Imagine children's museum

Where **wonder** meets **endless possibilities**

WASHINGTON'S ULTIMATE PLAY & LEARNING DESTINATION!

2023 ANNUAL REPORT







Imagine Children's Museum

Where FUN begins and LEARNING never ends!

MISSION

To enrich the lives of children through playful learning.

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 well-being is directly impacted by the well-being of children and families
- Diverse groups that join together to support and educate children enrich our community and society

293,171 SERVED!

Museum Highlights

5,006 Member Families

61,302 Free or Reduced Cost Admissions

9,968 Field Trip Participants

178 Field Trip Classes

3,833 Classes & Camps Participants

333 Classes & Camps

7,707 Museum-on-the-Go Participants

186 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.

- Roberta Michnick Golinkoff, PhD and Kathy Hirsh-Pasek, PhD

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.

CELEBRATING 30 YEARS OF PLAYFUL LEARNING

On September 12, 1993, the Children's Museum in Snohomish County began enriching the lives of children from a 4,000 sq. ft. leased space at Marysville Mall. It was driven by a grassroots community effort, born of the belief that families in our community need a safe and uplifting place to engage in playful learning all year round. A year later, the Museum relocated to downtown Everett, serving families from a temporary 5,000 sq. ft. leased space on Colby Avenue. A generous $1 million gift from philanthropists John and Idamae Schack enabled the purchase and transformation of a 30,000 sq. ft. former bank into a magical wonderland dedicated to play and playful learning. In 2004, this permanent home at the corner of Wall St. and Hoyt Ave. opened its doors to families as Imagine Children's Museum.

IMAGINE: A DYNAMIC PLAYFUL LEARNING INSTITUTION

Imagine became a landmark presence in Snohomish County, enriching the lives of more than 250,000 children and families every year. New audiences in our fast-growing region inspired the decision to expand the Museum. In October 2022, Imagine doubled the size of its exhibit space with the opening of a $25 million, state-of-the-art expansion. It is now the largest children's museum in Washington State, and the only children's museum in the Pacific Northwest accredited by the American Alliance of Museums (AAM).

BECAUSE OF YOU

We salute all those who have supported the Museum along the way, forging the pathway for its continued success. For more than 30 years, we have drawn on the vision and steadfast support of our donors, board of directors, volunteers, staff and community partners. Thank you for walking this journey with us. Because of you, we have consistently provided families with a physically and emotionally safe space for playful learning, where children can connect with each other in positive ways. Your continued commitment will help us enrich children's lives for generations to come.

Impacts



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 OPEN 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 include Sensory Time (for children on the autism spectrum and with other special needs), summer Discovery Club (reading intervention), GRANDfamilies and After-school 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 STEM (science, technology, engineering and math), literary, cultural, visual and performing arts 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.

AN ECONOMIC DRIVER

- Makes Snohomish County a family-friendly community – a great place to work, live and 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."
– American Alliance of Museums



FISCAL RESPONSIBILITY RECOGNIZED

Imagine has earned its seventh 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 Museums (NWAYM)
- 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 $5,206,898

40% Admissions/Programs
21% Contributions
25% Memberships
2% Museum Store
12% Other

Operating Expenditures $4,699,210

88% Program
8% General/Management
4% Fundraising

Operating Reserves $2,653,703

5% Temporarily Restricted
95% Unrestricted

Endowment $1,638,105

Quasi Endowment $5,657,516



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"Play gives children a chance to practice what they are learning."

– Fred Rogers, children's television presenter






