



Play is often talked about as if it were a relief from serious learning. But for children play is serious learning.

Play is really the work of childhood.

- Fred Rogers

With more than 20 years of experience in the museum industry, I know that creative environments that are rich in hands-on experiences for children are where they learn best.

I also know that DuPage Children's Museum (DCM) truly is a gift in the field of children's museums. DCM is nationally recognized for its research-focused work and has a stellar reputation as a leader in the field of early learning. I was honored by the opportunity to join such a dynamic and highly regarded organization with a clear and focused mission and a vision to transform the learning landscape for young children and the important adults in their lives.

I look forward to building on the strong foundation established by my friend and colleague, Sue Broad. My goals are to extend the Museum's reputation for excellence and build on our rich history in the community by deepening the relationships we have with our libraries, park districts, and social service agency partners. I'm inspired by the deep commitment of the board, staff, volunteers, members, and donors and am extremely excited to accept the challenge to lead this world-class organization into the next chapter.

As you read through our FY14 annual report, I hope you will appreciate the multiple ways in which DuPage Children's Museum is helping to develop the next generation of innovators through our nationally acclaimed exhibits, programs, and community outreach.

On behalf of the Museum staff and Board of Directors, I want to thank the many companies, organizations, and individuals who help us in "Setting the Stage for Early Learning." Your role in developing the creative, problemsolving skills in children today will have a profound effect on all of us in the years to come.

Sarah Orleans

President & CEO



SETTING THE STAGE FOR

# early learning

The Museum's role as a force for early learning was reinforced with accomplishments in the following highlighted areas.

## **NEW EXHIBIT**

architecture.

Developed by DCM in partnership with the Chicago Architecture Foundation, National Hellenic Museum, and the National Museum of Mexican Art, MONUMENTAL gave the DCM audience the opportunity to explore concepts of science, technology, engineering, art, and math through the cultural and historical lens of iconic Greek and Maya



Thanks to a generous donation by **Dr. Andrew T. and Alice O. Kopan**, MONUMENTAL will be moving to a permanent exhibit space at the **National Hellenic Museum** in 2015.



More than 9,100 attended DCM performance events.

## **PUBLIC PROGRAMS**

The inaugural DCM Outdoor Music Festival in June welcomed more than 300 fans to enjoy featured performances by Tom Sharp, Waubonsie Valley High School's Percussion Ensemble, and musicians from the School of Rock. Through the Museum's Tiny Great Performances™ series, Family Fun Friday Night programs, and multiple special events, DCM audiences were able to attend more than 50 live, family-friendly performance experiences.





Four-year impact of DCM's Teaching STEM Right from the Start:

272 teachers and childcare providers,

1,675 children, and

6,101 family members\* enjoy the program.

\*Through program-integrated Math and Science Nights at DCM.

## PROFESSIONAL DEVELOPMENT

In Fall 2013, the Museum was honored to receive a \$54,000 grant from the Institute of Museum and Library Services, allowing DCM to develop a six-workshop series, *Train the Trainer*. By "training the trainers" we maximize the number of children we reach, ensuring even more positive early learning outcomes. Participants spent time learning techniques related to adult learning and increasing their competence and confidence in STEM topics, as well as engaging with their peers to promote STEM in their classrooms.



Play to Learn initiatives impacted 633 adults and 832 children.

## COMMUNITY OUTREACH

As an outgrowth of successful parent-support programs offered to DCM's Community Access Network social service agencies, *Play to Learn* sessions are provided free of charge through grant funding to communities serving at-risk families. Trained staff facilitate this program in area preschools and libraries with a focus on benefiting under-

served audiences (i.e., Head Start, Preschool for All, Pre-K at Risk, English Language Learners). *Play to Learn* helps parents understand that by engaging in guided play with their child they can have a powerful impact in their child's educational life. It helps bridge the gap between DCM as a learning environment and the home!

## SCHOOL PROGRAMS & FIELD TRIPS

In addition to in-school and in-museum Family Math and Science Nights, DCM introduced two new Learning Labs – Math in Action and Tomorrow's Energy Today while also redeveloping the current nine STEM Learning Labs for Pre-K through 5<sup>™</sup> grade students to meet new Early Learning Math and Science Standards. DCM continues to collaborate with other education professionals to ensure the Museum stays on the cutting edge regarding STEM education.



Nearly 25,000 children and 7,785 educators and adult learning partners from

schools took part in School Programs and Field Trips.

# SETTING THE celebrations



## WINNER **RED TRICYCLE 3RD ANNUAL TOTALLY AWESOME AWARD**

In September 2013, after nearly a quarter million votes were counted, Red Tricycle, a kidcentered online resource full of Chicagoland's must-see-anddo family-friendly activities, presented the Third Annual Totally Awesome Award in the Most Awesome Museum category to DCM.

Based on annual attendance, Crain's Chicago Business ranked DCM as the TH Largest Tourist Attraction in the Chicago area.



## DCM HOSTS 2<sup>ND</sup> ANNUAL INNOVATION EVENT,

**CREATIVITY** 

IN THE WORKPLACE Over 100 business and community leaders gathered as Rose-Hulman Institute of Technology Dean of Innovation and Engagement William Kline, Ph.D., led a panel of innovative company leaders for a thought-provoking and engaging discussion on how their workplace settings are increasing organizational competency in the area of innovation.



## RUBE GOLDBERG-INSPIRED MACHINE TEAM CHALLENGE

At the culmination of DCM's Organizations at Play challenge on the evening of February 25, 2014, Hollywood's "King of Creative Contraptions" Brett Doar hosted an exciting freeadmission open house event at the Museum showcasing creativity and innovation in the workplace. Competitors demonstrated their imaginative and innovative creations, delighting and inspiring all ages of visitors.

## **NEXT GEN BOARD FORMED**

Comprised of young professionals and community leaders who believe in the Museum's mission, DCM's Next Gen (next generation) Board was launched with the goal of strengthening the leadership core and broadening support for the Museum. The Next Gen Board is responsible for increasing community involvement through both family- and adult-focused events, while supporting the Museum's fundraising efforts.



## **Future** the Next Gen Board's '80's themed inaugural fundraising

more than \$36,000!

## CELEBRATING 22 YEARS OF OPTIMISTIC LEADERSHIP

For nearly 22 years as DuPage Children's Museum's president and CEO, Susan (Sue) Broad nurtured the vision of DCM founders Louise Beem and Dorothy Carpenter and championed the Museum's core beliefs, including the power of play as a basis for constructing knowledge. With unfailing optimism she recruited and led a team of talented staff and dedicated volunteers and supporters to build research-based, original, interactive learning exhibits and to develop nationally recognized programming for effective early learning.

Sue steered DCM through many challenges, including the renovation and move in 2001 to the Museum's current 48,000-square-foot permanent home at 301 N. Washington Street in Naperville, where annual attendance figures consistently exceed 300,000.



**SUSAN BROAD** 

DCM President & CEO, April 1992 - Retired, January 2014

David Carpenter, DCM Board Chairman and son of founder Dorothy Carpenter, recognized Sue as the unofficial "third founder" for her dedication and leadership through DCM's formative years. "Sue has been at the helm of the Museum for two decades, guiding its extraordinary growth, from a small pilot operation in a 5,000 square foot space with two part-time staff, to a nationally awarded force for early learning and one of the most-visited cultural and tourist attractions in the Chicago region."

Sue has said that she hopes her tenure will be remembered most for "improving the educational opportunities for children." We know that grateful DCM visitors will remember Susan Broad for that and much, much more.

Thank you, Susan Broad, for your dedication and leadership!

# **BENEFIT BALL RAISES \$370,000**



Emcee Judy Hsu, ABC7 News Anchor; and Honorary Chairman Scott Swanson, President PNC Bank, Illinois, led the evening's festivities. "PNC funds innovative programs that provide meaningful educational activities for children and lessons for parents and caregivers to share with young children outside of the classroom," Swanson said. "We are excited to partner with DuPage Children's Museum to make a difference in children's lives." The glamorous Benefit Ball capped off a year-long focus on innovation, and the funds raised supported the Museum's exhibits, public programs, and community outreach. Thank you to our 2014 Benefit Ball Lead Sponsors: GCM Grosvenor, Macy's, and PNC.





Clockwise from top left: Benefit Ball Planning Committee; DCM co-founder Louise Beem and Betsy Miller; Tyrone Fahner, Sarah Orleans, and Scott Swanson.

# the numbers

SET THE STAGE FOR GROWTH

## GROWING **AUDIENCES:**

DCM welcomed visitors from all 50 states.

Total attendance:

294,288

From 427 cities & towns and 575 zip codes in Illinois

**DCM Member** Families:

7,078



## **GROWING OUTREACH:**

DCM works to overcome financial, physical, and social barriers to provide access to the Museum experience to all children in our community.

Social service agency partners in **DCM's Community Access Network:** 

Visits from FREE family passes:

2,079

Visits from discounted field trips:

**Third Thursday** audience:

## **GROWING CAPACITY:**

Whether interacting with visitors or working behind the scenes, DCM Volunteers have a tremendous, lasting impact on the lives of children in our community.

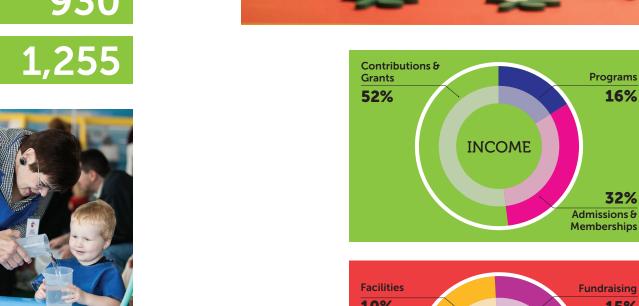
TOTAL VOLUNTEERS:

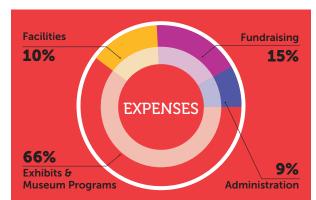
27,812 HOURS Equivalent of 14+

Full-Time Employees CORPORATE GROUPS (RANKED BY HOURS SERVED)

PNC; Yang Ming; College of DuPage Student Leadership Council; Brickman Landscaping; Crowe Horwath LLP: Midwestern University: NCC Urban Scholars; Circle K; LDS Church; WOW Cable; St. Scholastica; Lady Blazers Softball; Harvest Bible Church; Macy's; Country Inn & Suites; JMG Financial; Cress Creek Garden Club; Hearts of Love; Univar USA; Naperville North High School, Club BPA; Wilton Brands; Utilities, Inc.; Expeditors Chicago; Lawyers Lend a Hand







**Programs** 16%

32%

Admissions &

FINANCIAL DATA FISCAL YEAR ENDING JUNE 30, 2014

**TOTAL INCOME** \$4,623,110 **TOTAL EXPENSES** \$4,252,002

**INCREASE IN** \$371,108 **NET ASSETS** 

# the future

During FY14 a great deal of behind-the-scenes work went into research and planning, creating infrastructure, and securing financial support for these FY15 initiatives.

# FAMILY ACCESS MEMBERSHIPS

OPENING THE DOOR TO LOW-INCOME AUDIENCES

In Fall 2014, DuPage Children's Museum piloted an exciting new program designed to invite families receiving some form of public assistance (WIC, Link, SNAP) to experience DCM through the option of deeply discounted admissions and memberships. With the Family Access Program, Museum memberships will be offered for \$10 to these families, providing unlimited admission to the Museum for one full year, for two adults and up to six children.



Peggy Kiefer, District 203 Supervisor for Parents as Teachers, with a DCM family.



Erickson Institute's Dr. Chip Donahue leading a DCM workshop on *Technology and the Young Child.* 

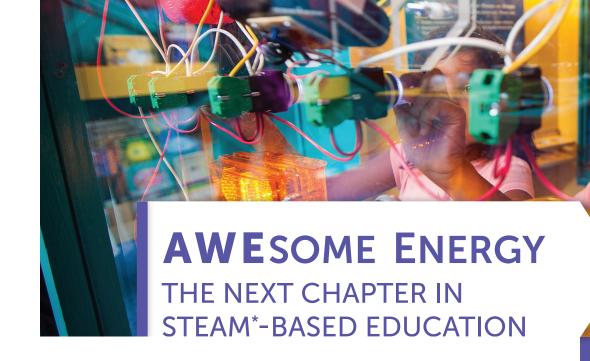
# THE CENTER FOR LEARNING ADULT LEARNING PARTNER-FOCUSED

Grounded in Museum practice and informed by Early Learning Research in Action Council (DCM's advisory panel comprised of a nation-wide group of child development experts), The Center for Learning has been conceived as a resource to support area parents, caregivers, home daycare providers, and educators by providing the latest information in facilitating early learning.

The Center for Learning will encapsulate more than a quartercentury of informal learning experience and will expand the Museum's capacity to transform and re-balance the learning landscape for the 21st Century by:

- 1. Inviting more direct participation in the unique and successful interactive Museum environment,
- 2. Providing increased opportunities in professional development for parents and teachers (with special emphasis on bridging school and home) and other important adults in children's learning lives, and
- **3.** Continuing and expanding research on informal learning in the Museum to better inform DuPage Children's Museum practice and the field.

Funding this initiative began with a lead gift from DCM's board chairman, David Carpenter, followed by generous gifts from Joseph & Bessie Feinberg Foundation, Dr. Andrew T. and Alice O. Kopan, and Alben F. and Clara G. Bates Foundation.

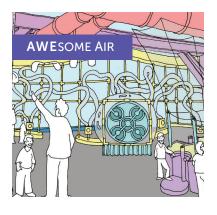


AWESOME ENERGY will be a brand new exhibit experience consisting of three integrated sections: Air, Water, and Electricity. As a safe, hands-on, facilitated environment designed for discovery, AWESOME ENERGY will help children (and their adult learning partners) build an enriched understanding of the elements of energy – how it is produced, transferred, stored, and sustained.

AWESOME ENERGY is the most significant exhibit initiative DCM has undertaken since establishing its permanent location in Naperville in 2001. Funded through a combination of public and private grants and donations, AWESOME ENERGY will represent a projected investment of more than \$1.5 million in the Museum's future. By June 2014, substantial funding had been committed with the award of a two-year \$100,000 Exelon Foundation grant and partnerships with local corporations, foundations, and federal agencies.

With a foundation of more than three years of research and development, **AWE**SOME **ENERGY** will define the Museum for the next decade, becoming an important centerpiece for the early learning community.





## AWESOME ENERGY DONORS [TO DATE ]

The Christopher Family Foundation

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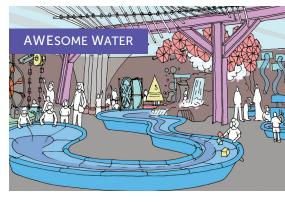
SunCoke Energy

AGL Resources Private Foundation

Eco Lab

Molex

Crowe Horwath LLP



11

10 \*Science, Technology, Engineering, Art, and Math

# dcm donors

## SET THE STAGE FOR OPPORTUNITY

Donations received July 1, 2013 - June 30, 2014

## **VISIONARIES** (\$50,000 + )

Alphawood Foundation Mr. and Mrs. David W. Carpenter **Exelon Foundation** 

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## TYRONE FAHNER

Partner and Former Chairman Mayer Brown LLP (with granddaughter Genevieve)

I became involved with DuPage Children's Museum as a result of my friendship with David Carpenter, whose mother co-founded the Museum. The first time I visited I was overwhelmed with the excitement of the children and the joyful faces of the adults watching the children interact with various exhibits. From the start, I knew it was an extraordinary place. The only unhappiness I have ever witnessed occurs occasionally when it's time to leave and a child wants to stay and continue learning.

I support the Museum because of the joy of the children, the learning experience which is always present, and because of the loving dedication of the staff and volunteers.

I stay connected because it provides an opportunity to spend valuable, happy time with my grandchildren as well as my daughter, Maggie, and son-in-law, Andy, who value and support the Museum because of all the joy it brings to their family.

A fact that is no longer debatable is that early childhood education does more than any other part of a child's education to influence and impact his or her future. The favorable impact of the Museum on all who come to learn and to play is obvious.

## LIKE FATHER. LIKE DAUGHTER CONTRIBUTING TO DCM - IT'S GENERATIONAL

My friendship with the Museum began over three years ago, shortly after my father became involved with DCM. During house-hunting visits in the Western Suburbs my family began occasionally joining "Grandpa" on his weekend visits to the Museum. It was an obsessive love at first sight for Dominic, 8, and Wynne, 5. (Since then we've added Genevieve to our family.) On every visit, the kids can't get enough. We literally have to drag them out of the Museum.

Since we have moved to Glen Ellyn, DCM has become OUR museum, not just due to proximity. We feel a sense of community with the staff, volunteers, and guests, who are all equally devoted to this special place where "learning comes in to play." I'm a huge proponent of play-based learning. I feel that kids learn best when they are using and developing multiple senses, through



**MAGGIE FAHNER** Next Gen Board Member (with husband, Andrew Bielecki)

manipulation, trial and error, and discovery while simply doing what they do best - play!

I am moved by DCM's commitment to outreach programs. I have had the privilege of attending a DCM Tiny Great Performance<sup>™</sup>, a ballet interpretation of *Peter and the Wolf.* The audience was overwhelmed and children formed huge lines afterwards to meet the dancers! I have also seen DCM work its magic in our Glen Ellyn schools. One of my son's favorite days was when DCM staff came to his school to teach students how to create art and sculpture out of geometric shapes. The art pieces created were so impressive that they were used to decorate the hallways of the school at the end-of-the-year Open House.

Just over a year ago, I was asked to be part of the Museum's new Next Gen Board. An adjunct to the Board of Directors, Next Gen is comprised of parents, professionals, and community leaders who support the Museum's mission through fundraising efforts. I know that the money we raise is going where it counts.

I contribute to DCM because I know the powerful impact museums have in connecting children to their future interests and devotions. I feel passionately about education and the role that museums play in teaching children. Museums such as DCM give children access to resources and learning opportunities that normally aren't available to them.

Future DCM donors Wynne, Dominic, and Genevieve Bielecki at the Musuem.



## BENEFACTOR (\$1,000 + )

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I first became involved with DuPage Children's Museum after retiring from teaching grades 1 and 2 in Downers Grove. I missed my students so much, the daily interactions, the feeling of making a difference in the lives of little ones. But I also missed my students' parents and my relationships with them. I wanted to find a place where I could have both child involvement and adult interaction.

DuPage Children's Museum filled those roles. When I began to volunteer, I was literally able to get down on the floor with kids, modeling activities in neighborhoods; observe behaviors; and encourage and interact with parents and caregivers of the children. The Museum opens up the world of investigation in Science, Math, and Art to children and helps parents see the importance of child-directed activities that encourage their explorations and problem solving.

My contributions, in both time and money, are directed though to the opportunities that DCM provides to school families that have a population that might not be able to afford a trip to the Museum itself. DCM goes to the schools to give students experiences in their classroom that reflect the educational investigations that would occur at the Museum specifically related to curriculum and Illinois state educational standards. The smiles on students' faces when they enter the room where their time will be with the Museum staff are heartwarming and exciting!

DuPage Children's Museum offers so much more than play experiences children have inside the Museum on a cold, rainy day. It is DuPage County's educational jewel, both at the campus in Naperville and in the variety of schools that are visited by the traveling team of educational experts at DCM! I hope other volunteers will join me in their philanthropic giving to support the important work done by DCM at the Museum and in our schools.



## LYNN HOFF

DCM Volunteer, Retired primary teacher, **Downers Grove School** District 58 (with grandson)

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## **MARY JAWOR**

Legacy Society Member

When I was in my early 30s, a close paternal, maiden great-aunt, who'd had a very successful career, passed away, leaving a million-dollar estate. The family was in awe of her financial achievement and guite moved upon learning she'd left a large portion in trust for the care of her older sister and life-long roommate (who was 102 at this point!), made various charitable bequests, and then gifted the remainder to my father, his siblings, and cousins. Witnessing all this, I came to understand the significance of saving and investing as well as giving clear directives for one's estate.

The birth of my daughter in 1998 again made me think of those directives, but it remained all theory during the hectic first years of her life. As she grew, exploring the world fit for toddlers kept us very busy. We first experienced DuPage Children's Museum when it was still housed in the basement of a Wheaton Park District building, and I am sure I was probably a little skeptical as I drove there. But I will never forget her look of amazement and her complete involvement as we made our way through it. We were both hooked! We cheered as it relocated to Naperville, my hometown where I had grown up with two active, DIY parents making many happy trips to Moser Lumber [original tenant of current building]. Of course, the well-lit, action-packed 'new' museum quickly became our family favorite. Then, as now, each trip allowed for a visit to the old treasured areas (water play for the children 4 & under, wood working from 5 & up!) and then time to explore the new exhibits.

It was during this period in my life that I had to have open heart surgery; even though the overall risk of the surgery was small, I was forced to make declarations about my financial assets for that unthinkable, just-in-case scenario. Having seen the sheer joy the Museum brought to our family as well as the brilliant use of funds DCM had shown, it was an easy choice. When we learned there was an opportunity to participate in a Planned Giving program at DCM through the Legacy Society, we began to make specific provisions.

Having recently attended a Legacy Luncheon, which is an annual gathering of its members, I enjoyed putting faces and personalities with like-minded people. I believe that learning always begins with children, and I enjoyed hearing Margaret Hanly, the Museum's Director of Education and Outreach, talk about the impact the Museum's education programs have in schools and through a wide radius of community access agencies it works with throughout the year.

Given the dynamic nature and cutting edge of the Museum, my children always feel it is new, even though it has been in Naperville for many years now. Watching the Museum over this period, we are proud to be a part of the outstanding job DCM has done extending the programs as dictated by the needs of today's families, such as those families dealing with autism, as well as the extensive outreach taking place at the schools.

What will be your DCM Legacy?

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## **MISSION STATEMENT**

The mission of DuPage Children's Museum is to stimulate curiosity, creativity, thinking, and problem solving in young children through:

- Self-directed, open-ended experiences
- Integration of the arts, science, and math
- The child-adult learning partnership

#### **CORE BELIEFS**

- Respect for all children and their ability to learn
- The power of play as a basis for constructing knowledge
- The importance of the child-adult learning partnership

#### VISION

DuPage Children's Museum will transform the learning landscape for young children and the important adults in their lives.

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