2021 ANNUAL REPORT

 Remarkable Year!

THE REGNIER FAMILY
WONDERSCOPE
Children’s Museum of Kansas City
MISSION
To spark a lifelong love of learning through the universal and unifying 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 unifying 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

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
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.

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.

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.

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.
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.

<table>
<thead>
<tr>
<th>Revenue TOTAL</th>
<th>Expenses TOTAL</th>
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<tbody>
<tr>
<td>Earned $1,558,507</td>
<td>Program &amp; Membership $1,930,491</td>
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<tr>
<td>Contributed $2,460,482</td>
<td>Fund Development $265,282</td>
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<tr>
<td>TOTAL $4,060,357</td>
<td>Administration $189,657</td>
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<td>Capital Improvements $1,685,924</td>
<td>TOTAL $4,071,357</td>
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**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
- Oppensteinn 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

**BOARD OF DIRECTORS**

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

Andres Alfaro  Christina Nugent
Laura Loyacono  Sam Clevenger
Jon Atlas  Billy Palmer
Ashley McDonald  Deonne Christensen
Michael Bell  Jason Plowman
Eric Newell  Nilson Goes
Scott Bruce  Katrina Smeltzer

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THE REGNIER FAMILY

WONDERSCOPE

Children’s Museum of Kansas City

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