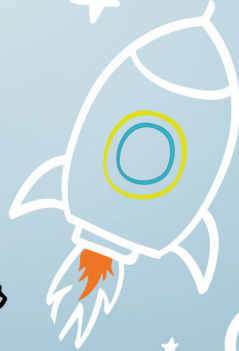


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THE REGNIER FAMILY  
**WONDER  
SCOPE**

Children's Museum  
of Kansas City

ANNUAL REPORT  
**IR** REMARKABLE!  
YEAR!





## MISSION


To spark a lifelong love of learning through the universal and uniting power of play!

## VISION

Wonderscope is appreciated as an educational resource in our community that provides all children and families with the opportunity to build a solid foundation for success in school and beyond.

## VALUES

Wonderscope is committed to serving and honoring people of all backgrounds, ethnicities, religions, gender identities, sexual orientations and physical abilities in a safe, educational environment that reflects the diversity of our community.



## A NOTE FROM ROXANE

One year down and so many more to go! At the end of 2021, that's how we all felt. We all weathered the COVID storm, the restrictions, the limited time, the worry! We celebrated one fantastic year with many accomplishments that I am proud to share.

Opening a new museum in the midst of a global pandemic was never in any of our plans or contingencies. But we did it with a dedicated team and committed Board. At the end of year one, we had a lot of highlights:

- ◆ Successfully launched our Wonder Camps
- ◆ Hosted the first Eat Drink Play fundraiser at Wonderscope
- ◆ Grew our staff numbers from 12 to almost 50 staff members
- ◆ Welcomed professional engineers for Engineering Creativity, monthly
- ◆ Offered our Road to Readiness kindergarten readiness program in both English and Spanish

When restrictions were lifted, we had a record number of members and guests visit each day, far exceeding our expectations. Slowly but surely, schools returned for field trips, and birthday parties are as popular as ever.

While one is a lonely number, Wonderscope was far from lonely in our first full year of operations. We could not have completed the first year without your continued support with so many successes and "firsts." We made it through year one, and we have set a brisk pace for year two and beyond.

Thank you for taking this journey with us. Thank you for believing in our mission to spark a lifelong love of learning through the universal and uniting power of play. Thank you for helping us provide many children with the opportunity to learn, play and grow!

The future is bright for Wonderscope.



Roxane Hill  
Executive Director



# 2021 BY THE NUMBERS

Attendance  
**198,750**

Birthday Parties  
**385**

Memberships  
**5,311**

Field Trips  
**124**  
field trips serving  
**3,088** kids

Wonder Campers  
**534**

## SOCIAL MEDIA GROWTH

Facebook  
2020 **9,975**  
2021 **16,052**

Instagram  
2020 **2,207**  
2021 **3,559**



Facebook Growth

Instagram Growth

# WONDER FUND

Wonder Fund is a 100 percent donor-supported fund designated for the purpose of sharing the Wonderscope experience with families and children who otherwise may not have the financial resources to benefit from the museum's educational programs and exhibits.

Wonder Fund Memberships  
**146**

Wonder Fund Camp Scholarships  
**115**

★ Wonder Fund Field Trips  
★ **33** field trips totaling **2,063** guests



# PROGRAM GROWTH



## Weekday Programs

As Wonderscope's attendance increased in 2021, so did the demand for the museum's popular weekday programming provided by the program staff. In response, Wonderscope expanded its programs from two to four sessions each weekday to ensure more families are able to participate in Circle Time, Music and Movement, Art Time, and Story Time.



## Wonder Camp

In 2021, Wonderscope launched its first day camps for children. Wonder Camps took place during spring break, the summer months, and various days when area school districts were not in session. Camp scholarships were awarded to 146 children of low-income families through the museum's Wonder Fund.



## Road to Readiness

Wonderscope's Road to Readiness Pre-K readiness program graduated its first class in the new museum. To align this educational program with Wonderscope's community inclusion initiatives, a Spanish version of the program was designed for Spanish-speaking families.



## Learning Opportunities

Wonderscope program staff developed materials for adults to learn more about the specific skills that children are developing when playing in each museum exhibit as well as tips for engaging children in particular developmental activities. These Learning Opportunities documents are available on the exhibits page of the Wonderscope website.

# SPECIAL EVENTS

## Trivia Night

On February 20, Wonderscope held a trivia night to raise funds for the museum's Wonder Fund. The event, held virtually due to COVID-19, gave families the chance to work together to answer trivia questions from a range of decades.

## Eat. Drink. Play.

Wonderscope held its first in-person fundraiser in the new museum. On July 17, more than 400 adults attended "Eat Drink Play" and enjoyed a lively evening of food, drink, dancing under the stars to a live band, and activities to win prizes. Event proceeds help bolster the museum's Wonder Fund.

## Wonder Eve

Families poured into Wonderscope the morning of December 31 to play and count down to the "noon year" with party hats, confetti, and an interactive concert by children's entertainer Jim "Mr. Stinky Feet" Cosgrove.



# PARTNERSHIPS

## Sensational Play

Wonderscope visitors enjoyed sensory-rich activities throughout the year, thanks to the weekly programming provided by University of Kansas Medical Center occupational therapy students. Providing sensory play experiences such as this is a growing emphasis for Wonderscope.



## Engineering Creativity

In 2021, Wonderscope expanded the E in its STEAM (science, technology, engineering, arts, math) education focus by establishing Engineering Creativity workshops. These workshops, led by professional engineers from Henderson Engineers and Kiewit, provided children with hands-on projects demonstrating various engineering principles.



## Donut Days

Kansas City donut shop Donutology continued to be a generous Wonderscope partner in 2021. Each month, Donutology came to Wonderscope to show children how donuts are made, and then served up warm donuts for them to decorate and enjoy.

## Sensory Backpacks

Toward Wonderscope's goal of being accessible and enjoyable for all, the museum began loaning families sensory backpacks donated by Variety KC. The backpacks contain a noise cancelling headset, a weighted blanket, dark glasses, and fidget toys to help quell children's sensory needs.

# CORPORATE MEMBERSHIPS

Wonderscope introduced corporate memberships in 2021. By partnering with Wonderscope, businesses of all sizes can offer their employees a variety of benefits, including free admission passes and discount family memberships. Higher membership levels also come with a special members-only night at Wonderscope.

2021 Corporate Member: Lankford | Fendler + associates



# REVENUE & EXPENSES

Wonderscope, like all non-profits, relies on a variety of funding sources to continue providing learning opportunities for children and families.

During 2021, the focus was on increasing memberships, attendance, field trips, birthday parties, and introducing fundraising events. Recovering from the financial effects of the pandemic was a priority.

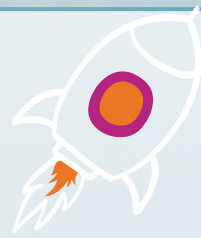
For every non-profit, finding a strong balance between contributed and earned revenue is an ongoing focus, together with keeping tight controls on administrative and fundraising costs.

2021 brought strong financial growth for Wonderscope as we settled into a new location and new building. We grew the team at Wonderscope and welcomed many groups.

In the coming year, we are focused on retaining and growing our membership. We will continue to work to diversify our sources of funding expanding our individual donor base, grow our event series, and increase exhibit sponsors, together with continuing to seek foundation funding for our programs.



# NOTES ABOUT 2021



Revenue – with restricted numbers due to pandemic mandates, revenue for the first quarter was slower than anticipated, but much ground was made up for the remainder of the year.

Expenses – with a larger facility a larger team was needed, additional expenses for cleaning and general upgrades.

## Revenue TOTAL

Earned	\$1,558,507
Contributed	\$2,460,482
<b>TOTAL</b>	<b>\$4,060,357</b>

## Expenses TOTAL

Program & Membership	\$1,930,491
Fund Development	\$265,282
Administration	\$189,657
Capital Improvements	\$1,685,924
<b>TOTAL</b>	<b>\$4,071,357</b>

## BOARD OF DIRECTORS

Matt Heimsoth – Chair  
Sara Prem – Secretary  
Stephanie Whitacre – Treasurer

Andres Alfaro  
Laura Loyacono  
Jon Atlas  
Ashley McDonald  
Michael Bell  
Eric Newell  
Scott Bruce

Christina Nugent  
Sam Clevenger  
Billy Palmer  
Deonne Christensen  
Jason Plowman  
Nilson Goes  
Katrina Smeltzer

## THANKS TO OUR DONORS

### \$10,000 and up

Herb Buchbinder  
Curry Family Foundation  
Ewing M. Kauffman Foundation  
Sally Stanton  
Sunderland Foundation

### \$5,000-9,999

American Century  
Investments Foundation  
Feist Charitable Foundation  
Hulston Family Foundation  
Johnson County Bar Foundation  
Kansas City Structural Steel, Inc.  
Kiewit Engineering Group  
Midwest Dairy Association  
Sam Price Family Foundation  
United Way of Greater Kansas City

### \$2,500 - 4,999

Bank of Blue Valley  
Burns & McDonnell Foundation  
Commerce Bank  
R.A. Long Foundation  
Marks Nelson CPA  
Mazuma Credit Union  
Oppenstein Brothers Foundation  
Courtney and William (Billy) Palmer  
Target Corporation

### \$1,000-2,499

BKD Foundation  
Kasey and Rochelle Graham  
Herschend Family Foundation  
Joni and Nick Hodes  
Lankford Fendler and Associates  
Eric Newell  
Sandberg Phoenix & von Gontard  
Robertson Law Group  
Claire Maureen Blue Hueser  
Memorial Fund  
Andy Wiltz





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**WONDER  
SCOPE**

Children's Museum  
of Kansas City

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Wonderscope.org

