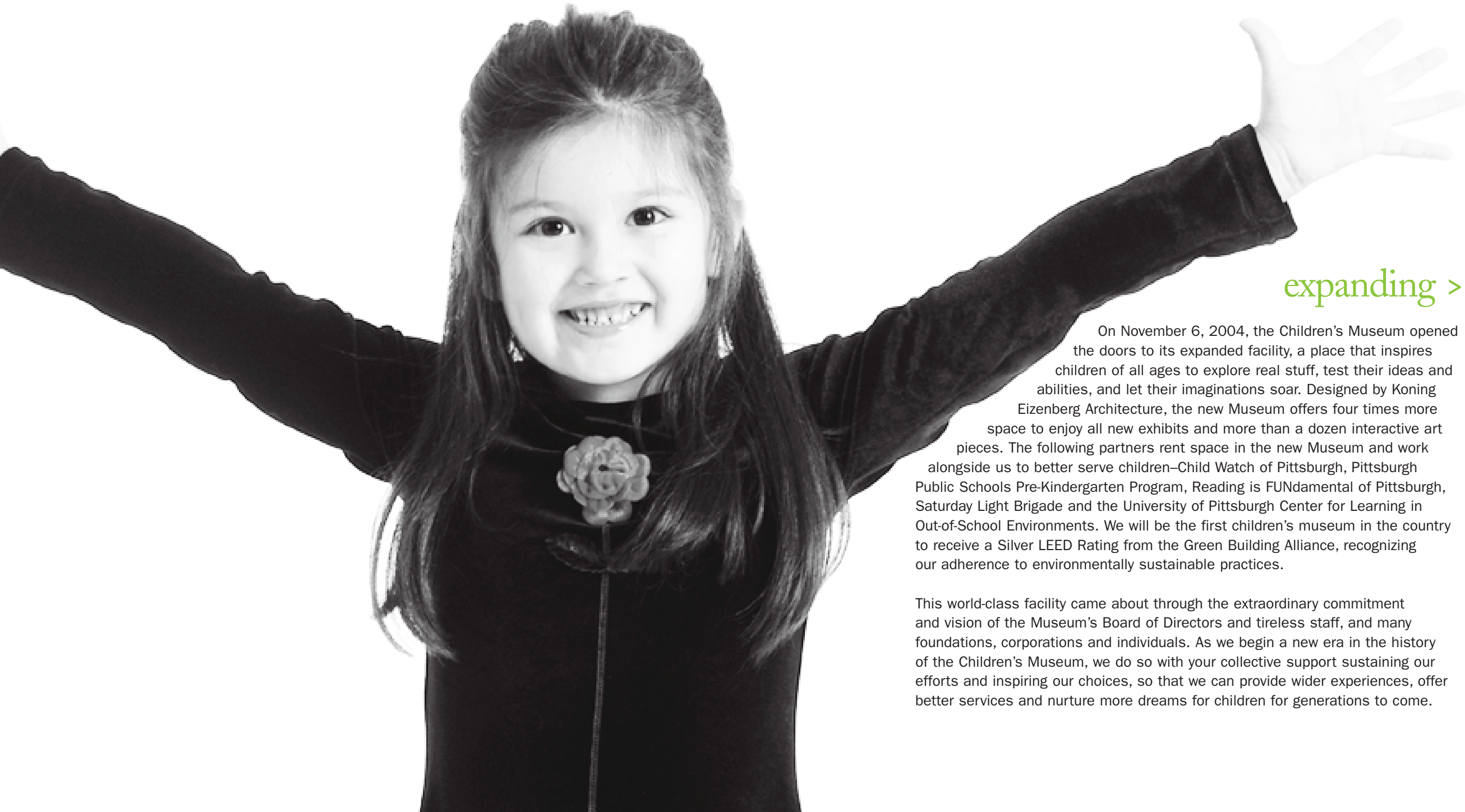




Children's Museum of Pittsburgh

2003/2004 Annual Report



expanding >

On November 6, 2004, the Children's Museum opened the doors to its expanded facility, a place that inspires children of all ages to explore real stuff, test their ideas and abilities, and let their imaginations soar. Designed by Koning Eizenberg Architecture, the new Museum offers four times more space to enjoy all new exhibits and more than a dozen interactive art pieces. The following partners rent space in the new Museum and work alongside us to better serve children—Child Watch of Pittsburgh, Pittsburgh Public Schools Pre-Kindergarten Program, Reading is FUNdamental of Pittsburgh, Saturday Light Brigade and the University of Pittsburgh Center for Learning in Out-of-School Environments. We will be the first children's museum in the country to receive a Silver LEED Rating from the Green Building Alliance, recognizing our adherence to environmentally sustainable practices.

This world-class facility came about through the extraordinary commitment and vision of the Museum's Board of Directors and tireless staff, and many foundations, corporations and individuals. As we begin a new era in the history of the Children's Museum, we do so with your collective support sustaining our efforts and inspiring our choices, so that we can provide wider experiences, offer better services and nurture more dreams for children for generations to come.

Inspire
Create
Explore
Splash
Invent
Learn
Play
Delve
Imagine
Laugh
Discover
Build
Climb
Observe
Tinker
Share
Launch
Wonder
Read
Perform
Think
Grow
Marvel
Dream



Letter >

Dear Friends,

This past year found us completely enveloped in a project we have dreamed of, planned for and worked diligently towards for several years—the construction of the new Children's Museum of Pittsburgh. While it was business as usual at the Children's Museum in the Old Post Office Building, the very unusual and exciting business of designing and building an incredible expansion was taking place right next door. Hard hats, heavy machinery and clouds of dust became as common here as excited children, school buses and parents with strollers.

As we celebrate the completion of the new Museum in November, we reach another significant milestone in our history—the completion of the term of our Board President Anne V. Lewis. Anne has given so much of herself to the Children's Museum for so long, serving as a guiding leader, driving force and perhaps most importantly, a thoughtful colleague. She has been an essential part of many of our successes—creation of the Mister Rogers' Neighborhood exhibit, our \$1.2 million renovation in 1998, and finally, the \$28 million capital campaign for the expansion and development of the new Children's Museum.

We are so grateful for Anne's dedication, tenacity and generosity throughout her 12 years of service to our Board of Directors, and the internal spark that kept her committed to the Museum as it grew from a small cultural jewel to a world-class facility for children. We look forward to benefiting from her service as the first Director Emeritus on the Board, and welcome Judy Horgan as our incoming Board President.

Our vision for the new Museum will build upon our past successes, with many new ideas and strong partnerships creating an innovative, creative community for children. We hope you'll join us on this exciting venture. If it proves to be as momentous as this past year, I can guarantee there'll never be a dull moment!

Sincerely,

Jane Werner
Executive Director



Exhibits >

Children's Museum of Pittsburgh offered the following imaginative, interactive exhibits during the last year along with our permanent exhibits:

Alice's Wonderland From June through September 2003, visitors followed Alice down the rabbit hole and discovered a world filled with adventure, wonder and learning. The exhibit was created by Children's Discovery Museum of San Jose with support from the National Science Foundation and the MetLife Foundation, and sponsored by GlaxoSmithKline Consumer Healthcare.

Go Figure! Early math concepts were explored in this interactive exhibit from September 2003 through January 2004 using kid-sized environments inspired by familiar children's books. Go Figure! was created by Minnesota Children's Museum in collaboration with the American Library Association, with funding from the National Science Foundation, Cargill and 3M. It was locally sponsored by Dominion.

Robot Zoo Visitors explored complex animal robots to discover the fascinating characteristics and anatomy of real-life animals at this exhibit beginning January 2004. The exhibit was based on the book "The Robot Zoo," conceived, edited and designed by Marshall Editions of London, England, and produced by BBH Inc. and Clear Channel Exhibitions, with support from Silicon Graphics, Inc. and TIME magazine. Robot Zoo was locally sponsored by Isaly's and MetLife, with support from the Pennsylvania Historical and Museum Commission.



©2000 Minnesota Children's Museum

Where the Wild Things Are: Maurice Sendak in His Own Words and Pictures During the summer of 2004, visitors got a glimpse into the mind of author and artist Maurice Sendak and his creation of some of the most beloved characters in children's literature—big, hairy monsters, fearless little boys, cultured alligators and theatrical little girls. The exhibit was organized by the William Breman Jewish Heritage Museum, Atlanta, GA, and sponsored by Children's Hospital of Pittsburgh.

Museum Traveling Exhibits Mister Rogers' Neighborhood – A Hands-On Exhibit brought the philosophy, activities and characters of Fred Rogers' beloved television program to three children's museums this year. While one version has returned to Pittsburgh for permanent installation in the new Children's Museum, a second version continues to tour nationally.

Prototyping The Museum's Department of Research and Evaluation headed by Dr. Kevin Crowley of the University of Pittsburgh Center for Learning in Out-of-School Environments (UPCLOSE) continued to observe how visitors play with and learn from exhibits and programs. Some of the exhibits prototyped include 3D sound, the shadow wall, create-a-costume, printmaking and the Take-Apart Workshop.

- More than **86,000** people visited the Museum in 10 months of operation.
- More than **150,000** enjoyed **450** performances through the Museum's Outreach Program.
- More than **9,000** people visited the Museum through our subsidy program and free admission days.
- More than **1,700** visitors enjoyed free admission in honor of Fred Rogers' birthday (March 20, 2004).



- We said, "Hi, we're having a great time at the Children's Museum of Pittsburgh!" at least **362,880** times over the phone.
- Over **1,000** woodworking projects were designed and made by visitors.
- At least **650** pounds of rice were used in our rice table.
- **200** gallons of tempera paint and **270** gallons of silkscreen ink were used in the Studio.

The following programs helped the Children's Museum continue to be an educational resource for families, local communities and schools:

Outreach Programs The Museum offers more than 90 classroom and assembly programs and an extensive group of performers and activities to schools, community organizations, libraries and festivals. In the past year, these programs provided opportu-

nities for play and learning in 17 counties in Pennsylvania and three other states.

Teacher Training More than 125 local teachers earned Act 48 hours or credit through classes based on Children's Museum exhibits and programs. These classes are offered in partnership with the Allegheny and Midwestern Intermediate Units. Topics include scientific inquiry, puppet productions and music. Seven classes addressing the Core Body of Knowledge were attended by nearly 80 teachers.

Drop-In Classes At our Tot Time classes, infants, toddlers and their caregivers take part in art, music, and storytelling activities that help children explore their environment and acquire basic school-readiness skills. Visitors create original pieces of art at our Clay Classes, funded in part by the Alcoa Foundation. They learn about electrical circuits and see how appliances work at Take-Apart

Workshops. At Woodworking Workshops, children learn basic woodworking techniques and tackle simple building projects.

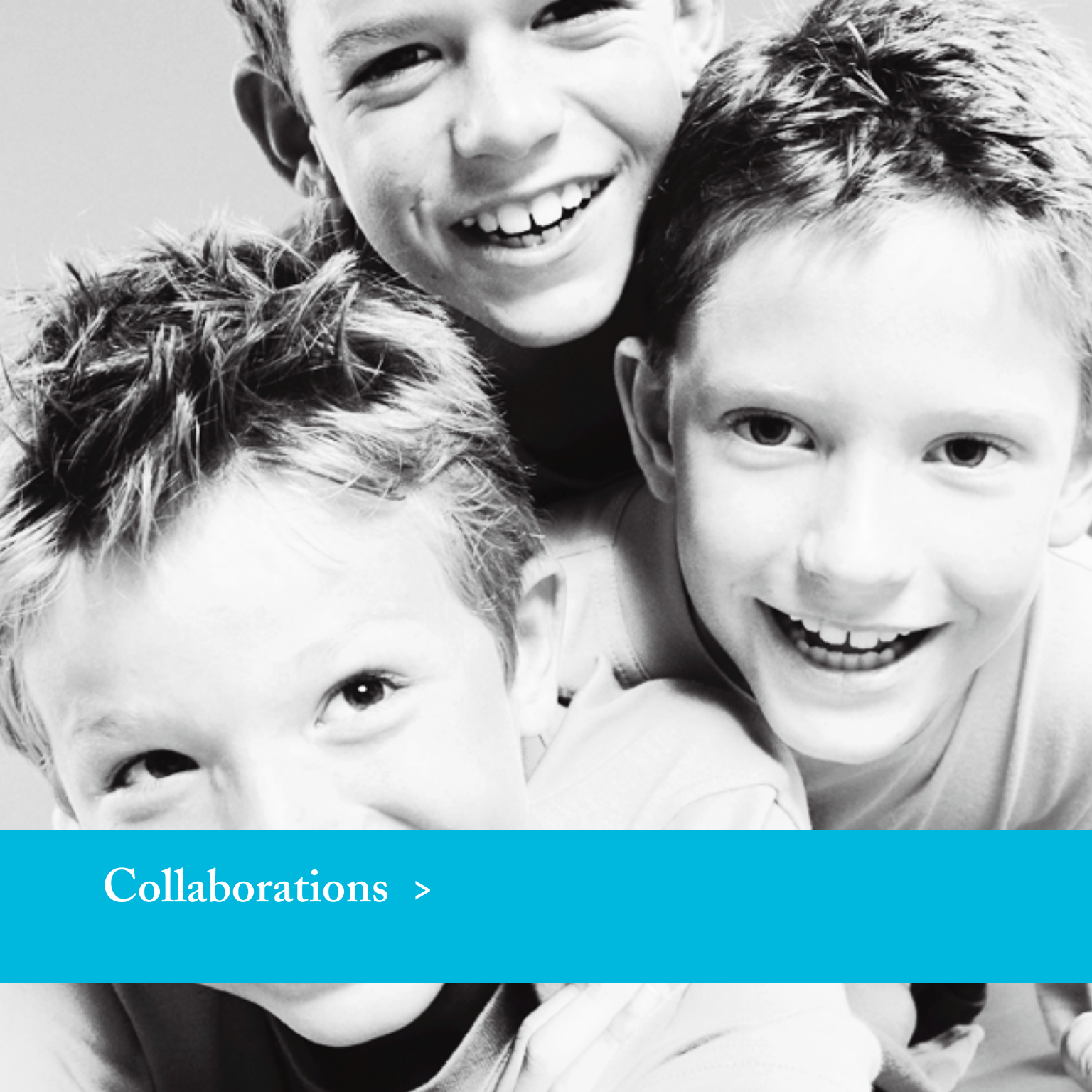
Youth Programs Children's Museum served up to 70 underserved Pittsburgh youth with afterschool activities, job training, employment, volunteer and community service opportunities, and mentorships. Students gained job skills as part of the YouthWorks program and two students involved in the Youth ArtWorks program wrote, directed and built puppets for two original puppet shows.

Artists-in-Residence Several artists took part in unique projects and installations at the Museum that delighted and fascinated visitors. These include printmaker Heather White, painter Allison Zappata, dancer Megan Zuza, multimedia artist Renae Neumeyer, musician/composer Sally Bozzutto, textile artist Anne Moffa, fiber artist Karen Page, musicians Lee Robinson and Lisa Miles, bookmaker Debra Zeissloft, and undergrads from Carnegie Mellon University Music Department. In collaboration with the Pittsburgh Center for the Arts and The Pennsylvania Council on the Arts, Tina Brewer shared her quilting talents with Museum visitors.

Meet the Expert Series Children's Museum Education Advisory Committee members presented monthly sessions on child development and play in the Oh Baby! exhibit.



< Programs



Collaborations >

Children's Museum of Pittsburgh collaborates with local organizations and neighbors to enhance existing programs, develop new programs and broaden community service. The following programs represent the Children's Museum's partnerships over the past year:

Carnegie Library of Pittsburgh

Hundreds of books were circulated to Museum visitors through the "Take a Book Home" program. The Museum acts as a satellite library where children and adults can check out books related to current exhibits and return them to their local libraries. A grant from the Institute of Museum and Library Services has enabled the Museum to expand this program into the new Children's Museum and provide access to additional information and the library's lending system through the Museum's website.

Museum Programs The following organizations collaborated with the Museum to entertain and educate visitors: Allegheny County Department of Parks and Recreation, Allegheny County Safe Kids, Allegheny Health Department, The Andy Warhol Museum, Art Institute of Pittsburgh, Carnegie Mellon Robotics Institute, Carnegie Mellon School of Music, Carnegie Museum of Natural History, Carnegie Science Center, Crosslight Productions, East End Kids, Family Arts Theater, Fiber



Arts Guild of Pittsburgh, Gemini Children's Theater, The Mattress Factory, National Aviary, Pittsburgh New Music Ensemble, Pittsburgh Opera, Pittsburgh Police Department, Pittsburgh Public Schools, Pittsburgh Zoo & PPG Aquarium, Prime Stage Theater Company, Saturday Light Brigade, Society for Contemporary Craft, Three Rivers Puppetry Guild, West Penn Burn Center and Young Men and Women African Heritage Association's Steel Pan Drum group.

Three Rivers Arts Festival Children's Museum presented Tunnel Tents, an interactive art piece created by Museum Artist Laura Shaffalo and Program Manager Anna Fitzpatrick, at the 2004 Three Rivers Arts Festival. Children helped create a growing tunnel-like "tent" with collagraphs they printed on fabric and hung on clothesline.

Healthy Smiles Days In February 2004, over 300 Head Start children received

visual dental screenings from volunteer dentists as part of Healthy Smiles Days in collaboration with the Western Pennsylvania Dental Association, Sullivan Schein Dental and Proctor and Gamble.

Point Park University Children's Museum collaborated with Point Park University to provide summer camps at the University's Summer in the City program. Plans are currently underway to offer more programs this summer.

- Visitors enjoyed more than **150** live puppet shows and made **4,214** puppets.
- **900** square feet of fabric and **105,000** square feet of cardboard were used to create Tunnel Tents at the Three Rivers Arts Festival.
- Over **2000** sweaters were collected for families during the Mister Rogers' Neighborhood Sweater Drive.



- The Museum's endowment grew to over **\$3,900,000** as of June 2004 due to generous gifts from individuals and income from the Mister Rogers' traveling exhibit.
- Almost **\$40,000** was raised at the Rock on the Block benefit.
- The Museum received over **\$300,000** in local, state and federal funding, including more than **\$125,000** from the Allegheny Regional Asset District.

Several important awards and gifts were awarded to Children's Museum of Pittsburgh this past year and helped to further its programs:

Association of Children's Museums

The MetLife Foundation and Association of Children's Museums awarded the Museum the 2004 Promising Practice Award for its partnership with the University of Pittsburgh Center for Learning in Out-of-School

Environments and its research on parents' participation in children's learning at the Museum. This award honors innovative management and programming practices in the children's museum field. We are the only children's museum to receive this award twice.

American Association of Museums

The Museum was awarded a Second Prize honor for its expansion newspaper insert and capital campaign advertising designed by GBL Inc., in the 2004 AAM Museum Publications Design Competition.

National Science Foundation

Children's Museum received a \$1.5 million continuing grant award from the National Science Foundation to create a new traveling exhibit, "How People Make Things," based on the popular factory-visit video segments from the "Mister Rogers' Neighborhood" television series. This award was matched with a \$510,000 grant from the Grable Foundation.

Coming Up Taller Our YouthALIVE! after-school program was one of 50 semifinalists recognized by the President's Committee on the Arts and Humanities and its partner agencies, the Institute of Museum and Library Services, National Endowment for the Arts and National Endowment for the Humanities.

YouthWorks The Museum received the Program of Distinction Award from YouthWorks for commitment to the region's youth—the workforce of tomorrow.

Institute of Museum and Library Services Children's Museum received a National Leadership grant to expand our website and provide related resources through the Carnegie Library.

Exploration Internships Staff members Anna Fitzpatrick and Laura Shaffalo were accepted into a two-year Informal Learning Certificate Program based at the Exploratorium in San Francisco, CA, and supported under the National Science Foundation's Center for Learning and Teaching.

JCPenney Afterschool Ambassador Award Youth Programs Manager Alana Kulesa was one of 25 people nationwide accepted into a training program for afterschool programming.

Pennsylvania Historical and Museum Commission PHMC awarded the Children's Museum a \$99,000 general operating grant, one of its highest allocations this year in Pennsylvania.



< Awards

Statements of Activities and Changes in Net Assets

For the years ended June 30, 2004 and 2003	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 2004	Total 2003
SUPPORT AND REVENUE					
Grants	\$ 471,333	\$ 71,282	–	\$ 542,615	\$ 688,927
Contributions	217,090	5,060	–	222,150	280,090
Contributed services and equipment	442,662	–	–	442,662	216,229
Capital campaign revenue	4,636,134	3,152,279	\$ 2,000,250	9,788,663	3,671,388
Special events	38,304	–	–	38,304	201,074
Total Support	5,805,523	3,228,621	2,000,250	11,034,394	5,057,708
Program revenue	154,612	–	–	154,612	184,381
Admissions	202,181	–	–	202,181	247,482
Retail sales	70,484	–	–	70,484	88,626
Memberships	66,367	–	–	66,367	61,330
Other income	12,267	–	–	12,267	15,313
Café	73,994	–	–	73,994	65,660
Parking	32,407	–	–	32,407	26,010
Investment income	133,703	–	35,854	169,557	56,508
Exhibit rental income	87,500	–	–	87,500	52,422
“Stuffee” product sales	11,388	–	–	11,388	1,100
Total Revenue	844,903	–	35,854	880,757	798,832
Net realized and unrealized gain (loss) on investments	–	–	210,805	210,805	165,011
Loss on disposal of property, equipment and exhibits	(20,061)	–	–	(20,061)	(83,245)
Net assets released from restrictions:					
For operations	132,295	(132,295)	–	–	–
For expansion project	473,939	(473,939)	–	–	–
Total	606,234	(606,234)	–	–	–
Total Support and Revenue	7,236,599	2,622,387	2,246,909	12,105,895	5,938,306
EXPENSES					
Program services:					
Direct:					
In-house programs	260,336	–	–	260,336	474,889
Outreach programs	158,078	–	–	158,078	168,615
Grant-funded programs	226,016	–	–	226,016	288,566
Indirect:					
Visitor Services	344,276	–	–	344,276	180,370
Programming	691,830	–	–	691,830	547,282
Expansion project	924,408	–	–	924,408	796,169
Cost of retail sales	107,283	–	–	107,283	113,460
Total Program Services	2,712,227	–	–	2,712,227	2,569,351
Support Services:					
Administration	296,669	–	–	296,669	247,410
Marketing	214,794	–	–	214,794	217,056
Development	187,255	–	–	187,255	151,475
Total Support Services	698,718	–	–	698,718	615,941
Cost of direct benefits to donors	29,457	–	–	29,457	106,922
Total Expenses	3,440,402	–	–	3,440,402	3,292,214
Support and Revenue in (Deficit)/Excess of Expenses	3,796,197	2,622,387	2,246,909	8,665,493	2,646,092
Net assets released from restrictions used for purchases of property and equipment for expansion project	2,056,232	(2,056,232)	–	–	–
Changes in Net Assets	5,852,429	566,155	2,246,909	8,665,493	2,646,092
NET ASSETS					
Beginning of year	4,171,126	7,499,248	1,701,911	13,372,285	10,726,193
End of year	\$ 10,023,555	\$ 8,065,403	\$ 3,948,820	\$ 22,037,778	\$ 13,372,285

Statements of Financial Position

	June 30	
	2004	2003
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents:		
Unrestricted	\$ 89,833	\$ 25,964
Restricted	6,953,544	2,754,774
Unrestricted bond proceeds	6,201,395	–
Receivables:		
Pledges receivable	5,862,191	2,825,488
Accounts receivable	44,397	26,401
Inventory	17,771	25,978
Prepaid and other expenses	84,837	115,846
Total Current Assets	\$19,253,968	\$ 5,774,451
PLEDGES RECEIVABLE		
	1,131,194	2,356,231
ENDOWMENT ASSETS		
Cash and cash equivalents	1,378,617	507,956
Investments	2,570,203	1,093,955
PROPERTY, EQUIPMENT AND EXHIBITS, net	11,967,899	4,155,512
OTHER ASSETS	238,245	39,500
Total Assets	\$36,540,126	\$13,927,605
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Payments due within one year on bond debt	\$ 3,540,000	–
Accounts payable:		
Other	1,578,365	\$ 269,229
Trade	44,025	79,768
Accrued expenses:		
Construction retainage	567,219	–
Other	176,790	139,728
Deferred revenue	42,289	61,145
Total Current Liabilities	\$ 5,948,688	\$ 549,870
LONG-TERM DEBT		
Bonds payable	\$ 8,553,660	–
Capital lease obligations	–	5,450
NET ASSETS		
Unrestricted	10,023,555	4,171,126
Temporarily restricted	8,065,403	7,499,248
Permanently restricted	3,948,820	1,701,911
Total Net Assets	22,037,778	13,372,285
Total Liabilities and Net Assets	\$36,540,126	\$13,927,605

Donors >

Community support from individuals, foundations, corporations and public funding sources enables the Children’s Museum of Pittsburgh to offer quality exhibits and programs to children and families of this region. We wish to extend our sincere thanks to the contributors listed on these pages. We have included all gifts received from July 1, 2003, through June 30, 2004. If there is an error on a listing, please accept our apologies and notify the Museum’s Development Department at (412) 322-5058, ext. 217, so we can correct our records.

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Allegheny Regional Asset District
Association of Children’s Museums
Institute of Museum
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