

2011-2012 ANNUAL REPORT



WELCOME



Dear Friend:

It has been one year since we took one of our biggest steps as an organization: re-launching as the Children's Creativity Museum (CCM). As part of our five-year strategic plan we unveiled our new brand of colorful and playful "creativity critters," as well as new offerings for our expanded audience of youth, ages 2 to 12, and their families.

The results of this effort have been incredible:

- **We're helping more youth and families build creative confidence.** Since our re-launch in October 2011, we have experienced double-digit growth in weekly attendance and new memberships. For the first time in our 15-year history, we surpassed the 70K-annual-visitor mark, serving more than 71,000 visitors last year.
- **We're connecting with community partners who are committed to 21st-century skills.** We are currently forming strategic partnerships with industry leaders in creativity and youth development, including The Partnership for 21st-Century Skills and The Joan Ganz Cooney Center at the Sesame Workshop.
- **We're becoming well-recognized as a top destination and community resource for Bay Area youth and families.** We have received notable coverage in the Wall Street Journal, San Francisco Business Times, and Huffington Post. Our website, www.creativity.org, has received more than 1 million page views!

This is a critical, high-growth period for CCM as we look to a higher vision to be nationally-recognized as a leader in youth creative development. We call on YOU and our partners to put creativity in the center of children's learning and development in this digital age.

To do this, we hope to continue working with you to:

- Create new offerings that use digital media, art and technology to facilitate kids' learning
- Collaborate with community, philanthropic, and research partners to communicate the value of our unique 'Imagine/Create/Share' educational framework to the youth and families we serve
- Raise awareness about creativity as a critical, 21st-century skill that should be taught from the earliest ages
- Deepen our impact in the San Francisco Bay Area's diverse communities, especially those with little to no resources

We are deeply grateful for your continued support, and we hope you can take pride in helping the Children's Creativity Museum to reach this milestone in our growth as one of San Francisco's next great cultural institutions!

With gratitude,



Laney Whitcanack
Chair, Board of Directors

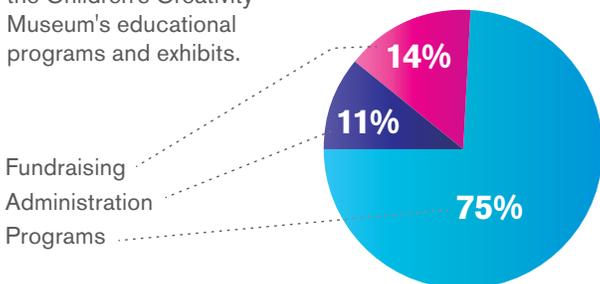


Michael Nobleza
Executive Director

FINANCIALS

Expenses by Function

Nearly 75 cents of every dollar donated supports the Children's Creativity Museum's educational programs and exhibits.



Revenue

Contributions: Corporate, Foundation & Government	888,607
Contributions: Individuals & Memberships	222,079
Admissions, Carousel and Program Fees	498,114
Facility Rentals, Store and Concessions	348,271
In-Kind Donations	46,309
Interest & Other	846
Total Revenue	2,004,226

Total FY11-12

Expenses

Programs and Experience	1,496,872
Administration	214,740
Fundraising	278,084
Total Expenses	1,989,696
Change in net assets (before in-kind expenses)	14,530
Net Assets, beginning of year	580,594
Total Net Assets, end of year	548,815

EARLY CHILDHOOD EDUCATION



“The Children's Creativity Museum is our home away from home. Our daughter starts with a ride on the carousel and then pulls us into the museum. She absolutely loves it. She is almost two, and we spend hours there. She loves the green screen slide, reading books, playing with the "soy-dough", writing on the chalk board, etc! It lets her imagination run wild. So many things we never knew she'd enjoy; like LEGOs! Our daughter never sleeps better then after a morning at the museum. We couldn't support it more, and hope everyone else does as well!”

Chelsea & Matt Cain
CCM Members since 2011

FIELD TRIPS

“One of the most challenging aspects of teaching a class of 24 students is the fact that their abilities range from far below grade level to far above. It is extremely difficult to find activities that are accessible to those with learning disabilities but can also be challenging enough for gifted students. During our clay animation workshop, I was pleased to see that my most struggling learners were able to feel successful and to learn something, while there was also no limit to the performance that my high-achievers could strive for and challenge themselves at their level. And, all the children in between those extremes were stimulated, curious, and engaged in this new activity as well. I've even seen some of them working on storyboards in their free time!”

Casey Welch
2nd Grade Teacher
Lincoln Elementary, Oakland, CA





C.I.T.Y. GUIDES (CREATIVE INSPIRATION THROUGH YOUTH)

“Working at the museum for the past four years has made such an impact on me. I've gained a lot of knowledge and communication skills that I can take with me throughout the rest of my life. Honestly, when I first started here, I was super shy and kept to myself. I had no people skills and no job experience at all. What is so great about the staff here was that through my interview process, they saw that I was shy but they also saw my potential and gave me a chance to grow. I'm sure if I didn't come here every weekend and did something else to busy myself, I'd still be that super shy girl.”

Bing Lei
CCM C.I.T.Y. Guide

COMMUNITY

“The Children’s Creativity Museum’s Creative Community Council is a forward thinking model for direct community engagement. While some museums remain plagued with the ethos of exclusivity thus reducing their impact, CCM has instead reached out to a broad spectrum of stakeholders and asked for their input on how to make CCM a true community resource. In addition to bringing together a broad range of viewpoints, understandings and resources to the committee, the Creative Community Council helped to reintroduce CCM to the community and imagine its involvement going forward. Representatives of early childhood education and community based organizations, educators and artists all worked closely with CCM’s own youth leaders and educators through a *learn-by-doing approach to problem solving* based on the d.school’s [Institute of Design at Stanford] design. The d.school approach emphasizes inclusive problem solving through empathy, interviewing, fast prototyping and direct feedback from target audiences. In each step of the process the Creative Community Council reflects CCM’s commitment to being a leader in *redefining the museum-community dynamic* into a strong and fruitful partnership for the next century.”



Fatimah Guienze
Educator and CCM Creative Community Council Member

GIVING

(Alphabetical order by first name)

SPARKING CREATIVITY FUND

We are grateful to the following for your investment, which helped to make our re-launch a success!

Superhero (\$1,000 and above)

Andy Proehl & Anne Muldoon
Bill Rusitzky & Cathy Manshel
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Sanjay Ranchod
Stephanie Lawrence
Stephanie Reynaga
Stephen Masto
Sudha Rao
Susan Lynch
Vikram Gupta
Wei-Tai Kwok & Violet Hsu
Wendy Hanson
Yvonne Hung

ANNUAL FUND

The support of our community year-to-year allows us to continue providing hands-on educational programming that nurtures 21st-century skills.

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The Walkeryee Family

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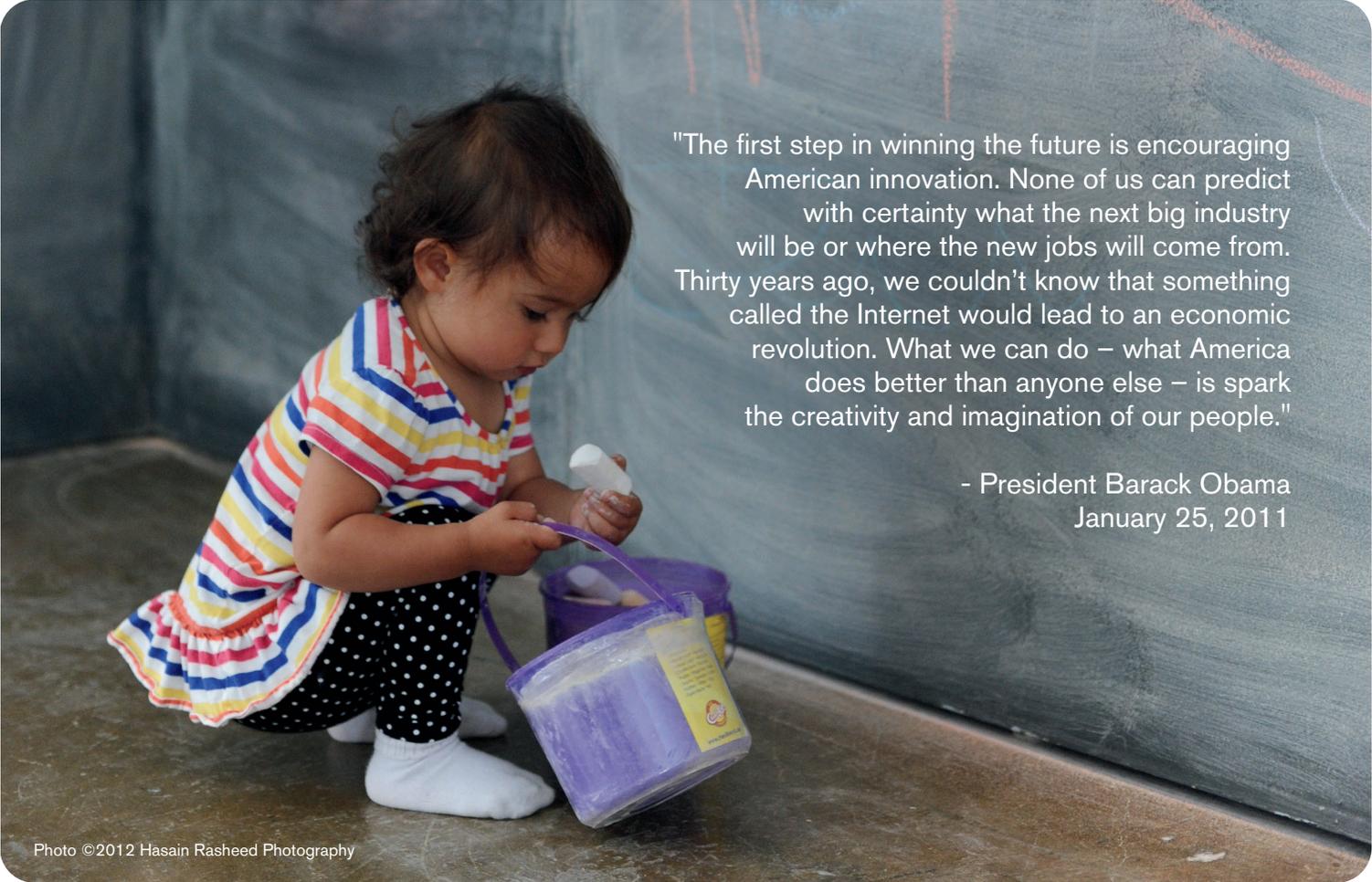
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A young child with dark hair, wearing a colorful striped dress and black polka-dot pants, is kneeling on a wooden floor. The child is holding a purple paintbrush and dipping it into a purple bucket of paint. The child is painting a chalkboard. The chalkboard has some faint orange and red lines on it.

"The first step in winning the future is encouraging American innovation. None of us can predict with certainty what the next big industry will be or where the new jobs will come from. Thirty years ago, we couldn't know that something called the Internet would lead to an economic revolution. What we can do – what America does better than anyone else – is spark the creativity and imagination of our people."

- President Barack Obama
January 25, 2011

Photo ©2012 Hasain Rasheed Photography

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