



Children's Museum  
of Atlanta

**FY23  
ANNUAL  
REPORT**

# FY23 BY THE NUMBERS



**3.6  
Million**

Visitors welcomed  
since 2003



**Over  
184,000**

Visitors welcomed  
in FY23



**Over  
80%**

Visitors surveyed  
stating they were  
“delighted” or  
“satisfied” with  
their visit



**More  
than  
175**

Unique story,  
science and  
performance  
programs in the  
Museum



**over  
16,000**

Visitors  
accessed  
free or  
reduced tickets



**Over  
10,000**

engaged  
through  
CMA's  
outreach  
programs



**Over  
90%**

Educators and  
caregivers  
expressed that CMA  
training programs  
made them feel  
better prepared to  
support their  
child(ren)

Dear Friends and Supporters,

As we reflect on the past year, we are thrilled to share the highlights of our journey at the Children's Museum of Atlanta. Our mission remains unwavering: to change the world by sparking every child's imagination, sense of discovery and learning through the power of play. In fiscal year 2022-23, we continued to make strides toward achieving this goal, and we are excited to share those insights with you through our FY23 annual report.

We welcomed over 184,000 visitors, a remarkable 54% increase from the previous year. Families, educators, and curious minds explored our exhibits, creating memories that will last a lifetime.

Our commitment to innovation led us to unveil exciting new exhibits. From the Step Up to Science, where kids learned to be hands-on with STEM, to Jim Henson's Splash and Bubbles exhibit, which featured aquatic learning, we encouraged creativity, curiosity, and emotional intelligence.

We continued to serve long-time community partners by providing the power of play via outreach programs. In FY23, CMA expanded its reach, continuing to realize the goal of reaching all children no matter their circumstances. And we're proud to say that our community outreach programs have reached over 275,000 people over the last decade. Thank you for being part of our vibrant community. Together, we continue to create a space where children can dream, discover, and thrive.

With gratitude,



Edwin Link, Executive Director



# OUTREACH PROGRAMS



## Connected Learning Connected Communities

Created in 2007, CLCC is an in-depth, community-based outreach program that works with the influential entities in a child's life — parents, schools, and neighborhoods — to support children's literacy and nutrition.



## Distance Learning Across Communities

Having received a competitive grant from the federal Institute of Museum and Library Sciences (IMLS), CMA provided literacy programming through high-quality virtual experiences to young children across Georgia, and studied its effects on learning outcomes.



## Mobile Learning Spaces

CMA's Mobile Learning Spaces provides equitable access to literacy-based activities for children ages 0-5. In partnership with United Way of Greater Atlanta and local libraries and community organizations, CMA served children and caregivers across four Georgia counties in FY23.



## Spread the Word

Spread the Word workshops provide caregivers and educators with strategies to support children's language and literacy development. In FY23, CMA brought this educational enrichment programming to some of Atlanta's most historically underserved communities.

# PLAY FOR ALL



## Family Free Day

Four times a year, the Museum 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.

**5,498**

Tickets reserved for Family Free Days in FY23



## Sensory Friendly Playtime

CMA offers special, sensory friendly sessions for families with children on the autism spectrum or with sensory processing disorders.

**2,248**

Children and caregivers attended Sensory Friendly Playtime in FY23



## Access It!

Access It! provides free and subsidized admission to the Museum, primarily for children attending Title I schools.

**2,136**

Children and caregivers accessed free and subsidized admission through Access It! in FY23

Presented By:



Supported By:



## United Nations of Play & Celebrate! programming

CMA delivers exceptional cultural programming throughout the year through both the Celebrate! cultural exploration series and its culmination, United Nations of Play. This programming provides diverse cultural experiences tied to a global community through traditions and events.

Made possible with support from:



# ONE-OF-A-KIND PLAY Featured Exhibits



June 11, 2022-  
September 5, 2022

September 24 2022-  
January 8, 2023

We stepped into the world of Wild Kratts to explore the secret lives of amazing creatures in this brand-new exhibit. Guests were immersed in animal habitats from around the globe, discovered incredible creature powers, and went on a mission to foil the villains' nefarious plans.

The heroic Paw Patrol pups needed guests help in Adventure Bay! Families joined Marshall, Chase, Skye, Rubble, Everest, Rocky, Zuma, and Tracker as they explored their unique abilities, overcame challenges, and helped friends. There was no job too big and no pup too small!

Wild Kratts® © 2022 Kratt Brothers Company Ltd. / 9 Story Media Group Inc. Wild Kratts® and Creature Power® are owned by Kratt Brothers Company Ltd.

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# ONE-OF-A-KIND PLAY Featured Exhibits



January 21, 2023-  
April 30, 2023

May 13 2023-  
September 4, 2023

We dove into the incredible world of ocean exploration in this early childhood STEM-based exhibit. Based on The Jim Henson Company and Herschend Entertainment Studios PBS Kids TV series “Splash and Bubbles.”

Guests explored the antics of Shaun the Sheep and his pals on Mossy Bottom Farm, brought to life through dramatic play and interactive opportunities.

*Splash and Bubbles: Dive In, Lead a Fin!* is made possible thanks to generous support from Tim and Elizabeth Swank and Graybar Foundation and was developed by The Magic House in collaboration with The Jim Henson Company and Herschend Studios.

© and TM Aardman Animations LTD 2023. All Rights Reserved. Shaun the Sheep (word mark) and the character 'Shaun the Sheep' © and TM Aardman Animations Limited. Shaun the Sheep: Flock This Way!™ was created by Minnesota Children's Museum.

Made possible with support from:

Made possible with support from:



# GROWN UP FUN

## Special Events



Children's Museum  
of Atlanta



Presenting  
Sponsor



imagination  
Ball



### **Tournament for PLAY**

August 29, 2022

This year, we celebrated our 10th annual Tournament for PLAY. On Monday, August 29, 2022, we welcomed 120 golfers to Peachtree Golf Club. The tournament raised over \$240,000 to support CMA's mission, extending our reach to help more children learn and discover through the power of play.

Event Chair: Eddie Meyers  
Presenting Sponsor: PNC

### **Imagination Ball**

March 18, 2023

CMA hosted our annual gala on March 18, 2023, raising over \$420,000 to support the Museum and its community outreach initiatives. We honored the community service and advocacy of Allegra Lawrence Hardy, and celebrated together with a live auction, dinner, performances, and characters from Neverland who reminded all of us that you never truly have to grow up.

Event Chairs: Jason Esteves  
and John Jackson  
Presenting Sponsor: Georgia Power

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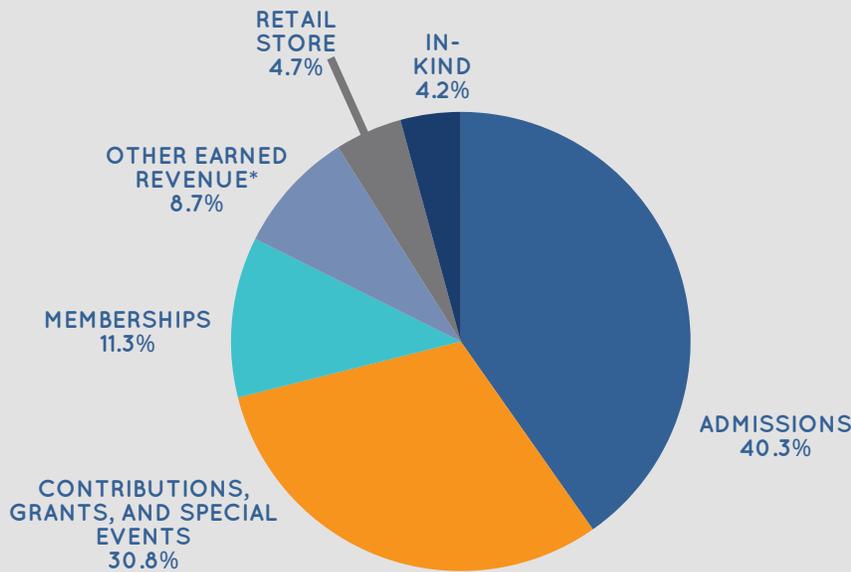
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\*Board Member names and affiliations are accurate as of the end of FY23, June 30, 2023.

# FY23 FINANCIALS



## REVENUE

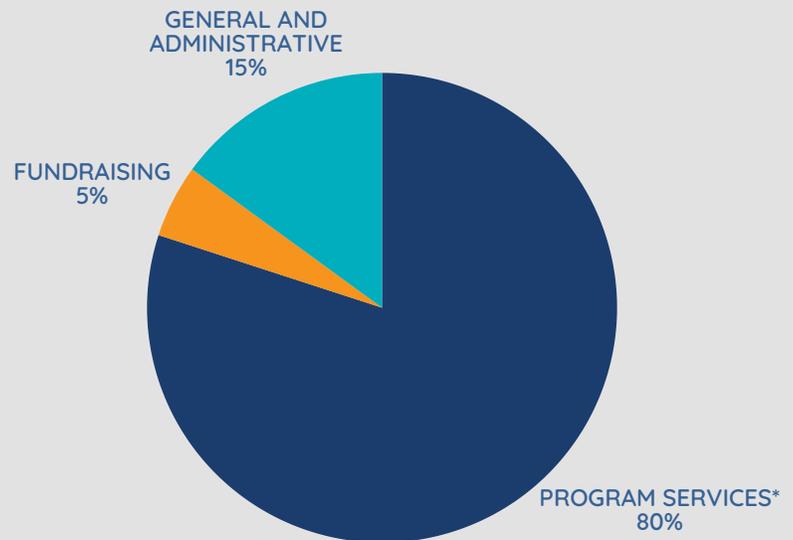
Total revenue for fiscal year 2022-23: **\$4,607,982**

*\*Other earned revenue includes investment income, program fees, facility rental, and vending.*

## EXPENSES

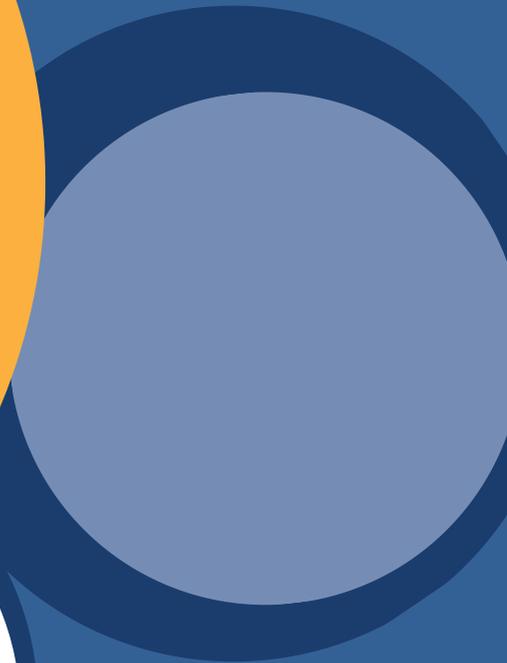
Total expenses for fiscal year 2022-23: **\$4,791,566**

*\*Program services include museum, education, and outreach programs.*



Fiscal year 2022-23 at Children’s Museum of Atlanta produced a strong financial picture, including renewed investments from the community and a rise in earned income driven by the return of demand for admission after a decrease during the pandemic. As of June 30, 2023, CMA held \$7,231,107 total net assets. We own our space at 275 Centennial Olympic Park Drive in Atlanta, and the bulk of our assets are tied to the building and its exhibits; of the approximately \$7.2 million in assets, 60% were tied to property and 22%, or approximately \$1.5 million, were in cash or cash equivalents. Also as of June 30, 2023, the Museum held \$1,088,112 in total liabilities, of which 50% was the note payable from a loan incurred in previous fiscal years to fund operating expenses.

Children’s Museum of Atlanta is a people-powered nonprofit organization; more than 48% of our annual expenses were invested in our personnel. The Museum showed strong performance against revenue goals; the modest net loss for the fiscal year, reflected on the balance sheet, was driven by a successful Bridge to the Future campaign which included significant restricted funds raised previously but spent in this fiscal year.



Children's Museum  
of Atlanta