children's museum® PITTSBURGH

2010 – 2011 ANNUAL REPORT

It's with great pride that I reflect on another incredible year for the Children's Museum of Pittsburgh. We saw record-breaking attendance during the fiscal year 2010 – 2011, with 250,000 visitors (a 5% increase) and more than 4,500 members. Over the past year, it was exciting to see so many engaged visitors making art in our Studio, racing boats in Waterplay and gliding down the newly installed slides in our Attic exhibit. Audiences delighted in (and learned from) our special changing exhibits, Whoosh! and Dora's Pirate Adventure!, which were designed and staged by our incredibly talented Children's Museum staff.

Perhaps most inspiring is the Museum's unwavering commitment to sharing our unique atmosphere with all families, regardless of economic means. Last year, the Museum welcomed nearly 50,000 children and families at deeply discounted rates or entirely for free through field trips for students from underserved schools, $1 admission for low-income families with Green ACCESS/EBT cards and two annual free admission days. The Museum's extensive outreach program reached 100,000 additional people in the community by bringing its one-of-a-kind experiences to schools, libraries and festivals across 17 Pennsylvania counties.

Building on our longstanding commitment to our North Side neighborhood, the Museum re-launched its campaign to revitalize the under-used public park outside our front doors. The designs for the new, sustainable Allegheny Public Square Park call for the number of trees in the park to increase from less than 15 to more than 100.

As a result of these efforts, the Children's Museum was named one of the Top 10 Children's Museums in the country by *Parents Magazine* and received the Nickelodeon 2010 Parent's Pick Award as the Best Museum in Pittsburgh.

None of this would be possible without you and our remarkable community of supporters. We are sincerely grateful for the tremendous support of our generous donors, visitors, members, Board of Directors, staff, partners and volunteers.

We look forward to your partnership again this year as we embark on new adventures in learning and play!

Sincerely,

Evan Rosenberg
President, Board of Directors

Exhibits & Programs

Through the Children's Museum's nine indoor and outdoor permanent exhibits, changing exhibit gallery and year-round schedule of public programming, children can explore, create, and have fun while learning through play and interaction with their parents, teachers and siblings.

Whoosh! Winter 2011

Developed, designed and fabricated by the Children's Museum's Exhibits department, Whoosh! showcased the properties and power of wind through interactive components including a wind tunnel, air-propelled rocket launchers, and an accessible Piper Cub airplane. The exhibit was supported by the Dominion Foundation and the Hillman Endowment for Exhibits and Programs.

Dora the Explorer Live! Summer 2011

As an example of the organization's flexibility, the Museum developed and executed its first-ever live performance theater exhibit, Dora the Explorer Live! Dora's Pirate Adventure. Using in-house expertise, the Museum managed the project from start to finish, from hiring actors and staging the performance to designing the pirate ship set and various hands-on activities for visitors. In this interactive, hour-long experience, a troupe of professional performers brought the audience to their feet as they danced, marched and shouted their way to the treasure chest. Dora, which was sponsored by Equitable Gas, Pepsi and Dollar Bank, proved to be a success, selling out 96% of shows and welcoming more than 7,300 guests.

Nursery

The Museum refeshed its highly popular Nursery exhibit through dedicated support from Highmark Blue Cross Blue Shield. Appealing to the Museum's youngest visitors through engaging play and exploration activities, the renovated Nursery now includes an expanded sand and light painting area, a bird seed table, an interactive see-saw bubble wall, a giant Lite-Brite-style light wall, and a quiet area for reading.

Exhibits & Programs, continued

MakeShop

The Museum began prototyping and testing the new MakeShop project in April 2011. Housed in a defined section of the Garage Workshop exhibit, where the design process, experimentation and inquiry are key concepts, the pilot project provided a space for children and families to explore and create through activities that integrated digital technology and media projects with DIY (Do-It-Yourself) "Maker" elements. Families participated in open-ended opportunities to tinker, build and experiment through themes such as ElectricShop, SewShop and WoodShop. MakeShop is a collaboration between the Museum, Carnegie Mellon University and the University of Pittsburgh and was launched through support from an Anonymous Foundation, the Claude Worthington Benedum Foundation, the Grable Foundation and the John D. and Catherine T. MacArthur Foundation.

Tough Art

The Museum's fourth Tough Art exhibit, on display from September 2010 to January 2011, was the culmination of a summer-long artist residency during which each artist was challenged to make his or her art "tough" enough to withstand the enthusiasm of children. This unique program fosters relationships with young artists and influences the entire museum field by supplying a young talent pool with the expertise to create works that are successfully interactive in public spaces. For example, the Tough Art piece, *Temperamental Staircase* by Agnes Bolt and Arthur Jones, delights visitors through pressure activated "talking" stairs on the Museum's main staircase.

The F.I.N.E. Artists Residency

Supported by the Fine Foundation, the F.I.N.E. Residency continued to introduce visitors to new art techniques in the Studio through workshops, demonstrations and open exploration. Seven regional F.I.N.E. Artists, including quilt maker Petra Fallaux and toy designer Dick Esterle, brought their diverse talents to the Studio this year.

We Can!

We Can! (Ways to Enhance Children's Activity and Nutrition) is a nationwide initiative to fight childhood obesity created by the National Institutes of Health. Working in partnership with UPMC, for the past four years the Children's Museum served as a local leader in the initiative, presenting a series of public programs introducing children to physically-active ways to play. Programs included kung fu, yoga, ballet, golf, sailing, gymnastics and more.

Education & Youth Enrichment

Guided by its "play with real stuff" philosophy, the Children's Museum is dedicated to providing children with one-of-a-kind informal learning experiences that are concrete, real and relevant to daily life. By exploring new environments, processes and experiences, the Children's Museum helps children, parents, teachers and students to understand the world around us.

The Garden

Built in summer 2010 in partnership with North Side teens from the Museum's YouthALIVE! program, the outdoor Garden exhibit encourages visitors to explore sustainability and organic gardening among a bounty of growing flowers and vegetables, including eggplant, tomatoes and herbs such as spearmint and cinnamon basil. Visitors now explore this living exhibit through public programs and field trips. The Garden was made possible in part through the support of Nickelodeon and General Mills.

YouthALIVE!

As the Children's Museum's signature youth enrichment program, YouthALIVE! reaches a diverse group of 50 youth, ages 10 – 18, with engaging arts-based after-school and volunteer experiences that encourage personal exploration and build confidence and skills. This year, YouthALIVE! drew students from Allegheny Traditional Academy, Perry High School, City High School, Bradford Business School, Pennsylvania Cyber School, Manchester Elementary School, Alderdice High School, CAPA and Oliver High School. Participants took part in a special six-week Charles "Teenie" Harris Photography Workshop which culminated in an exhibition of student works at the Museum. YouthALIVE! was generously supported by Citizens Bank and The Pittsburgh Foundation.

Charm School Initiative

Capitalizing on the power of informal and formal education partnerships, the Museum worked closely with Propel Charter Schools to launch the Charm School Initiative this year. Through this museum-school partnership, teams of art and academic teachers from each of the five Propel Charter Schools were empowered to build their own education experiences for their students by using the Museum as their classroom. More than 213 students and 13 Propel School teachers explored opportunities to deepen and extend classroom learning at the Museum. An evaluation completed by the Museum's partner, Sense of Place Learning, found that participating teachers developed a sense of empowerment from the collaboration and embraced their role as education innovators. The Charm School project was supported in part by the Grable Foundation.

Building Capacity & Community Connections

This year, the Museum made significant investments both inside and outside its facility to enhance and improve its service to its visitors, members and the community.

New Media Department

Launched in November 2010, the New Media department connects the Museum to burgeoning social media and online audiences. Through bi-weekly e-blasts to 11,000 Museum members and supporters, a Facebook™ page with more than 5,000 friends, a Twitter account (with more than 900 followers), a YouTube channel, a Flickr page and a new text messaging (SMS) effort, the Museum shares special online content including videos, pictures and social media discounts and deals. The New Media department was made possible through a grant from the Hillman Foundation.

Renovating the Museum Store and Café

Last year, the Museum undertook two significant renovation projects to improve Museum flow and bolster its earned revenue streams in its Store and Café. In designing the new Store, the Museum chose a much larger, flexible space at the south end of the Post Office building. Since the opening of the new Store in November 2010, gross sales have increased more than 20% and the percentage of visitors to the Museum that make a purchase increased by 80%.

The Children's Museum also renovated and re-launched its Café as the Big Red Room Café in November 2010. The new Café has been steadily attracting Museum visitors and the local business community. The Museum is working to improve Café sales by offering staff and social media discounts.

Partnerships and Resource Sharing

In addition to sharing its award-winning facility with six organizations that work with or on behalf of children, in 2011 the Museum successfully implemented a shared Group Sales position with the National Aviary. With funding from the Allegheny Regional Asset District, the two organizations hired a full-time Group Sales coordinator to market field trips and group visits to new audiences.

Blue Skies by Kim Beck

Building Community through the Charm Bracelet Project

Leading the Charm Bracelet Project, a network of cultural, educational and recreational organizations transforming traditional understandings of how institutions make community impact, the Children's Museum works collectively to foster a vibrant, attractive and accessible North Side that is unified by visible, lasting connections between organizations and amenities. In the past year, the Charm Bracelet Project garnered support from the National Endowment for the Arts to support new public art projects on the North Side. In addition, the Alcoa Foundation supported new Environmental Programs throughout the neighborhood.

The Museum also directed the highly visible Charm Bracelet "UNDERPASS" project which transformed the dilapidated Federal Street railroad bridge into an outdoor "art gallery" space suitable for temporary installations. The first installation, "Blue Skies" by artist Kim Beck, is a 92 foot long by 10 foot tall photographic image that celebrates a sunny day on Pittsburgh's North Side. UNDERPASS was made possible by the Norfolk Southern Foundation, NRG Energy, the Grable Foundation and the Heinz Endowments.

Highmark's David O'Brien with Children's Museum Executive Director, Jane Werner and Board President, Evan Rosenberg

Allegheny Public Square Park

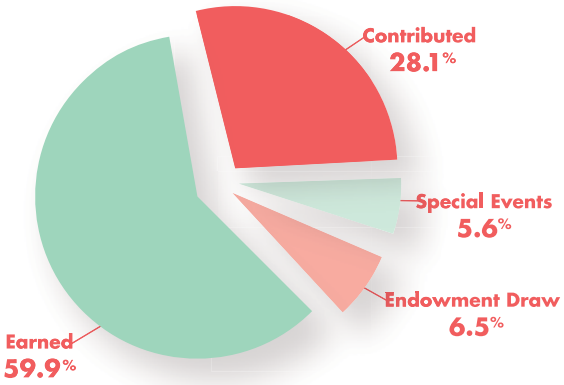
Last year, the Museum re-initiated its capital campaign to revitalize the under-used public park in its front yard. Through the transformation of the park, the Museum aims to enhance its North Side community, making it stronger and more vibrant. Featuring stunning public art and providing a lush, green setting for increased community and Museum use, the new park will open to the public in June 2012.

Play Date Presented By Highmark Blue Cross Blue Shield

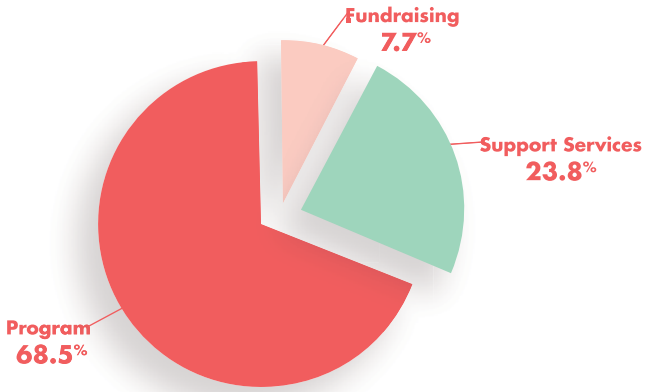
The ultimate grownup play date, the Children's Museum welcomed more than 225 of its closest friends and supporters to its spring gala on Friday, May 6, 2011. Play Date co-chairs Susan Baierl and Heather McBrier, along with event producer Bob Sendall of All in Good Taste, created a beautiful arts-filled environment. Board President Evan Rosenberg and Executive Director Jane Werner presented the Museum's Great Friend of Children Award to Highmark Blue Cross Blue Shield, the evening's presenting sponsor. Special thanks to Bob Denove and Blaise Larkin, who chaired the corporate sponsorship committee to raise more than $200,000 in support of the Museum's mission.

Financial Overview

Income



Expenses



Income

Contributed	$1,270,485
Special Events	253,310
Endowment Draw	292,265
Earned	2,712,703
Total	**$4,528,763**

Expenses

Program	$3,095,989
Support Services	1,073,351
Fundraising	349,405
Total	**$4,518,745**

The above represents unrestricted operating activity only, not including in-kind gifts. A full copy of the FY 2010 – 2011 Audit is available upon request.

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One Great Blue by Tim Kaulen

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RAD works here
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