



25th Anniversary Access for Equity Campaign



Students engage in our "Imagine-Create-Share" creativity cycle, guided by a trained CCM educator. Early exposure to confidence-boosting experiences in art-and-technology help chart a course for a child's future.

What is your North Star?

We asked our Board and staff this question in early 2021. At the height of the COVID-19 pandemic, it might have been easy to lose sight of our core values when faced with so much uncertainty. Yet the resounding answer we heard from every corner of our organization was for us to double down on our mission and purpose. We recommitted to ensuring that **all** children and families have access to play-based experiences that build essential creative confidence and collaboration skills.

Equity and co-creation define who we are, what we do, and how we envision a future together. When our community gathers to play, creativity and collaboration follows regardless of race, ethnicity, religious affiliation, or income.

Our Access for Equity Campaign supports this North Star and our core values. Through this campaign, we aim to raise \$200,000 by December 31, 2024, to support our continued participation in the Museums for All program.

Access for Equity = Museums for All

The Children's Creativity Museum engages urban children in the wonders of art-and-technology, infusing a "look - and please touch!" experience rarely found in museums. Having always been led by a director of color, we intentionally serve as a gathering place for families from diverse cultural and economic backgrounds. We were one of the first cultural institutions in San Francisco to embrace the Museums for All program: a nationwide initiative of the Institute of Museum and Library Services to promote lifelong learning among EBT cardholder families (those receiving public assistance). Pre-pandemic, roughly 10% of our museum attendees visited for free.

In June 2021, the City and County of San Francisco expanded Museums for All benefits for families receiving Medi-Cal or CalFresh. As a result, Museums for All attendance has more than doubled at our museum, with nearly 25% of our visitors attending for free in 2023.



CCM Executive Director, Dr. Carol Tang, speaking on behalf of the Museums for All program with San Francisco's Mayor London Breed and Treasurer José Cisneros (June 2021)

We also serve an income-diverse community through our school field trips

program. Bookings for the 2023-2024 academic year show that 56% of classrooms will attend for free as qualifying Title I schools.

Program Impact

Recent studies by the Morey Group confirm that our participation in the Museums for All program helps us serve a more diverse audience than that found at the average museum, with 62 percent of visitors identifying as people of color. During the pandemic, our visitor demographics reflected an even greater percentage of Asian American and Latinx visitors compared to pre-pandemic numbers. In short, the Museums for All program helps us fulfill our mission and purpose: diversity - in all forms - is welcomed and respected at the Children's Creativity Museum, giving **all** children and families the opportunity to play, create, and collaborate as we envision and design our shared future.

"Decades spent as a muralist and educator have convinced me that co-creation is essential. Everything is possible when power dynamics are shared and everyone has creative agency."

- Eduardo Pineda
CCM Board Chair 2020-2021

Campaign Goal

Museum admission and school field trip access is valued at approximately \$200,000, based on FY23 actuals and FY24 attendance projections. Our goal is to raise \$200,000 through our Access for Equity Campaign through December 31, 2024. [Click here](#) to learn how you can get involved.

The Children's Creativity Museum's mission is to nurture creativity and collaboration in all children and families. We believe that creative expression, innovation, and critical thinking are core to fostering the next generation.

For more information about our 25th Anniversary Access for Equity Campaign, please contact Katharine Greenbaum, Deputy Director/Director of Philanthropy & Strategic Initiatives, at (415) 820-3355 or katharine@creativity.org.