

Transforming communities through innovative, child-centered learning that improves the trajectories of all children

## **ANNUAL REPORT 2022**



## 42 YEARS OF FAMILY ENGAGMENT FOCUSED ON BUILDING SOLID LEARNING FOUNDATIONS

We are recognized as one of the world's leading children's museums. But, more importantly, our programming daily and year-over-year results in positive outcomes for the public we serve. Children learn, develop their interests, and become inspired for their futures. Adults gain insights into ways they can further their children's interests beyond the Museum and school environments.

### **OUR 2023-2027 STRATEGIC PLAN FURTHERS THIS WORK THROUGH 4 PRIOROITIES**

Across the past year, our Board of Directors and staff collaborated with one of the top educational think tanks in the US – Bellwether Education Partners – to form our strategic directions for the next five years. Our plan reflects the needs of children in Greater Houston and the desires of families. These renewed priorities rest on our strong history of providing learning experiences through exhibits, out-of-school-time programs in community partner locations, and more recently, our All-Time Access virtual offerings developed during the COVID-19 pandemic.

## FROM NOW THROUGH 2027, CHILDREN'S MUSEUM HOUSTON WILL:



#### **NEXT LEVEL LEARNING EXPERIENCES**

Continue to strengthen our core by creating next-level learning experiences in the Museum. To further this priority, we have added one-on-one programming led by degreed teachers and content specialists within exhibit galleries. Beginning in 2023, we will develop plans for major exhibit updates. Our three-story PowerPlay exhibit will undergo a phased update beginning in Spring 2023. Plans are underway to enlarge and add new programs for Tot\*Spot.

### **FAMILIES GO-TO PARTNER**

Become families' go-to partner in child-centered experiential learning in Greater Houston. Our increased gallery programming has advanced this priority through a style of personalized learning engagement that is increasing repeat visitation to the Museum. Children want to come back and explore EcoStation with the "bug scientist" and build inventions with the "cool guy in the maker space." And via our partnerships with the UTHealth Children's Learning Institute, the Houston Health Department and others we are advancing our support of parents as first teachers of their children through programs in schools, afterschool settings, clinics, and libraries.





### **EDUCATIONAL EQUITY FOR ALL**

**Deepen targeted impact in extended/out-of-school time learning in service to educational equity and learning for all.** Using asset-based community development approaches, we have developed methods during the past 5 years that we are using to expand and deepen our reach through partnerships in under-resourced communities. These directions are advanced by our historically strong, evidence-based programs including Welcome Baby, FLIP, Parent Stars, and Para los Niños.

### **FOCUS ON CRITICAL LEARNING NEEDS**

Focus on service that addresses the critical learning needs of children who are catching up on knowledge and skills development delays caused by COVID-19. The pandemic has caused set-backs and in some ways opened doors to new innovations. We reached more than 8 million viewers through our virtual All-Time Access outreach, helping families and teachers keep kids meaningfully engaged in learning when their lives were so disrupted from normal routines. After 2 years of limited access to the Museum, visitation surged back toward 2019 levels beginning in summer 2022, when we regained 85% of pre-COVID attendance. January 2023 participation onsite exceeded pre-COVID demand, and our network of community-based partners is rebuilding, once again providing access for us to reach those most in need.



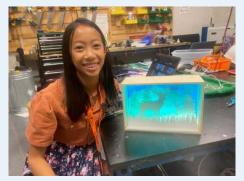
## DASHBOARD - KEY PERFORMANCE INDICATORS 2022

		2019 DATA*	2022 DATA	2027 GOALS
EXPERIENTIAL, CHILD-CENTERED LEARNING VALUED BY FAMILIES	Served children, parents, caregivers, and educators at CMH.	751,600	412,200	750,000
	Served children, parents, caregivers, and educators at Fort Bend Children's Discovery Center.	118,400	62,800	150,000
	Through outreach programs in underserved neighborhoods.	556,800	176,200	350,000
PARENTS AS THEIR CHILDREN'S FIRST TEACHERS	Parents reported increased confidence for helping their children learn.	89%	95%	95%
	Adults gained new ideas to use for increasing their children's learning at home.	94%	92%	95%
	Family learning outside of school increased.	87%	91%	95%
	Adults gained better understandings of their children's skills and interests.	82%	88%	90%
SCHOOL READINESS	Parents reported that their children gained knowledge and/or skills.	96%	96%	95%
	Students increased their STEM knowledge pre to post.	36%	34%	20%
	Teachers confirmed connections to school achievement objectives.	98%	95%	95%
	Open Doors partners distributing free passes to families experiencing low income.	990	1,200	1,000
EDUCATIONAL EQUITY AND REDUCED OPPORTUNITY GAPS	Free admission provided to families visiting the Museum.	33%	36%	30%
	Community-based programming was free of charge to families.	100%	100%	100%
TRUST OF CMH AMONG HOUSTON'S COMMUNITIES	Events engaged families in cultural traditions practiced by Houston families.	111	114	100
	Programming was provided through collaboration with community partners.	430	284	350
ENGAGEMENT THAT BROADENS FUTURE CAREER OPTIONS	Children were exposed and/or gained skills in digital fabrication or game development.	30,441	35,229	35,000
	Students explored STEM pathways.	172,518	41,848	100,000

<sup>\*</sup> Note: 2019 used as baseline for closest pre-COVID comparison.

**THE KEY PERFORMANCE INDICATORS DASHBOARD** represents the measurable goals we are targeting for the next 5 years on behalf of children and families. The data are derived across the Museum's programs, as guided by the Museum's Committee of Evaluation Advisors led by Dr. Catherine Horn, Interim Dean of the University of Houston College of Education. Each goal has been aligned with the 2022-2027 Strategic Plan, with annual results influencing our continuous improvements for exhibits and programs.

# In 2022, our focus on improvements manifested in several ways, a few of which are described below.



### Provide experiential, child-centered learning experiences that are valued by families.

In 2022, we shifted our in-gallery teaching and facilitation methods from being led by part time para-professionals to full-time content experts. This new team of educators helps visitors more fully explore exhibit components, prompts and answers questions, and recommends resources for use at home. Our educators orient their facilitation to the Texas Essential Knowledge and Skills (TEKS) standards, emphasizing skills and knowledge most weakened by COVID learning losses. Surveys show that 100% of parents want their children to spend more time with our Gallery Educators during future visits.

### Support parents' confidence and skills as children's first teachers.

Our bilingual outreach educators facilitate 7 parent engagement programs at 165 locations across Greater Houston. We continue to expand the reach of this programming and are producing and distributing approximately 10,000 of our Welcome Baby Bags and 10,000 of our Family Literacy Involvement Program (FLIP) Kits in 2023-25. Harris County has provided \$600,000 for this work via a grant to Texas Children's Hospital (TCH). Our extensive network of 300+ persons-of-trust within TCH's upWORDS program and at many additional clinics and healthcare providers introduces parents to these resources and helps them make ongoing use of our pipeline of parent engagement programs. With these programs, we help parents living with limited resources support brain development from birth, equipping their children to enter Kindergarten ready to learn.



## 2022 Focused Improvements



### Advance children's learning to further grade-level readiness.

We broadened the scope of our Camp Adventure program in 2021 and 2022, integrating this summer camp program into Houston ISD's summer school structure with the support of the Barbara Bush Houston Literacy Foundation. With Camp Adventure we provide an educational summer camp experience that for most students would have otherwise been unavailable. Teachers indicate that that students come to summer school each day looking forward to Camp Adventure activities, with students developing more positive attitudes toward reading and science.

### Build partnerships to increase educational equity and reduce opportunity gaps.

Our newest partnerships include the launch of RISES (Re-energize and Invigorate Student Engagement through Science) in 2022 in collaboration with Houston ISD with the support of the Institute of Museum and Library Services and the Kinder Morgan Foundation. With RISES we are producing interactive videos in English and Spanish that leverage the fun-factor associated with Museum visits. Teachers use these videos in classrooms to engage low-income students in science learning regarding organisms, environments and matter, and then enable the continuation of this learning through resources we are creating for use in homes and afterschool settings. We are inviting 21 additional school districts to use the RISES resources.



## 2022 Focused Improvements



## Further trust across communities through diversity, equity, inclusion, and access goals.

We are developing a major new exhibit and related resources to increase the ability of families to respectfully consider and discuss differences in the cultural traditions of members of 6 primary faith traditions in Greater Houston. A \$2.5 million grant from the Lilly Endowment is funding this work. Our Faithful Friends exhibit will premiere in mid-2024 and then join a rotation of our 4 other cultural exhibits. Related resources will include a) a year-round series of workshops, performances and events to be coordinated by an interfaith educator added to our team of Gallery Educators; b) a new version of our Seasons of Sharing exhibit, presented annually; c) a permanent resource gallery to host programming and short-term presentations tied to specific observances; and d) 120 new Family Literacy Involvement Program (FLIP) Kits to be circulated by Houston Public Library, which will feature books and activities that help families explore many aspects of religious traditions.

### Engage with children to broaden their future career interests and options.

We provide 7 out-of-school-time programs at 194 locations across Greater Houston and refine this programming annually. Recent advances include a research-practice partnership (RPP) with UT Health's Children's Learning Institute with the support of a \$575,000 subaward from the National Science Foundation, involving the development of new approaches for the hands-on, project-based activities used within our A'STEAM afterschool program. We are evaluating how the integration of stories featuring female protagonists and scientists increases girls' interest in science, prompts increased knowledge gains and skills, and encourages consideration of science careers. This study measures the effects of activities facilitated weekly at 12 afterschool programs for children in grades K-2 and 3-5.



## ALL TIME ACCESS VIRTUAL PROGRAMMING

Our All-Time Access programming is providing children and their family members with ongoing opportunities to participate in a robust series of original, educational content at the times and places most convenient for them. 2000+ videos and synchronous workshops achieved over 9 million views to date. Sponsors: The Brown Foundation, Hamill Foundation, The Powell Foundation, W.T. and Louis J. Moran Foundation, Wells Fargo, CenterPoint Energy, Albert and Ethel Herzstein Foundation





#### **A'STEAM**

Within the A'STEAM program, our educators create the curriculum and provide the training and supplies that equip the YMCA's afterschool counselors to facilitate design challenges for children on a weekly basis throughout the school year. Children practice scientific inquiry, develop problem solving and critical thinking skills, and work collaboratively. The curriculum features 28 project-based activities and experiments, each oriented to a different aspect of STEAM learning and features topics that range from aeronautics to zoology.

Participants Served: 4,003

Sponsors: The W.T. and Louise J. Moran Foundation, YMCA of Greater Houston, Center for Houston's Future, Mitsubishi

## BANK OF AMERICA KIDTROPOLIS, USA

Kidtropolis, USA is a city run by kids for kids, featuring eight businesses, a civic center and municipal building. Kids fill all the roles in the city, holding positions that range from artist to veterinarian, and shaping the plans for legislation and elections. Civic engagement and financial literacy are at the core of the exhibit, with financial interactions supported by the exhibit's Bank of America branch and ATMs.

Visitors Served: 412,000 children,
parents and caregivers
Title Sponsor: Bank of America
Sponsors: The Stanford and Joan
Alexander Family Fund, The Adler
Foundation, Brass Family Foundation,
Hearst Foundation, H-E-B, Houston
Livestock Show and Rodeo, William
J. Hill, JPMorgan Chase, Richard
Warren Mithoff Family Charitable
Foundation, Niko Niko's, Perry Homes,
PriceWaterhouseCoopers LLP, Reliant, an
NRG Company

#### **BASICS HOUSTON**

This program features five parent and infant/toddler workshops created and piloted by CMH educators to further the learning messages of the Houston Basics project led by My Brother's Keeper Houston and the Houston Health Department. Basics Houston is a component of the national expansion of Boston Basics, a project of Harvard University's Achievement Gap Initiative. The program increases the ability of lowincome parents to support early brain development through simple activities facilitated as part of everyday interactions with their infants and toddlers. In FY20 we expanded the reach of Basics Houston workshops to the Gulfton, Near Northside and Third Ward communities. Sponsors: Episcopal Health Foundation, Institute of Museum and Library Services, The Powell Foundation, and Herman H. Fleishman Foundation



## BILINGUAL PROGRAMMING AND SIGNAGE

CMH provides bilingual facilitation and resources to accommodate families who use Spanish as their primary language. All exhibit signage is bilingual, as are 55% of our public contact staff and 100% of our outreach educators. In addition, Spanish-language resources account for approximately 20% of the books and media in our Parent Resource Library, with the Google Translate function on our website making its information available in 90 languages.

Visitors and Participants Served: 416,000 on-site visitors and outreach attendance of 176,000

#### **BASF KIDS' LABS**

Children become immersed in the adventure of science through interactive hands-on learning and each lab experience supports standards-based chemistry curriculum and multiple learning styles. In addition, this flexible method of delivery encourages focused discussions on technical and scientific careers in chemistry, and science in general.

Participants Served: 462 children Sponsor: BASF Corporation





## Our Maker Appey sonyes as the

Our Maker Annex serves as the high-tech workshop within The David and Jean Wiley Foundation Invention Convention, with children mentored by Maker Corps members as they build and test projects of their own choosing. Impacts are extended with our Museum-wide celebration of National Engineering Week.

Visitors and Participants Served: 25,000 Sponsor: Chevron

## CONOCOPHILLIPS FAMILY MATH ADVENTURES

To overcome the hesitancy of families from low-income communities to make their first visits to the Museum, CMH invites entire school communities to make the trip together, providing transportation, free admission and special activities. CMH makes the Family Adventures available to Title I schools throughout the school year and invite all participants to return regularly on Free Family Nights and via the use of our Open Doors passes.

Visitors Served: 6,709 children, parents and caregivers from 57 elementary schools

Sponsors: ConocoPhillips, Albert and Ethel Herzstein Charitable Foundation

#### **CAMP ADVENTURE!**

Produced and directed by CMH for the Barbara Bush Houston Literacy Foundation and the Houston Independent School District, Camp Adventure! provides a full slate of programming for 3 consecutive 2-week summer camp sessions for low-income HISD students who attend Title I schools. In FY23 we brought Camp Adventure! to 21 classrooms at Atherton and Blackshear Elementary schools.

Participants Served: 289 kindergarten through 5th grade children zoned to Title I HISD schools

Sponsor: Barbara Bush Houston Literacy Foundation



#### **COUNT ME IN PROGRAM**

CMH created this afterschool program with the support of a National Leadership Award from the Institute of Museum and Library Services. Within the program, we provide activity kits and training to the staff of afterschool centers in lowincome neighborhoods so that they may facilitate selections from a set of 112 games and activities that most often feature mathematics. Surveys indicated that 81% of children became more interested in math and STEAM activities after engaging in the activities; 91% found that children became more confident in their ability to "do math" after using the kits; and 100% found the kits reinforce subject matter children are learning in school.

Cumulative Attendance: 2,537 children at

12 sites

Sponsors: ConocoPhillips

#### **CYBERCHASE: THE CHASE IS ON!**

CMH created the Cyberchase exhibit in partnership with WNET (New York's Public Media station) with children taking on the roles of characters from this popular television show as they save Cyberspace and defeat Hacker, the dastardly villain. Each challenge requires real world applications of mathematics and critical thinking skills.

Visitors Served: 210,550 children, parents and caregivers

Sponsors: Ernst & Young LLP, National Science Foundation

#### **DISCOVERY SQUAD**

The Discovery Squad is the CMH youth leadership volunteer program that mentors energetic, out-going and committed young adults ages 14-17 years old. Members are asked to commit to a minimum of 75 hours throughout the term. Over 60% of our members qualify to receive the Presidential Service Award.

Participants Served: 454 active students who volunteered over 9,450 hours of service



#### **CENTERPOINT ENERGY ECOSTATION**

The CMH CenterPoint Energy EcoStation exhibit combines wildscaped areas and a pond teeming with life with a rustic Research Pavilion where families perform activities that help them discover how scientists study the environment and how they can engage in eco-friendly practices. Educators facilitate activities that change weekly to reference our WonderWeek themes.

Visitors Served: 315,826 children, parents and caregivers

Sponsor: CenterPoint Energy, Strake Foundation



## FAMILY LITERACY INVOLVEMENT PROGRAM (FLIP)

Each one of the CMH FLIP Kits contain a children's book, instructions for an activity that relates to the theme of the book. and all required supplies. Use of the FLIP kits strengthens key literacy skills and set the foundations for ongoing interest in books. We circulate more than 2,400 FLIP kits at 39 branches of the Houston Public Library and provide 1,890 additional FLIP Kits used at 54 low-performing HISD elementary schools to increase the acquisition of early literacy skills. Kits are made available in English, English/ Spanish, Spanish, Vietnamese, Simple and Traditional Chinese, Arabic, and Urdu. Parent surveys indicate that 92% found the kits had given them new ideas about how they could support their children's learning at home; 91% had used the kits to have their family spend more time reading together; 82% found that the kits had helped them understand how their children relate to reading; 86% had made new discoveries regarding their children's interest and skills, and 96% planned to checkout another FLIP kit within the next three months. Participants Served: 14,977 children, parents and caregivers Sponsors: Institute of Museum and Library Services, Barbara Bush Houston Literacy Foundation, The Samuels Family Foundation, The Powell Foundation, Ed Rachal Foundation



## FAMILY LITERACY INVOLVEMENT PROGRAM (FLIP) MY KEEP IT KITS

CMH has taken every opportunity to expand the reach of the FLIP Kits through the creation of a giveaway model for delivery to families at multiple locations in neighborhoods with high levels of poverty. Parent surveys indicate that 100% enjoyed using the kits with their children; 100% were interested in checking out "regular" FLIP kits from branch libraries; 100% used the kit to teach their children something new; 100% had gained a better understanding of how their children relate to reading; 100% had made new discoveries about their children's interests and skills; and 90% had gained new ideas about ways to support their children's learning.

Participants Served: 1,500 children, parents and careaivers

Sponsor: Texas Children's Hospital

## INVISTA HOW DOES IT WORK? GALLERY

The two-story How Does it Work? exhibit provides a focus on the physical sciences, with children asking and answering questions as they manipulate simple machines, build structures and configure electrical devices. The exhibit also features the Science Station, where degreed educators facilitate science experiments during all hours of operation that are aligned with each of our WonderWeek themes.

Visitors Served: 412,000 children, parents and caregivers

Sponsor: INVISTA





#### **INVISTA GENIUS STATION**

Inspired by Apple's "Genius Bar", the INVISTA Genius Station is staffed by professional science educators during all hours the Museum is open, using our pedagogies for personalized learning while drawing on their backgrounds of classroom experience and content expertise in the physical sciences. The "Geeks" of the Genius Station provide immediate answers to scientific questions, troubleshoot any specific problem (even homework help), and advance learning by customizing STEM-based interactions with individual children's interests and skill levels. CMH is the only children's museum in the nation providing this type of innovative personalized learning for visitors.

Sponsor: INVISTA

#### **FLOWWORKS**

This outdoor exhibit features the ability of water to do work and provides children with opportunities to alter how water is channeled through a series of dams, locks and aqueducts. The exhibit was created with the support of an engineer from ExxonMobil, a professor from Rice University, and a science master teacher from HISD to provide children with the ability to consider how moving water serves as a metaphor for many types of energy flows.

Visitors Served: 247,200 children, parents and caregivers

Sponsor: Williams Stamps Farish Fund, Ruth and Ted Bauer Family Foundation, The Elkins Foundation



#### **FREE FAMILY NIGHTS**

Every Thursday evening from 5 to 8 p.m., CMH opens its doors for a Free Family Night. Near capacity audiences fill the Museum, exploring our exhibits, taking part in activities facilitated by staff and volunteers, and enjoying live performances and our Houston Pi Beta Phi Storytimes. These evenings are also a favorite of partners who come to provide free resources and services, including the back-to-school inoculations of the Texas Children's Mobile Clinic Program.

Visitors Served: 41,961 children, parents and caregivers

Sponsors: The Wortham Foundation, Inc., Laura and John Arnold, Kathrine G. McGovern/McGovern Foundation, The Junior League of Houston, Inc, Houston Pi Beta Phi

### FREE HOUSTON PI BETA PHI FOUN-DATION STORYTIMES

Every Thursday night in the CMH Parent Resource Library we host bilingual storytimes at 5:15, 6:00 and 7:00pm. Every child attending receives a free book to help build their home library. Participants Served: 1,950 Sponsor: Houston Pi Beta Phi Foundation

#### **FREE INOCULATIONS**

Committed to creating a community of healthy children, CMH makes it possible for all children under 18 needing immunizations to have the opportunity to receive free vaccinations. We partner with Texas Children's Hospital Mobile Clinic Program to administer immunizations and flu shots September through May as well as back to school vaccinations every Thursday Free Family Night in August. Participants Served: 850

Partner: Texas Children's Hospital



#### **HOUSTON'S KIDS**

Collaboration is at the core of each of CMH outreach programs, with partnership in the Houston's Kids initiative bringing Museum-developed science and math activities to students at ten schools in the Alief and Aldine Independent School Districts.

Cumulative Attendance: 10,400 children at 9 sites

Partners: Communities in Schools, United Way of Greater Houston, YMCA of Greater Houston, HISD, Alief ISD, Aldine ISD Sponsor: United Way of Greater

## HOUSTON HOW ARE WE ALIKE? GALLERY

Within our How Are We Alike? gallery, we cycle a series of four exhibits that feature the culture of Viet Nam; Seoul, Korea; Oaxaca, Mexico; and the Gullah community of the Sea Islands of South Carolina and Georgia. These exhibits immerse children in the traditions, values, performing arts and daily life of people from other places, inviting them to explore how we are all both the "same" and "different."

Visitors Served: 370,800 children, parents and caregivers

#### **INSTITUTE FOR FAMILY LEARNING**

All of CMH outreach programs, curriculum development activities, and professional development offerings function under the umbrella of our Institute for Family Learning, which was established to prioritize the Museum's focus on family learning and parental support.

Attendance at Outreach Programs:
176,200 children, parents and caregivers Sponsors: The Stanford and Joan Alexander Family Fund, Hamill Foundation, The Brown Foundation, Inc., Pam and Steve Daniel/Goldman Sachs Cares, George and Mary Josephine Hamman Foundation





## JHIN FAMILY STUDENT VOLUNTEER OF THE YEAR AWARD

The Jhin Family Student Volunteer of the Year is awarded annually to a volunteer who embodies the enthusiasm that Susan Jhin and the Jhin family demonstrate for the CMH mission and for service to many generations of children. In 2022, Greyson Ostfeld was honored for his commitment as a Kids' Committee Member and President.

Sponsor: The Jhin Family

#### **JOHN P. MCGOVERN TOT\*SPOT**

The CMH John P. McGovern
Tot\*Spot exhibit provides a special
space for children under the age of
three, engaging them in activities
that encourage exploration, increase
confidence, and stimulate the
development of language and motor
skills. Parents and other caregivers learn
as they play, receiving new information
through engagement with their children
and via interactions with the Tot\*Spot
Educator, Discovery Guides, videos and
visitors.

Visitors Served: 144,200 children, parents and caregivers Sponsor: Kathrine G. McGovern/McGovern Foundation



#### KIDS COMMITTEE

Since the official opening in 1985, the Museum has had a volunteer board of 20-25 children called the Kids' Committee. As expert advisors on kid related topics, the Kids' Committee has been indispensable in helping the Museum keep pace with children's needs. The Kids' Committee also serves as an introduction to community service for the children involved by helping them to develop into strong community supporters. Members are between 8 and 13 years old and serve a 2-year term. This group provides a kid's perspective for the museum on everything from exhibit development to programming.

Participants: 24 children from 8 to 13 years old

#### **KIDS HALL ART EXHIBITS**

CMH hosts art exhibitions throughout the year on the walls of the John P. McGovern Kids Hall. These art exhibits include holiday displays, exhibitions produced by program partners, and exhibitions produced by the National Center for Children's Illustrated Literature, with the latter bringing attention to award winning examples of children's literature. Visitors Served: 412,000 children, parents and caregivers

Sponsors: Kathrine G. McGovern/ McGovern Foundation, CFP Foundation

#### **LOIS DRUTZ BOIARSKY AWARD**

CMH honors the memory of Lois Drutz
Boiarsky with an annual award that
celebrates the contributions of staff
persons who like Lois, exemplify a
passionate commitment to our work.
Lois was the first paid employee of the
Museum and helped establish and foster
a cultural expectation for excellence
throughout her eleven years with us. In
2022, we honored the contributions of
Joel Rodriguez, CMH Director of Facilities.

Sponsor: Lydia and David Drutz

#### **MATTER FACTORY**

CMH developed the Matter Factory exhibit with the support of Rice University's Center for Environmental and Biological Nanotechnology, the University of Houston's Smart Materials Lab, and the Nanoscale Informal Science Education Network. Visitors explore the properties of matter; learn about the characteristics of elements; test and sort materials based on their characteristics; investigate the differences between solids, liquids and gasses; and are introduced to the basics of nanotechnology.

Visitors Served: 350,200 children, parents and caregivers

Sponsor: Holthouse Foundation for Kids



#### MIND IN THE MAKING

Educators use a research-validated approach developed by the Families and Work Institute to deliver an 8-session series of small-group workshops. The workshops equip parents to adopt parenting approaches and related social and emotional learning skills that will help their children develop Executive Function skills that have been demonstrated to reduce educational disparities associated with the experience of poverty.

Surveys indicated that 100% found the workshops had helped them improve their teaching skills; 97% gained knowledge that would assist them in supporting their child's learning; 97% felt more confident about their ability to teach their children' and 97% found that participation in the workshops made them want to learn more.



#### **MUSEUM FIELD EXPERIENCES**

Schools from across the Greater Houston area come to CMH throughout the school year to take part in two-hour, fully facilitated experiences that are aligned with the Texas Essential Knowledge and Skills (TEKS) standards. These field experiences provide students with hands-on challenges and inquiry exercises that ground and reinforce the knowledge and skills they acquire in their classrooms.

Visitors Served: 7,177 students from 59 Title 1 schools

Sponsors: The Cullen Foundation, Wells Fargo, The Wortham Foundation

#### **OPEN DOORS**

CMH partners with 1,100+ neighborhoodbased organizations that serve lowincome across the Greater Houston area, providing them with the ability to distribute an unlimited number of free family passes to their clients. CMH also provides Open Doors admissions to patients of the Harris Health System and to families who receive welfare benefits.

Visitors Served: 70,471 children, parents and caregivers

Sponsors: Laura and John Arnold, CFP Foundation, Valero Energy, Dottie and Dr. Robert H. McCallister, Tapeats Fund



#### **OVERNIGHT ADVENTURES**

CMH remains open around the clock when we host the Overnight Adventures for at-risk 4th grade girls from local schools, who are treated to an educational, memorable and confidence-building sleepover facilitated by volunteers from the Junior League of Houston. Participants Served: 338 girls from 17 Title 1 schools in 5 districts at 4 events

Sponsor: The Junior League of Houston, Inc.



#### **PARA LOS NIÑOS**

Within the Para los Niños program, CMH provides a series of workshops for families that feature the basics of early childhood development and the ways in which parents can support learning throughout the pre-school years. Workshops are targeted to parents from low-income communities including those who use Spanish as their primary language and whose children are too young to be accessed through school systems. CMH provides 26 workshop themes, assisting parents to acquire new understandings regarding child development and parenting, while also becoming better equipped to facilitate learning regarding literacy and STEAM. CMH facilitates these workshops at library branches, head start centers, faith-based organizations, community centers and low income apartment complexes. In FY20, CMH continued the development

of 6 new literacy-grounded STEAM workshops in collaboration with the Children's Learning Institute (CLI) with the support of a grant from the National Science Foundation. Virtual versions of the workshops combined with curbside pickup of supply kits are being used to address COVID-19 restrictions, with this virtual format to be offered on an ongoing basis to provide flexible options for attendance. Parent surveys indicate 98% were satisfied with the workshop; 99% gained confidence in their ability to teach their children; 96% gained ideas about ways to support children's learning; 96% gained ideas about ways to increase their children's enjoyment of reading; 100% gained ideas for encouraging positive behaviors: and 98% learned more about their children's learning style and pace. Participants Served: 3,076 parents and children at 28 locations Sponsors: PNC Foundation

#### **PARENT RESOURCE LIBRARY**

CMH includes our Parent Resource
Library, a circulating branch of the
Houston Public Library. The Library
provides more than 5,000 print and
media resources, with approximately
20% in bilingual or Spanish formats and
an additional subset of the collection
featuring resources for parents who
are addressing special needs. We keep
the Library staffed during all hours
of operation so that we may provide
recommendations and assist families
to access additional resources via the
Library's computers.

Visitors Served: 16,218 children, parents and caregivers

Sponsors: Institute of Museum and Library Services, Kathryn and Richard Rabinow, The Samuels Family Foundation, Phillips 66



#### **PARENT STARS**

CMH provides the bilingual Family Learning Events and Parent Workshops of the Parent Stars program at schools and community centers to demonstrate how parents can use our 12 bilingual (English/Spanish) Family Learning Guides and activities to facilitate learning at home. All activities are directly aligned to objectives of the Texas Essential Knowledge and Skills (TEKS) standards in support of school-based learning. The program targets low-income parents who may not be confident in serving as their children's most influential teachers. Surveys completed by parents indicated that 98% gained ideas about how they could incorporate teaching and learning into everyday activities; 96% felt more prepared to teach their children about the subject matter featured in the event; and 92% felt more confident about their ability to serve as teachers for their children as a result of participation.

Participants Served: 15,785 parents and children at 75 schools Sponsors: The Brown Foundation, Inc., The Henderson-Wessendorff Foundation, The George Foundation, United Way of

Greater Houston



## PHILLIPS 66 READ STRONG ALL YEAR LONG!

CMH's annual literacy initiative, Read Strong All Year Long! kicks off in September during National Literacy Month and provides twelve months of literacy activities and events to instill a lifelong love of reading in children. Events include special guest story times with local celebrities and community leaders, spotlight performances, free book giveaways and more.

Participants Served: 412,000

Sponsor: Phillips 66

#### **POWERPLAY**

CMH developed this high-energy exhibit with a grant from the National Institutes of Health in partnership with Baylor College of Medicine. The exhibit engages visitors in physical challenges that help them assess how their bodies' react to exercise and then form plans for increasing flexibility, balance, strength, speed and conditioning. The exhibit also features the Texas Children's Hospital PowerScience Lab, where visitors take part in experiments that highlight key aspects of biology and nutrition.

Visitors Served: 247,200 children, parents and caregivers

Sponsors: Texas Children's Hospital, Albert and Margaret Alkek Foundation, H-E-B



#### S.E.C.R.E.T

This interactive secret agent experience takes a child's museum visit to the next level, where their knowledge, skills and creativity all come into play to save the day. Kids report to duty and are assigned to go on secret missions throughout the Museum. Using state-of-the-art technology, agents gear up to solve puzzles, discover hidden clues and thwart the villains' schemes.

Participants Served: 5,240

Sponsors: William J. Hill, The Holthouse Foundation for Kids, Katie and A.J. Brass, Pam and Steve Daniel, Michael Plank, The Allen Family, Shelley and Geoff Bracken, The Medrano Family Foundation, The Mithoff Family, Stedman West Foundation, Charlene Pate, Dottie and Robert McCallister, Gail and Louis Adler



## SENSORY FRIENDLY AND EXPLORE ABILITIES DAYS

CMH provides four Sensory Friendly and two Explore Abilities Days each year for families whose children would be overwhelmed by inputs on a standard day of operation due to the impact of Autism Spectrum Disorders and Sensory Processing Differences. Guests tour our exhibits, which we modify to temporarily reduce sensory stimulation, and network with one another and with treatment providers. Invitations to the events are online at www.cmhouston.org/sensory-friendly. Due to COVID-19 we provided 3 Sensory Friendly Days and 1 Explore Abilities Day in FY22.

People Served: 1,355 children, parents

and caregivers

Sponsors: The Stanford and Joan

Alexander Family Fund

#### **SCIENCE WORKSHOP**

CMH operates the Science Workshop as an afterschool and summer program of Edison Middle School in Houston's East End. Within the Science Workshop, students create projects of their own choosing, with the tools at their disposal ranging from the basic hand and power tools associated with woodworking, to the software and equipment required for projects involving the use of Arduino microcontrollers and 3D printers. Cumulative

Attendance: 2,394 student visits during the school year and 2022 summer session

Sponsors: HESS Corporation, The
Samuels Family Foundation, M.D.
Anderson Foundation, Vivian L.
Smith Foundation, The Rochlis Family
Foundation, United Way of Greater
Houston, Cooperative for After-School
Enrichment, Kinder Morgan Foundation

#### **SPOTLIGHT PERFORMANCES**

CMH stages live performances of theater, dance, music, magic and storytelling for our visitors on Free Family Nights, Saturday afternoons and holidays, hosting most in our 166-seat Brown Foundation Auditorium. The demographics of the performers are extremely diverse, with many featuring cultural performances that are new to our visitors. Roughly one-fifth of the performers are children, helping our visitors see that their involvement in the arts can begin now.

Visitors Served: 12,930 children, parents and caregivers attended 46 performances

Sponsor: The Wortham Foundation, Inc.



#### **SUMMER OF LITERACY (SŌL)**

This program was piloted in June 2020 to support literacy learning among Pre-K children. The 3 and 4-year-old children took part in hour-long activity sessions that paired reading with an activity and received copies of our Raise a Reader Family Learning Activity Guide and several of CMH literacy-focused My Keep It Kits for use with their parents at home. The program was facilitated twice weekly for six weeks at 7 early childcare centers that serve low-income families. Parent surveys reported 92% felt that participation helped their children gain new skills that would be useful in the future; 75% stated the program had provided them with new ideas about ways tohelp their children learn at home; and 75% indicated that receipt of the My Keep It Kits helped them increase the amount of time their families were spending together reading.

Cumulative Attendance: 2,951 children at

7 sites in June/July 2022

Sponsors: The W.T. and Louise J. Moran Foundation, YMCA of Greater Houston, United Way of Greater Houston

#### THE SUMMER MATH CAMP

United Way of Greater Houston uses our math activities for an hour each day within a 4-week summer camp at 3 elementary schools. Due to COVID-19, a modified version of the camp was conducted for 6 weeks at the Texans YMCA and featured 17 of our math activities.

Sponsors: The W.T. and Louise J. Moran Foundation, United Way of Greater Houston



### THE DAVID AND JEAN WILEY FOUN-DATION INVENTION CONVENTION

CMH created the Invention Convention exhibit to provide children of all ages with the ability to design, create and test inventions. The exhibit features three discrete areas, with the first challenging families to create any of about a dozen simple projects. The second area features the fully facilitated Inventor's Workshop, where families take on a series of weekly engineering challenges. The third area – the Chevron Maker Annex – is described in a separate entry.

Visitors Served: 288,400 Sponsor: The David and Jean Wiley Foundation, Total

#### **WELCOME BABY**

The Welcome Baby program developed by CMH involves the distribution of resources by "persons of trust" to low-income parents of infants ages 2-9 months. The program provides new parents with ready access to information, and resources and materials that will equip them to support their child's early learning and brain development. Parent surveys indicate that 40% increased the frequency at which they read to their

babies: 44% had become aware that infants being to gain literacy skills at a lower age than they had initially thought; and 83% found the Welcome Baby resources had given them new ideas how they could engage their babies. Participants Served: 9,740 families Sponsors: The Powell Foundation, Episcopal Health Foundation, The Herman H. Fleishman Foundation, Dr. Kelly Coleman Partners: Avenue CDC, AVANCE, First3Years, Gulfton Super Neighborhood Council, Houston Food Bank, Houston Health Department MBK, Houston Health Department's WIC Centers, Houston Public Library, Legacy Community Health, Texas Children's Hospital's UpWORDS program, Literacy Now, Blessed Beginnings, BakerRipley, Nurse Family Partnership-HHD, Wesley Community Center, L.I.F.E. Houston, Bee Busy Wellness, C.H.A.T. AAMA, HISD (Wraparound Specialist) HHD-Immunization Bureau, ECI- Harris Center, On Time Grad Academy, TCCC-Palm Center, Galena Park ISD, El Centro de Corazon, Rupani Foundation. Memorial Herman: Healthy Women Healthy **Families** 

#### WHAT'S NEW GALLERY

Created to serve as an R&D lab through which CMH develops and presents a series of temporary exhibits, elements of which are subsequently added to other exhibits. The exhibit on display for FY22 –Sights Unseen, debuted at the end of FY20 and explores the physics and biology of sight. The exhibit includes unique visuals that challenge conventional ways of seeing, hands-on activities that allow visitors to manipulate their perception, and the opportunity to solve challenges.

Visitors Served: 288,400 children, parents and caregivers Sponsors: Charlene Pate, William Stamps Farish Fund, OXY



#### **MY CMH APP**

CMH is the lead member in a collaborative that has developed an app that provides children's museums and science centers with a platform for digital interfaces to be linked to exhibit components. The MY CMH app provides visitors with opportunities to be coached on interactions with exhibit components, participate in exhibit-based experiments, learn more online, and engage in experiments at home. Version 2.0 launched in spring of 2021 to support the creation by parents and teachers of customized playlists based on 700+ newly developed digital assets, providing themed content groupings, content filters, event calendars with embedded registration, notifications, reminders, and potentially the ability for friend following. Partners: New York Hall of Science: the Oregon Museum of Science and Industry; the Sciencenter; the Museum of Life and Science: and The Lawrence Hall of Science at the University of California, Berkeley

Sponsors: Institute of Museum and Library Services, Phillips 66

Children's Museum **Houston** is incredibly grateful to our partners and sponsors who make the time and effort to contribute talent and funds to these programs, enabling us to go above and beyond our vision.

## CHILDREN'S MUSEUM HOUSTON DONORS

**Children's Museum Houston** is grateful for broad-based support from many parts of the philanthropic community.

Generous donations from corporations, foundations, public agencies and individuals provide funding for the Museum's outreach programs, operations, exhibits, program development and endowment with \$5,078,000 contributed for the 2021-2022 fiscal year.

Gifts made to benefit our four primary fundraising events are listed on the following pages, while gifts made in direct support of CMH's general operations, exhibits, programs and endowment are featured below.

## CHILDREN'S MUSEUM HOUSTON DONORS

### \$500,000-\$250,000

The Hamill Foundation

### \$249,999-\$100,000

Laura and John Arnold Bank of America Barbara Bush Houston Literacy Foundation CenterPoint Energy Chevron ConocoPhillips **Episcopal Health** Foundation **INVISTA** Kathrine G. McGovern / McGovern Foundation The W.T. and Louise J. Moran Foundation Phillips 66 **PNC** Foundation The Powell Foundation Samuels Family Foundation David and Jean Wiley

Foundation

Foundation, Inc.

The Wortham

### \$99,999-\$50,000

The Brown Foundation, Inc. The Cullen Foundation The Elkins Foundation The William Stamps Farish Fund Gilbert Andrew Garcia / Garcia Hamilton & Associates, L.P. City of Houston through Houston Arts Alliance H-E-B Hess Holthouse Foundation for Kids Houston Livestock Show and Rodeo Kinder Morgan Foundation Lilly Endowment, Inc. Oxy

### \$49,999-\$25,000

Nancy C. Allen **BASF** Lane and Jeb Bowden Center for Civic and Public Policy Improvement **CFP** Foundation The George Foundation Henderson-Wessendorff Foundation Institute of Museum and Library Services The Junior League of Houston, Inc. M.D. Anderson Foundation Lauren and Brad Morgan Niko Niko's Reliant Energy Kelley and Jeffrey Scofield Vivian L. Smith Foundation

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

Whalley Foundation

Dr. Kelly Coleman Lydia H. and David J. Drutz Otter Island Foundation Sue Payne Winnie and Nic Phillips Scurlock Foundation The Tapeats Fund

## 2021 THE GREAT GATSBY GALA

**Children's Museum Houston's The Great Gatsby Gala** raised an amazing \$959,283 on Saturday, October 16 at The Corinthian Houston. Event chairs Devorah and David Krieger and Ashley and Jonathan Sloan transported guests back to Fitzgerald's 1920s for a glamorous evening benefiting the Museum's educational and outreach programs. Underwriting chairs were Kelli and Chris Calderwood and Rishma and Akbar Mohamed with auction chairs Lexi Sakowitz-Marek and Natalie Steen.



Gala Co-Chairs Jonathan and Ashley Sloan, Devorah and David Krieger



Gala Co-Chairs with Lexi Sakowitz-Marek and Mike Marek

GREAT GATSBY GALA PRESENTING SPONSOR



## 2021 THE GREAT GATSBY GALA

### **Big Shots**

Laura and John Arnold

#### The Bee's Knees

Julie and Andrew Alexander
Nancy Allen, The Randy Allen Family,
Chinhui and Eddie Allen
Devorah and David Krieger,
Ashley and Jonathan Sloan
Katherine G. McGovern /
McGovern Foundation

#### The Ritz

BB&T now Truist/Courtney and Bill Toomey Shelley and Geoff Bracken

Leigh and Chris Joseph, Mona and Andrew Sarofim, Brittany and Daniel Zeplain Lauren and Brad Morgan Oxy

### **Flapper**

Lane and Jeb Bowden
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Stephen Chen,
Audrey White Interiors
Pamela and Steve Daniel
Angie and David Habachy
Lexi and Michael Marek,
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## 2022 FRIENDS AND FAMILIES LUNCHEON

Chaired by Alison Powell and Krystal Thompson the **2022 Friends and Families Luncheon** was held at River Oaks Country Club on Friday, February 25. Guests enjoyed Keynote Speaker Dr. Marc Brackett, founder and director of the Yale Center for Emotional Intelligence. The luncheon raised \$178,962 for the museum's educational outreach and programming.

#### **Benefactors**

Alison Powell Krystal Thompson

#### **Patrons**

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Co-Chairs Alison Powell and Krystal Thompson with Dr. Marc Brackett

## 2022 RANDY ALLEN SPRING GOLF CLASSIC

The second annual **Randy Allen Spring Golf Classic** was held on Tuesday, March 8 at Memorial Park Golf Course with over 100 golfers in attendance. Chaired by Craig Massey, David Randall and John Wombwell, the event was the most successful in our history and raised \$216,100 in support of the Children's Museum Houston.



Event Chairs Craig Massey, David Randall, John Wombwell

#### Ace

The Allen Family
Eliza and Stuart W.
Stedman
Craig Massey, David
Randall, John Wombwell

### **Eagle**

Cadence Bank Anne and Albert Chao Chicago Title Commercial Jack Daniel Jason Endecott Cheri and Jim Flores John Gavlord Jeff Gray Harvey Builders Hildebrand Fund Geoff Leach. Kent Chenevert Kim and Scott Martin Diane and David Modesett Palmer Moldawer/ Morgan Stanley Moss Landscaping Stephen M. Reckling Matthew Rotan Sterling Turner Foundation Truist/Bill Toomey White & Case

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Beth and Jim Watt



The Allen Family

## RESULTS

**Children's Museum Houston** served 412,200 children, parents, caregivers and educators on-site at the Mary Gibbs Jones building during the 2021-2022 fiscal year (July 1, 2021-June 30, 2022) providing access to thirteen exhibit galleries, an on-site branch of the Houston Public Library, a performing arts series, and programming that changed weekly. Additional impacts were achieved through programming facilitated for children, parents and other caregivers at locations across the Greater Houston area in collaboration with 440+ partners – including schools, community centers, places of worship, afterschool centers, shelters and libraries. This programming recorded a cumulative attendance of 176,200 individuals during the fiscal year, for a total attendance of 588,400 served at the Museum and all outreach locations.

Our audience is representative of the Houston community—filled with people of many ethnicities, diverse cultures and socioeconomic backgrounds, to whom we provide access to impactful family learning experiences that are customizable to their individual interests and needs.

#### **SERVICE TO LOW-INCOME FAMILIES**

With 50% of children in Harris County living in low-income households and 10% of children living in deep poverty (Children at Risk, 2020), CMH realizes the importance of reaching those most in need of educational opportunities. CMH engages low-income families by providing free and reduced-fee admissions to 70% of our visitors (through our 1,200+ Open Doors community partners and our designated free days and times) and free community-based programs to another 176,200 individuals.

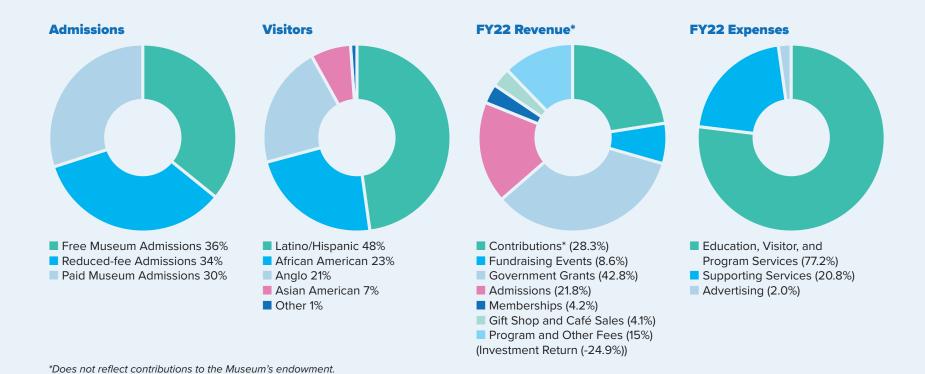
### **VISITOR DEMOGRAPHICS**

CMH serves one of the most socioeconomically and culturally diverse populations in the county. Our Museum visitorship this past year was 48% Hispanic/Latino, 23% African American, 21% Anglo, 7% Asian, and 1% other, while our visitors during free times were 55% Hispanic, 26% African American, 12% Anglo, 6% Asian American, and 1% other.

### **FINANCES**

The total operating revenue and releases from restrictions for the 2021-2022 fiscal year was \$11,853,422 down \$305,318 from the prior year due to negative investment returns. Total expenses for the same period were \$11,748,374. Excluding depreciation of \$1,048,753, total expenses were \$9,558,173 up \$2,624,723 from FY21 due primarily to being open all year in FY2022 compared to FY2021. Year-end assets totaled \$42,277,946.

## RESULTS, A BREAKDOWN OF INFORMATION



## THOSE WE HONOR

Each year, **Children's Museum Houston** recognizes those individuals who best embody our mission.

Susan Jhin has served the Museum as a Board and Advisory Board member for almost 30 years. She and her family, husband Michael and their children Jackson, Chas and Lauren, have had a long history with the Museum, demonstrating energy and passion for the work we do. To encourage and credit those kids who exemplify the same spirit of the Jhins, The Jhin Family Student Volunteer of the Year award and scholarship is bestowed annually to a volunteer youth who epitomizes the enthusiasm that Susan Jhin and her family symbolize for our mission and for service to many generations of children.

Hillary Farish Stratton was one of the longest serving Board members of Children's Museum Houston for over 20 years. She spent virtually her entire adult life in service to Houston's children through her roles at the Museum. With the blessings of the Farish Family, The Hillary Farish Stratton Award for Outstanding Board Service was created to honor Hillary's memory and achievements. This award is given each May to a Board Member who best exemplifies Hillary's commitment to serve the needs of others with honor, purpose and inspiration.

Lois Drutz Boiarsky was the first employee of Children's Museum Houston and continued to serve the Museum as Director of Operations until her death in 1995. She was the inspiration and coach for all who served with her. To honor her unwavering commitment to the Museum, Lois' brother Dr. David Drutz, along with his wife Lydia and her nephew Adam Drutz, established an award that recognizes an outstanding member of the staff team each year.



Dr. Catherine Horn was awarded the 2022 Hillary Farish Stratton Award for her exceptional board leadership.



Director of Facilities Joel Rodriguez was recognized for the Lois Drutz Boiarsky Award in 2022.



Greyson Ostfeld was selected as the 2022 Jhin Family Youth Volunteer Award.

## **LEADERSHIP**

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Brad Morgan
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Saul Solomon Treasurer

Paula McCann Harris Secretary

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Andrew Sarofim
Co-V.P. of Board Activities

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Jonathan Sloan Co-V.P. of Contributed Income

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Dr. Catherine Horn V.P. of Education

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