Dear Friends of the Children’s Creativity Museum

In August 2019, the Children’s Creativity Museum opened the Making Music Studio, one of our largest exhibit renovations in recent years. Supported by a grant from the Institute of Museum and Library Services, the new Music Studio is an effort that was years in the making. Early engagements in the exhibit (which launched in FY20) serve as proof positive that our new Making Music Studio serves diverse, multigenerational families who enjoy making music together. Best of all, it embodies everything our organization stands for: collaborative play using hands-on and digital tools to foster children’s inherent creativity.

After more than 20 years of serving San Francisco and the Greater Bay Area, the Children’s Creativity Museum remains a jewel of a find: a place where the hustle and bustle of time momentarily stands still as parents, grandparents, and caregivers literally march to the beat of their children’s drums. A place where the whole brain engages to express, to innovate, to create. A place where art and science work hand-in-hand to instill in our children a sense of freedom - to be, to make, to invent whatever comes to mind. If you stop and think about it, it’s the same mindset that fuels the ingenuity for which San Francisco is known. We’re proud to be the spark that ignites that flame for the next generation.

This report, covering FY18 and FY19, is our thank you to the many supporters, volunteers, staff, and interns who make the Children’s Creativity Museum shine every day. And to those of you who are just discovering us, we say welcome! We look forward to experiencing what you and your children imagine, create, and share together.

See you at the Museum,

Jon Deane
Board Chair

Carol M. Tang, Ph.D.
Executive Director
Our mission at the Children’s Creativity Museum is to nurture creativity and collaboration in all children and families. We believe in open-ended, play-based education and recognize that every child learns differently. Our combination of visual, digital, musical, and hands-on learning opportunities engage children 2-12 at their level, allowing children to explore and create at their pace, on their timeline. This means that children feel safe to take risks, embrace challenges, and increasing “fail forward” with each visit. In a sense, creative confidence is a muscle that is exercised each time it is used. And creative resilience, built over time, instills in our children a growth mindset that will serve them in school, college, and career.
CHILDREN AND FAMILIES

Can you tell me about your creation? Do you have a favorite part? I wonder what would happen if...? Have you ever tried...?

Open-ended questions like these focus on the process of creating. They promote greater imagination and serve to strengthen the connection between children, adults, and the value of their ideas. These are the types of “learning lab” experiences we offer at the Children’s Creativity Museum through field trips, camps, and public programs. We believe that engagements like these foster the makers and digital creators of tomorrow.

In addition, the Children’s Creativity Museum is proud to be one of San Francisco’s leading partners in the Museums for All access program: a nationwide program that encourages families of all backgrounds and means to build a lifelong interest in museums. Here in San Francisco (and with partial support provided by Capital One) we worked in concert with the City and County of San Francisco to reach more than 6,800 visitors over the last two years. In fact, the Children’s Creativity Museum has the largest percentage of guests visiting through the Museums for All program amongst San Francisco’s participating institutions. This is a testament to the service we provide to families in our community. We also offered more than 100 fee-waived and community organization memberships during this same time to families experiencing economic hardship. In all, museum attendance topped 102,000 visitors in FY18 and 112,000 visitors in FY19.
FIELD TRIPS

Over the last two years, the Children’s Creativity Museum has served more than 15,000 students, teachers, and chaperones through field trips and creative group workshops, with 56 percent joining us through a fee-waived or subsidized visit. Field trips for preschoolers through 2nd graders focused on expression through artistic or scientific experiments. For example, our Aerial Innovations field trip allowed students to wind-tunnel-test their flight designs and our 2-D Felt Animation field trip gave students the opportunity to plan, direct, and animate a short stop-motion film. Field trips for 3rd - 8th graders took creative expression and innovation to the next level through experiences with some of the museum’s signature activities: Robot Coding, Mystery Box Challenge, or Clay Animation.
CAMPS AND OUTREACH

For centuries, practitioners in the fields of science, technology, engineering, and math (STEM) have led the way in inventing new technologies and treatments. Yet participation in these fields by women and people of color has often lagged, even in recent decades. Studies point to a career pipeline that starts to shrink as early as elementary school, when some students - especially girls - can begin to lose interest and confidence in math and science.

Over the last two summers, the Children’s Creativity Museum partnered with researchers from the Concord Consortium (FY18) and Rockman et al (FY19) thanks to support from the National Science Foundation and Koret Foundation to learn alongside elementary and middle school girls about what works best to support their STEM learning. We believe that by injecting art into our STEM curriculum - becoming what is known as STEAM - and asking girls to design maker spaces that resonate with them, we will uncover what girls need to feel supported and encouraged while participating in STEM projects and pursuing STEM fields.

Throughout FY18 and FY19, we offered free festivals in our museum courtyard and offsite public programs to engage children and families in their own backyards. As a lead participant in the National Informal STEM Education Network (NISE Net), museum staff piloted innovative hands-on activities grounded in science. For example, a NASA-supported activity known as Nebula Spin Art showed children and adults how to use common household items such as salad spinners to explore how nebulae are formed. A favorite activity during this year’s GSK Science in the Summer Science of Me program was an apron that allowed children to don brightly-colored, squishable “organs” to demonstrate the inner workings of our digestive system. Activities such as these help make complex physical and biological systems engaging and easier to understand, even for our youngest visitors.
MEMBERSHIPS

One way to experience a deeper, broader engagement with the Children’s Creativity Museum is to become a member. In FY19, more than 2,700 families participated in our membership program. According to a recent survey, our members visit the Children’s Creativity Museum an average of four times per year - roughly three times higher than the average for museums nationwide. One family even visited more than 200 times in the past year, enjoying storytime and collaborating in Imagination Lab. We invite you to join our creative community at http://bit.ly/ccmjoin
**FY18 By the Numbers**

- **Museum Visitors**: 88,200+
- **Member Families**: 1,500+
- **Field Trip Attendees**: 6,700+
- **Email Subscribers**: 11,000+

**Financials**

These graphs show the Children’s Creativity Museum’s FY18 audited financials.

**FY18 Revenue**
- 26% - City and County of San Francisco
- 15% - Contributions
- 10% - Memberships and Other Income
- 16% - Rentals
- 33% - Admissions

**FY18 Expenses**
- 41% - Exhibits and Visitor Experience
- 30% - Education and Community Outreach
- 22% - Administration
- 7% - Fundraising
- 10% - Memberships and Other Income

FY19 By the Numbers

- Museum Visitors: 98,100+
- Member Families: 1,800+
- Field Trip Attendees: 7,700+
- Email Subscribers: 12,000+

Financials

These graphs show the Children’s Creativity Museum’s FY19 audited financials.
The Children’s Creativity Museum is grateful to the many individuals, foundations, corporations, and government agencies who support our mission and our work. Generous contributions and grants of $100 and above are shown below for FY18 and FY19.

Thank you for nurturing creativity and collaboration in all children and families every day!

**FY2018**

$100,000+

Office of Community Investment & Infrastructure (OCII), City and County of San Francisco

$10,000 - $99,999

Capital One

Genentech

GSK

Michael Mankins & Robert Camp

National Aeronautics and Space Administration

Mala Sharma

Target

Mai Mai & Paul Wythes

Yerba Buena Community Benefit District

$1,000 - $9,999

Anonymous

Erin Cooke & Andrew Russell

EWCY Foundation

Google

Nithin Iyengar

Zack Lynch

Rhiana & Ted Maidenberg

Cathy Manshel & Bill Rusitzky

Kim Milosevich & Gary Moskowitz

MJM Management Group

Anne Muldoon & Andy Proehl

National Science Foundation

John M. Sanger

Toca Boca

Laney Whitchanack & Jon Deane

Tiffany & Matt Zarem

$500 - $999

Anonymous

Renae Benavente

Kim & Joe Boswell

Chevron

Lisa Dunmeyer

Gloria & Saul Feldman

Nancy & Mark Hull

Debra Lowe Liang

Jessica Lindl & Anton Honikman

Preetha Mohan & Senthil Singaravelu

Helen & C. M. Potthoff

Hope Van Sciver & Dave Pakula

The Wang Family

$100 - $499

Anonymous (4)

Shruti Agrawal

Kenneth P. Eggers

Anna Marie Etcheverria & Michael Coleman

Stephen Etling

Melissa & Andrew Felder

Christine Fitzsimmons & Michael Harlock

David Gelin

Genentech

Marsha & Ralph Guggenheim

Nicheole Guy

JustGive

Kellogg Family

Erica Larsen

Bria Larson & Dan Martin

Cathy Maupin

National Girls Collaborative Project

Karen Park & Peter Lorentzen

Arthur Poore

Jayne & Michael Rosenberg

Kathy & Mark Sabatino

Adam Schwartz

Dale Springer

Bryan Thistlewaite

Julia Tung

Theresa F. & Jan H. Van Willigen

Ningxiao Yan & Srikanth Jujare

Tania Zapata & Alex Torrenegra

In-Kind

California College of the Arts, Diversity Studies Program

DLA Piper

Parul Gujral

Krames Family Winery

Leadership SF

Oriental Trading

teamLab Kids

Wonder Workshop

Yerba Buena Center for the Arts

**FY2019**

$100,000+

Office of Community Investment & Infrastructure (OCII), City and County of San Francisco

Institute of Museum and Library Services

National Aeronautics and Space Administration

$10,000 - $99,999

Adobe Foundation

Capital One

GSK

Koret Foundation

Michael Mankins & Robert Camp

Gordon and Betty Moore Foundation

Mai Mai & Paul Wythes

Yerba Buena Community Benefit District

$1,000 - $9,999

Association of Science-Technology Centers

Yumi Clark

Erin Cooke & Andrew Russell

Rhiana & Ted Maidenberg

Cathy Manshel & Bill Rusitzky

Mary & Bryan McCue

Kim Milosevich & Gary Moskowitz

Preetha Mohan & Senthil Singaravelu

Anne Muldoon & Andy Proehl

Mala Sharma

Anderson Tien

Annie Todd & Michael Cannon-Brookes

Laney Whitchanack & Jon Deane

Tiffany & Matt Zarem

$500 - $999

Anonymous

Jon Anderson

Paul Brody

Patricia A. Corbett

Gloria & Saul Feldman

Christine Fitzsimmons & Michael Harlock

Christine Kang

Sunita Mohanty

Helen & C. M. Potthoff

Carol Tang & Peter Roopnarine

The Wang Family

Margit Wennmachers

$100 - $499

Anonymous (9)

Kate Berlent & Steven Richter

Nate Chang

David Chen

Bernadette Chi

Kenneth P. Eggers

The Greenbaum Family

Marsha & Ralph Guggenheim

Nancy & Mark Hull

Bria Larson & Dan Martin

Mary & Bill Lloyd

Yanina Markova & Brandon Schwartz

Joanie McBrien & David Garrett

Karen Park & Peter Lorentzen

David Piazza

Scott Rowitz

Kathy & Mark Sabatino

Salesforce

Naomi Sever

Kathleen Sobin

The Lilli I. Alberga and Laurence J. Bardoff Charitable Fund

Dorothy Tse & John Sabella

Theresa F. & Jan H. Van Willigen

Susan Wallenstein & Eduardo Pineda

Tania Zapata & Alex Torrenegra

In-Kind

California College of the Arts, Diversity Studies Program

Erin Cooke & Andrew Russell

DLA Piper
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Carol M. Tang, Ph. D., Executive Director

* March 2017 - November 2018
** Beginning February 2019