



Children's Museum
of Atlanta



FY24 Annual Report



Dear Friends,

Children's Museum of Atlanta is proud of our vital role as a trusted educational resource for caregivers and a beacon of joy and discovery for children throughout the metro Atlanta region. In Fiscal Year 2024, we invested in new ways to serve our community, providing playful learning for hundreds of thousands across our region.

This year, our commitment to access reached new heights with the launch of our Museums for All program. Launched in February 2024, this initiative provided deeply discounted admission to 12,585 guests in its first five months alone. Museums for All complements our existing Access It! and Family Free Day programs, reinforcing our belief that every family deserves high-quality educational experiences, regardless of their financial circumstances.

The numbers tell a compelling story: we welcomed over 180,000 visitors this year and extended our impact well beyond our walls, reaching nearly 13,000 caregivers and children. Our numbers also included incredible outcomes for the children we serve. In partnership with Georgia State University's Urban Child Study Center, our Distance Learning Across Communities study showed that students whose teachers implemented our lesson plans achieved vocabulary recognition rates exceeding 75%. This research presents an exciting validation of our innovative approaches to early childhood education and our ability to make a meaningful difference in children's literacy development in historically underserved communities across our state.

While we take pride in these achievements, FY24 also laid the groundwork for an even stronger future. We finalized an ambitious five-year strategic plan with a bold goal: to grow our reach to over one million children and adults, preparing children to excel in life and school through the power of play. This vision demands that we continue expanding access, reimagine how our museum creates moments of joy and learning, and remain adaptable to our community's evolving needs. As we look ahead, we are more committed than ever to serving as an expert educational resource and valuable community institution.

None of this would be possible without our staff's dedication, our board's guidance, our donors' support, and the trust of the families we serve. Together, we are building a stronger, more inclusive museum that will impact future generations.

Stay tuned for more exciting developments as we embark on this transformative journey.

Thank You,

A stylized, handwritten signature in dark ink.

Edwin Link
Executive Director

A stylized, handwritten signature in dark ink.

Serena Levy
Chairperson, Board of Directors

BY THE NUMBERS

**3.7
Million**

Visitors welcomed
since 2003

**Over
178,000**

Visitors welcomed
in FY24

**Over
13,000**

Guests engaged
through Outreach and
On-The-Go programs

91%

Of visitors agree
the Museum is
educational
and fun

**More
than
175**

Unique story, science
and performance
programs in the
Museum

**Over
33,000**

Visitors accessed free
or reduced tickets,
including over 20,000
through our Access
programming

**Over
10,000**

Visited through
field trips

**Over
95%**

Educators and
caregivers felt CMA
training better
prepared them to
support their child(ren)

1,100

Students in 67
classrooms reached
through Museum
On-The-Go

EXHIBITS



Four engaging traveling exhibits offered immersive hands-on play in the Museum in FY24. Encouraging problem-solving, experimentation, creativity, and connection, the exhibits offered families countless ways to play and grow together.



Shaun the Sheep

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

Emotions at Play

Families dug into their feelings to learn the important role emotions, memory, and imagination play in their lives.

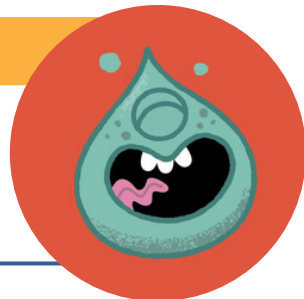


Outside the Box

Developed in-house, this exhibit provided the raw materials (cardboard boxes of all sizes) to fuel “outside the box” thought, design, innovation, and exploration.

Animationland

Families experimented with animation basics like sketching, storyboarding, stop-motion, and sound effects to create their own stories and practice art and science skills.



Thank you to our FY24 exhibit sponsors.



PRATT
INDUSTRIES



Publix Super Markets
Charities



STRONG⁴LIFE



Children's
Healthcare of Atlanta

In FY24 we welcomed 21 community partners to the Museum to share their dances, expertise, songs, stories, and traditions with young children and their families. Hosting our partners in the Museum invites kids to explore and enjoy the vibrance of Atlanta's many communities and encourages pride in our incredible city. In FY24 we hosted:

Alma Mexicana

Atlanta Chinese Dance Company

Atlanta Gay Men's Chorus

Athens Tango Project

Beza Tadesse - Musician

Canine Companions

Darby Guinn - Choreographer

Getachew Engedawork - Musician

Hana Stepanek - Dancer

Ismaili Civic

The Japan America Society of Georgia

Jules Premus - Artist

Kahaaniya for Kids

Maculelê-Capoeira

Markell Williams - Actor

Melissa Nord - Meteorologist

Michael Levine - Musician

Mirai Kanai - Taiko Drummer

Peachtree Puppets

PJ Library

TeMika Grooms - Illustrator

PARTNERSHIPS





OUTREACH

From our founding as “a museum without walls,” CMA has held a deeply ingrained commitment to support our communities by bringing programming to the classrooms, community centers, and families who need us most. Our FY24 suite of outreach programs included:



Connected Learning, Connected Communities (CLCC), our flagship outreach program, which offers place-based support and playful learning to children in seven of Atlanta’s historically underserved neighborhoods



Distance Learning Across Communities, CLCC’s virtual learning counterpart for rural areas in Georgia



Spread the Word, our educator and caregiver training program which supported 80 educators and caregivers from CLCC classrooms and families in FY24



And **Mobile Learning Spaces**, which provides educational enrichment for families with young children in non-traditional spaces like public libraries, in partnership with United Way of Greater Atlanta

GSU Study Shows Powerful Results

In Fiscal Year 2024, CMA concluded our Distance Learning Across Communities (DLAC) project. Funded by the prestigious Museums for America grant program from the federal Institute of Museum and Library Services, DLAC was initiated at the height of the COVID-19 pandemic. Expanding the work we have been doing for over 15 years in the Connected Learning Connected Communities (CLCC) program, DLAC provided literacy, language, and health education programming in 85 classrooms across Georgia. Recently, Georgia State University's Urban Child Study Center released findings from a study highlighting the impact of these outreach efforts. The research tracked both expressive (spoken) and receptive (understanding) vocabulary acquisition of key Tier 2 vocabulary words, which are more sophisticated, high-frequency words – like “analyze,” “describe” or “compare.” **Students in classrooms using the CLCC virtual lesson plans achieved a Tier 2 vocabulary recognition rate surpassing a stunning 75 percent.** These remarkable results demonstrate the program's effectiveness in delivering high-quality instruction that supports language development.



DLAC



COMMITMENT TO ACCESS

Children's Museum of Atlanta is committed to increasing the number of children who can access play-based learning experiences, regardless of their circumstances. Through several distinct programs, the Museum's strategies mitigate the financial, social, and cultural barriers that prevent children and their adult caregivers from benefitting from the Museum's many offerings.

12,585

Guests served
in FY24

Museums for All

New in FY24

Through Museums for All, museums provide free or reduced admission to guests receiving food assistance; CMA offers \$5 admission for SNAP benefits recipients.

5,412

Served in FY24

Family Free Days

Four times a year, CMA opens its doors free of charge, with priority reservations for families served by our outreach programs.

2,894

Served in FY24

Access It!

Provides subsidized admission to the Museum, primarily for children attending Title I schools.

501

Guests served
in FY24

Sensory Friendly Playtime

Provides a sensory-modified museum experience, including lower sound and light levels, so that guests with sensory processing needs feel more comfortable and welcomed.

OUR SUPPORTERS

Visionary

American Honda Motor Co., Inc.
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Troutman Pepper

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Kimberly and David Ball
Elizabeth and Bruce Beckert
Beyond The Resource
Katherine and David Bowlin
Lisa and Robert Dimson
Lizzie and Brandon Duany
Framework Homeownership
Chanel Frazier
Desiree and Bill Gregory
Brooke Harrison Rea and
Kyle Rea
Karyn Heavenrich and
William Alexander
Yglesias Hollins

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Adventurer cont.

Julia Houston
Amy and Casey Jones
Lauren and Brad Koontz
Emily and Bill Leopold
Kathleen and Edwin Link
Wonya Lucas
Dr. Marissa Pace
Anna and Austin Padgett
William Pate
Anh Tran
Dr. Tameeka Walker and
Ludlow Walker

Holly and Jake Wise

Innovator

Farah Ali and Ali Khan
Mohammad
Hannah Basinger
LaKisha and Jayson Burns
Stephanie Buzzell
Halli Cohn and Rich Warren
Christina Costello
Robin and David Edwards
Molly and Dane Hinton

Tanya LaTore and

Njeri Nginyo
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Rachel and Ben Miller
Reponzell Morris
Sierra and Demond Nash
James and Sonya Parker
Kristin and Jeff Pierce
Alison Tringale
Chelsea Turner
Kathy Waller and
Kenneth Goggins
Dr. Brian Williams

SPECIAL EVENTS



Imagination Ball

Over \$1,000,000 has been raised at Imagination Ball since its inception in 2021. Our March 23, 2024 event honored Brenda Reid with the Power of Play award.

Tournament for PLAY

The 11th Annual Tournament for PLAY raised \$225,000 and hosted more than 120 golfers. Proceeds support educational exhibits and community outreach.



Thank you to our FY24 Imagination Ball
presenting sponsor:

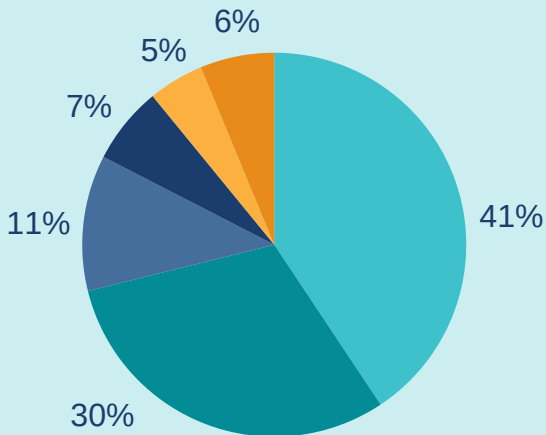


Thank you to our FY24 Tournament for
PLAY presenting sponsor:



FINANCIALS

REVENUE



- Admissions
- Memberships
- In-kind
- Retail Store
- Community Support*
- Other earned**

Total revenue for Fiscal Year 2024:
\$4,338,426

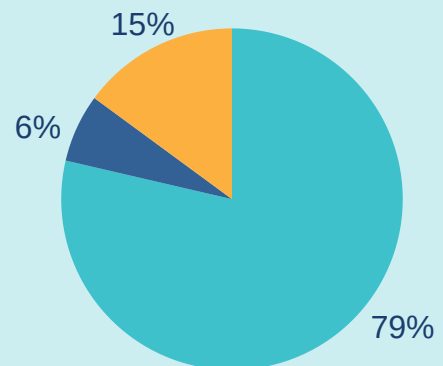
**Community Support includes contributions, grants, and special events.*

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

EXPENSE

- Program Services
- General & Administrative
- Fundraising

Total expense for Fiscal Year 2024:
\$5,097,502



Fiscal year 2024 at Children's Museum of Atlanta produced over \$4.6 million in revenue thanks to strong investment performance, earned revenue, and community support. FY24 saw a revenue shortfall due to a combination of factors, including funds spent to update museum exhibits that were raised in previous years and higher projections for the revenue budget due to increases experienced in FY23 that were not sustained in FY24. CMA managed the shortfall by adjusting planned expenses and by pulling on reserve funds in order to continue to maintain our current level of service and meet all FY24 programmatic goals. Additionally, as a people-powered nonprofit organization, CMA is proud to note that more than 50% of our annual expenses were invested in our personnel.

As of June 30, 2024, the Museum held \$936,504 in total liabilities, of which 36% was the note payable from a loan incurred in previous fiscal years to fund operating expenses; in FY24, CMA refinanced the note to significantly decrease the balance. Also as of June 30, 2024, CMA held \$6,370,423 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 \$6.4 million in assets, 65% are tied to property, and 21%, or approximately \$1.4 million are in cash and cash equivalents.

LEADERSHIP

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