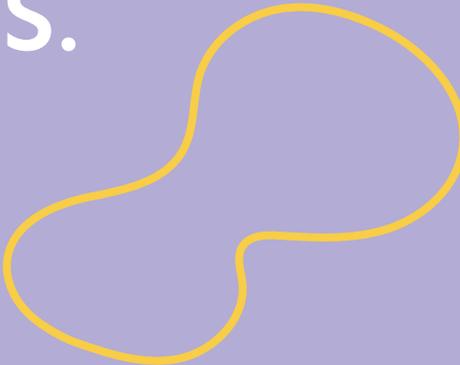
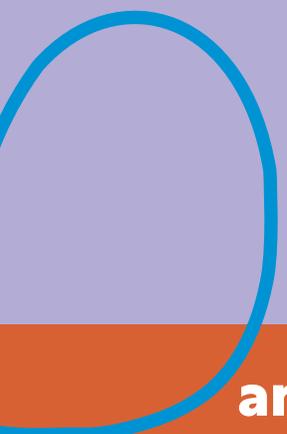
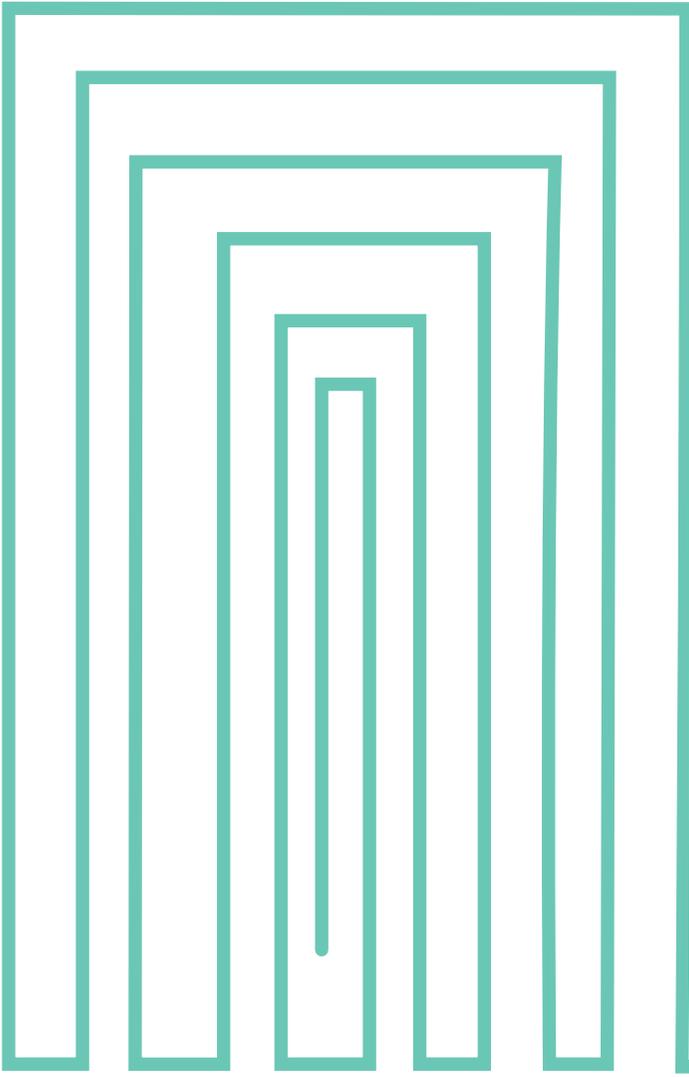


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**CHILDREN'S MUSEUM
OF PITTSBURGH
PROVIDES INNOVATIVE
& INCLUSIVE MUSEUM
EXPERIENCES THAT
INSPIRE KINDNESS,
JOY, CREATIVITY
& CURIOSITY FOR
ALL LEARNERS.**

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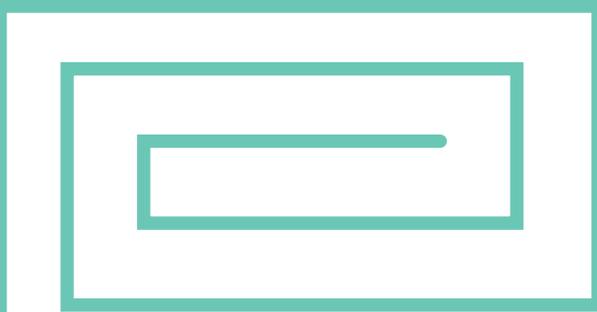
annual report 2020/2021



**OUR VISION:
TO TRANSFORM
EDUCATION**

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**2020/2021
ANNUAL REPORT**

The COVID-19 pandemic has strained our communities, our education system, and our mental health for almost two years. It has also spurred many of us to reflect, re-prioritize, reimagine and more clearly define and reconcile who we are.

Children's Museum of Pittsburgh (CMP) was closed for 15 months from March 2020 to June 2021, and used that time to pivot and adapt. Some of that adaptation was reflected in how we built programming and how we interacted with our community. A notable amount of time and effort was put into reimagining the Children's Museum at its core, and making sure that we are serving our community in ways that meet its needs while also playing to our strengths.

Part of the Museum's evolution during this time was to make small but significant changes to our mission and vision statements, and to formally define our Organizational Values for the first time. Our new mission, vision, and values include:

Mission

Children's Museum of Pittsburgh provides innovative and inclusive museum experiences that inspire kindness, joy, creativity and curiosity for all learners. We forge connections with artists, community partners and neighbors to work on behalf of children, youth and families.

Vision

To transform education.

Organizational Values

- Learning
- Experimentation
- Partnerships
- Good Design, Art & Artists
- Diversity
- Kindness
- Reflection & Improvement

This year's annual report is, in essence, the Museum defining who we are by focusing on the things that matter to us. The following stories and updates are all inspired by key words and important parts of our mission, vision and values. The portraits with each story showcase the incredible human beings behind the work of the Children's Museum of Pittsburgh. These stories and photos are our way of re-introducing ourselves to you, our loyal donors, friends and supporters. Your commitment to us has made our continual growth possible.

We are excited to meet this brand new year with a renewed sense of purpose and commitment to our community.

Karen L. Larrimer
President, Board of Directors

Jane Werner
Executive Director



Jane Werner and Karen L. Larrimer

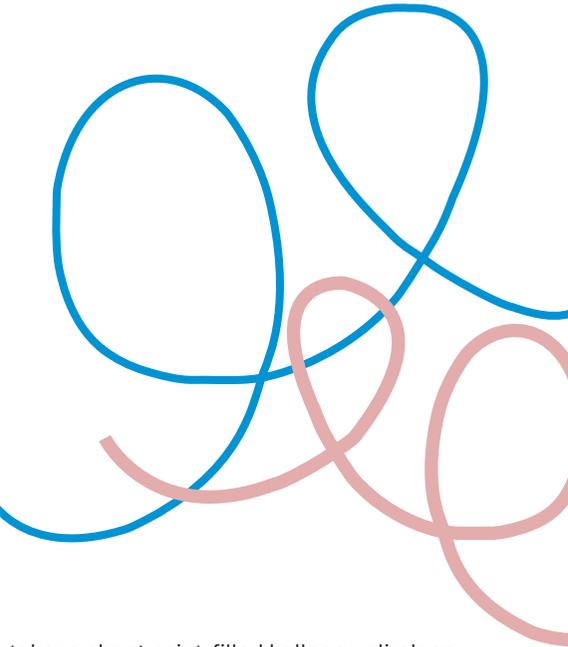
Being innovative as a museum can mean many things, including launching nontraditional programs, working with new artists, tackling new subject matter or even moving our programs to a virtual platform.

In 2020/2021, the *Making a Difference After School* program, supported by The Grable Foundation, combined art and social justice in activities for two groups of middle school students at MuseumLab and Assemble, a community arts and technology space in Pittsburgh's Garfield neighborhood. More than 20 students met virtually several times a week from October 2020 through June 2021 to learn new art processes and chat about their lives, current events and social justice issues. Participants spent the first several months working on projects such as poster art, wire sculpture and terrarium making. These activities helped the students form a special bond with one another, and created a safe space for them to explore the issues they felt passionate about. Studio Manager Carina Kooiman noted at the closing virtual Youth Expo event:

“I was inspired by the relationships and community you built together and how supportive you became for each other during this pandemic.”

This past summer, the Museum ventured outside familiar territory to bring a live, immersive performance experience to visitors. *Rhea the Great Detective* brought families along for the ride to solve the case of the missing puppet. Children's book author Dominique Briggs wove themes of bravery and empowerment into an interactive, theatrical script, featuring an energetic cast of human and puppet characters. Children were encouraged to participate, following clues that helped them crack the case in a guided tour through the Museum. By encouraging kids to be courageous, this experience helped build self-confidence and feelings of capability.

The Museum also found ways to fulfill our mission through outdoor exhibits and events. *Hearts in the Park* invited families to come together outside of the Museum on a chilly February afternoon to make Shrinky Dink



tokens, shoot paint-filled balloons, climb on 12-foot sections of Rope and enjoy children's heart-based artwork projected on the building. As one Instagram user commented, "The parents and kids of Pittsburgh needed something like this."

Further building on outdoor experiences, the Museum debuted artist Owen Lowery's *The Cryptid Critter Crawl* in March 2021. This free, self-guided outdoor experience for all ages features eight installations to explore across the Museum campus, each one an artifact related to a "cryptid" or creature known from folklore and legend, such as Mothman's Chrysalis, Jackalope Antlers and the Loch Ness Monster's Neck Cover. Owen's work has been on display through the winter of 2021 and continues to inspire visitors even as the Museum keeps its indoor attendance at 30% to support social distancing. On the days that the Museum is full, Owen has helped us find ways to continue to engage families outside our doors.

These uncertain and trying times were the driving force in discovering new ways to inspire art and creativity. We approached programming differently, and explored new opportunities for community engagement with health and safety in mind. We continue to embrace these changes, and push our efforts towards innovation, as we serve a community with ever-evolving needs.



Tough Artist Owen Lowry, posing with "Mothman's Chrysalis" from his outdoor installation series *The Cryptid Critter Crawl*

Children's Museum of Pittsburgh has always focused on inclusion and diversity, searching for ways to make our spaces and programs accessible and welcoming to as many children and families as possible. But the major events of 2020 – including the closure of the Museum due to the pandemic, and the country's grappling with racial injustice and inequality – compelled the Museum to commit to being more intentional about weaving issues relating to justice, equity, diversity and inclusion (JEDI) throughout our work and the fulfillment of our mission. One of the biggest differences reflected in the Museum's new mission statement is an explicit acknowledgement of providing inclusive experiences **for all learners.**

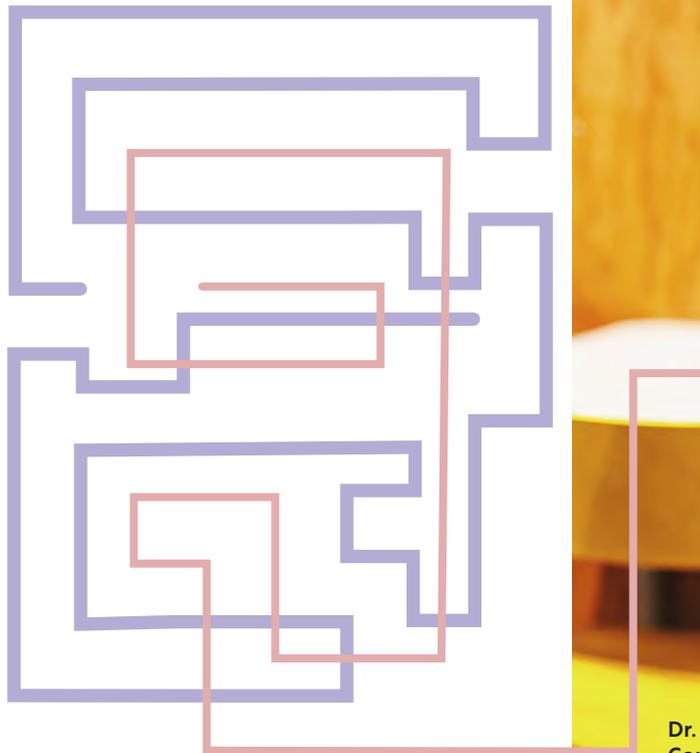
After spending the summer reimagining our service to Pittsburgh, the Museum hired Dr. Mónica Méndez as its Director of Cultural Change and Community Partnerships in October 2020. Her work began with a series of surveys and trainings for staff and Board members, including an Intercultural Development Inventory (IDI), and training on emotional intelligence, gender identity and de-escalation of conflicts. Dr. Méndez has also done extensive work with the Museum's staff to name, analyze and address unconscious biases in the Museum's operations and programming. Dr. Méndez leads an internal staff committee focused on justice, equity, diversity and inclusion, and is evaluating all aspects of Museum activities. This internal committee is matched with a committee on the Museum's Board of Directors, chaired by Dr. Valerie Kinloch from the University of Pittsburgh. It serves as the partner and support for the staff committee, while ensuring that the Museum's governance and overall organizational strategy are informed by JEDI priorities.

Other ways we strengthened our commitments to JEDI include: creating a sliding pay scale for virtual programs with free, base and pay-it-forward levels; translating signage and documents to languages represented in the region, including closed captioning on videos; and including accessibility tools on our redesigned websites that allow them to be adjusted for visual and sensory preferences and translated into a variety of languages.

The Museum also completed construction on a new ramp to the front entrance of MuseumLab in August 2021, and worked with Pennsylvania Museums and Disability Options Network on an accessibility audit of our campus and training for staff. MuseumLab is the first building in the United States to achieve a Universal Design certificate from the Center for Inclusive Design and Environmental Access (IDeA) at the University of Buffalo for design that is welcoming to all.

Children's Museum of Pittsburgh, like the rest of the world, operates in a network of complex and intersectional contexts that affect how people feel and interact within our space.

The Museum does not shy away from opportunities for change, and understands that its efforts toward inclusivity and diversity are ongoing. We're excited for what the future holds.

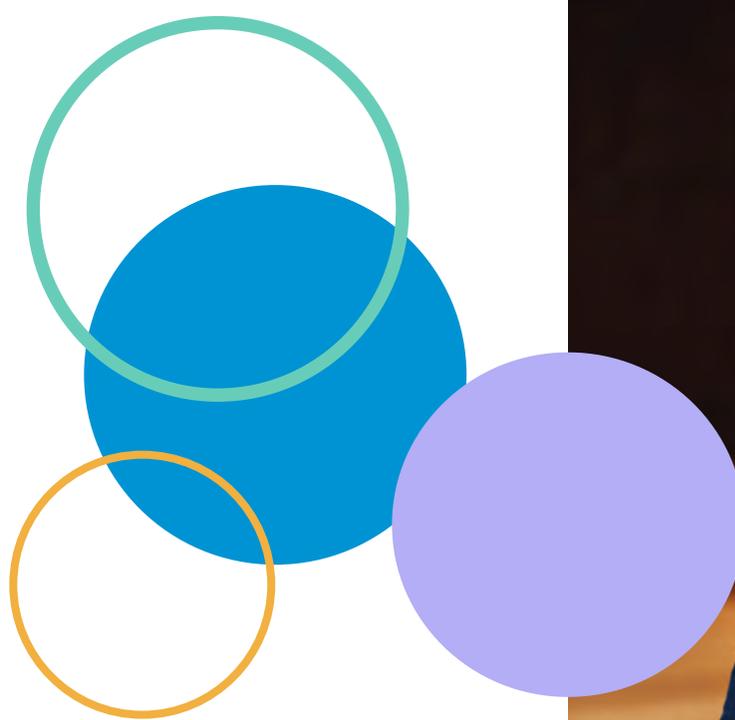


Dr. Mónica Méndez, Director of Cultural Change and Community Partnerships

For decades, Children's Museum of Pittsburgh has offered joyful, creative and curiosity-invoking experiences for learners of all ages. More recently, the Museum's most popular exhibits and programs have focused explicitly on the importance of social-emotional learning and the development of empathy and kindness.

In the Museum's newest permanent exhibit, *The Kindness Gallery*, visitors can share messages of kindness inspired by the lessons of Fred Rogers and *Daniel Tiger's Neighborhood*. The Museum had to close its doors just one week before the exhibit was set to open on March 20, 2020, Mister Rogers' birthday. *The Kindness Gallery* finally premiered when the Museum reopened on June 12, 2021, and is quickly becoming a family favorite. One crowd-pleasing feature is the token machine – visitors can write a note to themselves or loved ones on a piece of paper, then use a specialty press to transform that note into a literal love token. Another exploration of social-emotional learning came with the opening of the highly anticipated exhibit, *Emotions at Play with Pixar's Inside Out*, in June 2021. Developed by Children's Museum of Pittsburgh in collaboration with Pixar Animation Studios, this exhibit focused on the five core emotions featured in the film: Joy, Sadness, Anger, Disgust and Fear.

The Museum is always searching for ways to expand lessons of kindness and creativity outside its walls. In May 2021, the Museum announced a partnership with Open the Joy to create The Love and Forgiveness Box, an activity kit based on the XOXO exhibit. Open the Joy is a company that provides curated kits filled with therapeutic and educational experiences built to entertain children while helping them develop motor skills, reduce stress, build confidence and provide bonding opportunities for families. The Love and Forgiveness Box features six engaging activities that focus on understanding emotions, forgiveness, selflessness, appreciation, self-expression and love. The boxes are available for purchase at the Museum Store, and in Target and Nordstrom stores nationwide.



Beyond retail partnerships, the Museum also works with regional health and human services organizations. With generous funding from The Grable Foundation, and in collaboration with the Department of Human Services and Family Support Network, the Museum provided art and making kits for 500 families across Allegheny County.

From January through June 2021, a total of 3,000 kits were distributed to families, while 25 Family Support Network staff participated in six Professional Development sessions with Museum educators.

The project culminated in the event *Making + Celebrating Community Day*, where families displayed their art at Buhl Community Park and participated in collaborative art creations.

To all of us at the Museum, kindness goes beyond just being nice. For us, it is being intentionally thoughtful, considerate and loving towards our neighbors and community.



Anne Fullenkamp, Senior Director of Center for Creative Experiences

In late Spring 2020, when it became clear Children’s Museum of Pittsburgh would be closed for longer than we initially hoped, the Museum’s staff determined that virtual programs were the best way to continue providing thoughtful learning experiences for children, families and educators. From March 2020 through June 2021, we offered virtual programs that grew, evolved and eventually transitioned back to in-person or hybrid programming.

In Summer 2020, the Museum hosted nine virtual summer camps for ages 3–13. Younger children explored topics such as movement and sunshine, while older youth explored animation and fabric printing. The education staff quickly adapted to teaching, interacting and having fun with campers from their homes.

Learners hailed from across the United States, including Georgia, Ohio, New Jersey, Maryland, Wisconsin and of course, Pennsylvania, some joining for multiple weeks of camp. One participant joined us for all 9 weeks of camp!

At the end of that year, we used a treasured collection of puppets to collaborate on BOOM Concepts’ Puppet Karaoke. Along with Virtual Karaoke hosts Dave English and DJ Kinsel, the Museum and City of Asylum presented the BOOM Jam Puppet Slam using short puppet videos submitted by children and families. Puppet lovers told stories and inspired action in a free, livestreamed celebration of puppetry. The Museum’s participation highlighted the work of puppeteer extraordinaire Margo Lovelace, a long-time Pittsburgh resident and founder of the first puppet theater in the United States, who donated her entire puppet collection to Children’s Museum of Pittsburgh in 1984. We were thrilled to pair our reopening with highlighting this fantastic collection, and to center the Museum’s Studio exhibit programming on puppetry. An art form rich in its benefits for young learners, puppetry encompasses a wide range of creative skills; storytelling and character creation, encouraging personal narratives

and self expression. The actual construction of puppets also helps youth develop coordination and fine-motor skills.

Along with the Museum’s reopening, June 2021 saw the return of in-person programming for visitors and our professional development team. Aiming to create the safest possible learning environment, the Museum turned to outdoor programming in the Museum Garden and on *The Cryptid Critter Crawl*. At MuseumLab, older youth began engaging with local artists in limited-capacity workshops and live demonstrations. The Museum’s popular Maker Educator Boot Camp returned in August 2021. This 4-day workshop immerses educators in the philosophy and practice of making. Developed through years of experience and research in the MAKESHOP exhibit, local educators participate in hands-on activities designed by Museum’s education staff to delve deeply into the learning that happens through making.

Despite closure, the Museum never stopped offering learning opportunities for families in our region and beyond. We are excited to be rebuilding toward our pre-pandemic level of workshops and programming each and every day.



Museum Educators

Children's Museum of Pittsburgh's vision to transform education is underpinned by a commitment to try new things and accept the possibility of failure. The Museum's particular brand of risk taking is not reckless, but thoughtful and intentional. We take audacious risks when the payoff for our community is promising.

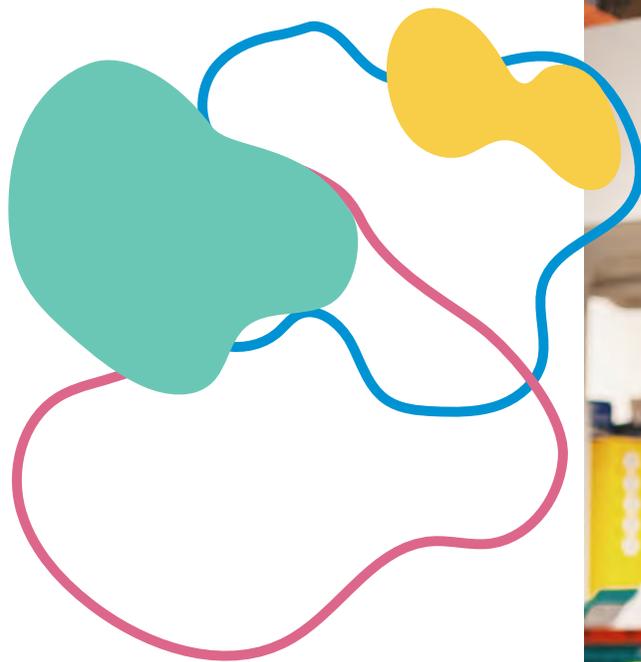
This willingness to experiment was in particular focus over the past year, when a wish-list project and an incredible gift came together to provide exceptional opportunities to our region's middle schoolers.

In 2020, the Arconic Foundation moved its headquarters back to its hometown of Pittsburgh, just down the street from the Children's Museum campus.

Coinciding with this move, Arconic made an investment in MuseumLab of a size and scale that represents their commitment to the North Side – pledging \$1,000,000 over five years to support the installation of a metalworking studio inside Make Lab, coupled with educational programming.

Until this point, MuseumLab had been open for almost a year and was prototyping experiences that middle schoolers would be drawn to. The Museum's Education team had been looking for ways to infuse more metalworking into the Museum programs and to push the boundary of what was conventionally accepted as programming for middle schoolers. MuseumLab taught us early on that youth are capable of more thoughtful and complex ideas than they are often given credit for, so Museum educators set out to prototype metalworking experiences and source equipment.

Despite this fantastic alignment, the COVID-19 pandemic had other plans. The loss of in-person interaction and facilitation impacted metalworking programs greatly. But the Museum capitalized on its closure and worked diligently to install the equipment and ventilation necessary to support safe



metalworking practices. Upon completion, the state-of-the-art space served as the home base for virtual metalworking programs broadcast to youth at home and in school.

In June and July 2021, the space became the site for Metalworking Summer Camps, the Museum's first indoor group program since its closure. Middle schoolers from across Pittsburgh came to MuseumLab for two week-long summer camps, free of charge. Youth learned to cast molten pewter, apply colorful enamel to pendants and bend and break metal for sculptures. Each week, students could stay beyond the scheduled camp hours for Open Studio time, where they continued to work on their projects.

As the year continued, the Museum integrated metalworking experiences into MuseumLab's After School program and weekend workshops for youth ages 10+.

Looking forward, the metals studio in Make Lab will host field trip workshops, professional development for classroom educators, and artist partnerships. Without an insatiable drive to experiment for the benefit of children and youth, and an enthusiastic partner in the Arconic Foundation, this innovative enterprise would never have come to be.



Amelia, a metalworking summer camp and *After School* participant, with Kay Shabazz, Youth Culture Liaison

For Children’s Museum of Pittsburgh, partnerships form in many ways. However, the purpose is always the same: to work together on behalf of children, youth and families. Over the past year, new partners have emerged while established partnerships have continued to grow and evolve.

The Museum’s physical spaces serve as a way to generate deep community ties and create a sense of collective ownership over its campus.

Our partnerships with local educational institutions provide the foundational basis for this work. Two Pittsburgh Public School (PPS) Pre-K classrooms have operated in the Children’s Museum since 2004.

The creation of MuseumLab provided another opportunity to make a connection with the local formal educational environment, this time for older youth.

Manchester Academic Charter School (MACS), a recognized local and national leader in creative free educational environments, has housed its middle school on the second floor of MuseumLab since 2019. The Museum’s partnership with MACS uses the two organization’s physical proximity and alignment of educational philosophy to explore new ways to design exhibits, classrooms and other learning spaces.

During the Museum’s closure due to the COVID-19 pandemic, we gave teachers from MACS the opportunity to use both the Children’s Museum and MuseumLab to teach virtual lessons from exhibit spaces. After a year of virtual learning, the MACS students returned to the classroom in-person in March 2021 and by the Fall, they resumed their museum-based, collaborative classes with Children’s Museum educators in a variety of disciplines, fundamentally driven by creativity and art.

The exceptional design team behind the Museum’s exhibits also lends their expertise to partner organizations focused on serving families. In the past year, the Museum has worked with Allegheny Health Network and University of Pittsburgh Medical Center to design spaces for making and hands-on learning in both in-patient and out-patient settings. In a multi-layered partnership serving Wilkinsburg, the Museum is working with Hosanna House, a family, education and community center, to bring Museum experiences to families. The Museum helped launch a Community Museum inside Hosanna House and designed the waiting room of its local WIC office to make the space fun and engaging. Hosanna House and Children’s Museum of Pittsburgh are currently working together to design and build an exhibit on the Tuskegee Airmen to be featured in Hosanna House’s Center for Aviation Training and Technology, slated to open in February 2022.



Pittsburgh Public School (PPS) Headstart Pre-K classroom (2019) and MACS class in MakeLab (2021)

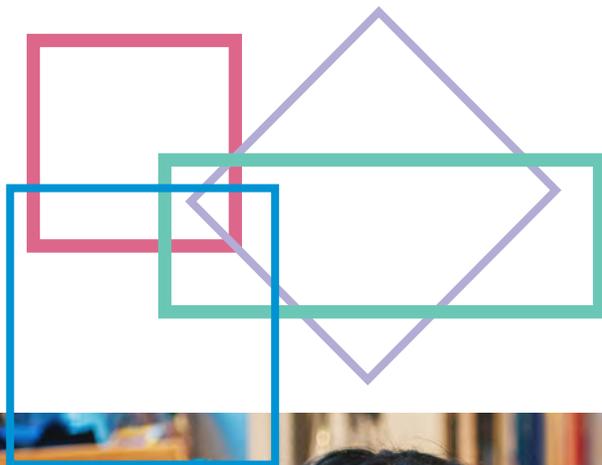
Children's Museum of Pittsburgh is committed to good design, art and artists. We believe a commitment to quality design and attention to aesthetics creates functional and welcoming community spaces. We also believe that intentional design can drive better practices in sustainable operations, and give us the opportunity to break convention from traditional museum environments. Our exhibits, public spaces and activities are designed with artists to be beautiful and functional, to welcome people of all abilities and backgrounds, and to support the educational experience intended for those spaces. Above all, we want you to play!

For over a decade, Children's Museum of Pittsburgh has hosted the Tough Art Artist Residency. Early and mid-career artists work with the Museum's Exhibits and Arts teams to adapt their vision into works of art that are tough enough to withstand robust interaction with Museum visitors.

A central part of this process is coaching artists through prototyping and playtesting their work with children, observing how people interact with their piece and identifying what does or does not work as they intended. During the Museum's closure, the Tough Art program couldn't operate normally. The pandemic created incredible hardships for artists and hindered children from having transformative art experiences. In an effort to foster talent and innovation while engaging children at home, the Museum launched Tough Art @ Home, where artists adapted their process to create an activity that children and families could explore at home with materials or equipment readily available.

One Tough Art @ Home artist was Ibiyinka Alao, art ambassador for the United Nations. Inspired by scenes from his childhood in Nigeria, Alao works primarily in 2-D, creating incredibly vivid works in several paint mediums. As part of Tough Art @ Home, Alao created a 37-minute video coaching children

through using paper, paint, paintbrushes and paper towels to tell a visual story that captures the power of light. Brooke Barker, author of *The New York Times* bestselling book "Sad Animal Facts" and a 2020 Tough Art @ Home artist, created an at-home how-to guide that walks learners through the steps of drawing their very own tragic truth about an adorable animal.



Once the Museum reopened in June 2021, we were able to focus on the art and design that pull people into exhibits. Studio Lab, in MuseumLab, recently featured *Face Value*, an exhibit featuring Pittsburgh-based portrait artists. Work from Andy Warhol, selfies from visitors and a self-portrait station showcased the faces and perspectives of our diverse community. This approach is critical for the ethos of MuseumLab being a community space - a place where our neighbors feel a sense of belonging and ownership. *Face Value* also includes a custom-built digital Rolodex that showcases an interactive collection of photographs by Chancellor Humphrey. Also integrated into MuseumLab is an interactive scavenger hunt with local

Pittsburgh painter Annie Heisey's portrait series, encouraging youth and families to spend time exploring the building with an art-focused lens.

The Museum continues to value Universal Design, accessibility, architecture and sustainability. MuseumLab has garnered national attention and accolades since its opening in April 2019, receiving an Award for Special Achievement from PA Museums, and being named the Civic and Cultural Interior of the Year in the international Dezeen Awards 2020. Spring of 2021, MuseumLab received the Outstanding Practice in Education Laboratories award from the Association of Children's Museums.



Brooke Barker, 2020 Tough Art @ Home Artist

All of us at Children's Museum of Pittsburgh are incredibly proud of our uncompromising pursuit of our mission and being of service to children, youth and families. It is what guides our hearts and our work every day. The Museum also acknowledges that striving to fulfill a mission without reflecting on, questioning, evolving and adapting our methods would be a disservice to the education and experiences that happen within the Museum's walls.

The Museum's Learning & Research team, led by Katie Todd, plays an integral role in evaluating our work as well as substantiating and sharing the power of informal learning practices in spaces like libraries, museums and community centers. This past year, the Museum and the Fred Rogers Center at Saint Vincent College have been working with three regional organizations to share the power that small moments have in changing someone's life. The team's philosophy, supported by research done by the Fred Rogers Center, asserts that truly transformational educational experiences are cemented by simple interactions that build confidence and trusting relationships between educators and students.

Katie Todd and her team also play a role in identifying the needs of the Museum's audiences and evaluating Museum programming against its intended impact. While self reflection is never easy, it is an organizational value that helps us determine if our programs are serving our community in the ways that we hope.

Beyond day-to-day operations, the Museum is driven by a desire to transform education. Our Learning & Research Team is essential in our pursuit to analyze, document, translate and teach others about what makes museum learning powerful. Those lessons, along with the impact of classroom education, have been the focus of our research partnership with Manchester Academic Charter Middle School, which is embedded in MuseumLab. Through this research partnership, MACS and the Museum are looking to remove the boundaries between school and informal educational spaces such as museums, pulling the best aspects of both in order to build an excellent, engaged education system.

“In times of stress, the best thing we can do for each other is to listen with our ears and our hearts and to be assured that our questions are just as important as our answers.”

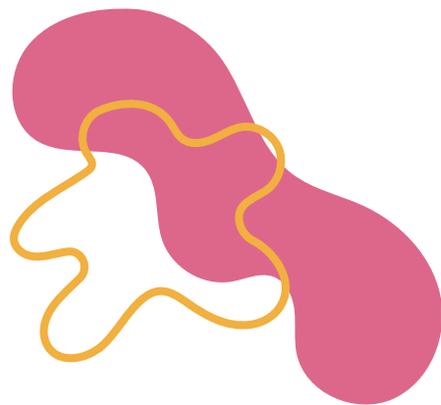
– Fred Rogers

CMP's pursuit to transform education is also made possible by the generosity of the PNC Foundation and the Claude Worthington Benedum Foundation. The support of these foundations established the Museum Learning Lab Research Fund, a fund for critical education research. This self-sustaining fund is intended to seed research projects and aims to positively impact education practices for all learners through future discovery, critical findings, and collaborations.



Katie Todd, Director of Learning & Research

The emotions of the past year have ranged from fear, trepidation, elation, joy, impatience, anticipation and so much more. Helping to navigate the Museum through these emotions and the events of 2020/2021 is a stellar group of community leaders and advocates that serve as the Board of Directors of Children’s Museum of Pittsburgh. Their commitment to the Museum along with their guidance, advice and unwavering support continues to be one of our biggest assets.



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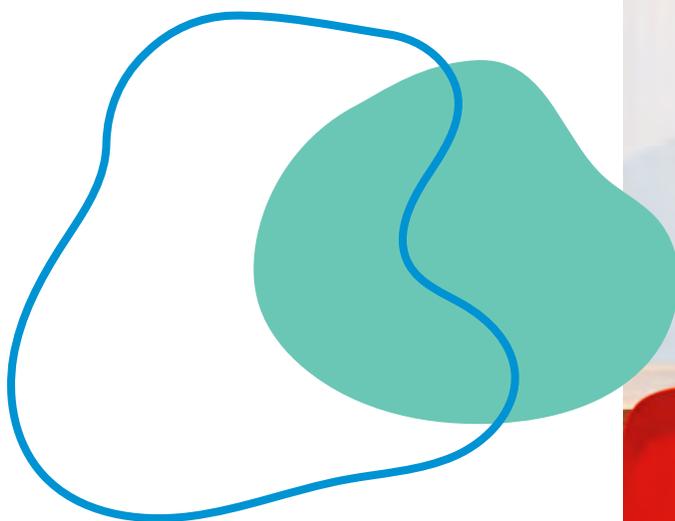
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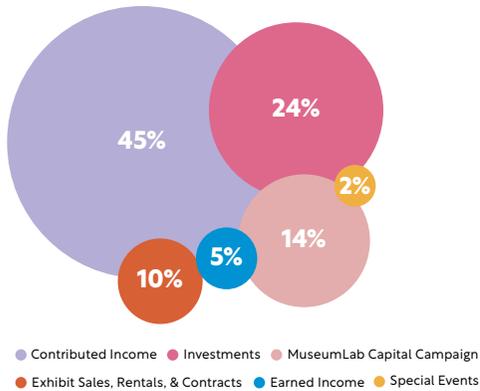
- Jane Werner
- Executive Director



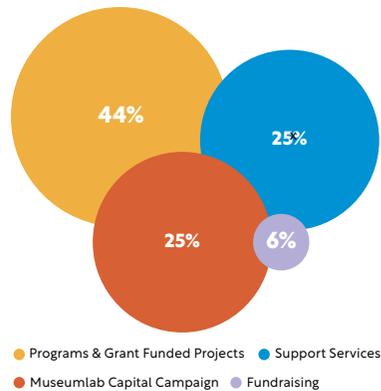
We are proud to introduce our newest board members, Kevin Walker (top) and Alexandra McCrossin (bottom).

For many years, Children’s Museum of Pittsburgh has taken great pride in our financial stability, which is underpinned by sound financial management and a commitment to meeting the ever-evolving needs of our community. As a result of the COVID-19 pandemic, we have found strength in our adaptability—with opportunities for earned revenue limited by nationwide museum closures, we have forged new connections with supporters and champions of our mission, and continue to provide innovative and joyful experiences for families at a time they need them most.

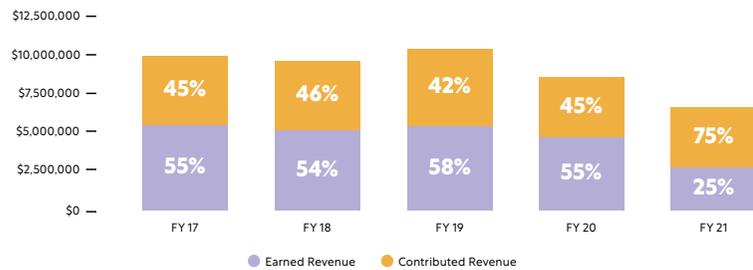
FY 2021 Support & Revenue by Source



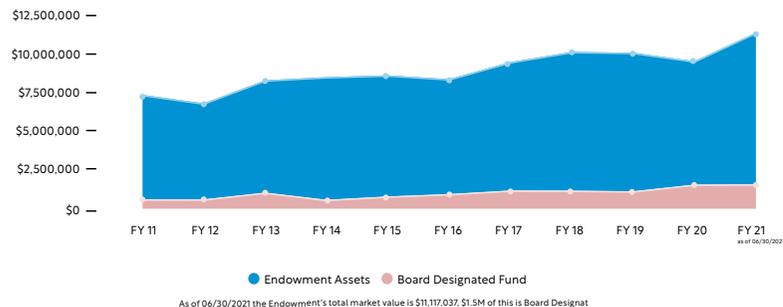
FY 2021 Expenses by Functional Grouping



Earned & Contributed Operating Revenue Trends



Endowment and Board Designated Trends



Donor Listing

Our sincerest thanks goes to the following individuals, Foundation corporations and government agencies that contributed to Children’s Museum of Pittsburgh from July 1, 2020, to June 30, 2021. We are deeply grateful for your unwavering support.

Corporate, Foundation and Public Support

- Anonymous
- Allegheny Foundation
- Allegheny Regional Asset District
- AmazonSmile Foundation
- Ampco-Pittsburgh Foundation
- Anne L. and George H. Clapp Charitable & Educational Trust
- Arconic Foundation
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- Mascaro Construction Company, L.P.
- McElhattan Foundation
- McFeely-Rogers Fund
- McGuire Woods LLP
- Milton G. Hulme Charitable Foundation
- NexTier Bank
- Pennsylvania Council on the Arts
- Pennsylvania Department of Community & Economic Development
- Pennsylvania Historical and Museum Commission
- Pennsylvania Office of the Budget

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- Pittsburgh Penguins
- Pittsburgh Pirates
- Pittsburgh Steelers, LLC
- PJ Dick-Trumbull-Lindy Paving
- PNC Foundation
- PPG
- Richard King Mellon Foundation
- S&T Bank
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Chancelor Humphrey

ORGANIZATIONAL VALUES

A large, irregular, pink abstract shape with rounded edges, resembling a splash or a stylized flower, positioned in the upper right quadrant of the page.

LEARNING

EXPERIMENTATION

PARTNERSHIPS

GOOD DESIGN,
ART & ARTISTS

DIVERSITY

KINDNESS

REFLECTION &
IMPROVEMENT

A thick yellow circle is positioned on the left side, partially overlapping the text 'KINDNESS' and 'REFLECTION & IMPROVEMENT'. A blue line starts from the bottom right, loops upwards and to the left, crossing the yellow circle, and then loops back down and to the right, ending at the bottom edge of the page.