



2013

Annual  
Report



# Meet the Board and Staff



## 2013 Board of Directors

James Hanke  
*President*

Jerry Gallagher  
*Vice President*

Ryan Olson  
*Treasurer*

Robin Shih  
*Secretary*

Tony Beardsley

Leann Breed

Amelia Daniels

Cindy Dahl

Jan Fuerstenberg

Nicole Lasker

Michelle Harris

Peter Hoefft

Patrick Rebman

Bryan T. Symes

Amy Wolfe

Oua Xiong

## Museum Staff

Mike McHorney  
*Executive Director*

Traci Messner  
*Creative Kids Director*

Phil Reчек  
*Director of Finance &  
Administration*

Lynn Gautsche  
*Marketing and Volunteer  
Coordinator*

## Custodial & Maintenance Staff

Jay Dow

## Visitor Service Staff

Cassandra Frasier

Elizabeth Jacobs

Cathy James

Brittany Luteyn

Sydney Messner

Haley Heinen

Hannah Hulke

Pamela Rose

Andy Schultz

Celeste Scola

Jeanette Suchla

Stephanie Wirth

Thank you to our former  
Executive Director,  
**Darcy Way,**  
for your four years of service  
to the Museum!  
We wish you well in your new  
endeavor!



# Letter From the Leadership



Dear Friends,

To see, to touch, to learn, and to grow – four amazing experiences for anyone really, but especially young people as they develop from early childhood into adolescence and eventually become an adult. These four words represent not only the experiences and opportunities given to visitors of the Children's Museum of Eau Claire, but also exemplify the vision had by many individuals becoming a reality for even more children and their grown-ups over the past year.

More than three years of dedication and planning combined with an outpouring of generosity by many businesses, foundations, and community members culminated with the opening of new exhibits on our upper floor level in November 2013. From experiencing life on a farm by milking a cow to building projects with their imagination and creativity in Imagination Playground to learning about camping safety, children are growing their minds and imaginations because of these new exhibits.

More lives are being impacted than ever before as more than 57,000 visits were made to the Children's Museum in 2013. Birthdays at the museum also grew in popularity last year as more than 2,100 visitors celebrated 130 birthdays. We also remain a favorite destination for schools and groups embarking on field trips for children to enhance learning through interaction with museum exhibits. Because of continued support by generous donors and sponsors, museum fees remain affordable for families including more than 250 Access Fund Memberships provided to families with financial need.

As we embark on another year, the Children's Museum is poised to continue building on the success achieved. Later this year we'll celebrate our 10th Anniversary serving the Chippewa Valley. We have some things up our sleeves, when we begin rolling them up and announce fun events to celebrate, it'd be great to have you join us!

Yours for the Children's Museum,

Michelle Harris  
President, Board of Directors

Mike McHorney  
Executive Director

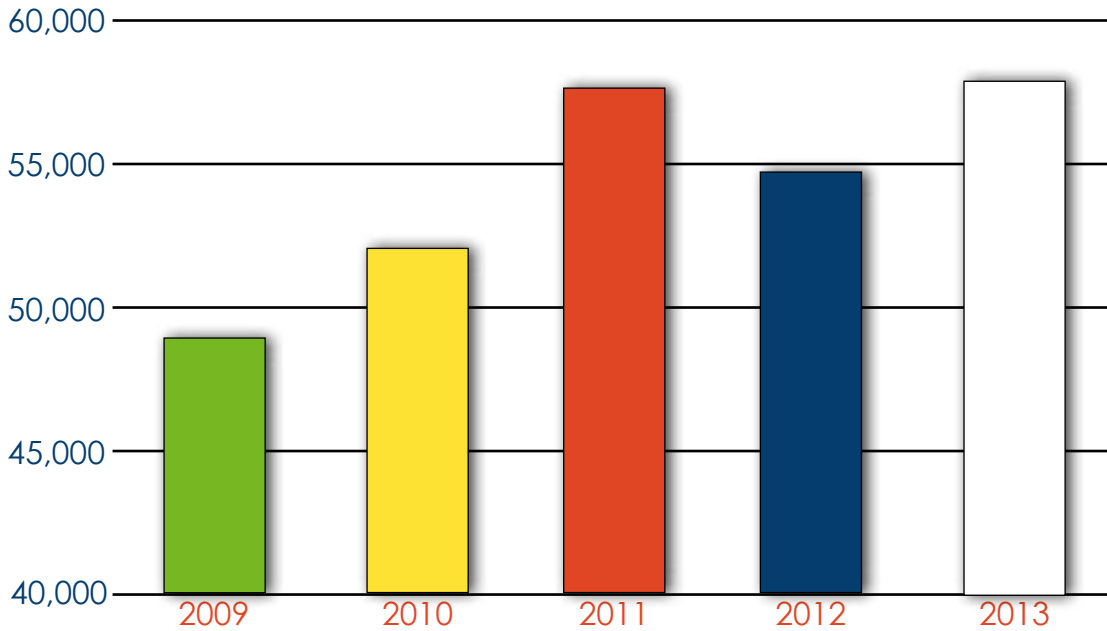


## OUR MISSION

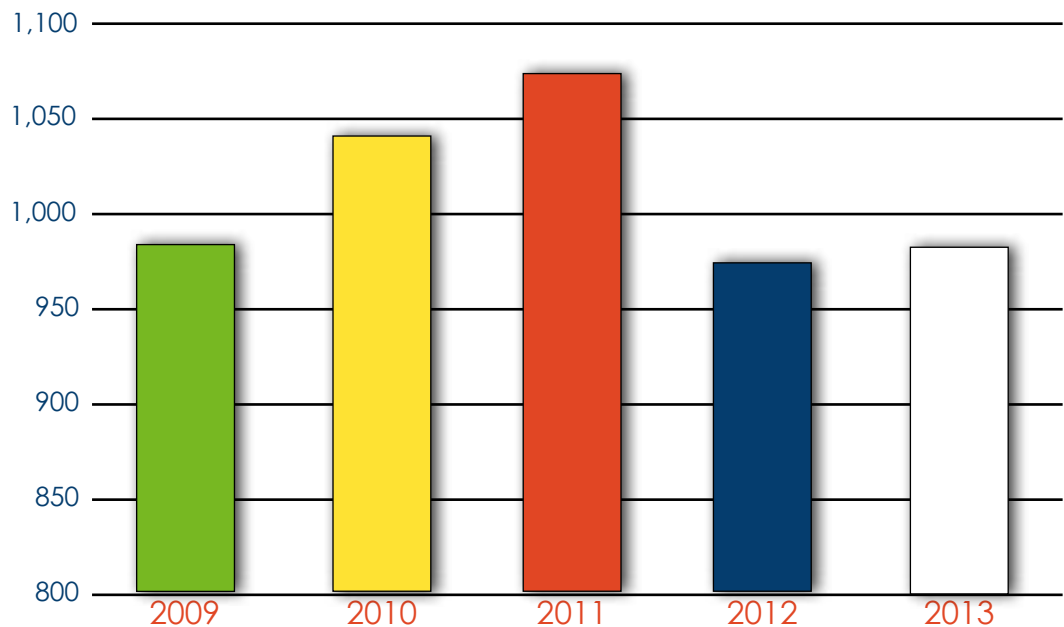


The Children's Museum of Eau Claire is an interactive environment for children and their grown-ups that inspires imagination, discovery, creativity, and the love of learning.

## MUSEUM VISITORS



## MUSEUM MEMBERS



## Communities served

Alma Center	Cameron	Flambeau	New Auburn
Altoona	Chetek	Gilman	Owen-Withee
Augusta	Chippewa Falls	Granton	Pepin
Baldwin	Colfax	Haugen	Plum City
Barron	Downsville	Independence	Prairie Farm
Birchwood	Durand	Ladysmith	Rice Lake
Bloomer	Eau Claire	Medford	Stanley-Boyd
Boyceville	Elmwood	Menomonie	Thorp
Cadott	Fall Creek	Mondovi	Whitehall

## Financials

The Children's Museum of Eau Claire strives to ensure diverse funding resources annually and is supported by contributions from **individuals, businesses, foundations, community organizations, and special events**. The generosity of the community providing these resources makes it possible to keep museum admission and membership fees affordable. Earned income effectively contributes more than **50%** of revenue to our operating budget annually and represents funds generated from admission fees, membership fees, gift shop sales, birthday parties, and field trips. Because of the "Topping It Off" capital campaign successfully concluding in 2013, the percentage is less than is typical.

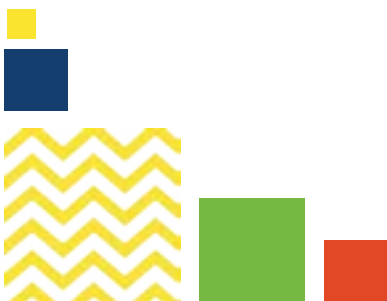
### Funds Raised

Contributions	\$389,433*
Special Events	\$80,001
Earned Income	\$227,799
Grants	\$9,275
<b>TOTAL</b>	<b>\$710,537</b>

### Funds Used

Program Services	\$372,743
Management & General	\$90,679
Fundraising	\$51,673
<b>TOTAL</b>	<b>\$515,095</b>

*\*The final contributions from the "Topping It Off" Campaign are reflected in contributions for 2013.*



# It's Official!



*The ribbon was cut, the elevator unlocked, and the cow said "moo" for the first time!* Many special individuals gathered on November 19, 2013 to celebrate the grand opening of new exhibits on the museum's second floor level including board members, staff, benefactors, and families.

It was an exciting time and celebration of the successful "Topping It Off" campaign that helped complete the major renovations necessary for the project. A lot of hard work went into this entire process and resulted in new exhibits including Welcome to the Family Farm, Under the Wisconsin Skies, and Imagination Playground.

The new second floor exhibits and space celebrates life in Wisconsin as seen through a child's eyes. Bringing favorite family pastimes like camping and fishing together with everyday chores down on the farm like milking, baling hay, and plowing the fields makes for a memorable and exciting learning environment for children.

This couldn't have happened without the amazing and generous support of our community. From the many individuals who volunteered their time to build exhibits and materials to the volunteers who served on exhibit team committees planning and designing exciting exhibits to the philanthropy of businesses, foundations, and individuals, we share our thanks and are humbled by the outpouring of support to make this all happen.



## Welcome to our Family Farm



**Welcome to Our Family Farm** is a realistic farm life exhibit that features a big red barn, tractor, and milking cow. Children can learn how corn is grown and harvested while also playing “My Milk Makes” Plinko, an activity that shows how milk is used in a variety of products. The exhibit wouldn’t be complete without fun learning opportunities such as touching well-known Wisconsin crops such as corn, oats, soybeans, and wheat while also seeing the milk train travel and make deliveries.

## Under the Wisconsin Skies

**“Go” is the theme of this exhibit!** Children and grown-ups enjoy being able to go camp out under the stars and explore the Northwoods. In order to get to their favorite destination, they need to pack and then drive the jeep. While on their adventure, children learn fire safety tips while building a campfire, why it is important to wear a life jacket while boating and discover all of the fish native to Wisconsin while reeling in the big ones.



## Imagination Playground



**Imagination Playground** is just what its name says! This mobile play system allows children to take giant blue blocks of all shapes and sizes, use their imagination and turn them into things like mazes, stacks, forts, walls, and tracks.

Bringing Dreams to Reality



## Celebrity Art Auction

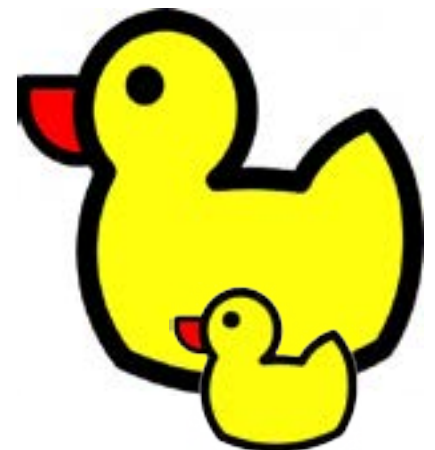
Going, going, gone! That was the phrase heard over and over on April 9, 2013 as more than 225 attendees joined 17 celebrity artists for a fun-filled Celebrity Art Auction. Madeline Banich, then a 6th grade student at Delong Middle School, was voted as the "Fan Favorite" that evening while Dave Myers, a local wood carver, earned the "Highest Bid" award for his Owl wood carving that fetched \$1,200. A highlight of the evening was the unveiling of 2013 Mystery Artist Leann Lombardo's artwork. She created a floral arrangement using old strings from her son's guitar. Auctioneers Chris and Travis Lee provided an authentic auction experience leading to spirited and generous bidding. Altogether, more than \$31,000 was raised with the proceeds being earmarked for renovation of the second floor and installation of new exhibits.

## Night at the Museum

Night at the Museum remained a favorite event for children of all ages! Three times per year this event is offered so Moms and Dads can paint the town while their sons and daughters enjoy unique and entertaining activities at the museum after hours supervised by CMEC staff and volunteers!

## Duck Roundup

The 2013 Duck Roundup had another successful year. Typically this event occurs annually during the International Fall Festival. Because of the Barstow Street construction project, a new event called Celebrate Eau Claire was held in lieu of the fall festival. CMEC was fortunate to be able to continue the Duck Roundup in conjunction with this event. On September 21, 2013 more than 1,500 happy ducks floated their way down the Eau Claire River and brought home 90 prizes to lucky winners who adopted them. The grand prize winner was Sarah Steffes of Eau Claire, who was a lucky recipient of a brand new kayak donated by Scheel's. The Duck Roundup was also supported by CVTC DECA students, helping to sell the ducks at area grocery stores. The 2013 event raised \$7,100 to support the Children's Museum.







## HANDS ACROSS Eau Claire

Back again for its biennial appearance was Hands Across Eau Claire. Eight artists created 11 beautiful hands that were unveiled at an Eau Claire Express baseball game. Thanks to the generous businesses who sponsored hands, Hands Across Eau Claire raised nearly \$11,000 to support the museum.



Visit these wonderful businesses to see these wonderful new hands!

## HANDS ACROSS Eau Claire sponsors

*Xcel Energy*  
*Leader-Telegram*  
*Student Transit*  
*Bauer Built*

*Kristo Orthodontics*  
*Menomonie Street Dental*  
*WQOW 18 News*

*Sacred Heart Hospital*  
*Edward Jones*  
*Evergreen Surgical*



## Princess Tea Party

Every girl dreams of being a princess! That dream came true for many on November 11th at the annual Princess Tea Party. Moms, daughters, and grandmas joined together to dress up in their favorite princess attire and enjoy tasty treats as well as afternoon tea. The highlight of the event for many children was being able to meet and take a picture with a real prince and princess from the Eau Claire Children's Theatre! The event serves as a fundraiser to support Access Fund memberships and raised more than \$3,000. This event sells out fast so stay tuned for the next Princess Tea Party coming in November 2014!



Special Event Highlights

## NanODays

For the first time, the Children's Museum partnered with the UWEC Materials Science Center to host NanoDays. Children of all ages attended this hands-on event to learn about the science of small. Faculty and students from the UWEC Materials Science Center planned and staffed the activities to help child learn all about the world of nano!

NanoDays is a nationwide festival of educational programs about nanoscale science and engineering and its potential impact on the future. NanoDays events are organized by participants in the Nanoscale Informal Science Education Network and take place at over 200 science museums, research centers, and universities across the country from Puerto Rico to Hawaii.



## SPOTS Program

The pediatric therapy program of St. Joseph's Hospital, SPOTS, and the Children's Museum of Eau Claire continued their partnership offering parent classes to help children be creative kids. The parent classes provide parents the opportunity to engage in classes that are designed to help aid child development. Through this program, parents learn how to engage their own children in fun activities that help develop language skills, fine motor skills, and healthy eating to name a few. Classes are offered in the month of April in the Activity Rooms at the Children's Museum.

## Wisconsin Science Festival

On September 28, 2013 Dr. Erik Hendrickson, a professor of physics and anatomy at UWEC presented "Extremely Cold" as part of the statewide Wisconsin Science Festival. He used liquid nitrogen to demonstrate what happens to ordinary objects when they get extremely cold at -321 degrees Fahrenheit. Children watched in anticipation as each object was frozen. The objects displayed included everyday items such as bananas, balloons, flowers, metals, and racquetballs. We look forward to again hosting a similar event in the coming year as part of the Wisconsin Science Festival.



## Weekly Themes, Birthday Parties, & Field Trips Galore!

The Activity Rooms are always abuzz as children and parents enjoy weekly arts and crafts projects. Each week, a dedicated theme is planned and activities are offered in the morning at 10:30 a.m. as well as in the afternoon at 2:30 p.m. Another favorite of creative kids is story time with Miss Traci each day.

Birthday parties remained largely popular with more than 130 children celebrating their birthday at the museum in 2013. Field trips were a favorite for many schools, child care providers, and youth groups with more than 30 communities being served by the Children's Museum as a field trip destination.

## Lower Level

### Water Works

Marjorie and Claire Johnson  
Elizabeth Brinn Foundation  
Group Health Cooperative  
Mega Charities Foundation

### Art Room

Scheels

### Activity Rooms

Jan and Roy Fuerstenberg  
Hillside Dental  
BioLife Plasma Services  
Mayo Clinic Health Systems  
St. Joseph's Hospital S.P.O.T.S  
Wisconsin Milk Marketing Board, Wisconsin Dairy  
Council, and Eau Claire County Dairy  
Promotion Committee  
Xcel Energy  
Leann and Mel Breed  
Walmart  
Sam's Club  
Neil E. Park Family Foundation



## First Floor

### Bitty City Credit Union

### Body Smarts

### Half Moon Lake Market

### Kidstruction

### Orthodontist & Dental Office

Royal Credit Union  
Sacred Heart Hospital and St. Joseph's Hospital  
ConAgra Foods  
Hoelt Builders Inc.  
Kristo Orthodontics and Smiles in Motion Pediatric  
Dentistry



## Second Floor

*Thank you to the Presto Foundation for a \$125,000 challenge gift as well as William & Gertrude Casper Foundation for your \$50,000 gift to the "Topping It Off" Campaign!*

### Floor Sponsors

Leann and Mel Breed  
Charter Bank  
Beth and Slavko Ivankovic  
Lasker Jewelers  
Marjorie and Claire Johnson  
Betsy Kell

### Imagination Playground

Ebay Enterprises

### Under the Wisconsin Sky

3M Foundation  
Doug and Mary Carlson  
Chilson Automotive Group  
Glass Doctor  
Scheels

### Welcome to Our Family Farm

BMO Harris Bank  
Dick Cable and Family  
Tractor Central  
Xcel Energy  
Wisconsin Milk Marketing Board



# Our Mission

The Children's Museum of Eau Claire is an interactive environment for children and their grown-ups that inspires imagination, discovery, creativity, and the love of learning.

# Our Vision

Children's Museum of Eau Claire—a place to see, touch, learn, and grow.



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