

# Children's Creativity Museum

## Annual Report FY18 - FY19



## Dear Friends of the Children's Creativity Museum

In August 2019, the Children's Creativity Museum opened the Making Music Studio, one of our largest exhibit renovations in recent years. Supported by a grant from the Institute of Museum and Library Services, the new Music Studio is an effort that was years in the making. Early engagements in the exhibit (which launched in FY20) serve as proof positive that our new Making Music Studio serves diverse, multigenerational families who enjoy making music together. Best of all, it embodies everything our organization stands for: collaborative play using hands-on and digital tools to foster children's inherent creativity.

After more than 20 years of serving San Francisco and the Greater Bay Area, the Children's Creativity Museum remains a jewel of a find: a place where the hustle and bustle of time momentarily stands still as parents, grandparents, and caregivers literally march to the beat of their children's drums.

A place where the whole brain engages to express, to innovate, to create. A place where art and science work hand-in-hand to instill in our children a sense of freedom - to be, to make, to invent whatever comes to mind. If you stop and think about it, it's the same mindset that fuels the ingenuity for which San Francisco is known. We're proud to be the spark that ignites that flame for the next generation.

This report, covering FY18 and FY19, is our thank you to the many supporters, volunteers, staff, and interns who make the Children's Creativity Museum shine every day. And to those of you who are just discovering us, we say welcome! We look forward to experiencing what you and your children imagine, create, and share together.

See you at the Museum,



Jon Deane  
Board Chair



Carol M. Tang, Ph.D.  
Executive Director

A place  
where art and  
science work hand-  
in-hand to instill in  
our children a sense  
of freedom...







Our mission at the Children's Creativity Museum is to nurture creativity and collaboration in all children and families. We believe in open-ended, play-based education and recognize that every child learns differently. Our combination of visual, digital, musical, and hands-on learning opportunities engage children 2-12 at their level, allowing children to explore and create at their

pace, on their timeline. This means that children feel safe to take risks, embrace challenges, and increasing "fail forward" with each visit. In a sense, creative confidence is a muscle that is exercised each time it is used. And creative resilience, built over time, instills in our children a growth mindset that will serve them in school, college, and career.

## CHILDREN AND FAMILIES

Can you tell me about your creation? Do you have a favorite part? I wonder what would happen if...? Have you ever tried...?

Open-ended questions like these focus on the process of creating. They promote greater imagination and serve to strengthen the connection between children, adults, and the value of their ideas. These are the types of “learning lab” experiences we offer at the Children’s Creativity Museum through field trips, camps, and public programs. We believe that engagements like these foster the makers and digital creators of tomorrow.

In addition, the Children’s Creativity Museum is proud to be one of San Francisco’s leading partners in the Museums for All access program: a nationwide program that encourages families of all

backgrounds and means to build a lifelong interest in museums. Here in San Francisco (and with partial support provided by Capital One) we worked in concert with the City and County of San Francisco to reach more than 6,800 visitors over the last two years. In fact, the Children’s Creativity Museum has the largest percentage of guests visiting through the Museums for All program amongst San Francisco’s participating institutions. This is a testament to the service we provide to families in our community. We also offered more than 100 fee-waived and community organization memberships during this same time to families experiencing economic hardship. In all, museum attendance topped 102,000 visitors in FY18 and 112,000 visitors in FY19.





## FIELD TRIPS

Over the last two years, the Children's Creativity Museum has served more than 15,000 students, teachers, and chaperones through field trips and creative group workshops, with 56 percent joining us through a fee-waived or subsidized visit. Field trips for preschoolers through 2nd graders focused on expression through artistic or scientific experiments. For example, our Aerial Innovations field trip allowed students to wind

tunnel-test their flight designs and our 2-D Felt Animation field trip gave students the opportunity to plan, direct, and animate a short stop-motion film. Field trips for 3rd - 8th graders took creative expression and innovation to the next level through experiences with some of the museum's signature activities: Robot Coding, Mystery Box Challenge, or Clay Animation.

## CAMPS AND OUTREACH

For centuries, practitioners in the fields of science, technology, engineering, and math (STEM) have led the way in inventing new technologies and treatments. Yet participation in these fields by women and people of color has often lagged, even in recent decades. Studies point to a career pipeline that starts to shrink as early as elementary school, when some students - especially girls - can begin to lose interest and confidence in math and science.

Over the last two summers, the Children's Creativity Museum partnered with researchers from the Concord Consortium (FY18) and Rockman et al (FY19) thanks to support from the National Science Foundation and Koret Foundation to learn alongside elementary and middle school girls about what works best to support their STEM learning. We believe that by injecting art into our STEM curriculum - becoming what is known as STEAM - and asking girls to design maker spaces that resonate with them, we will uncover what girls need to feel supported and encouraged while

participating in STEM projects and pursuing STEM fields.

Throughout FY18 and FY19, we offered free festivals in our museum courtyard and offsite public programs to engage children and families in their own backyards. As a lead participant in the National Informal STEM Education Network (NISE Net), museum staff piloted innovative hands-on activities grounded in science. For example, a NASA-supported activity known as Nebula Spin Art showed children and adults how to use common household items such as salad spinners to explore how nebulae are formed. A favorite activity during this year's GSK Science in the Summer Science of Me program was an apron that allowed children to don brightly-colored, squishable "organs" to demonstrate the inner workings of our digestive system. Activities such as these help make complex physical and biological systems engaging and easier to understand, even for our youngest visitors.

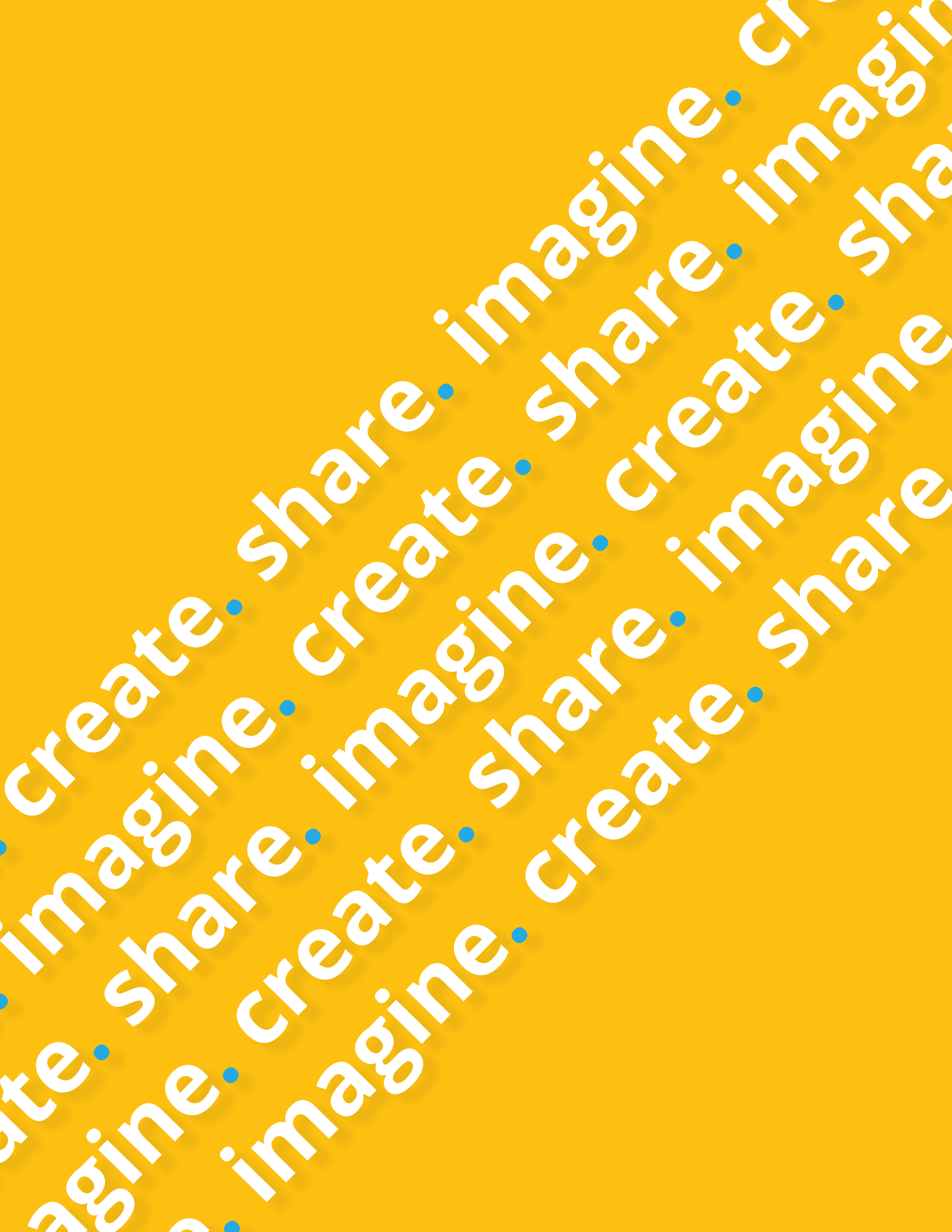




## MEMBERSHIPS

One way to experience a deeper, broader engagement with the Children's Creativity Museum is to become a member. In FY19, more than 2,700 families participated in our membership program. According to a recent survey, our members visit the Children's Creativity Museum an average of four times per year - roughly three

times higher than the average for museums nationwide. One family even visited more than 200 times in the past year, enjoying storytime and collaborating in Imagination Lab. We invite you to join our creative community at <http://bit.ly/ccmjoin>



## FY18 By the Numbers

Museum  
Visitors  
88,200+

Member  
Families  
1,500+

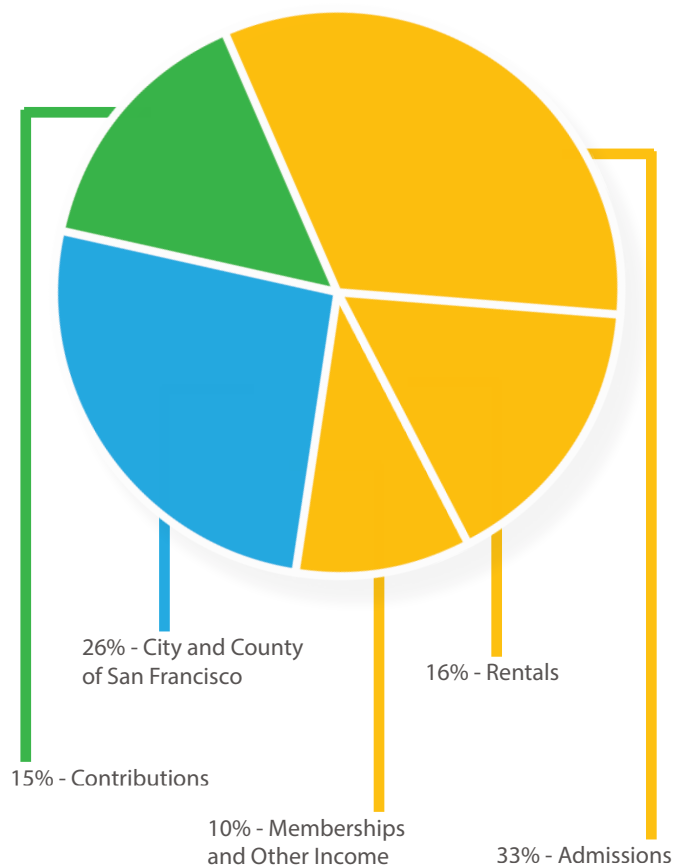
Field Trip  
Attendees  
6,700+

Email  
Subscribers  
11,000+

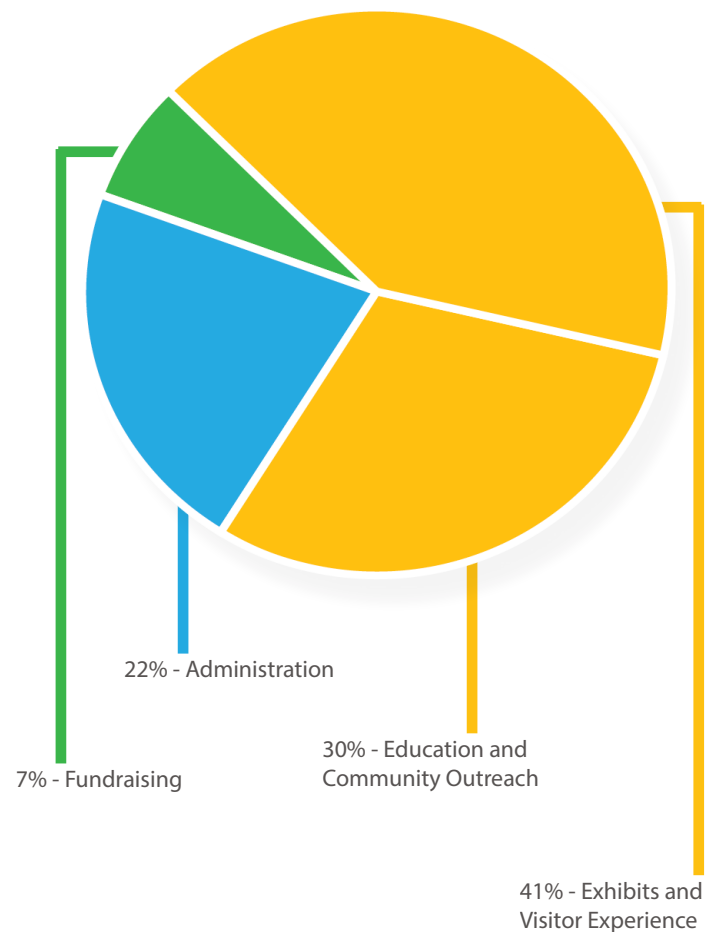
## Financials

These graphs show the Children's Creativity Museum's FY18 audited financials.

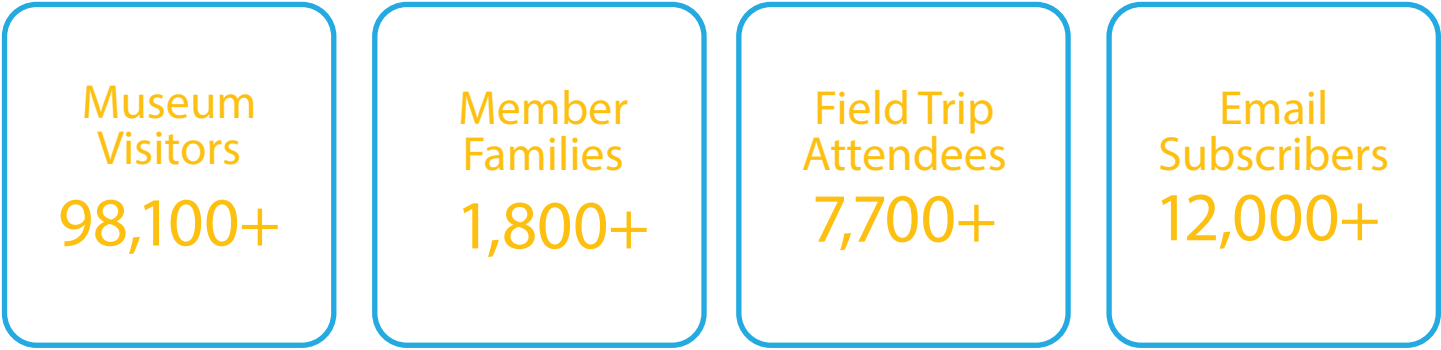
FY18 Revenue



FY18 Expenses

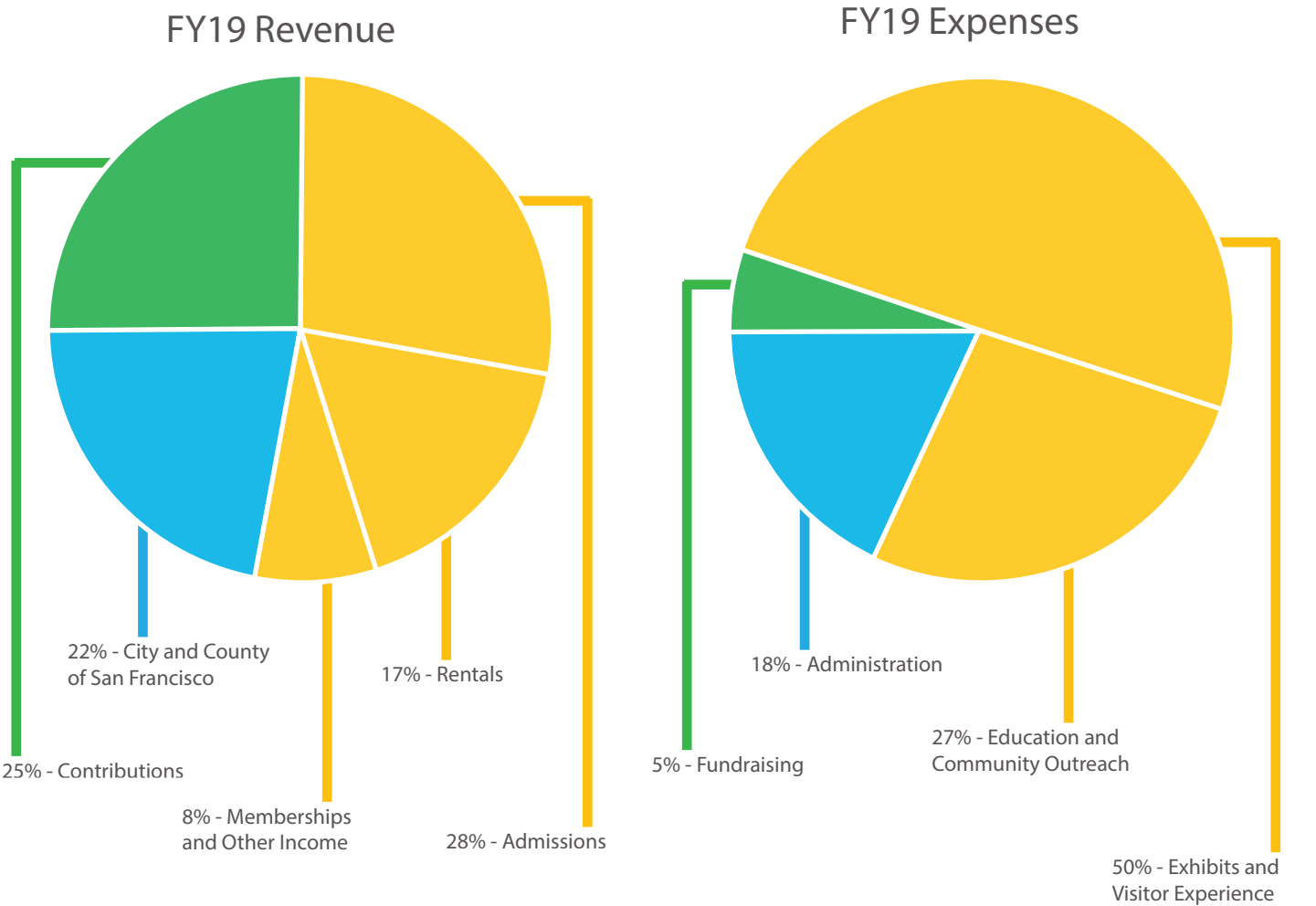


# FY19 By the Numbers



## Financials

These graphs show the Children’s Creativity Museum’s FY19 audited financials.



The Children's Creativity Museum is grateful to the many individuals, foundations, corporations, and government agencies who support our mission and our work. Generous contributions and grants of \$100 and above are shown below for FY18 and FY19.

Thank you for nurturing creativity and collaboration in all children and families every day!

## FY2018

### \$100,000+

Office of Community Investment & Infrastructure (OCII), City and County of San Francisco

### \$10,000 - \$99,999

Capital One  
Genentech  
GSK  
Michael Mankins & Robert Camp  
National Aeronautics and Space Administration  
Mala Sharma  
Target  
Mai Mai & Paul Wythes  
Yerba Buena Community Benefit District

### \$1,000 - \$9,999

Anonymous  
Erin Cooke & Andrew Russell  
EWCY Foundation  
Google  
Nithin Iyengar  
Zack Lynch  
Rhiana & Ted Maidenberg  
Cathy Manshel & Bill Rusitzky  
Kim Milosevich & Gary Moskowitz  
MJM Management Group  
Anne Muldoon & Andy Proehl  
National Science Foundation  
John M. Sanger  
Toca Boca  
Laney Whitcanack & Jon Deane  
Tiffany & Matt Zarem

### \$500 - \$999

Renae Benavente  
Kim & Joe Boswell  
Chevron  
Lisa Dunmeyer  
Gloria & Saul Feldman  
Nancy & Mark Hull  
Debra Lowe Liang  
Jessica Lindl & Anton Honikman  
Preetha Mohan & Senthil Singaravelu  
Helen & C. M. Potthoff  
Hope Van Sciver & Dave Pakula  
The Wang Family

### \$100 - \$499

Anonymous (4)  
Shruti Agrawal  
Kenneth P. Eggers  
Anna Marie Etcheverria & Michael Coleman  
Stephen Etling  
Melissa & Andrew Felder  
Christine Fitzsimmons & Michael Harlock  
David Gelin

Genentech  
Marsha & Ralph Guggenheim  
Nichole Guy  
JustGive  
Kellogg Family  
Erica Larsen  
Bria Larson & Dan Martin  
Cathy Maupin  
National Girls Collaborative Project  
Karen Park & Peter Lorentzen  
Arthur Poore  
Jayne & Michael Rosenberg  
Kathy & Mark Sabatino  
Adam Schwartz  
Dale Springer  
Bryan Thistlewaite  
Julia Tung  
Theresa F. & Jan H. Van Willigen  
Ningxiao Yan & Srikanth Jujare  
Tania Zapata & Alex Torrenegra

### In-Kind

California College of the Arts, Diversity Studies Program  
DLA Piper  
Parul Gujral  
Krames Family Winery  
Leadership SF  
Oriental Trading  
teamLab Kids  
Wonder Workshop  
Yerba Buena Center for the Arts

## FY2019

### \$100,000+

Office of Community Investment & Infrastructure (OCII), City and County of San Francisco  
Institute of Museum and Library Services  
National Aeronautics and Space Administration

### \$10,000 - \$99,999

Adobe Foundation  
Capital One  
GSK  
Koret Foundation  
Michael Mankins & Robert Camp  
Gordon and Betty Moore Foundation  
Mai Mai & Paul Wythes  
Yerba Buena Community Benefit District

### \$1,000 - \$9,999

Association of Science-Technology Centers  
Yumi Clark  
Erin Cooke & Andrew Russell  
Rhiana & Ted Maidenberg  
Cathy Manshel & Bill Rusitzky  
Mary & Bryan McCue

Kim Milosevich & Gary Moskowitz  
Preetha Mohan & Senthil Singaravelu  
Anne Muldoon & Andy Proehl  
Mala Sharma  
Anderson Tien  
Annie Todd & Michael Cannon-Brookes  
Laney Whitcanack & Jon Deane  
Tiffany & Matt Zarem

### \$500 - \$999

Anonymous  
Jon Anderson  
Paul Brody  
Patricia A. Corbett  
Gloria & Saul Feldman  
Christine Fitzsimmons & Michael Harlock  
Christine Kang  
Sunita Mohanty  
Helen & C. M. Potthoff  
Carol Tang & Peter Roopnarine  
The Wang Family  
Margit Wennmachers

### \$100 - \$499

Anonymous (9)  
Kate Berlent & Steven Richter  
Nate Chang  
David Chen  
Bernadette Chi  
Kenneth P. Eggers  
The Greenbaum Family  
Marsha & Ralph Guggenheim  
Nancy & Mark Hull  
Bria Larson & Dan Martin  
Mary & Bill Lloyd  
Yanina Markova & Brandon Schwartz  
Joanie McBrien & David Garrett  
Karen Park & Peter Lorentzen  
David Piazza  
Scott Rowitz  
Kathy & Mark Sabatino  
Salesforce  
Naomi Sever  
Kathleen Slobin  
The Lilli I. Alberga and Laurence J. Bardoff Charitable Fund  
Dorothy Tse & John Sabella  
Theresa F. & Jan H. Van Willigen  
Susan Wallenstein & Eduardo Pineda  
Tania Zapata & Alex Torrenegra

### In-Kind

California College of the Arts, Diversity Studies Program  
Erin Cooke & Andrew Russell  
DLA Piper

# Board of Directors

Jon Deane (Chair), GreatSchools

Tiffany Zarem (Vice Chair), California Academy of Sciences

Yumi Clark (Treasurer), Visa

Rhiana Maidenberg (Secretary), Elementary Math & Technology Specialist

Eduardo Pineda (At-Large), Muralist & Educator

Melissa Rich (At-Large), InterSchola (past)

Nithin Iyengar\*, The Bridgespan Group

Kim Milosevich, Andreessen Horowitz

Sunita Mohanty, Oculus VR

Andy Russell, Google for Education

Mala Sharma, Adobe

Senthil Singaravelu, Intel Corporation

Paul Smith, Bain & Company

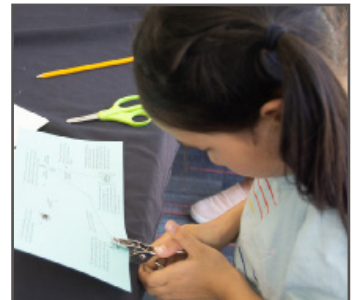
Coe Leta Stafford\*\*, IDEO U

Paul Wang, Animation Film Producer

Carol M. Tang, Ph. D., Executive Director

\* March 2017 - November 2018

\*\* Beginning February 2019





Children's Creativity Museum  
221 Fourth Street  
San Francisco, CA 94103  
415.820.3320  
[www.creativity.org](http://www.creativity.org)

[Join](http://bit.ly/ccmjoin) <http://bit.ly/ccmjoin>

[Donate](http://bit.ly/ccmsupport) <http://bit.ly/ccmsupport>

[Volunteer](http://bit.ly/ccmvolunteer) <http://bit.ly/ccmvolunteer>