Imagine children's museum



2024
ANNUAL REPORT

Museum Highlights

5,314 Memberships Purchased
54,234 Full Pay Admissions
89,935 Free or Reduced-Cost Admissions

79 Enrichment Field Trips
5,219 Enrichment Field Trip Participants

100 Basic Field Trips
7,103 Basic Field Trip Participants

272 Classes & Camps
2,263 Classes & Camps Participants

221 Museum-on-the-Go Classes
9,625 Museum-on-the-Go Participants

291,662
SERVED!

Making the most of our Financial Resources

Highly respected for integrity, fiscal management, and oversight.



Operating Revenues $5,565,571

33% Admissions / Programs
21% Grants & Individual Donations
25% Memberships
3% Museum Store / Divy's
18% Other

Operating Expenditures $6,090,588

89% Program
7% General / Management
4% Fundraising

Operating Reserves $2,281,619

21% Temporarily Restricted
79% Unrestricted

Endowment $1,638,105

Quasi Endowment $5,657,516



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

2024 BOARD OF DIRECTORS

Clay Wertheimer, President
Steve McCoy, 1st Vice President
Sarah Buhl, 2nd Vice President
Paul Wells-Edwards, Treasurer
Pakanya McKinley, Secretary

Adam Clark
Kaila Cogdill
Kristin Cortés
Jessica Gideon
Rachele Horner
Dan Kosnik
Kristen Missall
Shannon O'Kelley
Diana Ortega
David Ratliff
Brett Sontra
Peter Sontra
Catherine Soper
Andy Wright

Elizabeth (Elee) Wood, PhD, Chief Executive Officer (Jun. – Dec.)
Nancy Johnson, Chief Executive Officer (Jan. – May)

Building Wonder Together

A Message from Our CEO



Imagine Children's Museum Annual Report on Activities 2024

Imagine Children's Museum marked a series of important milestones in 2024. Each reflects meaningful growth and deepening impact in our community. With the museum's new expansion fully complete, our operations and activities showcase what it means to be an anchor institution for the city of Everett, Snohomish County, and the broader Puget Sound region. In June, Elizabeth (Elee) Wood was appointed Chief Executive Officer, succeeding long-time museum director Nancy Johnson. Wood brings a wealth of experience in the museum field and is poised to guide Imagine into its next chapter for a new generation of families.

We are honored to be recognized by the Everett Herald as the top family destination in Snohomish County. Being named the number one choice for family fun is a powerful reminder that our work through the careful design of experiences, thoughtful staff training, and a steadfast culture of welcome resonates with families across the region.

Notable Highlights for 2024

In February, artist Gina Ribaudo installed a mural on the external face of our property at Pacific and Colby, reflecting the Puget Sound life that echoes throughout our interior galleries. The mural serves as both a portrait of our local landscape and an invitation to visit and keep exploring.

Thanks to a major federal grant, our Little Science Lab expanded significantly this year. Over three years this funding will support deeper outreach, weekly science, and math sessions in libraries and community centers, bilingual learning opportunities, more Family Math Nights, and a dedicated staff member focused on early learning across Snohomish County. This growth moves us closer to our belief that curiosity should be accessible to every child, everywhere.

In August, Imagine welcomed our four millionth visitor, Aaron. We celebrated with a rooftop party and a million-bubble salute. This was an important moment to honor hundreds of thousands of families who have chosen this place as a home for play, learning, and discovery. We threw a party for Aaron that celebrated every visit, every laugh, and every small, brave experiment that happens here.

This year's milestones are just a few examples of the larger value that Imagine provides: a community choosing to invest in playful learning as a public good. We carry that trust forward, shaping experiences that invite wonder, build skills, and strengthen connections. Thank you for helping us make Imagine Children's Museum what it is today.



Elizabeth (Elee) Wood, Ph.D.
Chief Executive Officer

Champions for Children Fundraising Breakfast

On October 25, 2024, Imagine Children's Museum hosted its annual Champions for Children fundraising breakfast, bringing together community leaders, business partners, and supporters committed to advancing playful learning for children and families. The event provided an opportunity to celebrate shared impact and strengthen the community of champions who make Imagine's work possible.

Community generosity is vital in sustaining our organization and enables us to provide unparalleled, unduplicated programs, services, and resources for children in Snohomish County and across the Puget Sound region. Through the collective support of donors and partners, Imagine Children's Museum creates accessible, engaging learning experiences that strengthen families and inspire a lifelong love of learning.

We are deeply grateful to those who continue to show up and support Imagine year after year. Thank you for being an essential part of our story.

