



## mission statement

Children's Museum of Pittsburgh provides innovative museum experiences that inspire joy, creativity and curiosity. We provide the highest quality exhibits and programs for learning and play. We are a partner and a resource for people who work with or on behalf of children.

letter from the president

big news!

exhibits

programs

financial

board members

mission statement video - letter from the president - big news! - exhibits - programs - financial - board members

09-10 annual report

letter from the president



## Letter from the President

### Dear Friends of the Museum,

It is always a challenge to summarize the highlights of a year at the Children's Museum of Pittsburgh. The variety of our programs, the loyalty of our audience, the energy of our staff and the impact of our generous donors continues to inspire me. As Board President, I work with my colleagues and the Museum staff to ensure that our mission guides us.



big news!

exhibits

programs

financial

board members

mission statement video - letter from the president - big news! - exhibits - programs - financial - board members

09-10 annual report



## Letter from the President

This report will share some of the Children's Museum's most memorable moments of FY2010. Most notable was the National Gold Medal from the Institute of Museum and Library Services. This award was given in recognition of not only our facility and programs, but also our work in the community outside the Museum walls. The Charm Bracelet project is an example of this work, bringing the entire community together for meaningful social and artistic programming such as the ever-popular Fresh Fridays series in Allegheny Commons.



big news!

exhibits

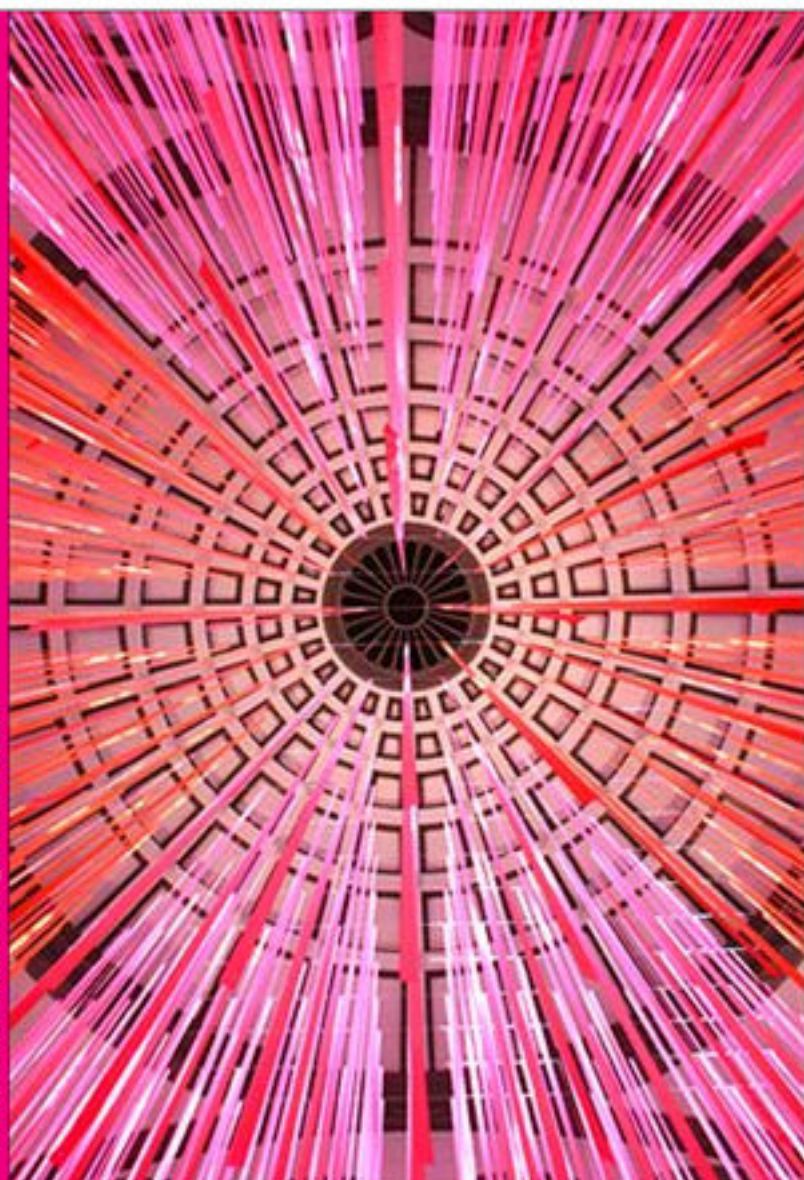
programs

financial

board members



letter from the president



## Letter from the President

We will remember this year as one that brought in almost a quarter of a million guests and one where children and families continued to create precious family memories here. One visitor even posted on our Facebook page ([www.facebook.com/pittsburghkids](http://www.facebook.com/pittsburghkids)) that her child did not want to take off his wristband when he returned home from a day at the Museum, saying, "I always have such a good time there!" We take that as the ultimate compliment.



big news!

exhibits

programs

financial

board members

mission statement video - [letter from the president](#) - big news! - exhibits - programs - financial - board members

09-10 annual report



## Letter from the President

We look forward to continuing to provide the highest quality museum experiences for the region and to working with our visitors, donors and collaborative partners to find more ways to inspire both children and adults.

Sincerely,

Thomas L. Mole  
Board President



big news!

exhibits

programs

financial

board members



letter from the president

big news!



Accepting the Institute of Museum and Library Services Award, from left: Janet Rice Elman Executive Director of the Association of Children's Museums; Jen Broadhurst, Vice President of Children's Museum of Pittsburgh Board; Brittani Brown, YouthALIVE participant; Jane Werner, Executive Director of Children's Museum of Pittsburgh; and Julie Bland, IMLS Board member.

## big news!

IMLS Award

Attendance

Park

### Institute of Museum and Library Services Award

The Museum earned the prestigious National Gold Medal for Museum and Library Services this year, in recognition of its innovative approaches to public service and for exceeding the expected levels of community outreach. This is the highest acknowledgment given to museums by the federal government and is a distinction that few children's museums have earned. The Children's Museum was honored along with nine other institutions (five libraries and four other museums).

exhibits

programs

financial

board members

mission statement video - letter from the president - big news! - exhibits - programs - financial - board members

09-10 annual report

letter from the president

big news!



Photo: © Albert Vecerka/Esto;  
Koning Eizenberg Architecture;  
Perkins Eastman Architects

## big news!

IMLS Award

Attendance

Park

### Attendance

FY2010 (July 2009 - June 2010)  
attendance was the second highest level  
in Museum history, with 228,635 guests.  
This was especially remarkable given our  
five-day closure due to historic winter  
storms in 2010 and the Fall 2009 G-20  
conference.

exhibits

programs

financial

board members

mission statement video - letter from the president - big news! - exhibits - programs - financial - board members

09-10 annual report



letter from the president

big news!



## big news!

IMLS Award

Attendance

Park

### Allegheny Public Square

Plans for the revitalization of the park area across from the Children's Museum are well underway, and groundbreaking will occur in 2011. This park will delight all ages and will be a place for play, contemplation, arts performances and lunching with friends. The environmental and aesthetic features will be a benefit to all who visit, work or live on Pittsburgh's Northside.

exhibits

programs

financial

board members

mission statement video - letter from the president - big news! - exhibits - programs - financial - board members

09-10 annual report



letter from the president

big news!

exhibits



## exhibits

Yinz Play!

Curious George™

Permanent Exhibits

### Yinz Play!

Our exhibit that featured “all things Pittsburgh” brought visitors to the Museum to check out our Primanti’s-style sandwich counter, cross a golden bridge and launch Zambelli fireworks from downtown buildings. Locals and out of town visitors alike enjoyed celebrating the ‘Burgh.

programs

financial

board members

mission statement video - letter from the president - big news! - [exhibits](#) - programs - financial - board members

09-10 annual report

letter from the president

big news!

exhibits



## exhibits

Yinz Play!

Curious George™

Permanent Exhibits

### **Curious George™: Let's Get Curious!**

This exhibit featuring the lovable monkey known internationally was a huge attraction from June through October 2010. Children delighted in the exhibit, which featured activities exploring light and shadows, wind, golf and sorting; and families were excited to get their photo taken with George.

programs

financial

board members

mission statement video - letter from the president - big news! - **exhibits** - programs - financial - board members

09-10 annual report



letter from the president

big news!

exhibits



## exhibits

Yinz Play!

Curious George™

Permanent Exhibits

### Permanent Exhibits

Our permanent exhibits continued to inspire families to play, create and ask questions. Whether donning a smock in the Studio or wielding a tool in the Workshop, children of all ages were guided by families, teachers and mentors to design, inquire and have a great time in all of our inviting spaces. It's not every day you get to silkscreen with youth musicians performing in the background, play in "bubbling mud" or ride on a see-saw that creates whimsical water bubbles.

programs

financial

board members

mission statement video - letter from the president - big news! - **exhibits** - programs - financial - board members

09-10 annual report

letter from the president

big news!

exhibits

programs



## programs

Youth Programs

E.I.N.E. and Tough Artists

Subsidized Admission Programs

Programs & Outreach

### Youth Programs

YouthALIVE! after-school program had another successful year with 30 youth from across the city. We also continued to have “graduates” of the program work as VolunTeens on the summer floor staff. YouthALIVE's MOVES dance program attracted families and friends for a polished performance of hip hop, jazz, modern dance and ballet at the New Hazlett Theater this past spring.

financial

board members

mission statement video - letter from the president - big news! - exhibits - [programs](#) - financial - board members

09-10 annual report



letter from the president

big news!

exhibits

programs



## programs

Youth Programs

F.I.N.E. and Tough Artists

Subsidized Admission Programs

Programs & Outreach

### F.I.N.E. and Tough Artists

The Museum's two residency and visiting artists programs continue to thrive, engaging our visitors to create and become immersed in art. The F.I.N.E. Artist Residency Series presented 10 artists with over 300 hours of live experiences in diverse art techniques such as animation, ceramics, paper cutting and portraiture.

Our four Tough Artists created works for our traveling gallery that explored themes of animal behavior, recycling, spatial perceptions and invasive plants.

financial

board members

mission statement video - letter from the president - big news! - exhibits - [programs](#) - financial - board members

09-10 annual report

letter from the president

big news!

exhibits

programs



## programs

Youth Programs

E.I.N.E. and Tough Artists

Subsidized Admission Programs

Programs & Outreach

### Subsidized Admission Programs

We are committed to serving a wide variety of children and families and believe that income should not be a barrier to Museum attendance. This past year, 10,000 people attended the Museum through programs designed for low-income audiences. Schools, Head Start programs, youth groups and local families all benefited from this commitment, which was sponsored in part by our "Be a Superhero Campaign."

financial

board members

mission statement video - letter from the president - big news! - exhibits - [programs](#) - financial - board members

09-10 annual report



letter from the president

big news!

exhibits

programs



North Side poetry reading (Charm Bracelet Project)

## programs

Youth Programs

E.I.N.E. and Tough Artists

Subsidized Admission Programs

Programs & Outreach

### Programs & Outreach

The Museum's Outreach and Charm Bracelet Project continued to build awareness of the importance of art and play. Musicians, artists and storytellers visited schools and festivals and delighted families with imaginative activities. The Charm Bracelet Project supported cultural organizations involved in unique collaborations on the North Side. The microgrant program funded 12 programs for a total of \$85,000, including urban gardens that paired seniors and teens at a local Boys & Girls Club and free poetry readings and jazz performances by City of Asylum.

financial

board members

mission statement video - letter from the president - big news! - exhibits - [programs](#) - financial - board members

09-10 annual report

letter from the president

big news!

exhibits

programs

financial

## Donors

Community support from individuals, foundations, corporations and government enables the Children's Museum of Pittsburgh to offer quality exhibits and programs to children and families of this region. We wish to sincerely thank the contributors listed. We have included all gifts received from July 1, 2009, through June 30, 2010.

### Public Funding

Allegheny County Health Department  
Allegheny Regional Asset District  
Institute of Museum and Library Services  
National Endowment for the Arts  
Pennsylvania Department of Community and Economic Development  
Pennsylvania Historical and Museum Commission

### Annual Fund

\$250,000+

Richard King Mellon Foundation

\$50,000 to \$249,999

The Heinz Endowments

\$10,000 to \$49,999

Dr. and Mrs. Henry J. Gailliot

\$5,000 to \$9,999

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Donors - 'Burgh Blast - Financial Information



mission statement video - letter from the president - big news! - exhibits - programs - financial - board members



letter from the president

big news!

exhibits

programs

financial

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Donors - 'Burgh Blast - Financial Information



mission statement video - letter from the president - big news! - exhibits - programs - financial - board members

letter from the president

big news!

exhibits

programs

financial

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Donors - 'Burgh Blast - Financial Information



mission statement video - letter from the president - big news! - exhibits - programs - financial - board members



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mission statement video - letter from the president - big news! - exhibits - programs - financial - board members

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Donors - 'Burgh Blast - Financial Information



mission statement video - letter from the president - big news! - exhibits - programs - financial - board members



letter from the president

big news!

exhibits

programs

financial

### Gifts in Tribute

#### In honor of the engagement of Anne Lewis and Jim Zeszutek

Carol and Myles Berkman  
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Amy Goldstein Jaffe  
and Grant Mason  
Susie and Gregg Perelman  
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#### In memory of Rick Dickson

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Marjorie Landay  
Karen and Jack Meck  
Robert L. and Janet Roberts  
Karen Stepek and Joyce Simile  
Mr. and Mrs. Peter Stephans  
Carol Vockel  
Jane Werner and Robert Rutkowski  
James and Susanne Wilkinson

#### In honor of Dahlia Farkas

David Hamburger

#### In honor of Sean Phillip Thornton

Kristine E. Westerheide

#### In honor of their marriage

Jen Albaugh and Patrick Buerkle

#### In honor of Thomas Mole

Mr. and Mrs. John Mole



Donors - 'Burgh Blast - Financial Information



mission statement video - letter from the president - big news! - exhibits - programs - financial - board members

09-10 annual report

letter from the president

big news!

exhibits

programs

financial

## Gifts in Tribute

In memory of Rodger Henderson  
Andrew Mark Homyak

In honor of Lynn Van Rapphorst's  
retirement  
Lisa and Steve Silverman

## Subsidized Admissions

Special thanks to those who supported  
the Superheroes Campaign and all  
subsidized admissions programs,  
which provided free admission to  
28,059 children and adults from  
low income families.

\$2,500+  
Highmark Blue Cross Blue Shield

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Mr. and Mrs. Thomas J. Donnelly  
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Dr. Yram and Merris Groff  
Glenn and Kristin Groninger  
James Kent  
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Karen and Jack Meck



Donors - 'Burgh Blast - Financial Information



mission statement video - letter from the president - big news! - exhibits - programs - financial - board members

09-10 annual report



letter from the president

big news!

exhibits

programs

financial

## Subsidized Admissions

### \$100 to \$499

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Ruthie Russ  
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Colleen and Henry Simonds  
Ellen and Carl Srodes  
Mr. and Mrs. Ronald W. Wertz  
Beth Newbold-Winkler and Pat Winkler

### \$50 to \$99

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Donors - 'Burgh Blast - Financial Information



mission statement video - letter from the president - big news! - exhibits - programs - financial - board members

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Donors - 'Burgh Blast - Financial Information



mission statement video - letter from the president - big news! - exhibits - programs - financial - board members



letter from the president

big news!

exhibits

programs

financial

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## Special Thanks

Brady Communications for  
annual report design services.

If there is an error in our listing, please accept  
our apologies and notify the Museum's  
Development Department at 412.322.5058,  
ext. 241, so we may correct our records.

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Donors - 'Burgh Blast - Financial Information



mission statement video - letter from the president - big news! - exhibits - programs - financial - board members



Financial Information

Download the PDF below for the following financial information on Children's Museum of Pittsburgh:

- Statements of financial position  
&
- Statements of activities and changes in net assets for the year ended  
June 30, 2010 with the comparative totals for 2009.

letter from the president

big news!

exhibits

programs

financial



Donors - 'Burgh Blast - **Financial Information**



board members

mission statement video - letter from the president - big news! - exhibits - programs - **financial** - board members

09-10 annual report

letter from the president

big news!

exhibits

programs

financial

board members

## Board Members

### Children's Museum of Pittsburgh List of Board Members FY 2010

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09-10 annual report



letter from the president

big news!

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Crystal McCormick Ware

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Amiena Mahsoob  
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John Kearney

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09-10 annual report