

FY20 + FY21

Annual Report



CHILDREN'S
CREATIVITY
MUSEUM

WHAT WILL YOU CREATE?

This open-ended question is a signature conversation starter at the Children's Creativity Museum. This practice - key to building creative confidence in young visitors - empowers children to develop their own voices, tell their own stories, and design their own solutions. Our 20+ years of operating at the cross-section of art and innovation offers a "look - and please touch!" experience that is rare in the museum field. And we embrace educational practices that are equitable and inclusive, welcoming the diverse visitorship that reflects and resides in our community.

Yet in March 2020, we found ourselves suddenly confronted by our own open-ended question: in the midst of an unpredictable and unprecedented pandemic, what will you create? As a Board and staff, we lived and breathed our own Imagine-Create-Share creativity cycle as we navigated COVID-19's ever-changing waters through trial and error - best known in the creative sector as "failing forward." We considered, iterated, abandoned, embraced, resurrected, and recommitted. And we modeled and mentored creative confidence in ourselves and one another, trusting that whatever we co-created together would see us through. This report, spanning FY20 + FY21 (July 2019 - June 2021), captures the essence of that creative process and the impact we've had on children and families in San Francisco and beyond.

**Your support
and faith in our
creativity propelled
us forward into a
brighter 2022**

Most importantly, through all of the past two years' ups and downs, we want to thank you. Your support and faith in our creativity propelled us forward into a brighter 2022. We cannot thank you enough for believing in us, for standing by us, and for letting us continue to serve thousands of children and families in our community.

With the dawn of a new year upon us, we can't help but be inspired by the possibilities that lie ahead.

What will we create?

In community,



Eduardo Pineda
Board Chair



Carol M. Tang, Ph.D.
Executive Director

MISSION & IMPACT

In FY20,

CCM was once again on the path towards record attendance, welcoming 104,714 guests through early March 2020 who were able to imagine, create, and share in our museum studios. In staying true to our mission to serve all children and families, we also welcomed 5,112 Museums for All patrons, providing free museum and carousel access for qualifying low-income families.

In spring 2020 - spring 2021, we offered Create @ Home activities on our website and social media platforms and provided more than 30 online classes through Outschool. We also facilitated 78 virtual field trips, serving 1,000+ students from primarily under-resourced Title I schools.

104,714

Guests

through early March

5,112

Museums for All

patrons

30+

Online Classes

through Outschool

78

Virtual Field Trips

servicing 1,000+ students

In Spring 2021,

we hosted more than 650 participants during outdoor Spring Saturdays events on our Carousel Plaza. We also relaunched our summer camp program, providing in-person education to cohorts of children who were impacted by COVID-19 school closures.

Our online presence grew significantly in FY21, with 215,605 social media impressions, engagements, and likes. And our website reached 2,382,601 views in FY20 and FY21 combined!

650+

Participants

during outdoor events

215,605

Social Media

impressions, engagements & likes

2,382,601

Website Views

in FY20 & FY 21 combined

2021 Awards & Recognition

- **2021 Excellence in Community Engagement** from the Yerba Buena Community Benefit District
- **USA Today and Kids Out and About both featured us at #2** on their list of the best things to do with kids in San Francisco



Photo by Mario Jerez

Children's Creativity Museum

In FY20, CCM enjoyed record attendance. In August 2019, we opened our Making Music Studio: a fundamentally new interactive music experience supported in part by the Institute of Museum and Library Services.

When San Francisco's shelter-in-place order was enacted in March 2020, we moved engagement online through our Create @ Home activities, encouraging families to exercise creativity and collaboration skills at home and in safe outdoor spaces. In June 2021, we

reopened our museum using COVID protocols tailored specifically for family audiences, retaining core exhibits and offering new experiences (such as do-it-yourself miniature golf!).

LeRoy King Carousel

In 2021, our historic carousel reopened, festively welcoming visitors back to Yerba Buena Gardens with authentic band organ music. We also relaunched our annual carousel sponsorship campaign, allowing a new generation of supporters to bring joy to thousands of families. Its reopening was both safe and extraordinarily successful, with 1,848 riders in its first month of operations alone!



Photo by Mario Jerez

On-site Programs

In FY20, we offered an exciting and innovative array of hands-on activities to cultivate creativity and collaboration skills. These included our signature Mystery Box Challenge, the Making Music Studio, Robot Coding, Animation Studio, and more. School and Summer Camp Field Trips were highly popular, as we specialize in accessible science, technology, engineering, art, and math (STEAM)-based education activities for preschool, elementary, and middle school audiences.



Photo by Mario Jerez

In spring 2021, CCM offered outdoor educational activities on select Saturdays.

We collaborated with neighborhood partners such as South of Market Child Care (SOMACC), South of Market Community Action Network (SOMCAN), The Mexican Museum, Yerba Buena Gardens Conservancy, and Yerba Buena Gardens Festival to serve local families in a safe yet social setting as children slowly returned to in-person learning.



Online Offerings

In February 2020 (pre-pandemic!), our Board and staff embarked on a strategic planning process focused on expanding our online presence. Needless to say, COVID-19 only served to accelerate our commitment to serving children and families wherever and however they wish to develop creativity and collaboration skills.

We were honored to be selected by Outschool in May 2020 as one of their first nonprofit partners. Through this online platform, we provided 100+ students with the opportunity to interact with our trained educators in a personalized setting.

We also adjusted our field trip program for online delivery, serving nearly 1,100 students and teachers in spring 2021. This teacher comment says it best: “CCM shares programs that are highly engaging for our early learners with activities that are developmentally appropriate and FUN!”

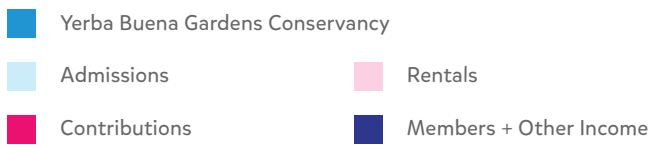
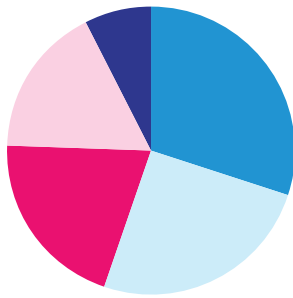
FINANCIALS

Like most cultural nonprofits, the COVID-19 pandemic has had a devastating impact on our operations. We temporarily closed March 12, 2020, significantly impacting earned revenue from admissions, rentals, memberships, and our operating agreement with the Yerba Buena Gardens Conservancy.

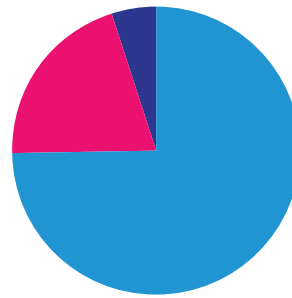
We reopened our museum and carousel on weekends beginning in June 2021 in accordance with COVID-19 safety protocols. Our prior \$2.7M budget (FY20) now stands at roughly \$1.4M (FY22).

The figures shown below reflect audited financials for FY20 (July 2019 - June 2020) and preliminary numbers for FY21 (July 2020 - June 2021); FY21 figures will be updated upon audit completion.

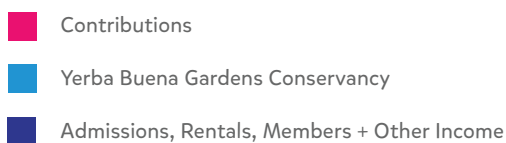
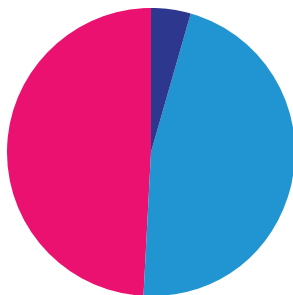
FY20 Revenue



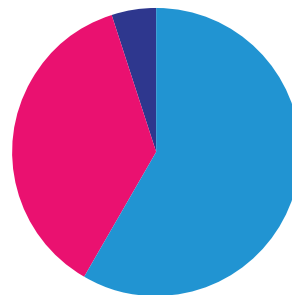
FY20 Expenses



FY21 Revenue



FY21 Expenses



The Children's Creativity Museum is grateful to the many individuals, foundations, corporations, and government agencies who support our mission and our work.

Contributions and grants of \$100 and above are shown below for FY20 and FY21.

FY20 Contributions & Grants

\$100,000+

National Aeronautics and Space Administration

\$25,000 - \$99,999

Adobe
The Franklin Institute/GSK
Rob and Melani Walton Sustainability in Science and Technology Museums Program

\$10,000 - \$24,999

Institute of Museum and Library Services
Koret Foundation
Theodore D. Maidenberg & Rhiana L. Wallace Maidenberg
Michael Mankins & Robert Camp
Mai Mai & Paul Wythes

\$1,000 - \$9,999

Anonymous (2)
Arizona State University
Paul & Jean Brody
Capital One
The Wayne and Sonia Chang Family Fund
Erin Cooke & Andrew Russell
Google
Kapoor Family Fund
Casey & Zachary Lynch
The Milowitz Family
Arthur & Toni Rembe Rock
John M. Sanger
Mala Sharma
Paul Smith
V. Fei Tsen
Laney Whitcanack & Jon Deane
Yerba Buena Community Benefit District
Tiffany & Matt Zarem

\$100 - \$999

Caroline Ada
Mervine Beagle in memory of Rebecca Morrow King
Justin Brickell
Peggy Bui
Chevron
Kenneth P. Eggers
Gloria & Saul Feldman

Christine Fitzsimmons & Michael Harlock
The Greenbaum Family
Joseph Hastings/Explora
Nancy & Mark Hull
Intel Corporation
Merve Lapus
Erica Larsen
Henri K. Lese
Bruce Lin
Cathy Manshel & Bill Rusitzky
Andrea Marmor
Cathy Maupin
Anne Muldoon & Andy Proehl
Nippon Express Travel USA, Inc.
Charles "Toby" Phipps
Stacy Pifer
Melissa Rich Skehan
Scott Rowitz
Linda Rusch
Kathy & Mark Sabatino
Coe Leta Stafford
Carol Tang & Peter Roopnarine
Janet Tenhula
Anderson Tien
Theresa F. & Jan H. Van Willigen
Susan Wallenstein & Eduardo Pineda
The Wang Family
World Association of Young Artists

In-Kind

Cutting Edge Wine
DLA Piper
IDEO
Wonder Workshop

FY21 Contributions & Grants

\$100,000+

National Aeronautics and Space Administration

\$25,000 - \$99,999

Adobe
California Small Business COVID-19 Relief Grant Program
Institute of Museum and Library Services
Theodore D. Maidenberg & Rhiana L. Wallace Maidenberg

\$10,000 - \$24,999

Capital One
Michael Mankins & Robert Camp

Swati Mylavarapu & Matthew L. Rogers
The Cognizant Technology Solutions Charitable Fund
The Franklin Institute/GSK
Rob and Melani Walton Sustainability in Science and Technology Museums Program
Mai Mai & Paul Wythes
Yerba Buena Community Benefit District

\$1,000 - \$9,999

Paul & Jean Brody
The Wayne and Sonia Chang Family Fund
Chevron
Erin Cooke & Andrew Russell
Patricia A. Corbett
Ross Culverwell
The DePalm Family
Connie Huang
Kapoor Family Fund
Stella Ma
Cathy Maupin
The Milowitz Family
John M. Sanger
In honor of Carol Tang
Sudheer Tegulapalle
Anderson Tien
Jessica Wong
Tiffany & Matt Zarem

\$100 - \$999

Anonymous in memory of Christine Fitzsimmons
Gillian Clegg
Yumi Clark in memory of Christine Fitzsimmons
Kenneth P. Eggers
Christine Fitzsimmons & Michael Harlock
Laurence Garvin in memory of Christine Fitzsimmons
Scott Gelin
Herve Gomez
Google
The Greenbaum Family
Nancy & Mark Hull
Pavel Koch
Merve Lapus
Sheryl Lim
Linda Lucero, Flow Fund
Andrea Lum
Joanie McBrien & David Garrett
Anne Muldoon & Andy Proehl
Richard Pon, CPA, CFP
Helen & C.M. Potthoff
Melissa Rich Skehan
Scott Rowitz
Coe Leta Stafford
Susan Wallenstein & Eduardo Pineda
The Wang Family

In-Kind

DLA Piper



Board of Directors

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 Eduardo Pineda (Chair, 2020-present), Muralist & Educator
 Tiffany Zarem (Vice Chair, 2019-present), California Academy of Sciences
 Merve Lopus (Secretary, 2021-present), Common Sense Media^b
 Raj Kapoor (Treasurer, 2021-present), Lyft^b
 Sonia Chang (At-Large, 2021-present), wikiHow^b
 Caroline Ada, Visa^c
 Yumi Clark, Visa^c
 Ross Culverwell, California Infrastructure & Economic Development Bank^d
 Herve Gomez, Square Panda^d
 Khafre Jay, Hip Hop for Change^d

Stella Ma, Little Passports (past)^d
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 Coe Leta Stafford, IDEO U
 Sudheer Tegulapalle, JPMorgan Chase^d
 Paul Wang (Secretary, 2020), Producer, Animation Film
 Jessica Wong, PwC^d
 Carol M. Tang, Ph.D., Executive Director

^aconcluded 2019; ^bjoined 2020; ^cconcluded 2020; ^djoined 2021; ^econcluded 2021

Children's Creativity Museum

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www.creativity.org

Donate | <https://bit.ly/3HZnZsm>

Join | <https://bit.ly/3nefGBa>