



2022 ANNUAL REPORT



Imagine Children's Museum

Where **FUN** begins and **LEARNING** never ends!

MISSION

Utilize playful learning to enrich children's lives.

We are committed to:

Celebrating creativity and imagination

Helping young learners thrive

Instilling a community connection

Learning experiences powered by play

Developing unique exhibits and programs

Reaching out to all children

Embracing diversity and inclusion

Nurturing child/caring adult interaction

BELIEFS

- All children need nurturing
- A lifelong love of learning starts with play
- Learning occurs in many different ways
- Interactive, hands-on, experiential opportunities cultivate inquisitive minds
- Play is essential to learning and the healthy development of a child
- Children flourish in physically and emotionally safe environments
- Early childhood experiences significantly influence a child's future
- All children deserve opportunities to playfully learn
- Families are important as a child's first teacher and role model
- Connection to a caring community establishes a sense of belonging
- Community wellbeing is directly impacted by the wellbeing of children and families
- Diverse groups that join together to support and educate children enrich our community and society



Museum Highlights

4,132 Member Families

14,295 Free or Reduced Cost Admissions

3,396 Field Trip Participants

60 Field Trip Classes

3,587 Classes & Camps Participants

283 Classes & Camps

3,082 Museum-on-the-Go Participants

114 Museum-on-the-Go Classes

The Power of Play

Play is an essential element in the development of well-rounded, healthy children.
It is vital to their intellectual, social, emotional, and physical development.

- Robert Michnick-Golinkoff, Ph.D. and Kathy Hirsh-Pasek, Ph.D.

Research shows that children who **PLAY** regularly with adults experience the greatest developmental benefits. It helps children know they are loved, enhances self-esteem and builds healthy relationships.

PLAY ...

- Lays the foundation for reading, writing, mathematical reasoning, creativity, critical thinking and a general love for life and learning.
- Fosters social skills like sharing, listening, following directions, cooperation and conflict resolution.
- Nurtures emotional skills like self-control, self-reliance, setting realistic expectations and resiliency.
- Builds physical skills involving balance, hand-eye coordination, flexibility and agility.
- Develops skills that are necessary for success in school and the future workplace.
- Inspires a happy productive life.



Imagine Children's Museum emerged to fulfill the need for a place where children and their families could spend quality time **PLAYFULLY** learning together year-round. The Museum is a unique cornerstone in Snohomish County, giving children informal learning experiences that support the growth and wellbeing of our children and our community.

MUSEUM EXPANSION

In 1992, community members opened a small, newly formed children's museum at the Marysville Mall, with a vision to enrich the lives of children and families of Snohomish County through playful learning.

They may never have dreamed of what this Museum could become. On October 29, 2022, Imagine Children's Museum celebrated its Grand Opening, cutting the ribbon on a three-story, 33,000 square foot expansion. The \$25 million capital project doubled the Museum's size, providing dozens of new playful learning exhibits to promote learning through play. Already, we've seen the expansion's power to:

- Provide a unique and unduplicated resource for children in Snohomish County and beyond
- Encourage intergenerational experiences that support lifelong bonding
- Offer space that allows every child the chance to thrive
- Inspire an interest in STEAM (Science, Technology, Engineering, Art, and Math) topics and careers
- Instill a sense of belonging by reflecting the look and feel of our community
- Encourage children to be good stewards of the local environment
- Foster post-COVID recovery and healing through the power of play

This expansion has allowed the Museum, in just one generation, to blossom from the seed of an idea to the largest children's museum in the Pacific Northwest, and the only one accredited by the American Alliance of Museums. Children who came to our original building as children are now parents themselves, bringing their children to enjoy our expanded Museum. Donors who have invested in this project can be confident that its impacts will be felt for generations to come.

Impacts

HANDS-ON
INDOOR &
OUTDOOR
EXHIBITS

ENRICHMENT
FIELD TRIPS

CLASSES
& CAMPS

AFTERSCHOOL
SCIENCE
CLUBS

EARLY LEARNING
SKILL BUILDING
PROGRAMS

"MUSEUM
ON-THE-GO"
OUTREACH

TINKER SHOP &
ART HANGOUT
EXPERIENCES

EXCLUSIVE
SPECIAL NEEDS
HOURS

FAMILY
EVENTS

STRENGTHEN FAMILY BONDS

Exhibits, programs and activities are designed to engage children ages 1-12 and accompanying adults important in the child's life. Caring adults are a child's first play partner, teacher and role model.

SPARK CREATIVITY AND CURIOSITY

Unique exhibits spark imaginations, pique curiosity, encourage problem solving, promote cooperative play and are "fun" for the young and young-at-heart.

INFUSE FUN INTO LEARNING

Art, culture, history, science, health and other subjects are injected with a WOW factor, ensuring that learning is fun for all.

CELEBRATE DIVERSITY AND OPENING WINDOWS TO THE WORLD

Cultural events and activities allow children to experience the world with increasing awareness, understanding and mutual respect.

BUILD LIFELONG RESILIENCY

Museum play provides a myriad of experiences that allow children to interact with others. Early interactions are the foundation for how children respond to challenging situations throughout their lives. Through play, caring adults become active participants in the child's development.

EMBRACE EQUITY

Focused programs meet the needs of a variety of special groups who are often underserved. Examples (needs), summer Discovery Club (reading intervention), GRANDFamilies and Afterschool Science Clubs.

ELIMINATE BARRIERS

Free & reduced admissions remove financial road blocks. Bilingual staff, programs and materials create a welcoming environment. Exhibits are thoughtfully designed to enable intuitive playful interaction, removing language and reading barriers.

CULTIVATE LIFELONG LEARNING

Playful Museum experiences allow children to learn in challenging and meaningful ways that lead to fun-filled aha! moments. When play is nurtured, children thrive and develop a love of learning that lasts a lifetime.

INSTILL A SENSE OF BELONGING

The Museum is a gathering place where children and families come together and connect, fostering new friendships and links within the community. Now more than ever, connectedness is a vital part of well-being for both children and adults.

Community Benefits

A UNIQUE AND VITAL COMMUNITY RESOURCE

- Makes playful learning available for families living in Snohomish County and the Puget Sound region.
- Offers a fun and affordable learning environment year-round, rain or shine.
- Provides a wholesome child-centered gathering place for providers serving children, including youth organizations, social service agencies, school groups and shelters.
- Supports our schools' educational efforts through enrichment programs, helping to ready tomorrow's workforce.
- Provides literary, cultural, visual and performing arts, and STEM (science, technology, engineering and math) access that is often not available or affordable in Snohomish County.



A HUB FOR VOLUNTEERS, PARTNERS AND COLLABORATIONS

- Creates opportunities for students, business professionals, community members and seniors to volunteer, sharing their expertise and developing new skills.
- Collaborates with businesses and organizations to support the work of the museum and the well-being of children and families in our community.
- Partners with national and local organizations:
 - National Cultural Competency Learning Institute
 - NASA Museum Alliance
 - Thrive Washington's "Discoveries from the Field" Consortium
 - Science Beyond the Boundaries, National Early Learners Collaborative
 - National Informal STEM Education Network

AN ECONOMIC DRIVER

- Makes Snohomish County a family-friendly community – a great place to work, live & play.
- Draws visitors from Snohomish County, throughout Washington, all 50 states and internationally – a destination tourist attraction.
- Supports community development and revitalization.



Respected Leaders in the Field

A GRASSROOTS ORGANIZATION

Imagine Children's Museum is a 501(c)3 nonprofit
Tax ID #94-3153591

ACCREDITED INSTITUTION

In 2017, Imagine achieved American Alliance of Museums accreditation, the highest national recognition afforded the nation's museums. Accreditation brings recognition to Imagine for its commitment to excellence, accountability, high professional standards and continued institutional improvement. Of the 33,000 museums in the U.S., just over 1,000 have earned the distinction of accreditation and fewer than 20 are children's museums. Imagine is proud to be the first accredited children's museum in the Pacific Northwest.



"Accreditation is clearly a significant achievement, of which both the institutions and the communities they serve can be extremely proud."

Laura L. Lott, Alliance President and CEO



FISCAL RESPONSIBILITY RECOGNIZED

Imagine has earned its sixth consecutive 4-star rating from Charity Navigator, America's leading independent evaluator of charities, for financial health, accountability, and transparency. "Only 13% of the charities we evaluate have received at least five consecutive 4-star evaluations. This exceptional designation sets Imagine apart from its peers and demonstrates to the public its trustworthiness." Michael Thatcher, Charity Navigator President & CEO



PROFESSIONAL AFFILIATIONS

- American Alliance of Museums (AAM)
- Association of Children's Museums (ACM)
- Northwest Association of Youth Museum (NWAYM)
- Association of Science-Technology Centers (ASTC)
- National Association for the Education of Young Children (NAEYC)
- Snohomish County Early Learning Coalition (ELC)
- Snohomish County STEM Network



Making the most of our Financial Resources

Highly respected for integrity, fiscal management and oversight

Operating Revenues \$3,344,562

34% Admissions/Programs

43% Contributions

19% Memberships

3% Museum Store

1% Other

Operating Expenditures \$2,914,290

82% Program

9% General/Management

9% Fundraising

Operating Reserves \$430,272

13% Temporarily Restricted

87% Unrestricted

Endowment \$1,358,260

Quasi Endowment \$4,997,929



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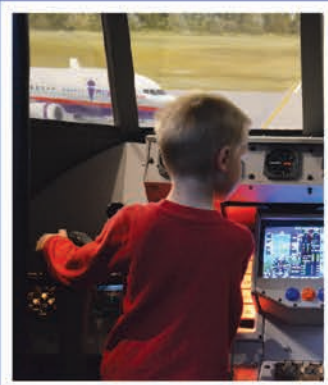
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**"Children learn as they play.
Most importantly, in play children learn how to learn."
- O. Fred Donaldson**

