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A Note from Our Executive Director

As we reflect on the year, we are filled with immense pride and gratitude for the collective efforts that have made it one of our most meaningful yet. The Children's Museum of Richmond has always been a hub of creativity and learning, but this year, thanks to your unwavering support, we have reached new heights.

Our dedicated staff, Board of Trustees, volunteers, partners, and supporters enabled us to offer engaging exhibits and programming, ensuring that every visit is filled with wonder **and** educational value. While children may not realize it, their playtime is filled with learning as they develop essential skills such as problem-solving, communication, empathy, and motor coordination, all while having fun!

Our reach extended far and wide this year! We had visitors from 45 states and 6 countries, and more than 20% played at a reduced or free rate. Beyond the museum, our mobile exhibit *Build It* traveled the community, we led family zones at community festivals (and our team offered hundreds of off-site field trips and school readiness programs). The passion and commitment to creating safe, enriching environments where children can learn through play is evident.

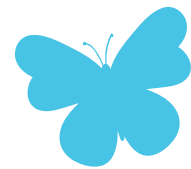
Our collaborative efforts are making a significant difference in the lives of the children we serve. As we move forward, we remain committed to building on this momentum and continuing to provide exceptional experiences for our community's youngest learners and their caregivers.

THANK YOU for your dedication, generosity, and belief in the power of play!

In gratitude and play,

Danielle Ripperton

Danielle Ripperton, Executive Director



Internships Partners

Partnership for the Future

Cristo Rey High School

Virginia Down Syndrome Association

The Faison Center

VCU Occupational Therapy
Department

Scholarship Recipients

Gabrielle Banks
Volunteer Scholar

Nikhita Saravanan
Snow Ambassador Scholar

Play with Meaning

**2023-2024
Impact Report**



**Children's
Museum
OF RICHMOND**

Play for Everyone

Providing **all** children with greater access to learning through play is at the heart of our mission.

This year we designated Quiet Zones in both locations to ensure families have sensory friendly areas available.

We used surveys to evaluate our impact in the community, and identified low-income neighborhoods to increase outreach focus.

↑ 16%

1,505
Sensory-Friendly
Nights
Attendees

↑ 89%

697
Family Scholarship
Memberships

↑ 7%

307,003
Total Attendance



Play with More Friends

CMoR is grateful for our new supporters and our longstanding partners, who are integral in sustaining and growing our mission. Every gift and volunteer hour given this year helped us operate two museums, refurbish exhibits, and provide key programs like Access for All and the Book Bank.

The Museum produced five amazing videos, highlighting our strategic goals and how they are implemented in our community!

469
volunteers

4,543
volunteers
hours



Play with Meaning

CMoR embeds learning opportunities in all we do, for children and caregivers. This year, kids got moving at *CultureFest Fridays*, *Tutus and Ties on Tuesdays*, and in ballet and martial arts pop-up classes, building balance and dexterity skills, and also increasing memory, perception, and language comprehension!

Our educators provided field trips to toddler through grade 3 classes, using the Virginia Standards of Learning. They engaged students in studying habitats, magnets, plant life-cycle, simple machines, and more!

CMoR hosted two Kindergarten Readiness events, equipping families with the essential tools and resources to ensure a successful start to school.

At the 2nd year of *I See Me Play in RVA* (our free family festival) over 1,250 children and caregivers were introduced to fascinating careers while engaging in hands-on activities.

↑ 31%

45,217
Low-income
visitors played at
a reduced rate



CMoR staff continued their learning by training with *VisitAble* on inclusive environments and *Mind in the Making* on promoting executive function skills in young children.

106
Chesterfield

**Total Number of
Field Trips**

314
Offsite

450
Downtown

16,603
Students Taught

Play Outside the Walls

Every child, regardless of background or zip code, deserves to enter kindergarten prepared to thrive. Our family engagement partnerships allowed CMoR to meet the diverse needs of families by offering interactive programming at these partner locations or engaging in opportunities to share knowledge.

Thank you to our
amazing collaborators!



ExCELL
Greenleigh YMCA
Richmond Public Libraries
Sacred Heart Center
SCAN

VCU Occupational
Therapy Department
Waymakers
Foundation
VPM

Play with Style

Our Creative in Residence artist, William Tatum, led printmaking demos and workshops in both art studios.

The visiting exhibit *Bug Squad* delighted families with the superhuman abilities of insects, providing a new STEM learning opportunity.

The Chesterfield Museum received enhancements to the Harvest Exhibit and a redesign of the Vet Clinic Exhibit!

1,685
books given to
teachers from
title 1 schools

↑ 10%

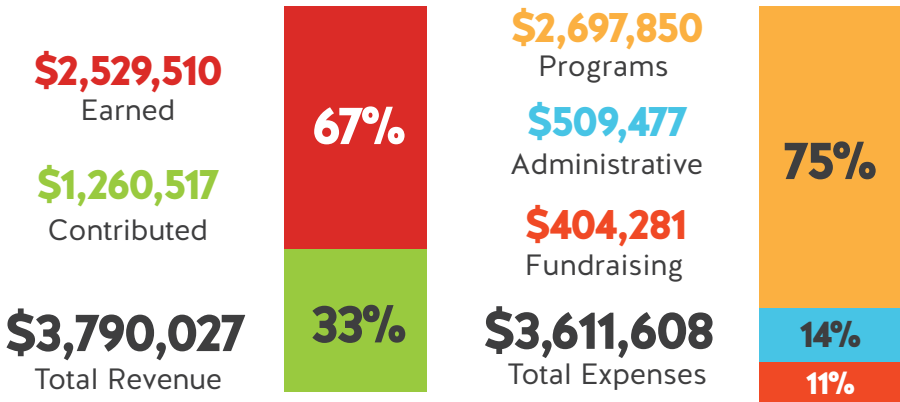
23,314
books were
distributed

↑ 96%

44%
of all Field Trips
were free or
reduced



FY24 Financials*



*These figures are unaudited; as soon as the audit is complete, it will be publicly posted on the Children's Museum of Richmond's GuideStar listing.

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