



**The Children's Museum of Wilmington**  
2020 annual report





## 2020 -2021 Board of Directors

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Saturday March 14, 2020,  
that was the last day of the  
2019-20 fiscal year that  
The Children's Museum of  
Wilmington was open. To  
say it has been a struggle  
for us would certainly be an  
understatement, but thanks  
to our dedicated staff, our board, and committed  
support from the community we have persevered.

## Made *possible* by You!

We choose not to shutter the Museum, but to make this  
an opportunity to improve. General facility updates were  
completed, current exhibits were repaired and new exhibits  
were constructed. I am very thankful for the support of the  
community, and the hard work of the staff during this time,  
I truly believe the Museum will emerge from the pandemic  
as a greater asset to the children and families of the Cape  
Fear region.

Looking forward, I am very pleased to announce that  
Heather Sellgren, our current Director of Development,  
will be taking over as Executive Director on October 26<sup>th</sup>.  
Heather and our entire staff thank you for all you have done  
and look forward to welcoming you back to the Museum.

## Exciting Changes

Members, guests, event sponsors, and donors made it  
possible for the Museum to undergo a dramatic facelift over the  
course of the 2019-20 Fiscal Year. Museum visitors will notice and  
now enjoy:

- An updated Birthday Party Room with new ceiling and lighting
- A courtyard resplendent with newly painted walls, plant and  
vegetable gardens, and refreshed picnic tables and playhouse
- A reorganized book collection for new programming
- Repainted murals and interior walls

## Additional Resources

Our community partners make it possible for us to update our exhibit  
space, provide educational programming and give the children of  
southeastern North Carolina an engaging and inspiring experience.  
We are grateful for:

- A \$10,000 grant from New Hanover County and a \$3,500 Smiles  
Grant from Delta Dental Foundation to support the development of a  
new Healthy Eating Exhibit that will encourage children to make smart  
nutrition choices.
- A \$2,000 gift from the Women's Impact Network of New Hanover  
County for our new Water Table Exhibit that will educate children  
about our water system and the importance of conserving this  
important natural resource.
- A \$10,500 gift from the Eshelman Foundation to fund the Super  
Sea Stars program created for children to explore the world of  
Marine Biology.







# Thank You *for your support*

## **\$25,000 and over**

The Cannon Foundation, Inc.  
NC Science Museums Grant Programs

## **\$10,000 to \$24,000**

Bruce Barclay Cameron Foundation, Inc.  
City of Wilmington  
Institute of Museum and Library Services

## **\$5,000 to \$9,999**

Dimock, Weinberg & Cherry, DDS  
Flow Automotive  
nCino, Inc.  
New Hanover County  
Planet Fitness  
Posh Pets NC, LLC  
Publix Super Markets Charities, Inc.  
Wilmington Health

## **\$2,500 to \$4,999**

Bellhart Marine  
Casey and Lauren Worley  
Delta Dental Foundation  
North State Bank  
Rexroad Loweth Wealth Management  
Robert P. and Harriett Loweth  
Shipman & Wright

## **\$1,000 to \$2,499**

Bill Paris Photography  
Bill Rudisill  
Coldwell Banker Sea Coast Advantage  
Dan Cameron Family Foundation  
Daniel Allen  
James and Barb Karl  
Jessica Edwards & Associates, The Carolina's Finest  
Lawrence Sackett and Carla Hendricks  
Monty Recoulley  
Parkway Volvo of Wilmington  
Progress Door LLC  
Two Men and a Truck  
Waffle House  
Women's Impact Network of New Hanover County

## **\$250 to \$999**

Arboretum Dental  
Cape Fear Imports, LLC  
Cason L. Trask  
Cyndi McNeill  
Dr. Frank and Marietta Gwathmey  
Dr. Henry and Beth Hawthorne  
Erik Hemingway  
Frank and Berta Hamilton  
Front and Dock LLC  
Howard Loving  
Jeffrey P. and Laura Smith  
John Hatcher  
JR Automation  
Katharine E. Sullivan  
Kevin O'Grady and Diane Guida

Linda Lawson  
Macie Latham  
Magda Ratajski  
Mark Alper  
Patrick Moore  
Swell Vision Optometry PLLC  
Sylvan Learning Center  
University of North Carolina Chapel Hill

## **Gifts in Kind (over \$500 value)**

Adam W. Carlos Fine Art  
Atlantic Urology, NHRMC Physicians Group  
Axel and Patti Erkes  
Black's Tire  
Bradley Creek Marina  
Bug-N-A-Rug Exterminators  
C. Maggio Studio Gallery  
Camp Carolina  
Cape Fear Oyster Company  
Carolina's Dentist  
Chris Frick Photography  
Clayton and Susan Gsell  
Coastal Beverage Company  
Cory and Anne Tilghman Reiss  
Dr. Kenneth and Lena White  
Dunes Golf & Beach Club  
Eagle Point Golf Club  
Filmwerks, International  
Grande Yachts International

Gwathmey Residential Group  
Illuminating Events  
Jerry Pope  
John Spencer  
John Stemke  
John Tinney and Tammy Lanier  
Jonathan Harrell  
Kitty and Hunter McEaddy  
La Dee Dah Sunset Cruises  
Law Offices of Gregory Katzman  
MarineMax  
Elliott and Megan Miller  
Melinda Miller  
Orange Theory Fitness Wilmington  
Phillip and Ann David  
Pinpoint Restaurant  
Publix Super Markets Charities, Inc.  
Reeds Jewelers  
Sawmill Catering  
Sea Island Golf Performance Center  
SkinCeuticals  
Sleepy Teepees, LLC  
Thoughty  
Tobacco Road Golf Club  
Trolley Pub  
Tropical Smoothie Cafe  
Waterline Brewing Company  
Wilmington Dermatology Center  
Wilmington Health  
Wilmington Plastic Surgery  
WWAY





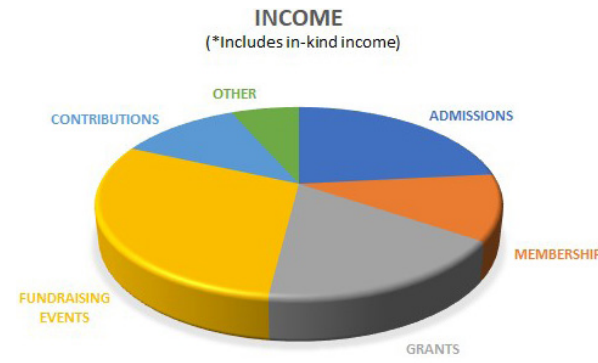


# Financial Picture

July 1, 2019 - June 30, 2020

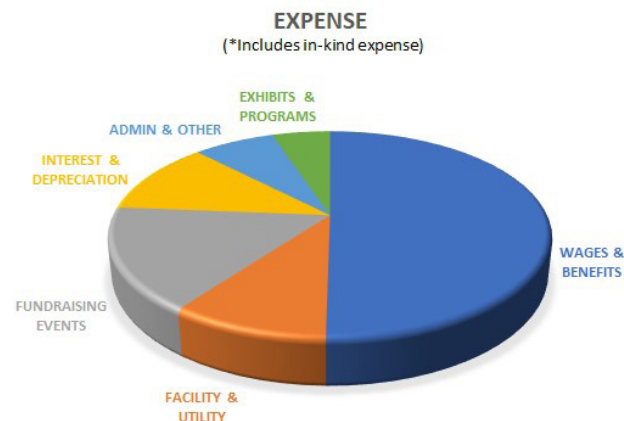
## Income

Admissions	23%
Memberships	11%
Grants	17%
Fundraising Events	30%
Contributions	12%
Other	7%
	100%



## Expense

Wages & Benefits	50%
Facility & Utility	10%
Fundraising Events	16%
Interest & Depreciation	12%
Admin & Other	7%
Exhibits & Programs	5%
	100%



## How You Can Play *a part*

The Children's Museum of Wilmington is grateful for the many community partners, donors, members, and volunteers that we are so fortunate to have by our side. These special people have made it possible for us to serve the greater Wilmington community for 23 years. Please consider supporting our mission.

Here are some ways you can help:

- Visit us online to make a secure, tax-deductible gift
- Purchase a membership for your family or a family of limited means
- Celebrate someone you know by making a gift in their name
- As you prepare your estate plans, please consider a planned gift
- Purchase and personalize a wooden plank for display in the museum
- Donate stock
- Promote your business and receive benefits by sponsoring exhibits/events
- Make a contribution to our endowment and secure the Museum's future
- Talk to your employer about making a corporate matching gift

Visit [www.playwilmington.org/you-can-help](http://www.playwilmington.org/you-can-help) to learn more about ways to support The Children's Museum of Wilmington!

To partner, volunteer, donate or sponsor an exhibit, contact Heather Sellgren at 910.254.3534 X103 or [hsellgren@playwilmington.org](mailto:hsellgren@playwilmington.org) for more information.



# 2019-2020 numbers to know!



38,000 Visitors to the Museum...463 Family memberships purchased ...1055 Children from 37 organizations visited the Museum through field trips... 174 1st graders from Title 1 schools received hands-on Science, Technology, Engineering and Mathematics (STEM) experiences through the grant- funded Bright Minds program. (The pandemic prohibited the remaining 130 students from attending.)... 20 At-risk and underserved youth participated in our STEM All-Stars education program ...72 Pre-K children from New Hanover County Schools participated in the Leading to Reading program ...45 Birthday parties were hosted at the Museum... 40 Community Memberships were provided to New Hanover, Pender and Brunswick Public Libraries, The Carousel Center, Good Shepherd Center, and the tri-county area Smart Start programs. 3 Internships created for undergraduate and post graduate work coordinated through the University of North Carolina at Wilmington.

