



## Impact Report 2017



### OUR MISSION

THE MISSION OF THE PORTSMOUTH MUSEUMS FOUNDATION IS TO GENERATE PRIVATE AND PUBLIC FUNDS FOR THE CHILDREN'S MUSEUM OF VIRGINIA, AND TO SERVE AS A RECEIVING AGENT FOR FUNDS BENEFITING ALL OF PORTSMOUTH'S CITY MUSEUMS AND RELATED PROJECTS, IN PARTNERSHIP WITH THE CITY OF PORTSMOUTH. THE RESOURCES OF THE PORTSMOUTH MUSEUMS FOUNDATION WILL BE DIRECTED TO BROADEN THE CULTURAL QUALITY OF LIFE IN THE COMMONWEALTH OF VIRGINIA.

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### IMPACT REPORT HIGHLIGHTS

- 41 thousand children attended Children's Museum of Virginia classes aligned with school SOL's
- A 2017 economic impact study by Old Dominion University valued the Children's Museum of Virginia at \$5.1 million

## EARLY CHILDHOOD EDUCATION



## AN EDUCATIONAL ASSET FOR THE REGION

The Children's Museum of Virginia has annual attendance of 175,000, and all Portsmouth City museums 200,000.

Museum membership distribution: Virginia Beach 23.4%, Chesapeake 21.7%, Norfolk 14.2%, Portsmouth 12.7%. Visitors come from all 50 states

21,000 elementary school children attend Children's Museum of Virginia educational programs aligned with SOL's per year. This number includes 11,000 that take on-site, self-guided tours, 8,000 that attend educator classes on-site, 2,000 that are taught by Museum educators at schools, and over 100 pre-K and elementary school summer camp attendees.

In addition, the Children's Museum of Virginia Planetarium provides science programs to 20,000 visitors per year, including over 2,000 public elementary schoolchildren

Participating school districts include Vir-

ginia Beach, Norfolk, Chesapeake, Portsmouth, Hampton, Newport News, the Eastern Shore, Northeast North Carolina, and outreach to Suffolk.

The Museums provide 18,000 free or reduced price admissions for military visitors per year

The Children's Museum of Virginia provided sponsored admissions (reduced price) in 2017 to 600 visitors. Groups served include Title I elementary schools, pre-K students in underserved communities, and shelter residents. The Foundation and City Museums want to grow that number aggressively.

1,000 children with disabilities attend Special Needs Days at the Children's Museum of Virginia annually

Over 4,500 books a year are given away to pre-K and elementary students through the CMVA library exhibit REACH program: Reading Enriches All Children.



## AN ECONOMIC ASSET FOR THE REGION

A 2017 study by Old Dominion University valued the annual economic impact of the Children's Museum of Virginia at \$5.1 million, including the direct spend of the Museum and an estimate of indirect purchases by visitors at nearby businesses.

This economic engine benefits one of the most disadvantaged neighborhoods in Hampton Roads. The same study noted that in downtown Portsmouth, 28% of all families, 35% of families with children aged 5-17, and 53% of families headed by women were below the poverty line. The commercial vacancy rate in Olde Towne Portsmouth was 18%, versus 11.7% in Hampton Roads.





*Your Contributions At Work*

## CALENDAR 2017 INVESTMENT IN MUSEUMS

- \$27,000– New LED exhibit in CreARTivity section of Children’s Museums of Virginia, 2nd Floor
- \$12,000- Arthur and Friends traveling exhibit, Children’s Museum of Virginia
- \$8,000- Children’s Museum of Virginia economic impact study by ODU
- \$7,000-Winter Wonderland exhibits and equipment
- \$3,000- Maker Fest STEM and craft program at Children’s Museums of Virginia
- \$2,000 for three Special Needs Days at the Children’s Museum of Virginia for kids with disabilities
- \$1,000 each for...
  - \* World War 1 exhibit at the Portsmouth Art & Cultural Center
  - \* Programming at the Portsmouth Colored Community Library Museum
  - \* Catering at First Fridays Concert Series at the Portsmouth Art & Cultural Center
  - \* Repairs to the “big purple chair” at the Children’s Museum of Virginia
  - \* Sponsored admissions at the Children’s Museum of Virginia
  - \* Museum staff development (educator STEM conference)

### FISCAL YEAR END JUNE 30, 2017

Financial Highlights:

- Cash and liquid securities \$1.7 million
- Total assets \$3.2 million
- Total liabilities \$0
- Total revenue \$233 thousand
- Total expenses \$122 thousand
- Change in net assets \$111 thousand

## 2017 FUNDRAISING PROJECTS

- Bunny Hop 5K and 1 Mile Fun Run March 2017 \$17 thousand
- Give Local 757 May 2017 \$1 thousand
- Elizabeth River Run May 2017 \$5 thousand
- BBQ & Brew October 2017 \$13 thousand
- Winter Wonderland 2017 \$17 thousand
- Children's Museum of Virginia (Annual) Fund \$20 thousand



## CALENDAR 2017 MAJOR CONTRIBUTORS

- \$150 thousand or more: the estates of Anne Scott Carr How, and Zelma Rivin
- \$20 thousand or more: Elizabeth River Crossings
- \$10 thousand or more: Beazley Foundation, Inc.
- \$5 thousand or more: Ferguson Enterprises, Bank of America, Tidewater Striders, and Western Branch Diesel
- \$1 thousand or more: Ed and Kathy Keil, PortsEvents, Williams Mullen, A. Dodson's, estate of Virginia Murchison, Wells Fargo. Dennis and Margaret Gartman, Korving & Co., Portsmouth Invitational Tournament, Portsmouth Service League, Palladium, TowneBank, and Signature Family Wealth Advisors
- \$500 or more: Randy and Lelia Graham Webb, Inner Space Systems, Rotary Club of Portsmouth, Peter and Elizabeth Schleck, Bake Fresh Company, Saunders and Barbara Early, First Team Toyota, Byron and Pamela Kloepffel, Kroger, Monroe Nash, Southeast Virginia Community Foundation, Trinity Episcopal Church, Von Piersall, PC, W.F. Magann, and Robinson Development

## CALENDAR 2017 DONORS \$100- \$499

Joseph Barreca, Michael & Deborah Bohan, Michael & Marsha Callaway, Phil Casone, Cherry Carpet, Don & Sue Comer, David Connito, Bettie Minette Cooper, Cooper Spong & Davis, Carroll & Gloria Creecy, Mark & Margaret Davis, Bob & Christine Dwyer, Jack & Suzanne Erickson, Malcolm & Martha Francis Fortson, Kristen Froehlich, Paula Glover, Ron Green, Diane Griffin, Herb Haneman, Bill & Muriel Hargrove, William Hargroves, William Harshaw, Richard & Muriel Hartman, James & Claudia Hawkes, Harold Heafner, Beth Holland, Hook Law Center, Bridget Host, Kiwanis Club of Churchland, Mark & Elizabeth Lawson, Benjamin Lynch, Clarence McCoy, Seamus McNamee, Gil & Charlotte Minor, Minority Police Officers Assoc. of Portsmouth, Kenneth & Nancy Moran, John Norcross, Johanna Perakes, Nancy Perry, Stephen & Judy Perry, Trey & Christine Piersall, Von and Judith Piersall, Gregory Pomije, Portsmouth YMCA, Robert & Jennifer Ramsdell, Rick Rivin, Susan Robinson, Ward Robinette, John & Carol Rowe, Tara Saunders, Dwight & Jane Schaubach, J.C. & Anne Scribner, Brian Szelove, Robert & Shirley Sondej, Special Events Catering, Robert Spencer, Betty St. George, Brian & Ashley Stratner, Fran Taylor, Wall Einhorn Chernitzer, Catherine Jordan Wass, Richard Wentz, and Ken & Michelle Wren

## OTHER VALUED 2017 SUPPORTERS

Jon & Cindy Bolling, Burton & Janet Bronner, Bernie & Elizabeth Brown, Richard & Susan Burton, Warren & Gayle Channel, Janis & Wayne Davis, Wayne & Pamela DeVantier, Durbin & Nancy Donahue, Robert Earl, Michael Fitzwater, Leslie Friedman, Benjamin Garner, Brenda Garris, Richard & Frances Gill, Rachel Gilpin, Gordon & Shirley Glover, Paul and Carolyn Gottlieb, Benn Griffin, Patricia Halstead, Ernest & Tracy Hardee, Jay Hollowell, Andrew & Maureen Hook, Brad Hunter, Katherine Johnke, S. Chris & Karen Jones, William & Elise Kennett, Stephen Korving, Paul & Janet Kovalcik, Betty Lambdin, Leck & Susan Lawrence, Irvin & Dorothy Lindley, Donald & Barbara Lipskis, Lenore Miley, J. Dabney Morgan, Michael & Lisa Morgan, Elizabeth Psimas, Wanda Russo, Robert McLanahan Smith, R.B. & Bonnie Speight, Linda Spindel, Jonathan Taylor, William & Marilyn Tonkin, Luther & Ellen Upton, George & Mary Jo Watkins, Morton & Linnea Whitlow, Ben Wiggins, and Anne Wilber

*Thank You!*

## FOUNDATION LEADERSHIP

### BOARD OF DIRECTORS

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### EXECUTIVE DIRECTOR

Peter Schleck

### DIRECTOR OF MUSEUMS

Nancy Perry



## GIVE LOCAL 757

The Portsmouth Museums Foundation is registered for Give Local 757 2018, which is a one day social media fundraiser for Hampton Roads non-profits. You can donate to us on May 8, 2018 at this site: <https://www.givelocal757.org/>

You can also make a donation any day on our web site: <http://www.portsmouthmuseumsfoundation.org/>



CHILDREN'S  
MUSEUM  
— OF VIRGINIA —  
PORTSMOUTH


## SUPPORT THE BUNNY HOP 5K AND 1 MILE FUN RUN

The fourth annual Bunny Hop 5K and 1 Mile Fun Run will be held at 7:45 AM on Saturday, March 24, 2018. Staged at the Portsmouth Pavilion, the route winds through Olde Towne and along the Elizabeth River. This is a very family friendly event. The after race party features a DJ, great food, craft beer, face painting, and balloon tying. Proceeds benefit the Children's Museum of Virginia. Contact the Portsmouth Museums Foundation about sponsor opportunities, and register for the event here: <https://www.active.com/portsmouth-va/running/distance-running-races/bunny-hop-5k-and-1-mile-family-fun-run-2018?in>




PLEASE  
PLACE  
STAMP  
HERE

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