



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,

A stylized, handwritten signature in black ink, appearing to read 'Edwin Link'.

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

Presented By:



Supported By:



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



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:



NATIONAL
ENDOWMENT
FOR THE
HUMANITIES



ONE-OF-A-KIND PLAY

Featured Exhibits



June 11, 2022-
September 5, 2022

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.

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



Produced by

CHILDREN'S
MUSEUM
INDIANAPOLIS

September 24 2022-
January 8, 2023

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!

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ONE-OF-A-KIND PLAY

Featured Exhibits

Jim Henson's™
**SPLASH
AND
BUBBLES™**
DIVE IN, LEND A FIN!

Presented
in partnership with
Jim Henson
THE JIM HENSON COMPANY
HERSCHEID
ENTERTAINMENT STUDIOS



Presented
nationally by
The Magic House
St. Louis Children's Museum

January 21, 2023-
April 30, 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."

Splash and Bubbles: Dive In, Lend 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.

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May 13 2023-
September 4, 2023

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

© 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.

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GROWN UP FUN

Special Events



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

Presenting
Sponsor



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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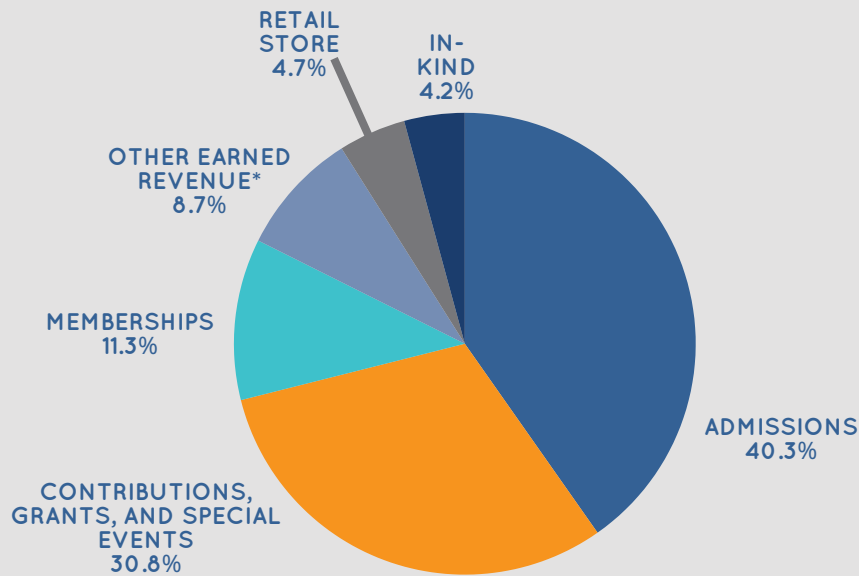
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FY23 FINANCIALS



REVENUE

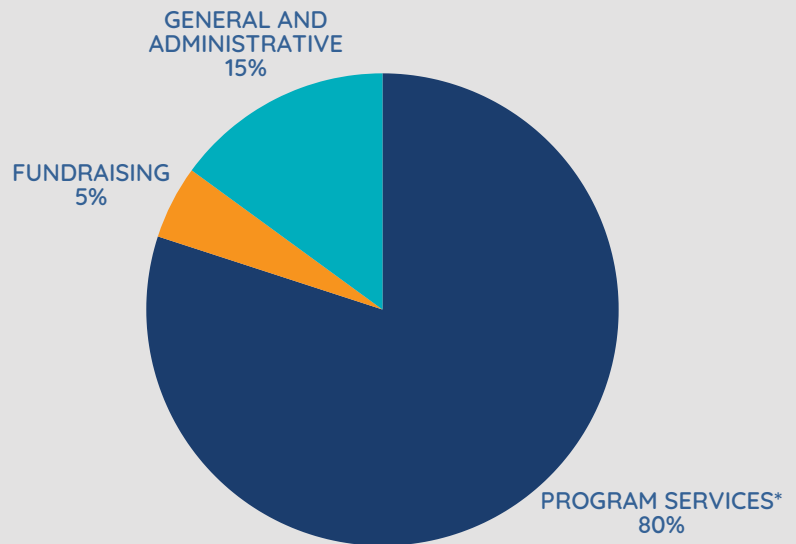
Total revenue for fiscal year 2022-23: **\$4,607,982**

**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

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