



July 2018-June 2019

Impact Report



MISSION

Inspiring wonder, curiosity, and lifelong learning in our children and community through interactive play and discovery.

We achieve this through the overlapping lenses of literacy, the arts, and STEM.

VISION

We envision a creative, innovative learning ecosystem that equips and empowers us all to make a difference in our ever-changing world.

VALUES

Resilience | Insightfulness | Innovation
Accountability | Relationship-Driven

Diversity, Equity, Accessibility, and Inclusion

Kaleideum is committed to creating and sustaining a diverse, equitable, accessible, and inclusive learning ecosystem. We provide innovative opportunities that welcome everyone to dream, create, and learn together.

Kaleideum fosters a culture of belonging where all people feel encouraged to contribute and participate. We strive to attract staff, board members, donors, volunteers, and visitors who accurately reflect the diverse composition of Forsyth County's residents.

Kaleideum believes there is value in listening to someone else's story — and courage in telling your own. We foster an affirming and generous environment that inspires us all to consider different perspectives and be open to changing our minds.

Kaleideum believes that every person deserves the opportunity to reach their highest potential. We honor the complexity of all people and their unique requirements for learning and growth.

Kaleideum rejects the practices and systems that perpetuate bias. We acknowledge that museums are not neutral and accept our responsibility to increase equity in education, science, art, and innovation.



As I write this letter while Kaleideum is temporarily closed during the spring 2020 pandemic, it is nice to look back and remember the relative normality of Fiscal Year 2018-19. The sounds of children calling out to their parents in excitement, Keva blocks crashing to the floor at Kaleideum North, and plastic doughnuts hitting the conveyor belt at Kaleideum Downtown were a soothing background hum to my work week. I am longing to get back to the noise and the mess of a busy museum!



During 2018-19, Kaleideum welcomed more than 180,000 visitors to the Kaleideum Downtown and Kaleideum North locations from throughout the state and country. We sold nearly 2,000 memberships, and we launched exciting new events and programs.

As we continued to settle into the rhythm of a merged organization, Kaleideum built upon our commitment to provide access to enriching educational experiences for ALL people within our community. Kaleideum has a long history of providing free field trip admission for students in the Winston-Salem/Forsyth County School system and reducing or waiving program fees for any schools that participate in the federal Title 1 program. However, we challenged ourselves to do more during 2018-19 and find ways to encourage children and adults to become active, contributing citizens of our community. We wanted individuals to have the opportunity to find and follow their passion — whatever that may be — and to have a safe place to explore that passion. And we encouraged children to attempt new things, make mistakes, and practice again — steps that are found in the scientific method or creative design process.

Free choice learning among friends who have different backgrounds and experiences helps us build a better community. By providing more access to the museum through programs such as *Museums for All*, open door memberships, discount nights, sensory friendly nights, and more, we are taking steps toward having an even greater impact.

It is exciting to think of the possibilities for increasing access in a new building as well. While operating both Kaleideum locations, we have also been in the midst of the design phase for the new Kaleideum, which will be located at the corner of Third Street and Town Run Lane in downtown Winston-Salem. We are grateful to have Forsyth County as our partner in this endeavor as we strive to create something that our community will be proud of and will help enrich the lives of many generations to come.

Please join us as we review and celebrate our 2018-19 fiscal year highlights and as we continue to bring **Learning Reimagined** to our members, donors, students, and families in fulfillment of our mission. Thank you for your ongoing support.

A handwritten signature in black ink that reads "Elizabeth E. Dampier". The script is cursive and fluid.

Elizabeth Dampier, Executive Director



ACCESS AND OPPORTUNITY

Kaleideum is committed to providing access to exhibits and programming and the opportunity for all members of our community, regardless of socioeconomic background, to experience ***Learning Reimagined***. A variety of programs and policies support this goal, including the *Museums for All* initiative; free field trips for Winston-Salem/Forsyth County Schools; waived program fees for Title I schools; reduced-admission nights (\$3 *Thursday Nights* and *Festive Family Friday*); *Community Access* passes (available at all county libraries); outreach memberships and partnerships with other organizations that serve children such as Ronald McDonald House, the Children's Developmental Services Agency (CDSA), Imprints, and Stop Child Abuse Now (SCAN); and financial assistance for summer camps.

In January 2018, Kaleideum joined *Museums for All*, a signature program of the Association of Children's Museums (ACM) and the Institute of Museum and Library Services (IMLS) that encourages families of all backgrounds to visit museums regularly and build lifelong museum habits. Families can visit Kaleideum for a minimal fee of \$3 per person upon presentation of an Electronic Benefits Transfer (EBT) card at the Welcome Desk. Through *Museums for All*, Kaleideum is partnering with museums across the country to make sure everyone can experience the best museums have to offer, all for the most-affordable prices.

Museums for All is part of Kaleideum's broad commitment to seek, include, and welcome all members of our community. This initiative represents a long stride toward the goal of reaching more children and families with the valuable learning resources of museums while helping them build the skills for future success. In Fiscal Year 2018-19, nearly 5,000 visitors experienced Kaleideum through the *Museums for All* program, and this number continues to grow.



ACCESS BY THE NUMBERS

6,706

Winston-Salem/Forsyth County
Schools students
receiving free admission

3,889

Winston-Salem/Forsyth County
Title 1 School students
receiving free educational programs



4,947

Visitors admitted through
Museums for All program

3,922

Visitors admitted with
Community Access library passes



1,310

Visitors admitted through the
Blue Star Museums program for
active duty military and their families

1,164

Visitors attending \$3 *Thursday Nights*
and *Festive Family Friday*





PROGRAM HIGHLIGHTS

FIELD TRIPS

Field trips to Kaleideum are offered for Pre-K through 12th grade and allow students, teachers, and chaperones to experience hands-on programming and exhibits that are directly correlated to the *North Carolina Standard Course of Study* and the *North Carolina Foundations for Early Learning and Development*. At **Kaleideum Downtown**, eight classroom programs addressed standards for Arts Education, English Language Arts, Foundations of Early Learning, Math, Science, and Social Studies in FY 2018-19. **Kaleideum North** offered nine classroom programs, seven auditorium (large-group) presentations, 12 planetarium programs, and three outdoor/off-site classes. Programming correlated to the *NC Essential Science Standards* in these subject areas:

- Earth and the Universe
- Earth History
- Earth Systems, Structures, and Processes
- Ecosystems
- Energy: Conservation and Transfer
- Forces and Motion
- Matter: Properties and Change
- Molecular Biology
- Structures and Functions of Living Organisms

In addition to permanent exhibits during 2018-19, the Museums showcased three changing exhibits, all of which were created by the in-house exhibits team: ***Engineer It***, ***IceVenture***, and ***Toy Time***. Kaleideum North also hosted ***Speedway to Healthy***, a 1,200-square-foot, walk-through exhibit representing the human body. This creative educational exhibit taught children in kindergarten through fifth grades how the foods they eat affect their bodies and their health.

CAMPS

During the summer of 2018, ***Camp Kaleideum*** offered 31 summer camps for students from age 3 to rising sixth grade. Camps took place at both Kaleideum Downtown and Kaleideum North and covered topics within a wide variety of subjects including art, design, music, science, technology, and theatre. A total of 385 campers participated in these immersive, hands-on experiences. Kaleideum North also hosted 27 campers for two days of camp over winter break and 76 campers for five days of camp during Spring Break 2019.

PEPPERCORN THEATRE

Peppercorn Theatre, Kaleideum's professional theatre for young audiences and their caregivers, produced original theatre works to support the Museum's mission. In July 2018, Peppercorn produced **Learn to Speak Doll**, a play for young audiences inspired by the legacy of Dr. Maya Angelou. This original production was commissioned by Peppercorn Theatre and written by Angelica Chéri for ages 7 and above. On November 17, 2018, **Pied Piper: A Workshop Performance** by Mike Chamis invited the audience into the rehearsal room to witness the first steps of the show-making process.

In late December 2018 through January 2019, Peppercorn presented **Música, Música, Máximo, Música**, a musical

play for babies, toddlers, and their caregivers written by Christina Quintana with music by Michelle J. Rodriguez. A "fireside retelling" of the classic tale **The Jungle Book** for ages 4 and above premiered in April 2019. Based on the stories by Rudyard Kipling, the show's run included a sold-out **Animal Party Premiere** on opening weekend.



FY 2018-19 AT A GLANCE



182,508
individuals
visited
Kaleideum
during the
fiscal year



22,034
students came
on field trips



232 different
schools visited
Kaleideum,
60 percent of
which were
Title 1 schools



1,838
teachers
toured on
school
field trips



1,949
memberships
were sold



488 campers
participated
in 38 Summer,
Winter, and
Spring Break
Camps

SPECIAL EVENTS

Kaleideum offered a variety of special events and programs during 2018-19, including:

- Assistance Dogs for Autism
- Astronomy Day
- Brain Awareness and Brain Power Days
- Countdown to Kindergarten
- Daddy/Daughter Dance
- Family Safari Night
- Farm Fun Day
- Frozen Cocoa Party
- Homeschool/Small Group Days
- Kids Rock Music
- Independence Day Celebration & Bike Parade
- Lunar Eclipse Viewing
- Mars Rocks
- Meet the Dentist
- Mom & Me Maker Night
- Noon Year's Eve
- Pajama Jammy Jam
- Parents' Night Out
- Professional Development Workshops for Educators
- Rock Laser Shows in the Planetarium
- Scavenger Hunt
- Science Café
- Sci-fi Sunday
- Scout Camp-ins
- Severe Weather Saturday
- Stargazing
- Summer Kick-off
- Supper & Santa
- Telescope Clinic
- Truck & Treat BOOsted



EARLY LEARNING

Kaleideum develops and presents a variety of programming created specifically for our youngest visitors. **PIPP Squeaks** brings the excitement of hands-on science to children ages 2-4, who get to collaborate with their caregivers on experiments and crafts in topics from animals and anatomy to gardening and even pirates. In the **Peppercorn Theatre Songs and Stories** public program, Kaleideum Teaching Artists share songs, stories, and activities designed for babies, toddlers, and their caregivers using live music, hands-on props, and puppets. The classes repeat (changing with the seasons), so participants can learn the songs and sing at home. **Preschool Discovery**, Storytimes, concerts by **Big Bang Boom** and Colin Allured, **Angel Bear Yoga**, Story Dance, and more all support Kaleideum's mission to "inspire wonder and curiosity" in the youngest members of our community.





SENSORY FRIENDLY

Once a month during the school year, Kaleideum Downtown hosted **Sensory Friendly Monday**, and each quarter brought a themed **Sensory Friendly Night** at either Kaleideum Downtown or Kaleideum North. These special events offered children with autism spectrum disorder (ASD) and sensory processing differences the opportunity to have an enjoyable and interactive learning experience in a comfortable, accepting environment. The Museum worked closely with ABC of NC, a local non-profit, to develop social narratives and visual schedules for each campus, written from a child's perspective, to help parents and children familiarize themselves with Kaleideum prior to visiting. Both locations also offer sensory-friendly backpacks, which guests may borrow while they explore. Additional modifications during sensory-friendly events include choice boards and a designated quiet room.

KALEIDEUM AFTER DARK

Part of our stated mission is "to inspire lifelong learning ... in our community." To that end, the Museum offers programming specifically for ages 21 and above. **Kaleideum After Dark** events are both fun and educational and offer participants a chance to learn more about a specific topic, try out a new skill or activity, or simply PLAY and explore the exhibits. The evening events usually feature a cash bar (with some drink tickets included with admission) and a food truck.

KALEIDOSCOPE BALL

Kaleideum's annual black-tie gala takes its name from the kaleidoscope that inspired the Kaleideum name. The **Kaleidoscope Ball** raises funds that directly support the Museum's mission: *Inspiring wonder, curiosity, and lifelong learning in our children and community through interactive play and discovery.* The 2019 **Kaleidoscope Ball** took place on Friday, May 10, 2019, and raised more than \$210,000 from sponsorships, donations, and ticket sales. Chris and Cathy Pace served as Honorary Chairs for the **Kaleidoscope Ball**, and Event Chairs were Susan and Raul Colon and Amy and Preston Yates.

VOLUNTEER SPOTLIGHT

Kaleideum's corps of volunteers includes dedicated and enthusiastic individuals, from teenagers to septuagenarians, who lend their time and talents to assist with a wide range of tasks, both behind-the-scenes and on the floor. One of our most dedicated and longest-running volunteers is **Bruce Gavett**. You have probably seen him giving sky tours, leading space programs, and operating laser shows in the Planetarium. He also belongs to Forsyth Astronomical Society and is an active participant in their monthly stargazing events.

We asked Bruce to share a few thoughts about his time at Kaleideum:

How long have you volunteered at Kaleideum? What prompted you to start?

I've been at SciWorks/Kaleideum for more than 10 years. My interest in astronomy drew me here because I had the exciting opportunity to work in the Planetarium.

What's your favorite thing about volunteering?

I love having the ability to share the wonders of the universe — astronomy and science — with visitors at Kaleideum.

Do you have a special memory about or connection to museums?

When I visited a museum several years ago with my father, he started talking about how much fun it would be to work in a museum. I remember that conversation with a smile almost every day that I walk into Kaleideum.



Kaleideum has incredible volunteers who help drive our mission.

Whether engaging visitors in the exhibits, joining a Peppercorn Theatre production, making cardboard robots in the Prop Shop, or helping out with a Summer Camp, our amazing volunteers go above and beyond to fulfill and expand the reach of our mission.

We are so grateful for their support. In Fiscal Year 2018-19,

32 INDIVIDUAL VOLUNTEERS

contributed more than

6,257 HOURS

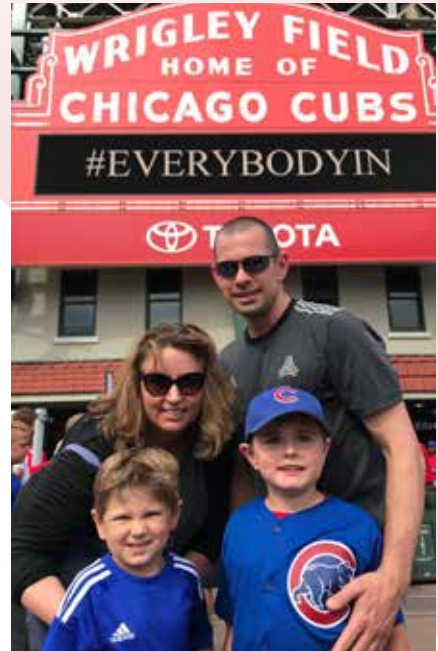
of their time and talent at Kaleideum.



Kaleideum Board Member Laura Miller grew up in and around Winston-Salem, attended Wake Forest University Law School, and married her date to the 8th grade graduation dance, Daniel Miller. Laura and Daniel have two boys, ages 7 and 9, who love Kaleideum. As a partner in the Kilpatrick Townsend law firm, Laura is an advertising and trademark attorney that focuses on helping businesses build and protect their brands domestically and abroad. As a long-time supporter of Kaleideum, her work life and her philanthropic life somewhat blended when she helped the Museum through a merger and rebranding with a new name.

“I was so happy to work with a fantastic group of visionaries and realists to form Kaleideum,” Laura says. “I was excited about working on a project that represented a coming together of two organizations that realized they could do more, serve more, and be more together.”

We asked Laura to share some thoughts about her involvement with the Museum.



How long have you been a Kaleideum Board Member?

My involvement started with SciWorks. I first helped SciWorks in early 2012 with a fundraising event and was invited to join the SciWorks Board that summer. I had recently had my first child and was looking to help (as best I could) with organizations that were particularly relevant to the stage of life my family was in. SciWorks was a natural fit as I had gone to the original Nature Science Center many times as a child growing up in Winston-Salem. I even remember winning a science fair there when I was in the third grade at Speas Elementary.

You have been involved in some very significant parts of the Kaleideum's history ... can you share them?

When I first joined the Board, I served on the marketing and development committees and then chaired the development committee. I was the Vice Chair of the Board at SciWorks beginning in the Summer of 2015 and, from 2014 to 2016, I was part of a group of SciWorks Board Members that explored the potential merger with The Children's Museum. I was honored to serve as Kaleideum's first Board Chair, beginning in the summer of 2016, and have remained on the Executive Committee in some form or fashion since then.

Merging two non-profit museums with the plan to move to a new building in downtown Winston-Salem was a significant step for this community. Why did you feel it was the right move to make?

I recall an early meeting at the Winston-Salem Foundation where we discussed the need for organizations to be honest with themselves about their strengths and their weaknesses and that more (in terms of numbers) is not always better for the community. I believe that both organizations saw opportunities in the other and the merger allowed us to bring the best of SciWorks and The Children's Museum together to forge something new and exciting for our community. While we all held a special place in our hearts for our “legacy” organizations, we truly believed that we were serving the mission and our community by creating a new museum experience that would be greater than the sum of its parts.

The foundation of a successful, inclusive, and caring community is our children. Whether you have your own children or grandchildren, we all reap the benefits of living in a community where children are inspired to be curious, lifelong learners. Kaleideum complements our children's formal education by providing the type of environment where children can learn and explore outside the boundaries of the formal classroom. That, to me, is where the Kaleideum experience is particularly important.

REVENUES AND EXPENSES

Kaleideum Statement of Activities For the Year Ended June 30, 2019

| | 2018 | 2019 |
|---|---------------------|---------------------|
| ASSETS | | |
| Cash and cash equivalents | \$ 693,890 | \$ 683,963 |
| Pledges receivable, net | 903,803 | 192,000 |
| Grants receivable | 37,630 | 40,497 |
| Other receivables | 16,719 | 19,707 |
| Inventory | 12,647 | 11,975 |
| Paid expenses | 81,394 | 97,744 |
| Property and equipment, net | 4,878,625 | 4,778,860 |
| Assets restricted for investment in property and equipment | 190,865 | 200,000 |
| TOTAL ASSETS | \$ 6,815,573 | \$ 6,024,746 |

LIABILITIES AND NET ASSETS

Liabilities

| | | |
|------------------------|-----------|-----------|
| Accounts payable | \$ 40,882 | \$ 49,538 |
| Accrued wages | 21,725 | 23,018 |
| Other accrued expenses | 6,502 | 11,639 |
| Deferred revenue | 162,801 | 153,443 |
| Total Liabilities | 231,910 | 237,638 |

Net Assets

| | | |
|------------------------|-----------|-----------|
| Unrestricted | 4,960,927 | 5,101,708 |
| Temporarily restricted | 1,612,736 | 675,400 |
| Permanently restricted | 10,000 | 10,000 |
| Total Net Assets | 6,583,663 | 5,787,108 |

| | | |
|---|---------------------|---------------------|
| TOTAL LIABILITIES AND NET ASSETS | \$ 6,815,573 | \$ 6,024,746 |
|---|---------------------|---------------------|

Source: Fiscal Year 2018-19 Audited Figures (includes Capital Campaign funds).

THANK YOU TO OUR DONORS

Thank you to these organizations and individuals who donated to the
Kaleideum Annual Fund programs, exhibits, and events.

THE VISIONARY \$10,000+

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THE INVENTOR \$5,000-\$9,999

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kaleideum.org



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"We want individuals to have the opportunity to find and follow their passion — whatever that may be — and to have a safe place to explore that passion."

Elizabeth Dampier, Executive Director

