Dear Friends,

This is a truly remarkable time. In our 32nd year, we saw record-setting attendance, created an extremely successful blockbuster exhibit and confirmed our national reputation as a leader in the museum field. Perhaps what is most exciting about these accomplishments is the knowledge that they translate to real impact in the lives of children. Every day we hear stories about the joy, creativity and curiosity that the Museum inspires. Recently, Jane Werner shared a story that illuminates the often unseen work the Children’s Museum does that deeply impacts our community (see sidebar). In this “Storytelling” report, it seems fitting to share this story with you.

Jane’s story typifies what the Children’s Museum does each day. We help parents envision the future by helping them see their child’s capabilities—and maybe even their own. We help educators to support their students by leveraging hands-on learning. We connect with our community to create a vibrant, flourishing environment to live and visit.

In these pages, you will hear more stories that bring to life the work the Museum does to create innovative museum experiences. Musings from families that visited our Very Eric Carle exhibit to a conversation with Marvin, our 14-year-old Volunteer. These stories—told by YOU—our supporters, partners, staff and volunteers, highlight some of the memorable moments of the year, but perhaps, more importantly, they humble and inspire us.

I hope that you enjoy reading them as much as I did. We are so grateful to our friend Larry Berger and The Saturday Light Brigade for conducting the interviews featured throughout this report.

And, thank you to each of you for your unwavering support of the Children’s Museum of Pittsburgh. Your partnership helps us to meet our mission to provide innovative museum experiences that inspire joy, creativity and curiosity.

Jennifer Broadhurst
President, Board of Directors

Hope

In the midst of a busy week at the Museum, I became acutely aware of the reason why we do the things we do. My husband and I attended a celebration in the new makerspace the Children’s Museum launched in the Uptown Lofts, an apartment building built by ACTION-Housing for young adults who have aged out of the foster care system. The party was part craft workshop and part eating extravaganza. The residents were working in their very own makerspace, which they designed over the past year with the help of our Teaching Artists. In this amazing space, young adults can learn to sew, silkscreen, make jewelry and much more. The silk-screened T-shirts were wonderful, the wood-burned earrings were lovely and I learned how to make aprons out of old shirts. But even more valuable were the conversations. These men and women have not had easy lives, yet they were making gifts for friends, talking about what they learned through making and creating ideas about what they want to make next. They were envisioning their future. They had hope.

Jane Werner
Executive Director
this past year marked the busiest year in our history

276,189 children and families visited the Museum

34,594 underserved children, families and schools visited the Museum through our Museums for All program

44,544 children and families were reached outside the Museum through community outreach
Chatón Turner and her daughter, five-year-old Neema, are Children’s Museum members and experts on play!

**Chatón Turner:** Neema started visiting the Children’s Museum when she was about a year old and then when she turned 18 months, she started going to Tot Time with Miss Yvonne. We were very pleased with Tot Time. Miss Yvonne is so engaging. Neema enjoyed the songs, the dancing and she really liked the snacks.

**Q:** I’m curious if Yvonne was able to help you learn more about child development and motherhood?

**Chatón:** Absolutely. Miss Yvonne taught me about pushing the limits with what a toddler could do. She really helped us encourage Neema to try some new things at home.

**Q:** Neema, what do you like to do at the Museum?

**Neema:** Play, play, play, play, play...

**Q:** Let me ask your mom, what does the Museum mean to you?

**Chatón:** She learns a lot at the Museum. She really enjoys the MAKESHOP, and she also comes alive when she’s on the stage in the Theatre. I think the Children’s Museum is an incredible, incredible resource for the community because it disguises learning as fun. The kids end up retaining things that they don’t necessarily even realize.

**Q:** What is your most favorite part of the Museum?

**Chatón:** One of the ways that we actually support the Museum is through donating money and supporting the events that they have. One of our favorite things to do has been attending the member Halloween party. That is such a well done event because it gives you a safe place to bring the kids and to allow them to experience the joy of Halloween.

**Chatón Turner, Andre Smith, Roman and Neema**
We are honored to be a partner with the Children’s Museum on this project, and I have appreciated their leadership in bringing it together with tangible outcomes that the field can benefit from in the future. Makerspaces are engaging the public, especially young people, because the making activities themselves are very approachable. They’re playful, they’re whimsical, they’re artful. It overcomes barriers to more complicated topics like STEM science technology, engineering and math. It brings together a mix of people, people who are interested in inventing, designing, engineering, programming, tinkering and crafting. It brings them all together into a movement that celebrates the

Our partnership with ACTION-Housing is made possible through the generous support of the Institute of Museum and Library Services, with additional support from David and Nancy Malone.

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whole informal, self-directed, collaborative learning process.

Several years ago, the Children’s Museum was awarded IMLS’ National Medal for Museum and Library Service, which honors outstanding institutions that make significant and exceptional contributions to their communities. We continue to be impressed by the Museum and their work with the local community. Right now, we are working together to help position museums and libraries as what we call “community anchors”—organizations that can become an essential part of sustainable communities and help with comprehensive community revitalization. The Children’s Museum of Pittsburgh continues to be a wonderful model of what can be accomplished by museums as community anchors.

I think for IMLS, the maker movement builds on a lot of the work that we’ve done with something called 21st century skills. We have put a lot of time and energy into identifying the kinds of skills that are necessary for success in a new century and how museums and libraries can contribute to these things like creativity, critical thinking and collaboration. Everyone I work with at the Children’s Museum brings a lot of enthusiasm and energy to their work. They approach everything with a great deal of care and thoughtfulness. They bring fun into the workplace. You do not find that everywhere. That makes for a really strong partnership.”

Henry Dragenflo, MAKESHOP Teaching Artist

Years in the MAKESHOP: Two
Favorite Thing to Make:
Things I’ve never made before!
Inspiration in Making: My wife
Favorite Maker Moment:
I brought the silkscreen beds to the new makerspace at ACTION-Housing for the first time to show the residents the process of making stencils to eventually make prints. One of the residents made a simple sketch and used it to make screen prints. When he saw the finished product, he was very enthusiastic and ran up to his room to retrieve some of his personal drawings, turning them into stencils. It was clear to me that he saw how making could bring his ideas to life.

Why Makerspaces Matter:
I think that the ACTION-Housing makerspace gives residents a way to not only express themselves, but to grow personally. Making allows them to be confident in their ideas and their ability to design a project and see it through.
“One of the things that really struck me was the way that people use the Museum as their own place to explore. There is a very holistic approach at the Museum for visitors to interact in lots of ways and in an organic way. It was really important to me to create something that was accessible and interesting.”

– Lindsay Packer, 2015 Tough Artist, Creator of Prism Palace (pictured above)

“IS IT GOING TO HOLD UP?”

In its 9th year, our Tough Art artist residency program engaged four artists to create interactive art pieces that would be accessible to the Museum’s child audience. During the summer residency, artists developed pieces that were “tough” enough to withstand the play of visitors. Tough Artist Jenna Boyles (Space Sheep, pictured above and below) talked with us about how she became familiar with asking herself, “Is it going to hold up?”

“You hope that nothing breaks. You think ahead about how it could be as safe as possible,” says Jenna, student at the School of the Art Institute of Chicago. She created Space Sheep, a giant, immersive sheep made entirely out of recycled materials, which featured an interactive control panel inside for children to activate space travel.

Jenna recalls the most gratifying moments of her residency were “to see kids actually in [the sheep] pretending they were blasting off or flying to the moon.” Of the Tough Art residency, she said, “It is crucial that children see the type of work that is an actual art installation created by artists. Asking ourselves, how can we create art that is going to help them grow? How can we use that piece to talk about what is important to them? There is a value of learning experiences through artwork—it’s play that happens, but there is a lot of learning that can happen when you are engaged in that wondering.”
Board of Directors member Brett Randall and his wife Jana live in Ohio Township with their four children, Morgan (age 4), Zoey and Jackson (age 2) and Simon (14 months). As Museum members, the entire Randall family is seasoned in planning fun trips to the Children’s Museum. Read more about what Brett and Jana love most about a fun-filled day at the Museum.

Q: What do your children say when they realize you are bringing them to the Children's Museum?

Jana Randall: I’ll sit them down [in the morning] and say, “I have a great idea. Why don’t we go the Children’s Museum today?” Inevitably, I get the cheering, jumping up and down saying, “I love the Children’s Museum!” They get so thrilled and excited. I never have as much help getting ready, dressed and out the door as when I [tell] them we are coming down here. It is always a challenge getting four kids ready, but they’re so excited that they really help me and they can’t wait to [go].

Q: How do you plan your typical Museum visit?

Jana: We have a map in our head as to what we’re going to do when we arrive. It’s always nice to go to the Studio first so that at the end of our visit, the paintings we did are dried and ready to take home. Then, we do the climbing wall (burn off a little bit of energy). They just had a little creative time, so now, it’s a good time to do some physical activity. Then, we’ll go into the MAKESHOP and get that engineering and technology side going. Then, we work our way down through the [Attic] with the slide and puppets, which is fun physical activity and interactive play. Then, we always go to the Garage next, do the slides in there, the climbing ropes, the ball drops. Last, we head over to the room with the traveling exhibits and then we go upstairs and end the day at the [Nursery]. If it is open, we visit Waterplay, and then we have lunch.

Q: Why is it important to bring your children to the Museum?

Brett Randall: We see two core reasons. One, [our children] have an absolute blast. They love it here. You love to see your children enjoying themselves. But, the other thing is the educational factors, like the creativity that the Museum sparks in the kids. The combination of the joy and creativity is why we bring them here.

Jana: I grew up with the Children’s Museum being in an old post office. To see the expansions over the years has just been wonderful. It is something that I plan to do with our children all the way through their teenage years.

Happily Ever After
The Children’s Museum is host to many events and weddings throughout the year. Here is one couple’s take on sharing their special day with us:

“We are both enamored of the Children’s Museum. Everything about the Children’s Museum represents us as a couple. We really love the spirited and artistic atmosphere of the entire Museum. We especially love the amazing art installations that served as a backdrop to our wedding. Although we live out of town, we will definitely bring our new baby daughter, Marin, to the Children’s Museum when we visit Pittsburgh. The Museum is such a creative and engaging place for kids of all ages. It will be extra special for Marin to visit the Museum since we were married here and we can tell her stories of our wedding day.”

Connie and Dan Chiueh
July 12, 2014
At 14 years old, Marvin Reed, an 8th grade student at Holy Family Academy, has some unique responsibilities here at the Museum. Marvin is a part of our Volunteen program, and spends one day a week at the Museum assisting with Tot Time and showing our visitors around the Attic. Marvin is writing his own story with the help of Museum staff.

Q: Is there a part of the Museum that you especially like?

Marvin: The Attic. I am really into touring people if they have not been here before. I tell them what things are, so they won’t get nervous (there are paintings that look at you!). I think this place is awesome. If I have kids, I’ll bring them here all the time.

Q: Have you thought about what you might like to do when you get older?

Marvin: I would like to either work here or I want to be an engineer because I am good with my hands. I like to fix things. Anything I break, I usually try to fix and I am pretty good at it.

Q: Do you know about the word “mentor?” It is when an older person helps you, gives you advice and teaches you things. Has anybody here at the Museum helped you in that way?

Marvin: Yes. There are so many people. If I do something wrong, and I don’t know I do it, I usually go to them because they are older, and then they tell me [what to do]. I am pretty sure there are no other 14-year-olds [working here]. I think way differently than [typical] 14-year-olds.

Q: Do you think being a volunteer here has changed you?

Marvin: It changed me because I always thought work was really easy. Sometimes it’s not because sometimes it’s get really tiring. I have more understanding about what work is now.
The Children’s Museum serves as a community-based assessment site for ACHIEVA, a non-profit that provides job placement services, training and coaching for people with disabilities. The Museum welcomes individuals who are exploring career options, accompanied by an ACHIEVA staff member, to assess interests and aptitudes. In 2015, the Children’s Museum received an Excellence in Employment Award from ACHIEVA. Our staff member, Lori Seligman, sat down with her ACHIEVA job coach, Debbie Gregg, to share her story.

Lori: My name is Lori Seligman. I’ve been working here at the Children’s Museum for 17 years, and I really love my job.

Q: What do you help kids make?
Lori: Our activities in the Studio’s wet media change from week to week. A Museum Educator might say to a child, “Which color paint do you want [to use]? What I like to do, instead, is to say to them, “Do you want all three [colors]?” to make it more fun.

Q: You’ve devoted your life to working with children. Why is that important to you?
Lori: Because kids need to learn how to play and they need to learn how to learn.

Q: Have you developed relationships with the children or parents who you see year in and year out? Have you watched some children grow up?
Lori: Yes, I have. I have watched them grow up. It makes me feel very happy.

Q: You’re one of the hardest working people that I see day in and day out, and it’s clear to me that work is very important to you.

Debbie Gregg has been with ACHIEVA for 15 years and is a job coach to several of our staff members, including Lori. Debbie says, “We want to see our clients gain community-based employment because they have desires, wants and needs. They’re very good workers. Lori is one of many ACHIEVA success stories. Lori makes everybody feel so welcomed. She is like a poster girl for the Children’s Museum.”

Q: Community-based employment has many benefits. Can you describe why the Museum is such a good place for the people you work with to end up?
Debbie Gregg: Community-based employment is getting people out in the community. They are more aware of their surroundings. They get to be more articulate and more educated. At one time, it was unheard of having people [with disabilities] in the community but hopefully we are opening up the road. Our clients want to live independently.

This was such a wonderful event! I cried happy tears. My children (one with autism, one without) had an amazing time.”

– Parent

This work is made possible through support from Allegheny Regional Asset District, The Edith L. Trees Charitable Trust, the Beth Cohen Memorial Fund and the Howard and Nell E. Miller Foundation.
a very busy museum

RECORD-BREAKING CROWDS

Last summer, the Children’s Museum welcomed more than 100,000 children and families to step into the pages of beloved author Eric Carle’s colorful picture books through our newest hands-on exhibition, Very Eric Carle: A Very Hungry, Quiet, Lonely, Clumsy, Busy Exhibit. Organized in partnership with the The Eric Carle Museum of Picture Book Art, Very Eric Carle is based on Carle’s “very” books. Children and families learned about the story’s themes of hope, work, love, belonging and perseverance, while climbing through tall grass, weaving spider webs, experimenting with Eric Carle’s signature tissue-paper collage art-making process and following the caterpillar’s path to become a beautiful butterfly.

After record-breaking crowds in Pittsburgh, Very Eric Carle is on a cross country tour, traveling to 30 museums over the next ten years! A full list of locations is available on our website.

Very Eric Carle was made possible through the generous support of an anonymous donor, the Eden Hall Foundation, the Fisher Fund of The Pittsburgh Foundation, The Hillman Foundation and The Wherrett Memorial Fund of The Pittsburgh Foundation.
PARTNER PERSPECTIVE
Alix Kennedy, Executive Director of The Eric Carle Museum of Picture Book Art in Amherst, Massachusetts, and the Children’s Museum of Pittsburgh had discussed the idea of collaborating on a hands-on learning exhibition over the years. Both museums felt that Eric Carle’s timeless stories of friendship, creativity and imagination would provide a framework for the creation of an immersive and interactive physical environment for children to explore. In 2015, this became a reality with the creation of Very Eric Carle. Alix recently shared her perspective on bringing the exhibit to life.

Q: What is the importance of integrating storytelling into a museum setting?
Alix: Children—and adults!—thrive on stories. It’s hard for us now to imagine childhood without Winnie-the-Pooh, or Max and his Wild Things, or The Very Hungry Caterpillar! The artistry of these books gives children endless opportunities to learn, long before they are officially “reading.” We’re so proud to be working with the Children’s Museum, bringing these very visual stories to museums everywhere.

Q: The exhibit is currently booked as a rental to 30 museums over the next ten years. How important is the business development aspect of this project?
Alix: Jane Werner and I both felt strongly from the beginning that if we were going to create a big, complex, exhibit, it would need to have a life after its run in Pittsburgh. From a mission perspective, we were confident that we could create something wonderful, and we wanted to share that far and wide! Our teams collaborated on every detail of its development, and our two museums now share in the profits that are generated as it travels. We are grateful to the funders who made the building of the exhibit possible; because of them, this exhibit will benefit millions of children all over the country.

“Watching my somewhat conservative 6 and 3 year olds ‘flying’ around the exhibit with the butterfly wings with such free spirit and joy exuding from their little bodies was priceless. It was like they were living out their favorite story.”

“My son has high-functioning autism and is a sensory seeker. This exhibit is wonderful for him! He loves the grass, he loves jumping from the rocks and he loves climbing through the spider web.”
great night gala
The 2015 Great Friend of Children Award was presented to The Heinz Endowments for their commitment to improving the lives of children, youth and families in our region. Grant Oliphant, president of The Heinz Endowments, accepted the award at the Museum’s annual Great Night Gala. Gala Chairs Michael and Wanda McGarry skillfully raised a record-breaking $360,000 to support the Museum’s exhibits and programs. With Bob Sendall and Ali in Good Taste, the McGarrys crafted a colorful affair that attracted 400 supporters to honor The Heinz Endowments. The Museum caught up with Grant recently to get his impressions on the Museum’s relevance to our community.

Q: A lot of folks think that in this day and age museums are becoming less relevant and that kids get their sense of wonder from a screen. Do you have any thoughts about why museums are still vital to communities?

Grant Oliphant: We know that kids learn through a process of physical engagement, as well as through intellectual stimulation. Actively engaging in a physical space is as important as anything that they can ever get from a computer. On that level alone, I think that a museum would remain important. The Children’s Museum is a place for families and children to connect with each other and experience wonder, making and learning in a fun context where they can do it together. You just can’t do that online or through a screen.

Q: What is your favorite part of the Children’s Museum?

Grant Oliphant: What I love about the Museum today is the fact that it allows kids to touch, feel, build and create things. The focus on making is a terrific strength and important for kids in a world where they are being dragged more and more in front of computer screens and risk getting disconnected from what they can make with their own two hands. The Museum has grown and become more of a community presence. It really does not define itself just in terms of its own four walls. It is sort of a hub in the center of a community and what happens inside in the Museum radiates out into the community. There is a sense of connection with the surrounding area that feels inviting, warm and open. Somebody characterized the Children’s Museum to me not too long ago as always active and full of laughter. At its core, that would be, to me, what defines the Museum and its value.

I think the Children’s Museum is a physical expression of the community’s interest in a child’s capacity for wonder and an expression of how committed Pittsburgh is to being a great place for kids.

– Grant Oliphant
fiscal year 2015 financials

**INCOME**
- Contributed: $4,122,653
- Earned: $3,779,648
- Total: $7,902,301

**EXPENSES**
- Program: $4,283,138
- Capital Campaign: $84,649
- Special Projects: $1,374,084
- Support Services: $1,617,053
- Fundraising: $456,449
- Total: $7,815,373

- Contributed: 52.2%
- Earned: 47.8%

- Program: 54.8%
- Support Services: 20.7%
- Fundraising: 5.8%
- Capital Campaign: 1.1%
- Special Projects: 17.6%
Our story would not be made possible without the outstanding support of our friends, like you. Our sincerest thanks go to the following individuals, foundations, companies and government agencies. We are deeply grateful for your partnership!

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Four free admission days welcomed

10,199 children and families this year

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