# LEMONS TO LEMONADE

JULY 1, 2015 THROUGH JUNE 30, 2016

Childrens Museum

THE LEMONS - having to close a beloved children's museum for nine months due to the "Great Flood" of January 2015, which caused extensive damage to all three floors. We remained closed for almost three months of fiscal year 15/16 – but we were tirelessly working to reopen.

I am extremely grateful to our staff, our members, our Board of Directors and donors, volunteers, business and media partners, school and community partners, and government officials across the region - especially the City of Naperville - for all of their incredible support in recovering from the flood and helping DuPage Children's Museum (DCM) come back better and stronger than ever before.

#### THE LEMONADE — bringing back, to our incredibly patient families, a completely

re-imagined Museum. Since re-opening on Saturday, September 19, 2015, we have greeted over 240,000 visitors from around the world. We have set record attendance numbers and have almost doubled the number of DCM members served. Our Family Access Membership (FAM) program, which provides discounted memberships to those who qualify, has tripled in the number of families served.

Our new strategic plan: Vision 2020, a road map that will lead the Museum solidly into the next decade, is in full execution. We launched a new contemporary website, received unprecedented media coverage, and earned numerous awards and mentions. We ended the year very strong, meeting and, in many cases, exceeding aggressive revenue goals. That success would not be possible without the support and confidence in our mission held by so many in our community.

On the eve of our 30 Year Anniversary in 2017, this treasured early learning institution is poised to continue another decade of inspiring future innovators in our unique learning environment, and supporting the important adults in their lives with professional development opportunities through our Learning Institute. We are well on our way to being known as a nationally recognized leader in early childhood learning. I hope you enjoy the following incredible story about how we have turned lemons into lemonade.

Sord Orleano President & CEO



AN INNOVATIVE MUSEUM JOURNEY THROUGH TIME

Sharon Exley MAAE ASID, President, Architecture Is Fun

#### LEMONADE: **A RE-IMAGINED** MUSEUM

During the temporary closure, DCM listened to its audiences and incorporated many comments and suggestions into the re-imagined Museum experience.





LCOMING

**NTRANCE** 









#### PETER EXLEY, FAIA

**RIBA** loves stories of time travel, with all their fantastic visions of moving through the fourth dimension. As the design architects 16 years ago, Architecture Is Fun transformed a discarded retail lumber warehouse into a vibrant children's museum, whose architecture, exhibits, and big red door embodied an important philosophical message everything and everyone has value and creative potential.

#### FAST FORWARD TO JANUARY 2015 AND THE MUSEUM'S DEVASTATING FLOOD

By March, Architecture Is Fun was on board to restore and re-imagine the interior architecture and damaged galleries. Time is decidedly relative – and the countdown clock had already begun. Tick Tock.

In reality, designing at high speed is serious stuff, clearly not a fairy tale or science fiction adventure. There were many challenges, lots of problem-solving, a great deal of risk acceptance, and only 24 hours in a day. Staying true to "the original" was essential. Managing a fluid process was mandatory. Listening was critical. Bringing everyone to the design table meant that individual notions became group vision, which resulted in innovative and expedited solutions.

Everyone was on high alert – and the critical nature of our roles as one design team allowed us an openness to share ideas, notions, and concerns. These shared experiences and team meetings gave everyone a giant red door of a permission slip to act, to be creative, and to define exactly what they, as the advocate for facilities or education or exhibits or visitor facilitation or fiscal responsibility, needed and wanted for the Museum on opening day. Each week, our serious play times allowed us to become a cohesive collaborative unit, traveling together towards opening day.

That was the strategy. Work together. Think it out together. Be creative, artful, and design to what you know best. Tick Tock. Schedule was a key challenge, which set the pace for the project. We time traveled, using unconventional and innovative thinking, designing and leading to beat the clock! DuPage Children's Museum reopened September 19th, a mere six months from when Peter and I became part of the project.













A completely redesigned lobby with bright colors and home to The Explorer *Store,* a place to purchase unique toys that foster learning.

Creativity Connections, Make It Move, and Build It, Favorite DCM Neighborhoods, added fun new features, like Shadow Sand, which incorporates technology for children to play with "Virtual Sand" using their bodies to create shapes and movement, making art playful and thought provoking.

Our relocated Good Show! Gallery features children's works of art in addition to those from local and national artists.

The Studio, where children's curiosity and creativity intersect, is now twice the original size and open more hours.

A former office space was transformed into The Wonder Room – a space all about color, shadow, and integration of light.

The Big Lawn is a gross motor play area and pays homage to the bridge located in downtown Naperville. It offers parents a resting place and children the opportunity to exert their extra energy.

School Labs were rebuilt and Program Rooms were re-imagined featuring beautiful murals painted by renowned artists.

#### Math Playground was

developed as a oneyear temporary exhibit to complement DCM's existing Math Connections and Math Young Explorers neighborhoods, providing more full-body experiences that related to geometry, spatial relationships, numeracy, and patterns.

The Family Room continues to provide learning resources and play experiences for children and adults in a colorful and comfortable environment.

# NEW & **TRAVELING EXHIBITS**

#### AWESOME AIR **DECEMBER 2015**

#### VISITORS WERE BLOWN AWAY!

Children can experience the power of air to begin to form an understanding of concepts such as how air is generated, how air moves, how air can move objects, and more. AWESOME AIR is a part of the larger AWESOME ENERGY Neighborhood. Each exhibit area around AWESOME creates an immersive, interactive experience in three integrated sections: Air, Water, and Electricity. As children explore in a hands-on environment, discovering the scientific forces that power our world, they build creativity, critical thinking, and problem-solving skills that will launch them into becoming tomorrow's innovative thinkers.

#### CHILDREN OF HANGZHOU: CONNECTING WITH CHINA (COH): JANUARY - MAY 2016

Created by Boston Children's Museum, the exhibit is part of the Freeman Foundation Asian Culture Exhibit series, funded by The Freeman Foundation, administered by Association of Children's Museums. COH presents four children from Hangzhou at home, at school, in the theater, and in the countryside. The children represented in the exhibit build a bridge to learning about China and creating cross-cultural understanding.

> COH ADVISORY COUNCIL MEMBERS



#### MATH + MOTION: **JUNE 2016**

Designed by DuPage Children's Museum, this exhibit highlights the connection between math and art while providing children opportunities to explore, experiment, discover, and enjoy math concepts at their own pace.



Friday, January 15, COH Exhibit Opening included a series of enchanting and colorful cultural performances which featured a lion dance by the Chinese American Service League and dance performances by Yang Dance Academy.

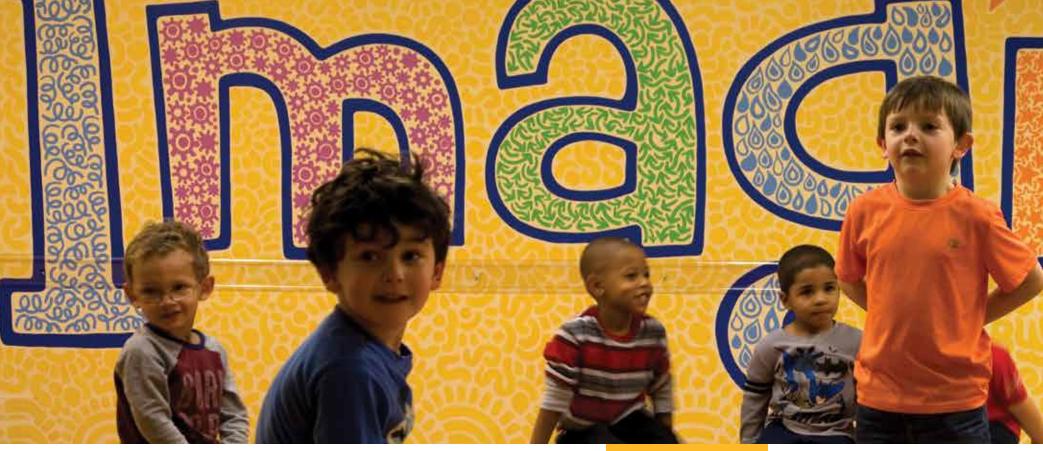
#### JUDY HSU, ABC Morning News Anchor, served as Honorary Co-Chair along with **BILL LIU**, Chinese Community Outreach Chairman, City of Naperville.

Other Advisory Council members included:

- MEI-ANN CHEN, Music Director, Chicago Sinfonietta
- JUDY FAN, IT Specialist, Molex
- ALICE CHIN, Coldwell Banker Realtor
- JAMES HIRSCH, Executive Director, Chicago Sinfonietta
- TRACY LEDDY, Exclusive Agent & Content Strategist
- MARY HONXIA, Director of International Trade Center, Governors State University
- DR. JINAI SUN, Professor of Chinese Studies, North Central College
- SALLY HARTER (Xianya Zeng), Chinese American Liaison, Washington DC Diplomatic Education Department

#### SPONSORED LOCALLY BY:

- BMO Harris Bank
- China General Chamber of Commerce Chicago
- Judy Hsu & Tracy Leddy
- Sean & Pei Hong Yu's Mandarin



# **COMMUNITY OUTREACH**

#### PLAY TO LEARN

Play to Learn sessions are provided free of charge through grant funding to communities serving at-risk families. Parents learn how guided play with their child has a significant impact in their educational journey. Trained staff facilitate this program in preschools and libraries with a focus on benefiting underserved audiences (i.e. Head Start, Preschool for All, Pre-K at Risk). The program helps bridge the gap between DCM as a learning environment and home.

#### FAMILY ACCESS MEMBERSHIPS

SIGNIFICANT INCREASE IN PARTICIPATION

DuPage Children's Museum strives to make the Museum's unique learning-through-play experience accessible to every child, regardless of economic barriers. The Family Access Membership Program (FAM) works to make deeply discounted membership available to qualifying families. This program is generously supported through grants and sponsorships.

Since the Museum reopened in September 2015, the number of families served through Family Access Memberships tripled to serving over 1100 families (9/19/15 through 6/30/16).

SUPPORTERS: AT&T, The Bersted Foundation, DuPage Foundation, Lynn & Joe Hoff, Zachary & Kristin Larson, Corey & Tonya Schmidt, Wilton Brands Community Fund

**1140 children and 885 adults participated in 37 Play to Learn programs** at community sites and libraries in Addison, Bensenville, Bloomingdale, Darien, Indian Prairie, Itasca, Naperville, Aurora, Lisle, and Lombard.

#### FREE COMMUNITY NIGHT THURSDAY APRIL 28

FREE Community Night was sponsored by the San Antonio Conventior and Visitors Bureau and Southwest Vacations. This special evening was just one way DCM gives back to the community. In addition, the Community Night at DCM was the official location for the kickoff of the Naperville Collaborative Youth Team's (CYT) Healthy Mind, Healthy Body, Healthy Land (MBL) initiative. More than 700 visitors were able to explore the Museum for FREE.

# DCM LEARNING

FORMERLY THE CENTER FOR LEARNING DCM Learning Institute shares the organization's decades of experience in creating playful learning environments for children - along with current research to inform adults (parents, caregivers, and child care and education professionals) of best practices in integrating hands-on learning experiences in science, math, and art.

SUPPORTERS: Joseph & Bessie Feinberg Foundation, Dr. Andrew T. and Alice O. Kopan, and Alben F. and Clara G. Bates Foundation.

# EARLY LEARNING

PUBLIC PROGRAMS Families experienced a new breadth of programming this year at DCM. To complement the Children of Hangzhou traveling exhibit, the Museum hosted traditiona Chinese dancers and musicians, as well as Creativity Classes and Family Fun Friday Nights focused on Chinese art and cultural celebrations. This year, we were also excited to introduce the return of popular partner programming including the School of Rock Instrument Petting Zoo and Anderson's Pest Solutions Insect Zoo as well as annual events such as Fall Festival, Fairy Tale Fest, and Train Week. Through the Museum's Tiny Great Performances<sup>™</sup> series, visitors were able to experience live performances in a family-friendly environment.

# \_\_\_\_\_

Math Symposiums.

**PROFESSIONAL** 

DEVELOPMENT

570 teachers participated in Professional Development impacting 11,400 students.



Staff facilitated eight Professional Developments, two of which were three-session Early Learning

Since DCM is an authorized entity with INCCRRA (IL Network Childcare Resource and Referral Agencies), attendees can receive Continuing Education Units (CEUs).



#### SCHOOL PROGRAMS & FIELD TRIPS

In addition to in-school and in-museum Family Math and Science Nights, DCM's Lab R.A.T.S. (Radical Approach To the Subject) go into schools to present Learning Labs.

> 614 Learning Lab sessions reached 14,800 students, 2313 parents, and 1152 educators from 166 locations – 42 school districts in 7 counties.

1349 students, 1154 parents, and 101 educators participated in 18 Family Math and/or Science Nights.

11,047 students, 3083 parents, and 1295 educators attended Field Trips.

SUPPORTERS: The Christopher Family Foundation, Lynn and Joe Hoff, Kinder Morgan Foundation, Ronald L. McDaniel Foundation, Molex, and Nicor Gas

#### **2015 INNOVATION EVENT** LEADING UP: BUILDING BLOCKS FOR FUTURE LEADERS

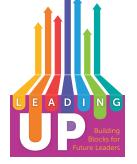
An engaged audience had intentional dialogue with keynote speaker Harry Jansen Kraemer, Jr. and a talented and resourceful panel around the inherent attributes of what makes an effective leader and how those skill sets emerge "one block at a time" in a workplace

that sets a culture of "leading up," at the 4th annual innovation event hosted by DuPage Children's Museum. Harry Kraemer is Executive Partner for Madison Dearborn Partners in Chicago and former Chairman and CEO of Baxter International.

PANELISTS: Terry Franke, strategic consultant, Productive Strategies, Inc.; Connie Lindsey, Sr. VP & Head of Corporate Responsibility & Global Diversity & Inclusion, Northern Trust; Kimberly Stull, Director of Operations, DuPage Children's Museum; Renee Kosiarek, North Central College faculty advisor for Blue Key Honor Society, where she also teaches conflict resolution and leadership.

**SUPPORTERS**: Magnetrol, PNC Bank, Northern Trust, and Chicago Innovation Foundation

#### INN @VATI @N



BENEFIT BALL: LIFT UP RAISED \$544,000

**CELEBRATIONS** 

DuPage Children's Museum hosted its annual top-fundraising event on Saturday, April 9, 2016. Nearly 400 guests enjoyed the evening celebration to *Lift Up* the importance of S.T.E.A.M. education. The benefit was an uplifting evening of live entertainment, silent and live auctions, and special honorees, with Judy Hsu, ABC7 news anchor, returning as the event's emcee. Chris Crane, President and CEO, Exelon Corporation, presented this year's *Great Friend to Kids Award* to Melvin D. Williams, President of Nicor Gas and Honorary Chair of the event. Nicor Gas has been a longtime supporter of DCM.

DCM would like to thank 2016 Benefit Ball: Lift Up GRAND SPONSOR: Ronald L. McDaniel Foundation and LEAD SPONSORS: Exelon; Graycor Construction Company, Inc; Nicor Gas; PNC Bank.

#### NEXT GEN BOARD

Young professionals and community leaders who believe in the Museum's Mission comprise this board with a goal of strengthening the leadership core and broadening support for the Museum.

The Next Gen Board's Party with a Purpose – Cheers to a New Chapter event raised a total of \$46,863.

# **VISION 20/20 IN SIGHT**

Between September 19, 2015 and June 30, 2016, the following was accomplished:

DCM welcomed visitors from all 50 states.

Total Admissions: 243,995

DCM Member Families: 8,819

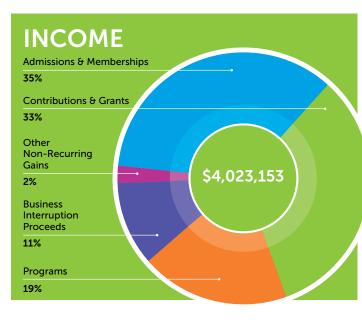
Visits from FREE family passes: 1204, representing a redeemed value of \$14,434

# **THE NUMBERS**

FINANCIAL DATA FISCAL YEAR ENDING JUNE 30, 2016 TOTAL INCOME

TOTAL EXPENSES

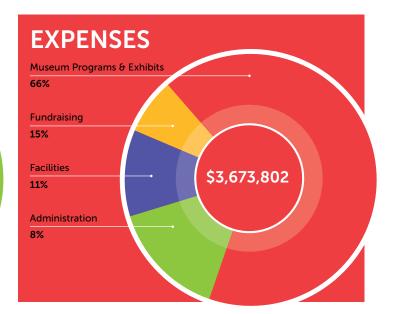
\$4,023,153 \$3,673,802





#### INCREASE IN NET ASSETS





# **VOLUNTEERS**

WHEN THE MUSEUM NEEDS A VOLUNTEER – CALL MARTHA! Martha Aderholdt, a retired physical therapist with the Wheaton-Warrenville School District, has been volunteering weekly since November 2012. Since then, she has contributed 516 total hours. This year alone she contributed 137 hours! Not only does Martha volunteer as a Lead Play Assistant, where she interacts with visitors on the Museum floor, but she also helps staff with special projects, helps with off-site events and special events such as Bubble Bash, and also mentors new volunteers. Martha likes to help out wherever she is needed. When she is not volunteering at the Museum, she can be seen playing at the Museum with her grandson. She brings him here because this is his favorite place to play.

My favorite part of volunteering at DCM is to watch the little moment when a child makes a connection for the first time."

 MARTHA ADERHOLDT, DCM Volunteer



Whether interacting with visitors or working behind the scenes, volunteers at DCM make a lasting impact on the lives of children. DCM volunteer opportunities are available for teens, adults, groups, and corporations.

#### CORPORATE SPOTLIGHT

C.H. Robinson is a third party logistics provider in transportation with an office in Lisle. The employees had so much fun working on projects such as cleaning exhibits, cutting paper for school programs, and decorating the Mayor A. George Pradel Volunteer Center. Volunteering behind the scenes not only allowed them a chance to do social good for the Museum but also allowed them to bond as a company.

C.H. Robinson employees now volunteer on a regular basis since November 2015. A total of 29 employees contributed 208 volunteer hours. 500 volunteers gave 14,991 hours, completing 47 assignments between July 1, 2015 and June 30, 2016.

#### TOTAL CORPORATIONS AND GROUPS: 9 (in order of hours contributed)

- PNC Bank
- C.H. Robinson
- Naperville Evening Kiwanis
- Interns of Crowe Horwath
- Addison Trail High School Lady Blazers Softball Team
- Com Ed
- McDonalds HR Department
- North Central College Psychology Club
- Cress Creek Garden Club



## **VISIONARY CIRCLE**

(\$50.000 + )Alphawood Foundation Institute of Museum & Library Services John D. and Catherine T. MacArthur Foundation Ronald L. McDaniel Foundation **PNC** Foundation Robert R. McCormick Foundation

# **AWARDS & MENTION**

2016 CHRYSALIS **REMODELING AWARD** 

AIA CHICAGO SMALL **PROJECTS AWARDS 2016** Citation of Merit

Honorable mention in the Education category for VISION DESIGN AWARDS 2016

(\$25,000 + )

The Brinson Foundation

The Christopher Family

John and Marge Kayser

Exelon Corporation

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Graycor Construction

*Creativity Connections* Neil since the grand r<u>eopening.</u>

Michael and Denise Mikula

Foundation

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**CME** Foundation

Mr. and Mrs. David W. Carpenter

CELEBRATING INSPIRATION AWARD from the Naperville Education Foundation

#### AMERICAN INHOUSE DESIGN AWARD from Graphic Design USA to Sr. Graphic Designer, Nancy Abbott, for the FY 14-15 Annual Report

CFO OF THE YEAR AWARD from 2016 Daily Herald Business Ledger to Ann McLaughlin, Director of Finance and Administration

Donations received July 1, 2015 – June 30, 2016

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(\$1,000 + )

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# CHAIN REACTION OF GENEROSITY

#### Patrick C. Rubald of Office Solutions Inc. re-furnishes Staff and Volunteer Areas

PATRICK C. RUBALD, Owner, Office Solutions Inc., generously donated new office furnishings to complete a beautifully renamed and remodeled MAYOR A. GEORGE PRADEL VOLUNTEER **CENTER** honoring A. George Pradel, Mayor Emeritus. In addition, he donated everything needed to turn the administrative areas into contemporary professional work environments for DCM staff and guests.

The newly remodeled professional work environment for DCM was all made possible by The Carpenters Union and the Professional Flooring Installers Association (PFIA) as they joined forces. Tom Sheridan, President, PCI Flor Tech, secured donated carpet from Mohawk and donated the labor to install new carpet tiles. Naperville Alarm donated electrical wiring expertise and talent for new office spaces.



**II** This was truly a labor of love and generosity, and it all started with Patrick Rubald's desire to give back to DCM. We are so appreciative of the tremendous donation of resources. time, and talents to DCM once again. The staff is absolutely overwhelmed and so proud to have a beautifully remodeled space to enjoy for many years to come."

# - KIMBERLY STULL.

Director of Exhibits and Operations

#### **DONOR** (UP TO \$250)

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John Ruskusky Partner, Nixon Peabody LLP

Kitty Ryan Assistant Superintendent for Elementary Education Naperville Community Unit School District 203

Steve Rychly Regional Sales Director, Lenovo

#### Darlene Senger Former State Representative -

41st District External Relations Officer Illinois Policy Institute/Illinois Policy Action

Adam Stachowiak Chief Operating Officer, Pawsitive Companies

Justin Maack Risk Management Consultant, Assurance

**Charley Margosian** Highland Management Associates

Leah Margulies Independent PR Consultant

Betty Mikula Community Volunteer

Shane Mikula Community Volunteer

Rebecca Obermeier Operations Manager, Evolution Private Wealth Management

Eric Pfanenstiel Associate, Schiller DuCanto & Fleck LLP

Anne Pohlman Community Volunteer

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Community Volunteer (former Development Officer, UCLA School of Medicine)

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# MORE THAN A MUSEUM



#### **OUR MISSION**

DuPage Children's Museum ignites the potential of all children to learn through hands-on exploration by integrating art, math, and science.

#### **OUR VISION**

A world where there is time and place for all children to reach their full, unique learning potential through hands-on play

#### **OUR 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

#### DUPAGE CHILDREN'S MUSEUM STAFF DIRECTORS

#### Sarah Orleans, President & CEO

sorleans@dupagechildrensmuseum.org 630 637 8000 x2000

#### Elaine Drikakis, Director of Development

edrikakis@dupagechildrensmuseum.org 630 637 8000 **x**1340

#### Dee Dee McDevitt, Director of Marketing and Sales

dmcdevitt@dupagechildrensmuseum.org 630 637 8000 **x**2600

#### Ann McLaughlin, Director of Finance and Administration

amclaughlin@dupagechildrensmuseum.org 630 637 8000 **x**4700

#### Kimberly Stull, Director of Exhibits and Operations

kstull@dupagechildrensmuseum.org 630 637 8000 **x**5000



301 North Washington Street, Naperville, Illinois 60540 P 630 637 8000 F 630 637 1276

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