



Children's Museum  
of Atlanta

# **ANNUAL REPORT**

## **FY 2022**



For Children's Museum of Atlanta, fiscal year 2022 was one of both rebuilding and growth. As in-person activities restarted, CMA provided a much-needed respite for parents who longed for their children to experience the world through play. In addition to our permanent learning zones, we welcomed three blockbuster exhibits to our space: *Thomas Edison's Secret Lab*, *Rube Goldberg: The World of Hilarious Invention*, and *Storyland: A Trip Through Childhood Favorites*. Each exhibit delighted and excited Atlanta's children, introducing them to science, innovation, creative problem-solving, art, literature, and much more.

In fiscal year 2022, CMA also invested in our children's future by introducing a renovated Step Up to Science to the city. Thanks to a generous gift from The Cognizant Foundation, CMA opened Step Up to Science: Cause and Effect and Step Up to Science: Engineering. The newly designed exhibits give kids hands-on opportunities to explore and play with the relationship between force and motion and the scientific principles underlying engineering.

In addition, Jane's Innovation Station brought design thinking to life as children used recycled materials to plan, create, test, and improve their creative solutions to big challenges.

We were delighted to welcome Atlanta artists back to our stage as we celebrated cultural holidays from around the world during our Celebrate! and United Nations of Play programs. Together we sang, danced, shared stories, and gave children from Atlanta's many communities space to joyfully learn from and with one another.

Beyond our walls, CMA was back in our community, bringing play-based learning to students living in under-resourced neighborhoods. For over a decade, Connected Learning... Connected Communities has been vital in supporting Atlanta's teachers and their students. In partnership with United Way of Greater Atlanta, CMA provided free access to kindergarten readiness programs in local libraries, churches, and community centers. And thanks to funding from the Institute of Museum and Library Services, CMA launched Distance Learning Across Communities, bringing virtual live, interactive STEAM workshops to classrooms in rural Georgia.

The 2022 fiscal year reestablished and expanded our crucial role in advancing early childhood development and community connection in Atlanta and beyond. Knowing that childhood is a period in time that can never be reclaimed – when imagination rules, when all things are possible, and when a great “day at work” is a day filled with play, experimentation, and invention -we are more committed than ever to ensure that CMA remains a strong presence and welcoming place for every young child and their family. Atlanta needs us. Our children need us.



Edwin Link, Executive Director





# THE MISSION

Children's Museum of Atlanta is the only educational venue of its kind in Atlanta, serving our community through outreach initiatives, educational programs, and exhibits designed for children ages 0-8. The mission of CMA is to change the world by sparking every child's imagination, sense of discovery, and learning through the power of play.

## BY THE NUMBERS CHILDREN'S MUSEUM OF ATLANTA



**3.4+ MILLION**  
visitors  
since  
2003



**120,000+**  
visitors  
welcomed in  
FY22



**4,456**  
students engaged  
through outreach  
programming in  
FY22



Visitors came from all  
50 states & 20 countries  
around the world



Founded as a 'Museum  
without Walls' in 1988  
Opened Building in  
March 2003

- Full Renovation in December 2015
- Step Up to Science Learning Zone Phase I Updates Completed

# LEARNING ZONES

As a thought leader in early childhood education, CMA expands the minds of children through play and tangible interactions, providing opportunities for them to explore the arts, world cultures, literacy, STEAM, geography, and more. CMA's six learning zones encourage children to freely play as they like while also providing them with activities and inspiration that are curriculum-directed and aligned with the knowledge they need to be successful in school.



## **GATEWAY TO THE WORLD**

Travel the world right here at the Museum! Visit six of the world's continents and more in CMA's largest permanent exhibit.



## **TOOLS FOR SOLUTIONS**

Move the balls through our giant ball machine using six simple machines. Learn how to attach make-believe wires and connect pipes in the Construction House. Create skyscrapers and design the city of the future with our city blocks. Test your structures with simulated earthquakes.



## **FUNDAMENTALLY FOOD**

Choose vegetables and fruits from the farm, climb on our John Deere tractor, milk our milking cow, "Buttercup," load boxes on our delivery truck, and operate a fork lift. Shop 'til you drop in our grocery store. Enjoy a healthy pretend meal while at our play diner.



## **LET YOUR CREATIVITY FLOW**

Release your inner artist at the paint wall. Visit the virtual reality sand table and create multi-colored topographic landscapes.



## **LEAPING INTO LEARNING**

Enter a magical forest, cast your rods, catch colorful fish, and go under our waterfall without getting wet! Climb in our tree house and see animals from the forest. Babies and toddlers will love the play car. There is also a little house built just for them.



## **STEP UP TO SCIENCE**

This recently updated Learning Zone currently features a rotating set of new exhibits, Cause and Effect. Designed to enhance children's STEAM understanding, it offers interactive opportunities for kids to explore the cause and effect relationships between force and motion.



# COMMITMENT TO SCIENCE

## STEP UP TO SCIENCE - CAUSE & EFFECT

This past year, CMA completed Phase II of our Step Up to Science renovation adding Cause & Effect - Engineering to this popular learning zone. Through hands on interactives, children learn the foundational tools they need to prepare for school and the work of tomorrow. Popular exhibit components include Programming Art, Circuit Bench, Rigamajig, Keva Planks, Spectrum Light Lab, and Pulleys, all designed to teach the basic scientific principles behind cause and effect.



Cause & Effect  
is made possible by

Cognizant<sup>®</sup>  
Foundation

# FEATURED EXHIBIT



MAY 22 - SEPTEMBER 7, 2021

Step into the Lab and be inspired by the animated series and the brilliant work of Thomas Edison! Engaging kids in STEM learning, *Thomas Edison's Secret Lab*® offers unique, hands-on experiences that introduce STEM concepts, present engaging opportunities to actively participate in the scientific process, and highlight some of the greatest scientists and innovators who have inspired us all with their ground-breaking discoveries.



Created by



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This program is supported in part by the City of Atlanta Mayor's Office of Cultural Affairs.

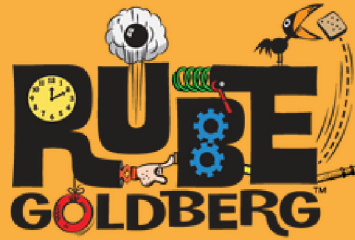
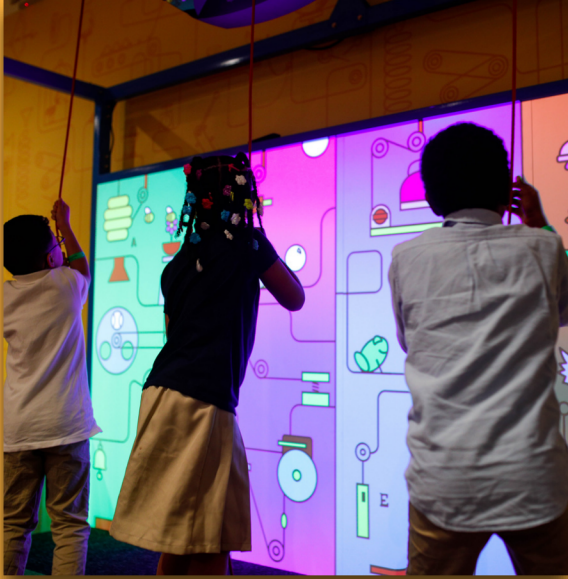


FULTON COUNTY  
arts & culture

Major funding for this organization is provided by the Fulton County Board of Commissioners.



# FEATURED EXHIBIT



THE WORLD OF  
HILARIOUS INVENTION!

EXHIBIT

SEPTEMBER 18, 2021 - JANUARY 2, 2022

*Rube Goldberg™: The World of Hilarious Invention!* showcases Pulitzer Prize-winning humorist and inventor Rube Goldberg™'s iconic contraptions, imaginative illustrations, and humorous storytelling, celebrating his skills as both an artist and inventor.



Inspired by Rube's original illustrations and inventive storytelling, this exhibit contains a collection of new 3D, life-size machines and hands-on, interactive components that connect Rube's iconic cartoon contraptions to the way things work in the physical world. These experiences provide insight into the legacy of Rube and how classic engineering principles can be re-imagined as entry points for deeper exploration of STEAM concepts for 21st-century learning.



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Presented by



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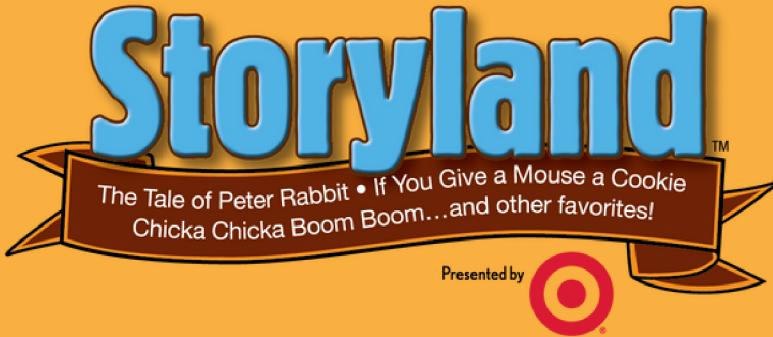


FULTON COUNTY  
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Major funding for this organization is provided by  
the Fulton County Board of Commissioners.

*Rube Goldberg™: The World of Hilarious Invention!* exhibit is created by the Children's Museum of Pittsburgh in partnership with the Heirs of Rube Goldberg.

# FEATURED EXHIBIT



JANUARY 15 - MAY 30, 2022

*Storyland: A Trip Through Childhood Favorites™* provides imaginative, book-based experiences for children ages birth - 8 years old. Storyland transforms seven beloved books - "The Tale of Peter Rabbit" by Beatrix Potter; "The Snowy Day" by Ezra Jack Keats; "Where's Spot?" by Eric Hill; "If You Give a Mouse a Cookie" by Laura Numeroff; "Chicka Chicka Boom Boom" by Bill Martin Jr. and John Archambault; "Abuela" by Arthur Dorros; and "Tuesday" by David Wiesner into three-dimensional play and bi-lingual learning environments.



Created by



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This program is supported in part by the City of Atlanta Mayor's Office of Cultural Affairs.



FULTON COUNTY ARTS & CULTURE

Major funding for this organization is provided by the Fulton County Board of Commissioners.



# ARTS & CULTURE



CMA continues to deliver exceptional arts and culture programming throughout the year with Celebrate! A Cultural Exploration and United Nations of Play.

In FY22, CMA partnered with local community groups to celebrate over 15 different holidays and cultural events, providing families with the opportunity to celebrate their own history while introducing others to cultures around the world. Holidays celebrated included Los Posados, Eid al-Fitr, Holi, Christmas, Passover, Diwali, Navroz and more.

Celebrations  
in Light



A woman representing the Philippines at United Nations of Play displays traditional attire and instruments.

The year's celebration culminated in June with United Nations of Play, which highlighted music, art and science from Brazil, Ireland, Nigeria, Philippines, and Tajikistan.



Hannukah performer Michael Levine.



NATIONAL  
ENDOWMENT  
FOR THE  
HUMANITIES

Funding for United Nations of Play and Celebrate programs has been provided by Georgia Humanities and the National Endowment for the Humanities as part of the American Rescue Plan Act of 2021. For more information, please visit [www.GeorgiaHumanities.org](http://www.GeorgiaHumanities.org).



Funding for United Nations of Play and Celebrate programs has been provided by Georgia Council for the Arts.

# COMMITTED TO OUR COMMUNITY

WE ENSURE THAT ALL CHILDREN, FAMILIES, AND SCHOOL GROUPS HAVE ACCESS TO OUR RESOURCES BY REMOVING FINANCIAL, SOCIAL, AND PHYSICAL BARRIERS.



## IN THE MUSEUM

- Free and subsidized admissions for families and Title 1 Schools
- Programs for children with special needs



## IN OUR NEIGHBORHOOD

- Outreach programs delivered directly to under-served neighborhoods
- Science and artist residencies presented at schools and community centers; pop-up experiences at libraries and festivals



## BEYOND OUR WALLS

In FY22, CMA brought educational enrichment programming to 18 schools, child development centers, and homeless shelters in some of Atlanta's most underserved communities. This year programs were delivered virtually, and activity kits were provided for hands-on learning through our Connected Learning... Connected Communities, Spread the Word, Learning Spaces, and Distance Learning Across Communities programs.



## VIRTUAL EXPANSION

Through support from the Institute of Museum and Library Sciences and Georgia Natural Gas, CMA provides high-quality virtual learning experiences to young children across Georgia. In partnership with Georgia State University, metro Atlanta schools, and rural school systems across the state, CMA is providing literacy programming and contributing to an academic body of knowledge on how to develop, execute, assess, and improve digital learning curriculum.





# FAMILY FREE DAY



*Family*  
**Free Day**  
**FREE TO BE:** *Inspired!*

Four times a year CMA offers free admission to a day of play at the Museum. All exhibits, daily programs, and hands-on fun are included in Family Free Day.

3,230 Children  
and Families



Registered for Family  
Free Days in 2022

Presented by



Supported by



# ANNUAL EVENTS



EST. 2012

## TOURNAMENT FOR PLAY CHILDREN'S MUSEUM OF ATLANTA

Children's Museum of Atlanta's 9th Annual Tournament for Play welcomed 120 golfers to Peachtree Golf Club on Monday, August 30, 2021. The event raised more than \$194,300 to support the Museum's community programs and exhibits.

Event Chair: Justin Clay

Presented by





# ANNUAL EVENTS



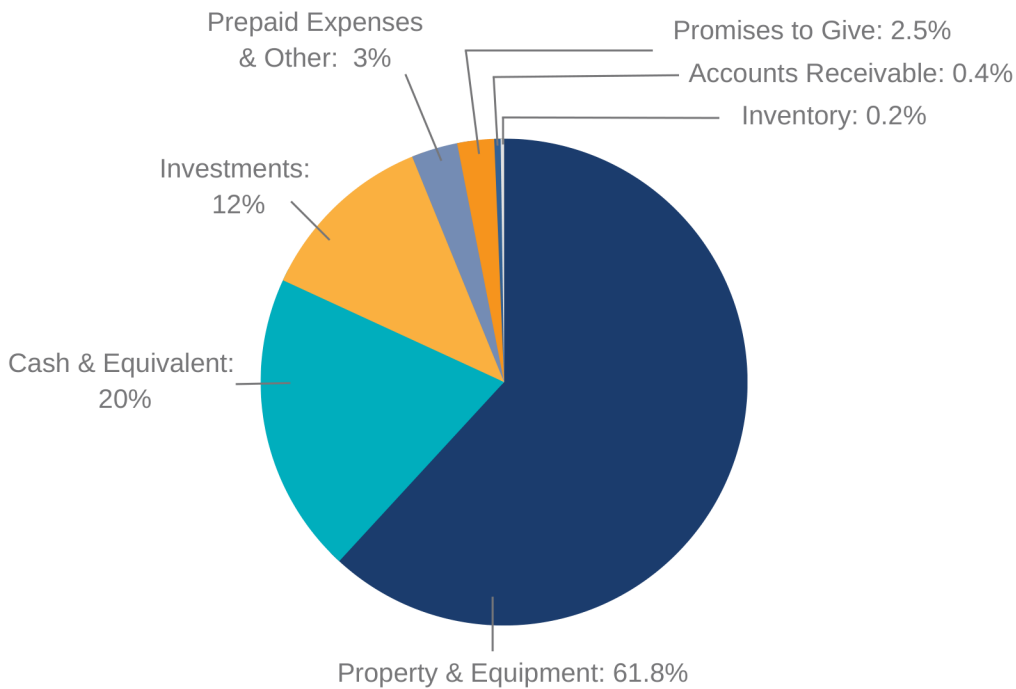
On April 22, 2022 CMA hosted its inaugural Imagination Ball at The Stave Room at American Spirit Works. The event raised over \$425,000 to support the Museum and our community outreach initiatives. The spectacular evening, curated by Richard Garner, honored Crown Media President and CEO Wonya Lucas with the inaugural Power of Play Award. Activities and entertainment included a spectacular live auction, hands-on interactives, and magical music from Okorie “OKCello” Johnson along with 9-year-old author Bailey Edwards.

Event Chair: Stephanie Blank

Presenting Sponsor



# FY22 FINANCIALS

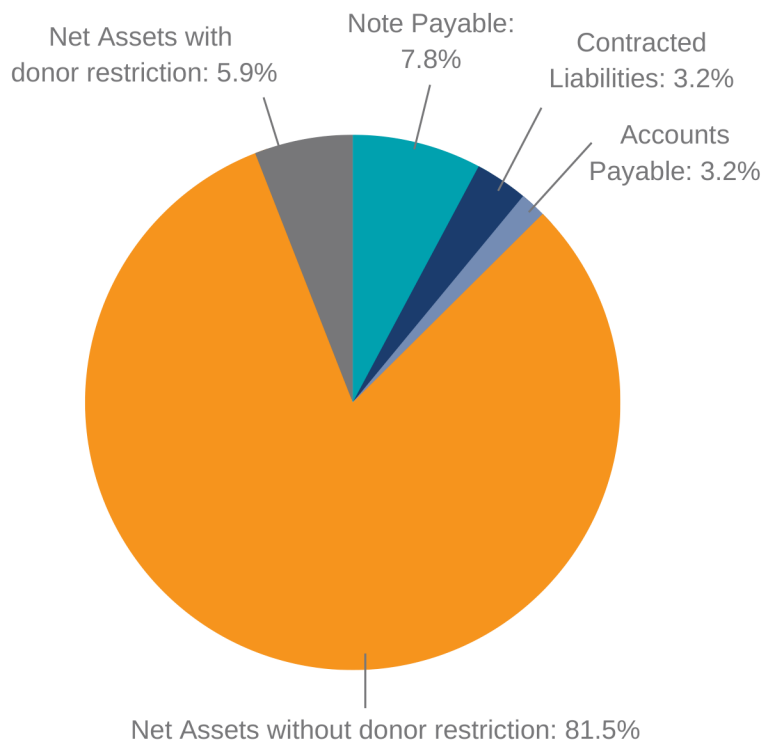


## ASSETS

- **Property & Equipment:** \$4,474,104
- **Cash & Equivalents:** \$1,449,040
- **Investments:** \$865,788
- **Prepaid Expenses & Other Assets:** \$222,292
- **Promises to Give:** \$176,971
- **Accounts Receivable:** \$30,561
- **Inventory:** \$16,206

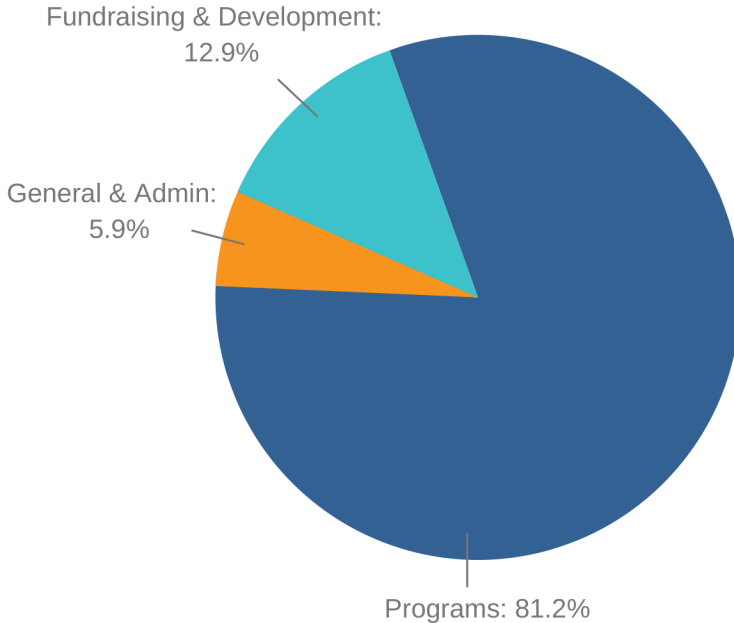
## LIABILITIES & NET ASSETS

- **Note Payable:** \$564,306
- **Contract liabilities:** \$230,345
- **Accounts Payable & Accrued Expenses:** \$113,732
- **Net Assets w/o donor restriction:** \$5,896,713
- **Net Assets w/ donor restriction:** \$429,866





# FY22 FINANCIALS

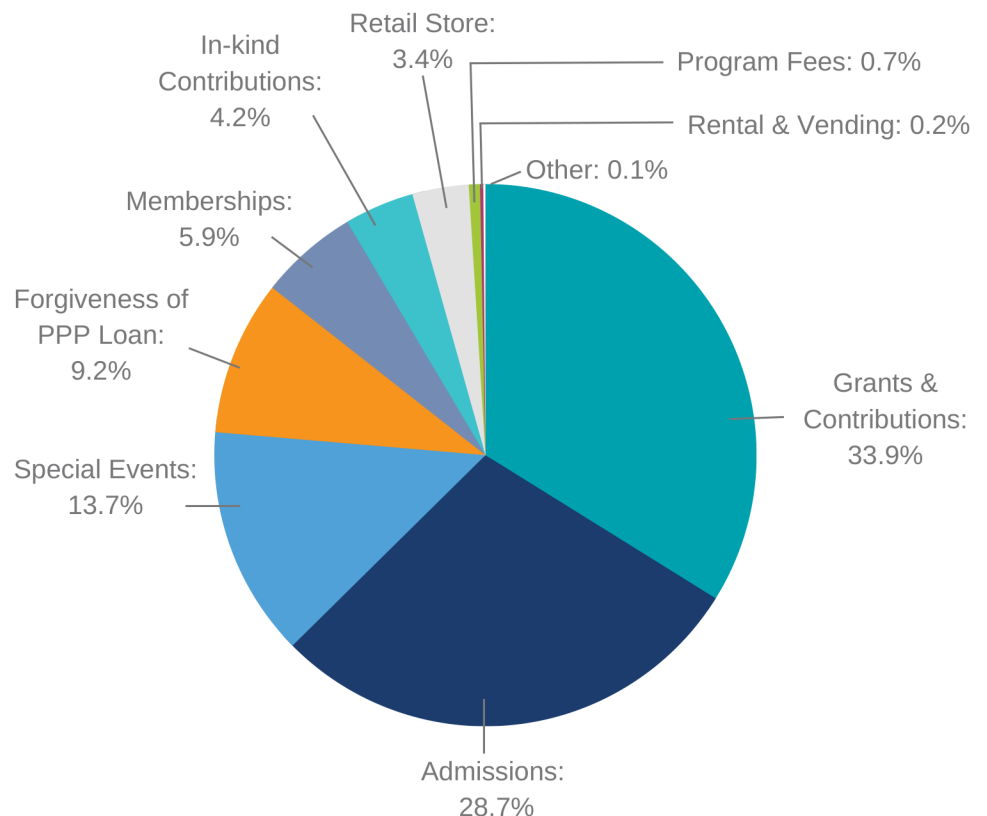


## EXPENSES

- Programs: \$3,223,194
- General & Administrative: \$234,080
- Fundraising & Development: \$513,797

## PUBLIC SUPPORT & REVENUE

- Grants & Contributions: \$1,567,811
- Admissions: \$1,331,177
- Special Event Income: \$636,689
- Forgiveness of PPP Loan: \$428,098
- Memberships: \$272,557
- In-kind Contributions: \$192,962
- Retail Store: \$155,767
- Program Fees: \$30,608
- Rentals and Vending: \$9,036
- Other: \$5,974
- Loss on investment: -\$50,297



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# THANK YOU TO THOSE DONORS WHO HELPED US BUILD A BRIDGE TO THE FUTURE

In July 2020, the Bridge to the Future Campaign was launched in response to the effects of the COVID-19 pandemic's impact on our organization. CMA greatly appreciates the following corporations, foundations, and individuals who ensured that CMA not only survived the pandemic but emerged able to expand and deepen our impact in the community.

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Andrea and Ned Montag  
Valerie Montgomery Rice  
Novelis Corporation  
Kristen and Brad Phelps  
Shama and Chirag Shah  
Jamie Theriot

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Casey and Ryan Rivera  
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Children's Museum  
of Atlanta

For more information please contact  
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