



ANNUAL  
REPORT  
2013-2014

Reasons to **love** the  
Children's Museum  
of Pittsburgh



**All you need is love.** We certainly felt the love—and shared it too—at the Children’s Museum of Pittsburgh in fiscal year 2013-2014. From receiving the White House’s warm praise recognizing MAKESHOP® as a leader in innovative education, to making the Museum even more accessible to families in need and those with disabilities, to developing an

exhibit exploring love and forgiveness, this year the Children’s Museum deepened its commitment to Pittsburgh children and families and strengthened its position as a national leader. ♥ We are so thankful for you—our loyal donors, Board of Directors, staff, partners, and volunteers—for sharing your passion, making the Museum a priority and your steadfast belief in **our mission to provide innovative museum experiences that inspire joy, creativity and curiosity.**

In these pages, you will find ten reasons to love the Children’s Museum. Our 31st year was so much fun; we had a difficult time narrowing things down! What just missed the list? ♥ Well, last year we made pivotal investments in our capacity, our facility and our long-term sustainability. From the implementation of a powerful new customer management software that is helping us to better serve our members and guests; to the installation of a brand new HVAC system to keep our visitors in our historic Post Office building comfortable; and our strong financial strategy that kept us in the black and saving for the unexpected, the Children’s Museum worked hard to keep the good times rolling through the support of our friends and supporters, like you. ♥ Before we dive into our top ten, we must again say thank you. We are so grateful for your unwavering support of our work on behalf of children and families in our community. None of this would have been possible without you!

Warmly,

**JEN BROADHURST**  
President  
Board of Directors

**JANE WERNER**  
Executive Director



EVERYONE LONGS  
TO BE LOVED. AND  
THE GREATEST THING  
WE CAN DO IS LET  
PEOPLE KNOW THEY  
ARE LOVED AND  
CAPABLE OF LOVING.  
—FRED ROGERS

I love you

# We have the best friends in the world

## We owe you a round of applause!

The Children's Museum was thrilled to welcome a total of 266,833 children and families to play, create, and explore last year, marking the fourth consecutive year of robust attendance. Included in the number of smiling faces that came through our doors are 31,000 underserved visitors who gained access to the Museum's one-of-a-kind exhibits and programs through Free Days, Free Field Trips for schools, and reduced admissions for families with ACCESS cards. Also, the Museum helped the Institute of Museum and Library Services and the Association of Children's Museums to launch the new [Museums for All](#) program to increase accessibility to low-income families at children's museums nationwide. How wonderful is that?



## We ♥ our members

This year, we reached a record number of member families—6,104 to be exact! We are so grateful for our loyal members that we wanted to share the good vibes with the whole city. In February, the Museum hosted [We Heart Members Day](#), a free admission day for members of local cultural organizations. Close to 3,000 people experienced the magic of the Children's Museum that day.

## Online audience

Over the past year, the Museum's social media presence grew to reach new audiences with behind the scenes content. Now our online followers can get the scoop on special programs and plan visits to the Museum using our popular Facebook Field Trip Planner.

## BY THE NUMBERS:

259,922 WEBSITE USERS,  
A 27% INCREASE IN 2014  
14,803 FACEBOOK FANS  
4,235 TWITTER FOLLOWERS  
550 INSTAGRAM FOLLOWERS



# All are welcome

## Come one, come all

The Children's Museum works hard to provide a welcoming, inclusive environment for all children and families, especially those with disabilities. As an ADA accessible facility, each of the Museum's exhibits are created using universal design principles to ensure that all visitors have access to its interactive experiences. Through rich partnerships with local organizations, including Autism Speaks, the Arthritis Foundation, the Miracle League Network and Variety the Children's Charity, more than 400 children and families with special needs visited last year for fun-filled events at the Museum. What's more, the Museum employs twelve outstanding individuals with special needs who help visitors in exhibits, the café and throughout the Museum. Much of this work is made possible through the support of the Beth Cohen Memorial Fund and the Edith Trees Charitable Foundation.



# Inspiring little learners

## Tech savvy

Imagine having the Children's Museum as your classroom. 36 Pittsburgh Public School Head Start students know exactly what that is like. For close to ten years, the Museum has been home to two Head Start classrooms. Having your school in a Museum has some great perks! In fact, this year, along with four additional Head Start classrooms from around the region, the Museum's Head Start classes took part in a one-of-a-kind project to help teachers effectively integrate the appropriate use of technology in early childhood learning. Made possible with support from PNC Foundation's [Grow up Great](#) program, students created iMovies to share what they were doing in the classroom with their families and used iPads to navigate their community with Google Maps. Teachers learned how to use technology to support language development and parents took part in "Appy Hours" to learn about the best mobile applications to use with their young children.

## Ready, set, go!

A Reading Frog and the Tooth Fairy! These whimsical characters delighted young learners at the Museum's popular early childhood events, [Kindergarten... Here I come!](#) and [Healthy Smiles Days](#). Last year, more than 400 preschoolers and their caregivers met Ready Freddy the Frog, hopped on a real school bus, and got off to a great start with a bevy of school supplies at the 10th annual kindergarten preparation event. Over 340 toothbrushes made their way to local preschool students and their families during the Museum's 11th annual dental screening event, helping little learners on their way to a bright future ahead!



HEALTHY SMILES DAYS IS

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# Love is in the air!

## Hugs and kisses

On February 14, the Museum opened *XOXO: An Exhibit about Love and Forgiveness* in partnership with The Fetzer Institute. An exhibit all about feelings, developing XOXO gave the Children's Museum the chance to turn the big concepts of love and forgiveness into hands-on experiences meant to inspire family conversation. A giant response wall asked visitors to write on hang tags about being kind to others or feeling mad and then to hang their note in a public installation. Visitors also wrote messages of love on slips of paper and then turned them into "tokens of love" by pressing and embossing them with a heart. A *Release the Negative* station invited visitors to shred paper on which they had written something that made them angry, sad or afraid. Visitors also communicated and worked together to use a balance see-saw and activate the *Tone Phones*, customized telephones, based on the traditional phone booth, that showed visitors how the tone of their voice could change shapes and patterns on a nearby screen, pictured on the bottom right. (Winner of a American Alliance of Museums 2014 MUSE Award) ♥ Heart-shaped pizzas in the Museum's Big Red Room Café, Love Story Time programs, and a special lemonade stand where visitors paid by making a promise of doing a good deed, rounded out the Museum-wide XOXO experience.

THIS EXHIBIT WAS MADE POSSIBLE BY THE FETZER INSTITUTE

## Speedy delivery!

To share the love, the Museum worked with guest resident artist Dalia Shevin on a special *Love Letters* project. Children and families wrote thousands of letters by hand and mailed them to friends, family, pets and even a gorilla at the Pittsburgh Zoo. Some powerful examples (original spelling honored) include:

Dear Stormy,  
thanks for being  
my horse. I know  
you have arthritis  
in your right leg  
but I still like you.

Dear sister  
I wonder if  
you have blond  
hair like me  
I can't whate to  
you are born.

Dear Mom  
I know you miss  
Dad and I do to.  
I hoop you will  
still remember  
him though he  
is dead. I hoop  
we fill your heart  
but we can't fill  
our Dad's shoes.  
I love you very  
much. Love,  
Braden. Hoop we  
make you happy.



XOXO IS NOW ON A ROAD TRIP,  
DELIGHTING VISITORS OF  
OTHER MUSEUMS AND ART CENTERS  
AROUND THE COUNTRY.

# Bringing making to the region

## Our nationally recognized makerspace

**MAKESHOP** is the Museum's permanent makerspace featuring open-ended exploration with digital and physical materials. Children and families work with talented teaching artists to create imaginative projects through woodworking, sewing, electronics, soldering, recycled materials, stop motion animation and much more. This year, the Museum shared its research-based learnings on MAKESHOP locally and nationally with hundreds of educators and museum and library colleagues. In June, the Museum's work was recognized at the highest federal level, with the White House and Tom Kalil, Deputy Director for Policy for the White House Office of Science and Technology Policy, citing MAKESHOP as an innovative leader for the maker education movement at the 2014 National Day of Making and White House Maker Faire.

## MAKESHOP hit the road

Over the past year, the Museum conducted a major professional development experience for educators called **Mobile MAKESHOP**. Avonworth Elementary School, Crafton Elementary School, Millvale Community Library, West Liberty University, and the Children's Museum of the Ohio Valley took part in the pilot program to develop authentic making experiences for their unique learning environments. Children's Museum Resident Coaches traveled hundreds of miles over the course of the year to deliver hands-on activities for educators and families and weekly in-program technical services. ♥ Last summer, dozens of educators from across the country also took part in a **Maker Bootcamp** in MAKESHOP. Makers-in-training learned the basics and beyond of sewing, woodworking, electronics and digital-based making. These teachers are disseminating these skills to their students, creating a wide reach of makers.

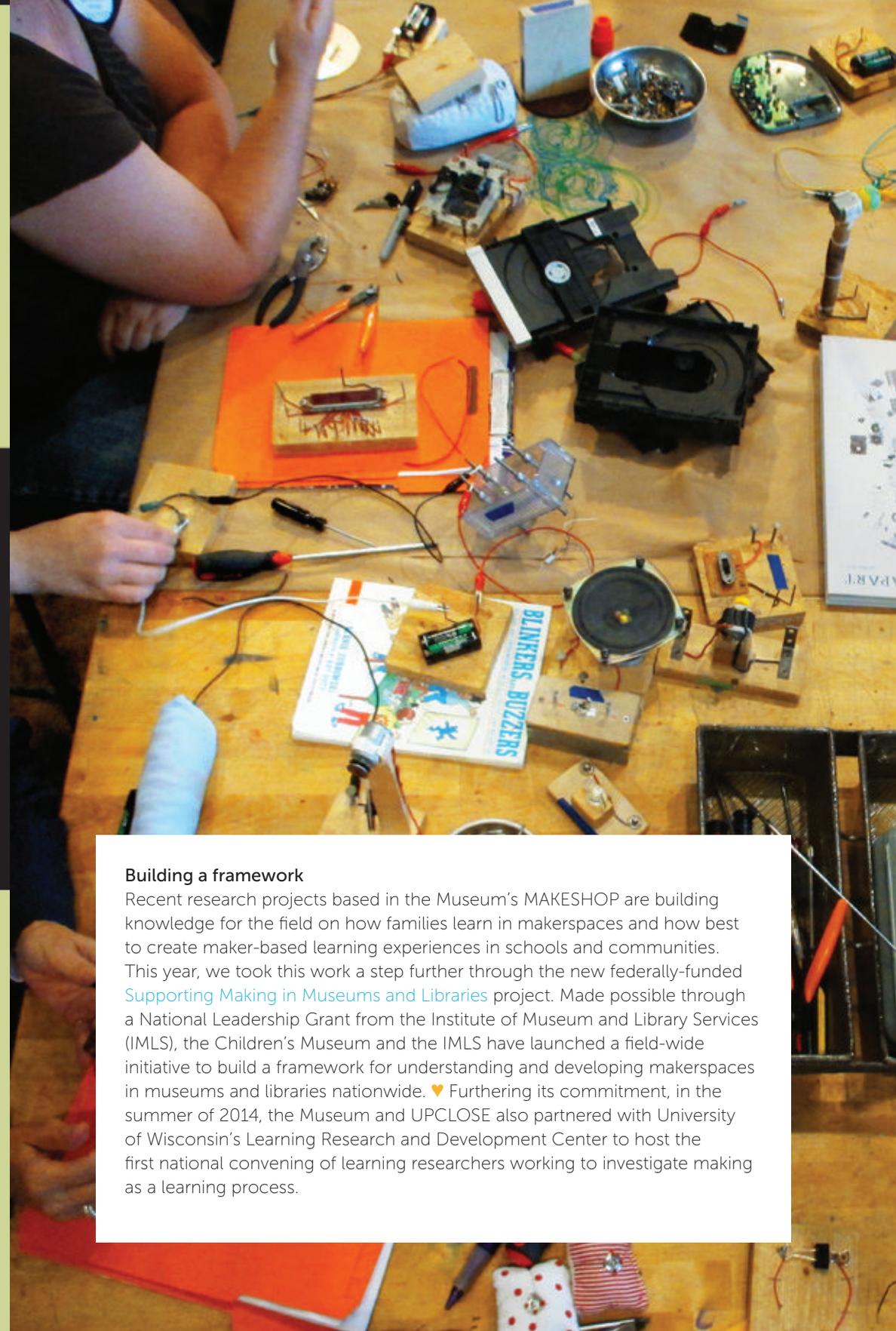
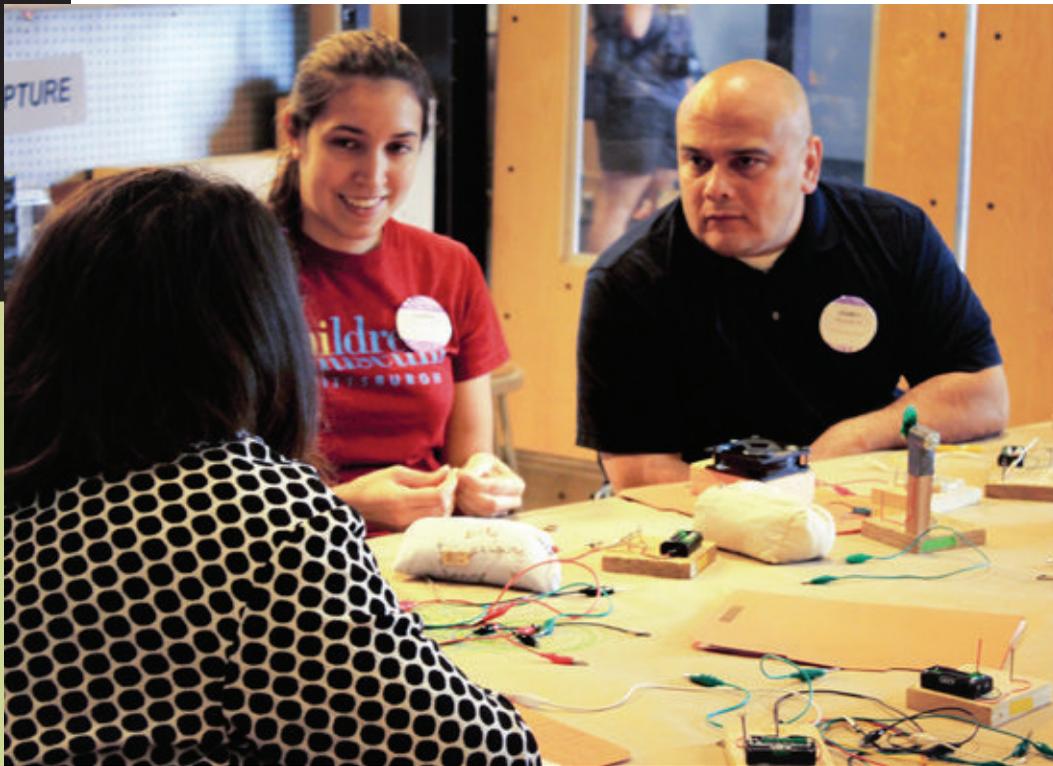
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# Making an impact through research

## We get UPCLOSE

Key to the Children's Museum philosophy is a commitment to reflectively design the learning experiences that take place inside and outside the Museum. Simply put, this model, made possible through a decade-long research partnership with the University of Pittsburgh Center for Learning in Out of School Environments (UPCLOSE), helps the Museum to make exhibits and programs that work for children and families. By asking visitors to share their thoughts and opinions and to help us prototype our exhibits, programs and facilitation, the Museum and UPCLOSE go beyond the surface to understand what it takes to create experiences that deeply engage, inspire and educate children and families.



## Building a framework

Recent research projects based in the Museum's MAKESHOP are building knowledge for the field on how families learn in makerspaces and how best to create maker-based learning experiences in schools and communities. This year, we took this work a step further through the new federally-funded [Supporting Making in Museums and Libraries](#) project. Made possible through a National Leadership Grant from the Institute of Museum and Library Services (IMLS), the Children's Museum and the IMLS have launched a field-wide initiative to build a framework for understanding and developing makerspaces in museums and libraries nationwide. ♥ Furthering its commitment, in the summer of 2014, the Museum and UPCLOSE also partnered with University of Wisconsin's Learning Research and Development Center to host the first national convening of learning researchers working to investigate making as a learning process.

## A fresh start

### Global connections

Last year, the Museum went global through its [Museums Connect: Scaling the Walls: Creating Urban Green Spaces](#) project. A group of 20 teens engaged in a once-in-a-lifetime experience about urban sustainability through the American Alliance of Museums with support from U.S. Department of State's Bureau for Educational and Cultural Affairs. Six teens from the program had the chance to travel to Quito, Ecuador in the spring and a group of Quito teens also visited Pittsburgh. Through social media and monthly Skype sessions, the teens learned about each other and their respective cultures. The traveling teens took part in field trips to local restaurants, gardens, and farms in each city. Things to check off their bucket list: Learn another culture's food system; eat and cook in another country; make lasting friendships; and in one case overcome the fear of flying. Check!



### Healthy choices

The Children's Museum knows that parents have a lot of choices when deciding what to feed their children. The Museum's [Big Red Room Café](#) makes those choices a little bit easier. As an organization dedicated to healthy and active play, the Café's menu selections reflect the same principals. Variety is the instrument to success and baked not fried is the anthem. In 2014, the Museum partnered with long-time supporter UPMC Health Plan to ignite the Café as a Dining Smart Community. UPMC Health Plan helped the Museum identify nutritious foods that are lower in calories, sodium, and fat and are a good source of fiber, vitamins, and minerals. Now parents can simply look for the green Dining Smart logo to select fast, fresh and healthy items in the Café, leaving more time for exploring the Museum!

## Art you can get in to—literally!

### Sticky situations

Art and design are embedded in the DNA of the Museum. To bring engaging experiences to children and families each year, the Museum employs and collaborates with dozens of artists.

♥ One of these great collaborations came to life when the Children's Museum partnered with artist [Eric Lennartson](#) to create a unique installation titled [TapeScape](#). Miles of packaging tape were used to build a sculpture of landscapes and tunnels for visitors to climb, slide, and jump through. Volunteers and staff built TapeScape, utilizing 168 rolls of packaging tape, enough to span 185 football fields.



### Artist residencies times two

The **Tough Art Residency** engages artists to develop innovative, contemporary pieces that are “tough” enough to withstand the hands-on play of the Museum’s visitors. The 2013 Tough Art pieces include: ***Pyramids* by Chris Beauregard**: Two pyramid structures that allowed those inside to see their surroundings while remaining invisible. ♥ ***Fragment Field* by Katie Ford**: These wood and fabric “rocks” created a unique environment for visitors. ♥ ***Reach* by Scott Garner**: A large interactive mural served as a musical instrument when touched by an individual or a group of people holding hands. It was featured in the popular technology blog, Gizmodo. ♥ ***Monstroscopy* by Isla Hansen and Luke Loeffler**: A stuffed giant creature allowed visitors to serve as doctors-in-training who performed surgical tasks while viewing their operations on screen.

The **FINE Artist Residency** connects artists to the Museum’s audience through interactive installations and hands-on art making programs. The FINE Artist Residents last year include: ***the drift crew***: This group of artists asked visitors to aid in creating personalized duck calls that were played in downtown Pittsburgh as Florentijn Hofman’s 40-foot-tall Rubber Ducky traveled down the river. ♥ ***XOXO: Love Letters* by Dalia Shevin**: As seen in Reason #4, Dalia explored the delight of traditional postal mail, the wonders of writing by hand and the joy of discovering the love that words can hold. ♥ ***The GIFT* by Ben Sota of Zany Umbrella Circus**: This original live theater show tells the heartwarming story of a young couple, one dollar and eighty-seven cents, and their first wedding anniversary. ♥ ***Mixed Feelings* by Zena Ruiz**: Zena shared a fiber braiding project where visitors named the multiple feelings and corresponding colorful fiber strands.



### Put on your painting smock

The Museum’s commitment to imagination is also seen in the permanent **Studio** exhibit, which provides open access to art-making such as painting, silkscreening, and sculpting with clay. Weekly and daily programming lets visitors experience painting with materials such as sand, bubbles, salted watercolors, cellophane, marbles, and even shoes. The Studio is located in Old Allegheny City Post Office building, designated as a National Register of Historic Places landmark. To ensure that nothing gets in the way of creativity and inspiration, the Children’s Museum refurbished the damaged wooden floors in the Studio, with a generous grant from the Allegheny County Economic Development Community Infrastructure and Tourism Fund (CITF).

TOUGH ART IS MADE POSSIBLE THROUGH GENEROUS SUPPORT FROM  
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# A spectacular Great Night



## Dinner and dancing under the stars

Known as one of the most distinctive events in the city, the **2014 Great Night Gala** was an evening to remember. Chairs Susan and Lee Baierl whipped up a sophisticated affair featuring an elegant alfresco dining experience from Rania's Catering, enchanting performances from Joseph Serafini and the Children's Festival Chorus of Pittsburgh, and the most sought after live and silent auction items in town. Eva Blum accepted the Museum's Great Friend of Children Award in honor of the Museum's longtime partnership with the PNC Foundation and its outstanding Grow Up Great effort. More than 400 Museum guests and generous corporate sponsors raised a record-breaking \$350,000 for the Museum's programs for disadvantaged children and families. Late night dancing in Buhl Park next to the mist of Cloud Arbor, courtesy of the rocking sounds of Jeff Jimerson and Airborne, topped off the incredible evening.



Clockwise from top: Eva Blum, chairwoman and president, The PNC Foundation; Great Night Gala Chairs Susan and Lee Baierl; Museum supporters enjoying the evening.

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Richard I. Lerach and Elizabeth E. Krans  
Levin Furniture  
Al and Dana Madison  
Mascaro Construction Company, L.P.  
Heather and Jim McBrier  
Dennis and Janet McCarthy  
McFeely-Rogers Foundation  
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Kiley and Steven Nelson  
NuGo Nutrition  
Maureen O'Connor and Rick Sabisbury  
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Oxford Development Company  
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Douglas A. and Carleen M. Papa  
W.I. Patterson Charitable Fund  
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Bob and Joan Peirce  
Marirose and John Radelet  
Brett and Jana Randall  
Elin and Jim Roddey  
Rossin Foundation  
Clifford and Diane Rowe  
Rick and Karen Ruark in memory of  
Aaron Charles Lloyd Ruark  
S&T Bank  
Thomas and Dolores Samuels  
Roberta L. Schomburg, Ph.D.  
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Winston and Leanne Simmonds  
Dick and Ginny Simmons  
Dylan Todd Simonds Foundation  
Society for Analytical Chemists of Pittsburgh  
Thomas Sokolowski  
The Frank E. Rath Spang and Company Charitable Trust

Craig and Liesl Stevenson  
Dick and Thea Stover  
David and Vicki Strain  
Mrs. Marty Summerfield  
Ann E. Thompson, MD  
TJ&S, Inc.  
Larry and Ilene Topper  
Becky and Herb Torbin  
Total Equipment Company  
David and Christina Treadwell  
Trib Total Media  
Union Railroad Company  
Bill and Jane Valenta  
Elizabeth T. Wainwright  
Waste Management  
Weiner Family Foundation  
Jane Werner and Robert Rutkowski  
Ron and Ann Wertz  
Al Wolfson  
WorldDealer Advertising  
Erica and Frank Zappala

**\$999-\$500**

Anchor Fund of The Pittsburgh Foundation  
Anonymous (2)  
Apple Matching Gifts Program  
Jennifer and Vinay Badhwar  
Elaine Bellin  
Kelly and Jean Bley  
David and Susan Brownlee  
Barbara and David Burstin  
Nancy and Ed Byrnes  
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Jonathan and Kristen Carothers  
Nancy and Jim Chaplin  
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Karen Christman  
City of Pittsburgh, Community Development Block Grant  
Sarah and Benjamin Davies  
Tom and Heather Delaney  
Developmental Delay Resources Fund of  
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Jason Fulvi  
Michael Karafa, DC and Madelynne Galatic, DC  
Paul Gitnik  
Susan and Mark Grace  
Richard and Dana Green  
Irving and Aaronel deRoy Gruber Foundation  
H. W. Henninger  
Georgia and Bob Hernandez  
Stephanie Hoogendoorn  
Matthew and Hannah Kastrounis  
Ellen and Richard Kelson  
Patricia Lemer  
Anne V. Lewis  
Thomas and Maureen Madden  
Susan and Mike Malone  
Stephen and Marisa Mandel  
Kevin and Amanda McQuillan  
Mr. and Mrs. Richard P. Mellon  
Merrills Family

Lynn Merriman  
Marty and Holly Muchnok  
Quirine and David Okonkwo  
Elliot S. Oshry  
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Paragon Foods  
Lue Ann Pawlick  
Pittsburgh Pirates  
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Schell Games  
Mark and Cindy Schoeppner  
Jessica and David Sculley  
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Mark Shenkan  
Helen Sims  
Anthony and Megan Smulski  
Sukumvanich Family  
Gene Srcek  
Tom and Betsy Teti  
Wagner Family Trust  
David F. Yasko, in memory of Tucker Yasko  
Kathleen Flannery and Jeff Zupanc

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Larry and Rikki Berger  
Carol R. Brown  
Danny and Shannan Cerrone  
Per and Lena Enflo  
Fleischner Family  
Ryan Gent  
Eric and Beth Goldberg  
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Stephen Kuzma  
Dorian and David Levine  
Peggy and Steve McKnight  
Rebecca DeStefano McNeil  
Harold and Sharon Miller  
Dr. Rosemary Moriarty  
Mullen  
Bill and Barbara Nelson  
The Norman Alan Company, LLC  
NRG Energy Center Pittsburgh  
Mark Perrott  
Melissa Rackoff  
Bruce D. and Treasure Sachnoff Charitable Family Foundation  
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Darlene and John Wisniewski  
Jonathan and Amy Wolak  
John and Amy Zotter

#### \$249-\$100

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Meghan and Todd Anderson  
Anonymous (4)

Jane C. Arkus  
Joseph Arnstein  
Denise and Joseph Augello  
Allyson Page Baiert  
Patti and Sandy Berman  
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Fund of the United Jewish Federation Foundation  
Andrew and Lisa Bernard  
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Bridges and Company, Inc.  
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Mr. and Mrs. Joseph E. Camp  
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Joanna and Al Caruso  
Nick and Tracy Certo  
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John and Laurie Cigna  
Jonathan and Kristen Cohen  
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Jessica Simms  
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Kyle, Jessica, Mason, and Noa Solomon  
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Lauren and Adam Sufrin  
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Adam Tripp  
Chaton's World, A Working Mom's Quest for  
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Leonard Weitzman  
Miss Frances H. Wilson  
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XYZ Custom, Inc.  
Sam and Anne Zacharias

#### GIFTS IN TRIBUTE

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*In honor of Emily DeFerrari*  
Ms. Tiffany Beckwith  
*In memory of her mother, Sigrid Beckwith*  
Paulette Cantwell  
*In honor of Heather McBrier*  
Marie Drak  
*In honor of Henry Drak*  
Gina Focareta Evans and Idris V.R. Evans  
*In honor of Christine Rzaa*  
Elizabeth Kaiden  
*In honor of Carol and Myles Berkman*  
Cheryl Kubelick and Kevin McCann  
*In honor of Lois Winslow*

Anne V. Lewis  
*In memory of Carla Pieretti*  
The Bridge Group of Cochran Hall  
*In memory of Marilyn Bates*  
Kim and Matt Meller  
*In memory of Thomas Cordaro*  
John Polanski and Marge Minghetti  
*In honor of Trevor and Brooke Young*  
Kate Slevin  
*In honor of Kelli Slevin*  
Laurie Tevlin-Klemow  
*In memory of Mary Noschese*  
*In memory of Winnie Feise*  
Janice and Charles Auth  
Carol and Raymond Conaway  
Gilbert and Ellen DeBenedetti  
Georgia and Bob Hernandez  
Dorothy Sample Hill  
Adelaide Smith

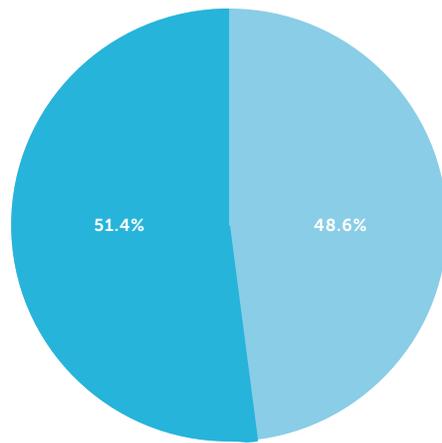
#### BETH COHEN MEMORIAL FUND

Dr. and Mrs. Charles Cohen  
*In memory of Beth Cohen*  
*In memory of Betty Walstra*  
Joan and Ronald Demkee  
*In memory of Beth Cohen*  
Mark, Eile, Aidan, Sarah, and Katherine Demkee  
*In memory of Beth Cohen*  
Janie and Marty Katz  
*In honor of Beth Cohen's Birthday*  
*In memory of Beth Cohen*  
*In memory of Betty Walstra*  
*In memory of Bob Wolf*  
*In memory of David Schwartz*  
*In memory of Marty Sloan's Mother*  
*In memory of Meghan Dershem*  
*In memory of Rick Binder*  
*In memory of Ruth Lieber*  
*In memory of Sidney Mullen*

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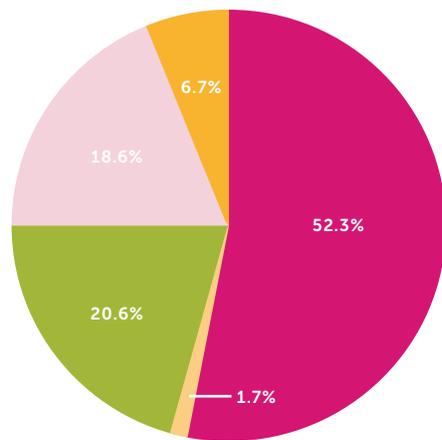
Allegheny Center Associates  
Allegheny County Labor Council, AFL-CIO  
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Pittsburgh Painters Union  
SCHMIDT Technology Corporation  
Twin Pines Manufacturing

## Fiscal Year 2014 Financials



### Income\*

Contributed	\$ 3,050,136
Earned	\$ 3,226,110
<b>Total</b>	<b>\$ 6,276,246</b>



### Expenses

Program	\$3,965,159
Capital Campaign	\$ 130,082
Special Projects	\$ 1,565,235
Support Services	\$ 1,412,580
Fundraising	\$507,333
<b>Total</b>	<b>\$ 7,580,389</b>

\*Excludes Investment Activity

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Jennifer Broadhurst, President, Community Volunteer  
 Michael Duckworth, Vice President, Merrill Lynch, The Duckworth Group  
 Peter Eberhart, Vice President, Henry H. Armstrong Associates, Inc.  
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