



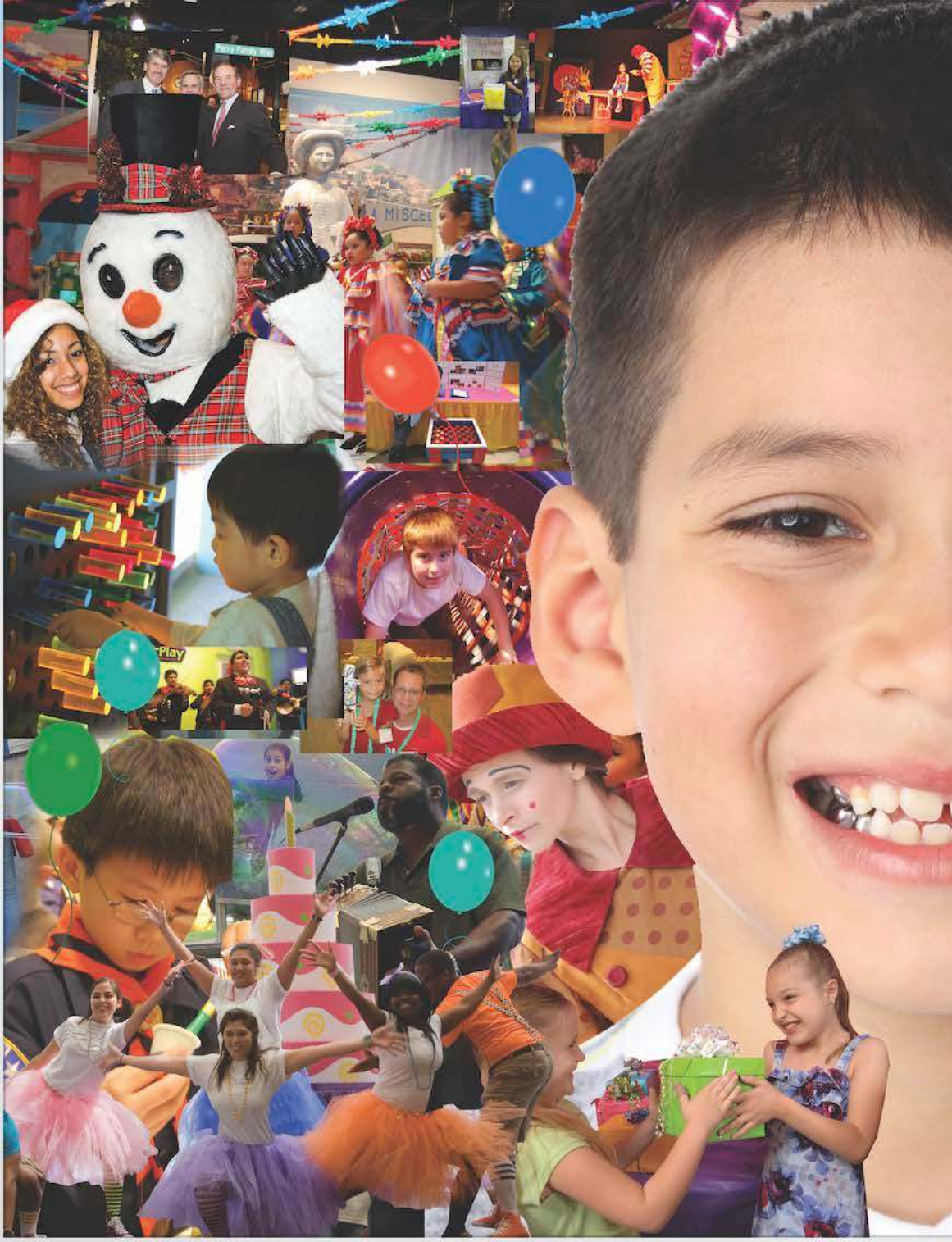
*Annual Report 2019*

# *Children's Museum of Houston*

*Transforming communities through  
innovative, child-centered learning*

**Can your  
mind  
come  
out to  
play?**







# Addressing Community Needs

# CMH Response

## COMMUNITY NEED #1

Foster the development of Houston's significant child population



## COMMUNITY NEED #2

Increase and support parents' engagement in their children's learning



## COMMUNITY NEED #3

Provide learning experiences that reinforce and supplement school classroom instruction



## CMH RESPONSE:

Provides experiential learning through 13 bilingual hands-on exhibits, high-quality early education programming, and an on-site branch of the Houston Public Library System.

## CMH RESPONSE:

Provides 7 different bilingual programs focused on increasing parent engagement in their children's learning. To further CMH's commitment, the Institute for Family Learning develops and delivers curricula and programs to enhance parents' roles as their children's first and most important teachers.

## CMH RESPONSE:

Offers 7 out-of-school and summer programs to engage students in educational activities that can be tailored to their own learning interests and needs. These programs offer students the opportunity through self-initiated and facilitated projects, educational games and activities to strengthen their science, math and literacy skills.

CMH connects children and families with experiences they can customize to suit their own learning interests. These experiences are designed to offer foundational learning opportunities, provide parents with the support they need in their role as the first teachers of their children, and reinforce learning that occurs in school. In an effort to ensure the broadest access, the Museum partners with 1,060+ community agencies that serve low-income families and develops and delivers exhibits, programming and facilitation in English and Spanish. Equally important are ongoing efforts to remain accessible and welcoming to those with special needs.

### COMMUNITY NEED #4

Reduce the effects of poverty on learning



### COMMUNITY NEED #5

Serve a multicultural, multilingual population



### COMMUNITY NEED #6

Promote workforce preparedness through the development of 21st century skills



### CMH RESPONSE:

Provides 7 bilingual early education programs dedicated to increasing access and engaging low-income children and families. Attendance of 557,000 children and parents was recorded this past year in 430+ community spaces, with free admission and resources provided to the constituencies of 1,060+ community-based partner organizations.

### CMH RESPONSE:

Provides all exhibits, website, programs and facilitation in English and Spanish. The Museum presents a range of multicultural exhibits and programming that encourages visitor exploration, helping cultivate an understanding and appreciation of the cultural traditions of diverse communities. 60% of the Museum's public contact staff speaks Spanish, the second-language in greatest demand in Houston. All of CMH's outreach programs can be delivered in Spanish, Farsi, and Urdu.

### CMH RESPONSE:

Bases exhibits and programming on "Building Blocks" learning objectives that ensure strategic connections between the Museum's offerings, 21st century workplace skills, and school-based standards. All of the Museum's exhibits undergo intensive testing and ongoing evaluations to ensure CMH objectives are achieved.

Certified educators facilitate experiential learning at the Museum with thirteen bilingual exhibits, high-quality early education programming, and the operation of an on-site branch of the Houston Public Library. CMH also provides seven out-of-school and summer outreach programs, facilitating services at 209 locations serving children with the highest levels of need and providing additional literacy resources at 93 locations. These programs are supported by strategic partnerships we form with 1,060+ community-based organizations that include universities, schools, afterschool centers, hospitals, clinics, community centers, low-income housing apartments, faith-based organizations, homeless shelters and library branches. CMH facilitates all programming in bilingual (English/Spanish) formats in service to the 38% of Houstonians who use Spanish as their primary language at home and obtains interpreters as needed to serve immigrants from Asia, the Middle East and Africa.

CMH served 752,000 visitors at the Museum in FY19 operating at 18% over annual capacity. We provide new offerings daily, aligning programming with the theme of each successive WonderWeek so that returning visitors can take part in new activities facilitated in our galleries; interact with real life scientists at the Flint Hills Resources Genius Station; take part in facilitated experiments in our science labs; participate in performances and cultural presentations in the Brown Foundation Auditorium; and investigate new sets of self-led activities positioned in galleries and on the Junktion Tables in the John P. McGovern Kids Hall.

CMH provided seven out-of-school and summer programs free of charge to 180,026 participants at 209 locations in FY19. All programming is delivered within collaborations, leveraging relationships with partners who maintain close contact with low-income children who can be most readily engaged at locations close to their homes – including afterschool centers, community centers, healthcare clinics, summer camps, and library branches.

## 1 | A'STEAM

program provides weekly science and math explorations throughout the school year and serves low-income, predominately non-Anglo children enrolled in afterschool and early childhood education programs at 146 YMCAs.

Program attendance totaled to

**125,470 children**

in FY19, an increase of 43% as compared to FY18. The program's curriculum features 28 project-based activities and experiments grouped into units of four, with each unit oriented to a different aspect of STEAM learning and featuring topics that range from aeronautics to zoology. Sponsored by The W.T. and Louise J. Moran Foundation, CenterPoint Energy, Valero Energy Corporation, YMCA of Greater Houston

### ▼ OUTCOMES:

Test results of children in the A'STEAM program increased by an average of 40% across the 2019 school year, while the results of a control group only increased by 7% as a result of concurrent impacts of school-based instruction. These results highlighted the need for the hands-on understandings of STEAM concepts that the program provides, grounding "book knowledge" with real world

experience. Feedback provided by the YMCA counselors at the end of the school year was positive, with 100% indicating they were fully satisfied with the training provided by our educators. Counselors found that the A'STEAM program helped their children practice scientific inquiry, develop problem solving and critical thinking skills, and work collaboratively.

## 2 | Houston's Kids

program operates as a complement to A'STEAM and was performed in collaboration with Alief ISD at seven YMCA afterschool centers with the support of the United Way in FY19, expanding to include two additional campuses in Aldine in FY20. The afterschool centers provide 10 hours of programming a week, per site. The program serves children in impoverished areas west of Beltway 8, including some of Houston's most rapidly increasing low-income neighborhoods of immigrants. FY19 attendance totaled to 8,027, representing a 15% increase over FY18. Sponsored by United Way of Greater Houston

### ▼ OUTCOMES:

External evaluations are conducted with the support of the United Way by Professor Roger Durand, PhD,

of the University of Houston-Clear Lake. Findings of the FY19 evaluation indicated that participation in Houston's Kids' a) produced a positive impact on academic outcomes, particularly among children having limited English proficiency and those living in poverty; and b) was associated with fewer school day absences by participants.

## 3 | Summer of Learning (SōL)

serves low-income, predominantly Hispanic children and other immigrants with ESL needs to extend the school-year benefits of A'STEAM and reverse the typical trend for summer learning loss. SōL expanded operations to 23 locations in summer 2019, with weekly sessions performed from June through August engaging children in project-based activities that achieved a total attendance of 13,339. Sponsored by The W.T. and Louise J. Moran Foundation, YMCA of Greater Houston, United Way of Greater Houston, Hearst Foundations

### ▼ OUTCOMES:

Results from the summer 2019 evaluation indicated an 18% gain in STEAM knowledge associated with the ten-unit curriculum. Parents rated the program favorably: a) 87% of parents

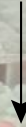
Students participating in A'STEAM at YMCA afterschool sites across Greater Houston increased 40% on average in STEM content knowledge from the beginning to the end of the school year.

**+40%**



**A'STEAM  
Participants**

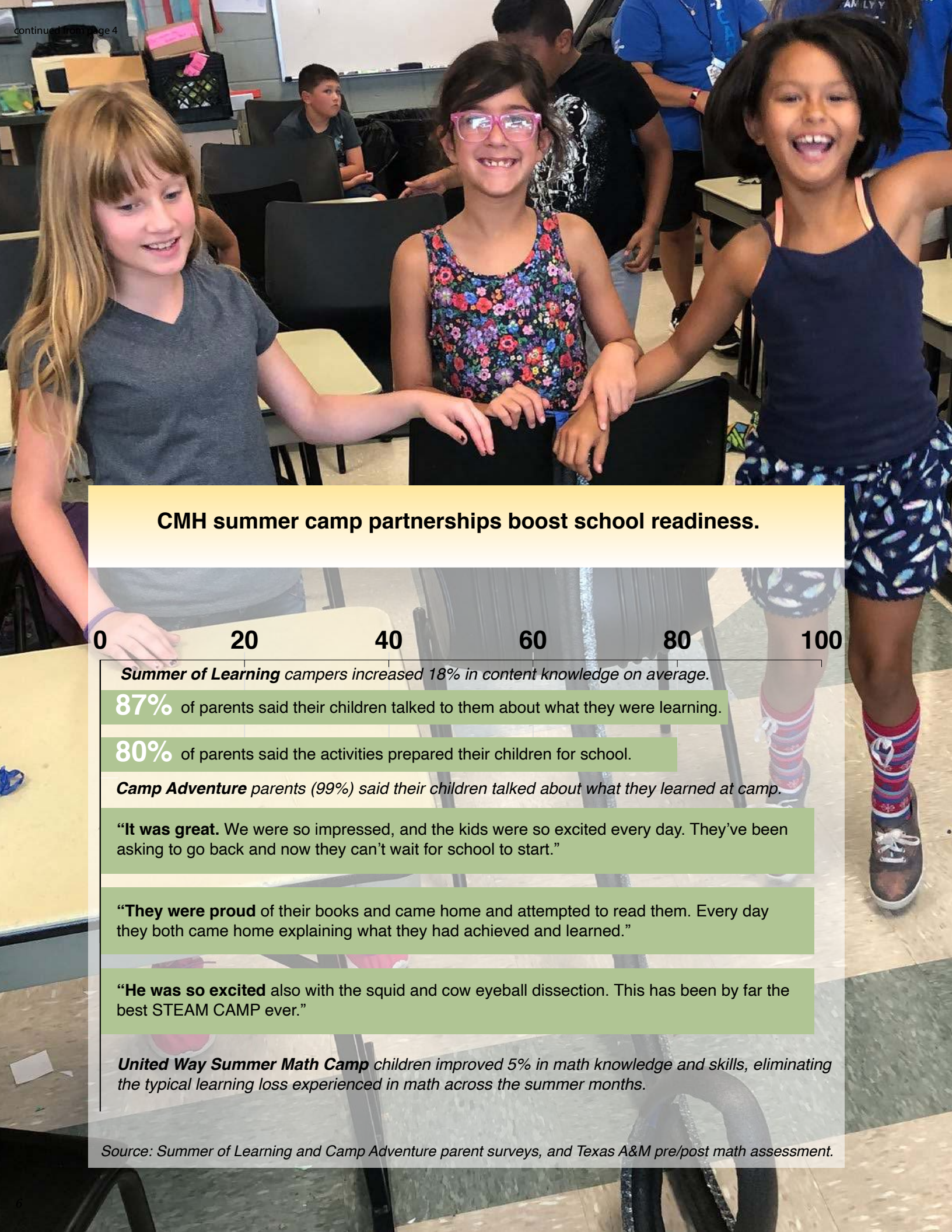
Non-participants



**+7%**

*Source: School Year 2018-19 A'STEAM Pre/post Survey Data*





### CMH summer camp partnerships boost school readiness.



**Summer of Learning** campers increased 18% in content knowledge on average.

**87%** of parents said their children talked to them about what they were learning.

**80%** of parents said the activities prepared their children for school.

**Camp Adventure** parents (99%) said their children talked about what they learned at camp.

**“It was great.** We were so impressed, and the kids were so excited every day. They’ve been asking to go back and now they can’t wait for school to start.”

**“They were proud** of their books and came home and attempted to read them. Every day they both came home explaining what they had achieved and learned.”

**“He was so excited** also with the squid and cow eyeball dissection. This has been by far the best STEAM CAMP ever.”

**United Way Summer Math Camp** children improved 5% in math knowledge and skills, eliminating the typical learning loss experienced in math across the summer months.

Source: Summer of Learning and Camp Adventure parent surveys, and Texas A&M pre/post math assessment.



stated that their children had talked with them about the SōL activities; b) 80% stated their children had been excited about science, math, and art throughout the summer; c) 80% found that their children had used problem solving and critical thinking skills within SōL; and d) 80% indicated that the camp activities had helped to prepare their children for the return to school.

## 4 The Summer MATH Camp of the United Way of Greater Houston

used CMH math activities for four-week summer camps at 3 elementary schools. CMH provided the math kits and trained Americorps volunteers to facilitate our math activities daily for 3rd – 8th graders. The camps achieved total attendance of 4,960 children in June 2019.

### ▼ OUTCOMES:

Results of pre- and post-tests assessed by a researcher at Texas A&M indicate a 5% improvement in math knowledge and skills during the camps, reversing the typical trend for summer learning loss.

## 5 Count Me In

engages children at community centers in underserved neighborhoods with hands-on investigations and challenges. CMH provides staff training to deploy the program and creates/restocks kits with instructions and all

required supplies for project- and game-based activities that most often feature mathematics. These kits were used at 30 locations in low-income, predominately African American and Hispanic neighborhoods in FY19, with attendance totaling to 18,702, an increase of 10% as compared to the previous year.

Sponsored by the The W.T. and Louise J. Moran Foundation

### ▼ OUTCOMES:

Surveys of community center staff indicated that a) 55% use the Count Me In activities 1-2 times per week, while 45% use the activities 3-4 times per week; b) 91% find that the kits' activities are easy to facilitate; c) 81% find that children become more interested in math after engaging in the activities; d) 91% find that children become more confident in their ability to "do math" after using the kits; e) 100% find that the kits reinforce subject matter children are learning in school.

## 6 Camp Adventure!

is produced and directed by CMH for the Barbara Bush Houston Literacy Foundation and Houston Independent School District. Camp Adventure provides a full slate of our literacy and STEAM programming, with additional programming related to music, theater, nutrition and literacy provided by the Houston Astros, Houston Symphony,

Theater Under the Stars, and the Houston Food Bank. Three, two-week sessions of Camp Adventure provided seven hours of activity daily (Monday through Thursday) for HISD students who attend Title I schools. A total of 630 children achieved attendance of 4,596, a 48% increase over the previous summer. The first session was hosted by Foster Elementary in Houston's Third Ward, the second was hosted by Atherton Elementary in the Fifth Ward, and the third was hosted by Lewis Elementary in the Sunnyside/Hobby Airport community. Sponsored by Barbara Bush Houston Literacy Foundation

### ▼ OUTCOMES:

Evaluation results indicated a) 96% of parents reported that their children enjoyed camp a great deal; b) 99% of parents indicated that their children had talked with them about what they were learning at camp; c) the percentage of children who said that they liked reading books that were a bit challenging for them increased from 78% to 86%; and d) the percentage of children who found that reading could help them learn about subjects they enjoy increased from 89% to 94%.



Meaningful parent engagement is critical for children's social and cognitive development. In addition to on-site programs, CMH facilitates seven bilingual (English/Spanish) Parent Engagement programs at 298+ locations that served 122,000 in FY19. CMH also provides additional literacy-focused resources a) circulated by 39 branches of the Houston Public Library; b) used within reading programs at 54 low-performing HISD elementary schools; and c) distributed to low-income parents at locations where they receive social service assistance and medical care. All our Parent Engagement programs are provided free of charge to participants.

## 1 | Parent Stars

Our educators facilitate Family Learning Events and Parent Workshops at schools to teach parents how they can use our 12 bilingual (English/Spanish) activity guides to continue learning at home. All activities are directly aligned to objectives of the Texas Essential Knowledge and Skills (TEKS) standards in support of school-based learning. In 2019,

**CMH facilitated 170 Parent Stars events at 102 schools across 14 school districts, serving 28,839 children and parents/caregivers.**

Sponsored by The Brown Foundation, Inc., The Henderson-Wessendorff Foundation, The George Foundation, United Way of Greater Houston

### ▼ OUTCOMES:

Parents indicate that

- a 99%** gained ideas about how they could incorporate teaching and learning into everyday activities;
- b 97%** felt more prepared to teach their children about the subject matter featured at the event; and
- c 88%** felt more confident in their ability to serve as teachers for their children as a result of participation.

## 2 | Para los Niños

features parent and infant/toddler workshops facilitated by CMH educators and by librarians in Harris County and Fort Bend County Public Library systems. In 2019, 216 workshops were facilitated at 45 library branches, Head Start centers, community centers and faith-based organizations for 8,200 parents and

children, an increase of 15% over 2018. The workshops reach low-income parents of children who are too young to be accessed through school systems. CMH provides 20 workshop themes, assisting low-income parents to acquire new understandings regarding child development and parenting, while also becoming better equipped to facilitate learning regarding literacy and STEAM. In FY19, we began the development of six additional workshops in collaboration with the Children's Learning Institute (CLI) with the support of a grant from the National Science Foundation. Sponsored by Institute of Museum and Library Services, KPMG

### ▼ OUTCOMES:

- a 96%** of the parents were satisfied with the workshop;
- b 92%** gained confidence in their ability to teach their children;
- c 97%** gained ideas about ways to increase their children's enjoyment of reading;
- d 91%** learned how to incorporate math learning into everyday activities;
- e 88%** learned how to incorporate science in daily activities;
- f 90%** gained ideas for encouraging positive behaviors; and
- g 93%** learned more about their children's learning style and pace.

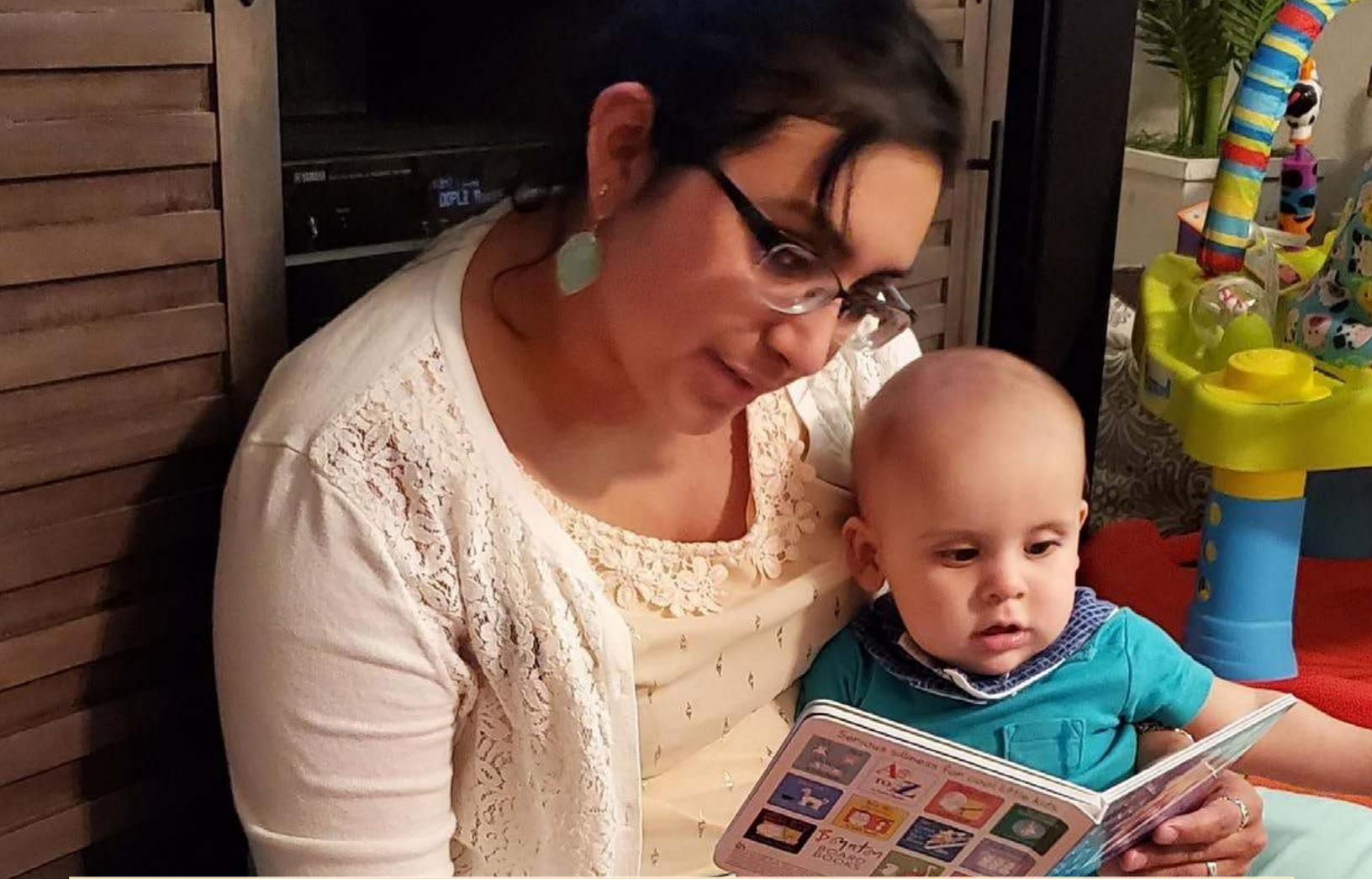
## 3 | Basics Houston

features five parent and infant/toddler workshops created and piloted by our educators in FY19 and FY20 to further the learning messages of the Basics Houston project led by My Brother's Keeper Houston and the Houston Health Department. Basics Houston is a component of the national expansion

of Boston Basics, a project of Harvard University's Achievement Gap Initiative. The program increases the ability of low-income parents to support early brain development through simple activities facilitated as part of everyday interactions with their infants and toddlers. In FY19 we were able to expand the reach of the Basics Houston workshops to the Gulfton, Near Northside and Third Ward communities through support from the Episcopal Health Foundation, Institute of Museum and Library Services, and Herman H. Fleishman Foundation.

### ▼ OUTCOMES:

- 100% of parents indicated they would share information about the Basics Houston approaches with their neighbors, co-workers, friends and family. Parents also indicated that
- a 91%** learned how to include counting, grouping, or comparing in everyday activities with their babies;
- b 89%** gained new ideas on ways to incorporate singing to their babies; and
- c 83%** learned how to discuss stories by using illustrations while reading to their babies.



**Data across 3 years with over 1,000 pre/post Welcome Baby surveys has consistently shown strong outcomes for Welcome Baby users.**

Many parents believe literacy begins around the age of 1 or even later. When they learn through Welcome Baby that it begins before birth, they often express frustration for not having had that knowledge earlier.

*improved understanding about when literacy development begins*

**44%**

With improved understanding, parents have increased their reading frequency. Some have told us they can now read more because they received a book in their Welcome Baby bag.

*increased reading frequency with infant*

**40%**

The Welcome Baby bag is full of strategies and resources including a book. Parents tell us they use many of these offerings, most often sharing specific ideas they have used with their infant.

*gained new ideas for engaging their infant*

**83%**

Parents share these Welcome Baby ideas with others: some have even recommended to their friends with infants that they go get their own Welcome Baby bag.

*shared Welcome Baby ideas with others*

**50%**

0 20 40 60 80 100

## 4 | Welcome Baby

involves the distribution of resources by “persons of trust” to low-income parents of infants ages 2-9 months. Goals of the program are to provide new parents with ready access to information, resources and materials that will equip them to support their child’s early learning and

brain development. In FY19, **5,326 Welcome Baby bags were distributed to low-income parents.**

Advisors and distribution partners included Avenue CDC, AVANCE, First3Years, Gulfton Super Neighborhood Council, Houston Food Bank, Houston Health Department MBK, Houston Health Department’s WIC Centers, Houston Public Library, Legacy Community Health, Texas Children’s Hospital’s UpWORDS program, Literacy Now, Blessed Beginnings, BakerRipley, Nurse Family Partnership-HHD, Wesley Community Center, L.I.F.E Houston, Bee Busy Wellness, C.H.A.T., AAMA, HISD (Wraparound Specialist), HHD-Immunization Bureau, ECI-Harris Center, ON Time Grad Academy, TCCC-Palm Center, Galena Park ISD, El Centro de Corazon, Rupani Foundation, and Memorial Herman: Healthy Women Healthy Families. Sponsored by The Powell Foundation, Episcopal Health Foundation, Herman H. Fleishman Foundation and Dr. Kelly Coleman.

### ▼ OUTCOMES:

Parents indicated that a) 37% increased the frequency at which they read to their babies (sometimes from never or rarely to often); b) 42% had become aware that infants begin to gain literacy skills at a lower age than they had initially thought; and c) 76% found that the Welcome Baby resources had given them new ideas as to how they could engage their babies.

## 5 | Family Literacy Involvement Program (FLIP)

features 240 different FLIP Kits, each of which includes an excellent example of children’s illustrated literature along with directions and supplies needed to pair reading with an activity that further engages children in exploration of the book’s theme. Use of the FLIP Kits

strengthens key literacy skills and ongoing interest in reading. The Houston Public Library (HPL) circulates 2,400 copies of CMH FLIP Kits (about ten copies per title) at 39 branches, with 1,900 additional copies of the FLIP Kits used at 54 HISD elementary schools by first graders and their volunteer mentors as a feature of the Read Houston Read initiative. Kits are made available in editions that feature English, English/Spanish, Spanish, Vietnamese, Simple and Traditional Chinese, Arabic and Urdu. In FY19, 29,590 kits were circulated at HPL branches, a 42% increase compared to FY18. Sponsored by Institute of Museum and Library Services, Barbara Bush Houston Literacy Foundation, Samuels Family Foundation, The Powell Foundation, Ed Rachal Foundation

### ▼ OUTCOMES:

Parents indicate that a) 92% found the kits had given them new ideas about how they could support their children’s learning at home; b) 93% had used the kits to have their family spend more time reading together; c) 85% found the kits helped them understand how their children relate to reading; d) 87% had made new discoveries regarding their children’s interest and skills; and f) 96% planned to check out another FLIP Kit within the next three months.

## 6 | My Keep It Kits

expand the reach of FLIP Kits through a giveaway model for delivery to families at multiple locations in neighborhoods with high levels of poverty. In FY19 1,500 My Keep It Kits were distributed to low-income patients using the clinics of Texas Children’s Hospital.

### ▼ OUTCOMES:

90% of parents enjoyed using the kits; b) 100% used the kits as intended, directly facilitating activities for their children; c) 87% of parents were interested in checking out “regular” FLIP Kits from branch libraries; d) 93% used the kit to teach their children something new; e) 90% had gained a better understanding of how their children relate to reading; f) 93% had made new discoveries about their children’s interests and skills; and g) 90% had gained new ideas about ways to support their children’s learning.

## 7 | Mind in the Making

workshops involve an eight session series of small-group workshops that achieved an attendance of 93 parents and caregivers in July-August 2019. The workshops use a research-validated approach developed by the Families and Work Institute with the support of the Bezos Family Foundation, equipping parents to adopt parenting approaches that will help their children develop Executive Function and socioemotional skills that have been demonstrated to reduce educational disparities associated with the experience of poverty. In 2019 we partnered with the Houston Housing Authority’s Oxford Place Apartments, improving the knowledge and skills of very low-income parents and grandparents who are prone to resist engagement in multi-session parenting workshops. Sponsored by Hearst Foundations

### ▼ OUTCOMES:

100% of parents found that the workshops had helped them improve their ability to teach their children, while also increasing their confidence levels and making them want to learn more.



**Family engagement in CMH outreach increases parents' and grandparents' abilities to engage their children in high quality and varied learning experiences at home.**

***Mind In The Making***

**100%** improved their ability to teach their children

***FLIP My Keep It Kits***

**93%** made new discoveries about their children's interests and skills

**93%** used the materials to teach their child something new

***FLIP in Houston Public Library***

**96%** planned to check out another kit within three months

**93%** used the kits to spend more family reading time together

***Para los Niños***

**90%** gained ideas for encouraging positive behaviors

**92%** gained confidence in their ability to teach their children

50                      60                      70                      80                      90                      100

The Museum's thirteen exhibits and seven out-of-school and summer programs engage children in educational activities that are directly aligned with the Texas Essential Knowledge and Skills (TEKS) standards that structure education in the public-school system. Within these exhibits and programs, children enjoy on-going participation in facilitated and self-initiated projects that challenge them to synthesize and apply what they have learned in school to a wide variety of real-world contexts. Parents and teachers value the impact of our exhibits and programs, reporting that participation creates excitement for engagement in STEAM and literacy-based activities, increases content knowledge, improves levels of self-esteem and confidence, motivates children to pursue challenging coursework, and enables children to envision themselves within a variety of career paths.

**1 | Cyberchase:  
The Chase is On!**

developed with the support of the National Science Foundation in partnership with WNET in New York. In Cyberchase, families take on roles from the popular PBS series, using real world applications of critical thinking skills and mathematics to solve mystery challenges. Sponsored by Ernst & Young, LLP, National Science Foundation

**2 | EcoStation**

developed with the support of a group of environmental experts who provide ongoing input regarding use of the exhibit's programming, pond and wildscaped areas. In EcoStation, families investigate elements of native ecosystems, discover how scientists study the environment, practice skills related to wildlife identification, and learn how they can engage in eco-friendly practices. Sponsored by Strake Foundation

**3 | FlowWorks**

developed with the support of an engineer, a Rice University professor and an HISD science master teacher. FlowWorks demonstrates the ability of water to do work and provides children with opportunities to alter how water is channeled through a series of dams, locks, aqueducts, and other machines. Sponsored by Ruth and Ted Bauer Family Foundation

**4 | The How Are We  
Alike Cultural Gallery**

which hosts a rotation of four exhibits created with the support of experts from the South Carolina Sea Isles (Cum Yah Gullah), Oaxaco, Mexico (Yalálag), Viet Nam (Dragons and Fairies), and Korea (Heart and Seoul). These exhibits immerse families in explorations of the traditions, values, performing arts and daily life of people from places outside of Houston, demonstrating how similarities exist despite differences. Sponsored by The Freeman Foundation

**5 | Flint Hills  
Resources  
How Does It  
Work?**

**and Flint Hills  
Resources Genius  
Station** developed in partnership with the Exploratorium and the MIT Media Lab, the How Does It Work? Gallery allows families to manipulate simple machines, build structures and configure electrical devices, and to also take part in facilitated experiments during all hours of operation at the exhibit's Science Station. New for 2019, was the addition of the Flint Hills Resources Genius Station which provides facilitated science learning and explorations for visitors at an unparalleled level. Inspired by Apple's "Genius Bar," the Flint Hills Resources Genius Station is staffed by professional science educators

during all hours the Museum is open, using our pedagogies for personalized learning while drawing on their backgrounds of classroom experience and content expertise in the physical sciences. The "Geeks" of the Genius Station provide immediate answers to scientific questions, troubleshoot any specific problem (even homework help), and advance learning by customizing STEM-based interactions with individual children's interests and skill levels. CMH is the only children's museum in the nation providing this level of innovative personalized learning for visitors.

**6 | The David and  
Jean Wiley  
Foundation  
7 | Invention  
Convention  
& the Chevron  
Maker Annex**

developed in partnership with a community of makers, including those of the national Maker Education Initiative and the members of its Maker Corps, along with local makers including those of TX/RX Labs. In these two exhibits, families design, build, and test objects that increase in complexity from simple air-powered rockets to complex robotic devices designed on the Arduino and Lego Mindstorm computer-based platforms, also crafting parts using design software, laser cutters, vertical mills and 3D printers. Facilitation is provided by members of the Maker

Corps who are seeking to make positive differences in children's lives as they work toward degrees in the STEAM fields.

## 8 The John P. McGovern Kids' Hall Gallery

hosts a series of art and cultural exhibits, with each year's offerings including an exhibit curated by the National Center for Children's Illustrated Literature that features the work of an acclaimed children's book illustrator, a holiday-themed exhibit that features seven celebrations and observances practiced by families around the world, and one or more exhibits created by children. Kids' Hall also hosts a series of Junktion Tables that serve as the first place where visitors encounter each week's WonderWeek theme, with a series of related activities presented at locations across the Museum so that visitors may explore a single topic from a series of lenses.

## 9 Bank of America Kidtropolis, USA

a city run by kids for kids that teaches about systems and features an art academy, seven businesses, a civic center and municipal building. Kids fill all the roles in the city, exploring positions that range from artists to veterinarians, while also shaping plans for legislation and elections. Programming links all components of the exhibit into real world scenarios – many of which feature financial literacy – with children earning wages, developing plans for actions they may take as business managers, and securing the loans required for these projects. City Cycle was a new business opened in Kidtropolis during 2019. Sponsored by Bank of America, The Stanford and Joan Alexander Family Fund, The Adler Foundation, Brass Family Foundation, Hearst Foundations, H-E-B, Houston Livestock Show and Rodeo, William J. Hill, JP Morgan Chase, Richard Warren Mithoff Family Charitable Foundation, Niko Niko's, Perry Homes, PriceWaterhouseCoopers LLP, Reliant, an NRG Company, Banfield, The Pet Hospital

## 10 The Holthouse Foundation for Kids Matter Factory

designed in collaboration with Rice University's Center for Environmental and Biological Nanotechnology, the University of Houston's Smart Materials Lab, and the Nanoscale Informal Science Education Network. In Matter Factory, families explore the properties of matter; assess and sort materials based on their characteristics; investigate the differences between solids, liquids and gases; and are introduced to the basics of nanotechnology. New components for 2019 include the Interactive Periodic Table of Elements, the Element of the Month, What Makes Up My Body, and Glowing Gases.

## 11 PowerPlay

developed in collaboration with Baylor College of Medicine with the support of the National Institutes of Health. PowerPlay engages families in physical challenges that help them assess how their bodies react to exercise and then form plans for increasing flexibility, balance, strength, speed and conditioning. At the Texas Children's Hospital Power Science Lab, families take part in facilitated experiments that highlight key aspects of biology and nutrition. Sponsored by Texas Children's Hospital, Albert and Margaret Alkek Foundation, H-E-B

## 12 John P. McGovern Tot\*Spot

developed with reference to the research of two generations of experts in the field of child development, beginning with Dr. T. Berry Brazelton and Dr. Susan Landry, and now incorporating the practices of Ellen Galinsky, President and Co-Founder of the Family and Work Institute. In Tot\*Spot, our youngest visitors engage in activities that encourage exploration, increase confidence, and stimulate the development of language and motor skills, while their parents/caregivers benefit from interactions with the Tot\*Spot Educator, Discovery Guides, videos and visitors.

## 13 Charlene Pate What's New? Gallery

created to serve as an R&D lab through which CMH develops and presents a series of temporary exhibits, elements of which are subsequently added to other exhibits. Three exhibits are presented each year. The current exhibit – Constructioneering – explores real-world processes and standards essential for planning, designing and building. Sponsored by William Stamps Parish Fund, Occidental Petroleum



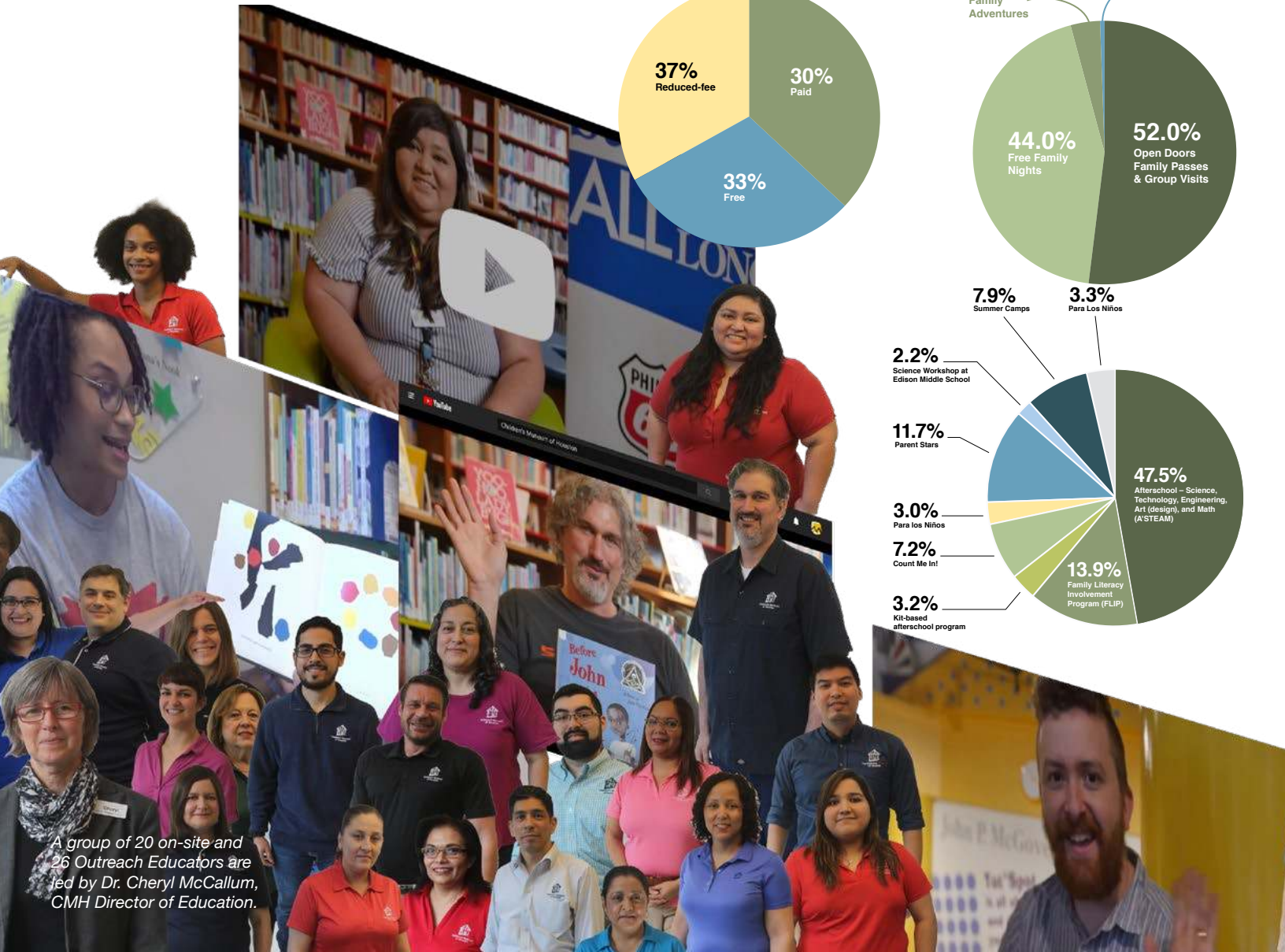
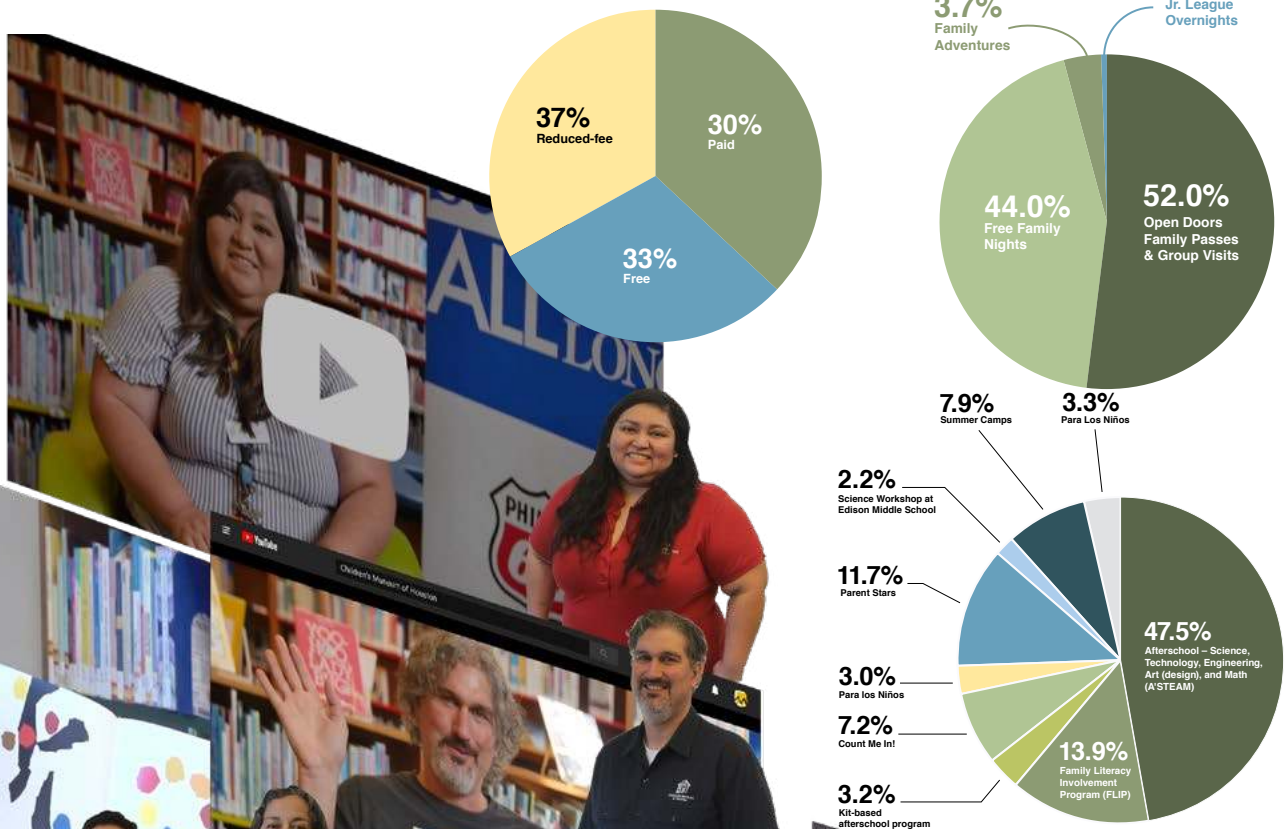
## Community Need #4

## Reduce the effects of poverty on learning

Children who live in poverty have less access to educational resources than their more advantaged peers. Our efforts to reduce the impacts of poverty on learning extend well beyond our penetration of low-income neighborhoods, where 100% of programming is provided at no charge to participants. CMH works with 1,060+ community partners who distribute our free Open Doors Museum admission passes to the low-income families they serve. Every family who lives within the 500 square miles within Beltway 8 resides within two miles of a partner who hosts CMH programming and/or distributes our Open Doors passes. CMH also makes every effort to ensure that our Family Learning Activity Guides, downloadable curriculum and activity recommendations, emphasize the use of inexpensive materials and supplies that families have at home or can pick up at a local “dollar store.” In addition, CMH honors and emphasizes the role that parents can play regardless of their own levels of education, explaining rationales, using fully accessible language, and remaining sensitive to cultural beliefs and preferences. CMH also emphasizes service for recent immigrants, using English/Spanish facilitation in all of our programs and arranging for interpretation in additional languages as needed. Integrated into all approaches is the understanding that parents serve as their children’s first and most influential teachers, with every parent – regardless of income or educational level – having the capacity to maximize their children’s learning and enhance their outlook on learning from the day of birth forward.

### OUTCOMES:

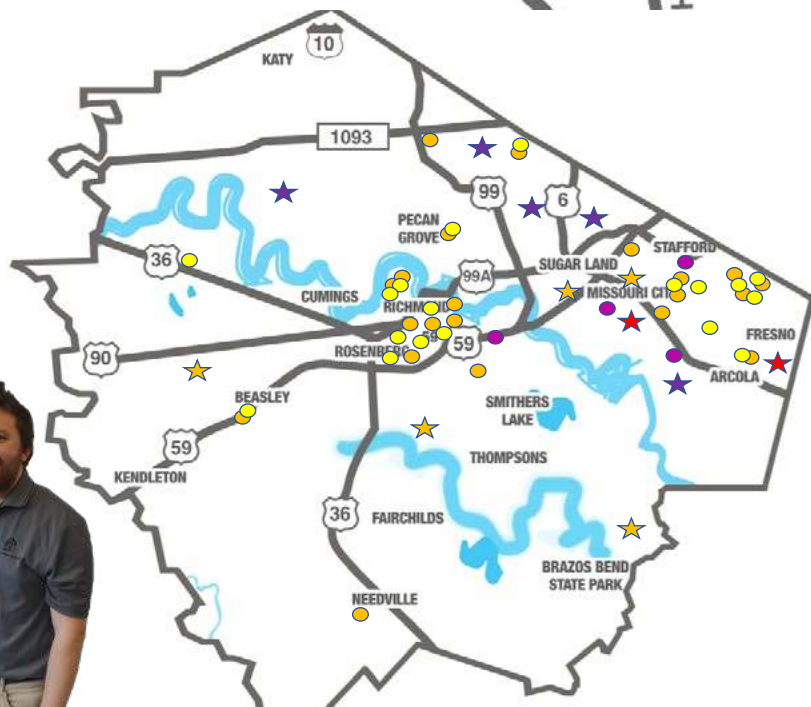
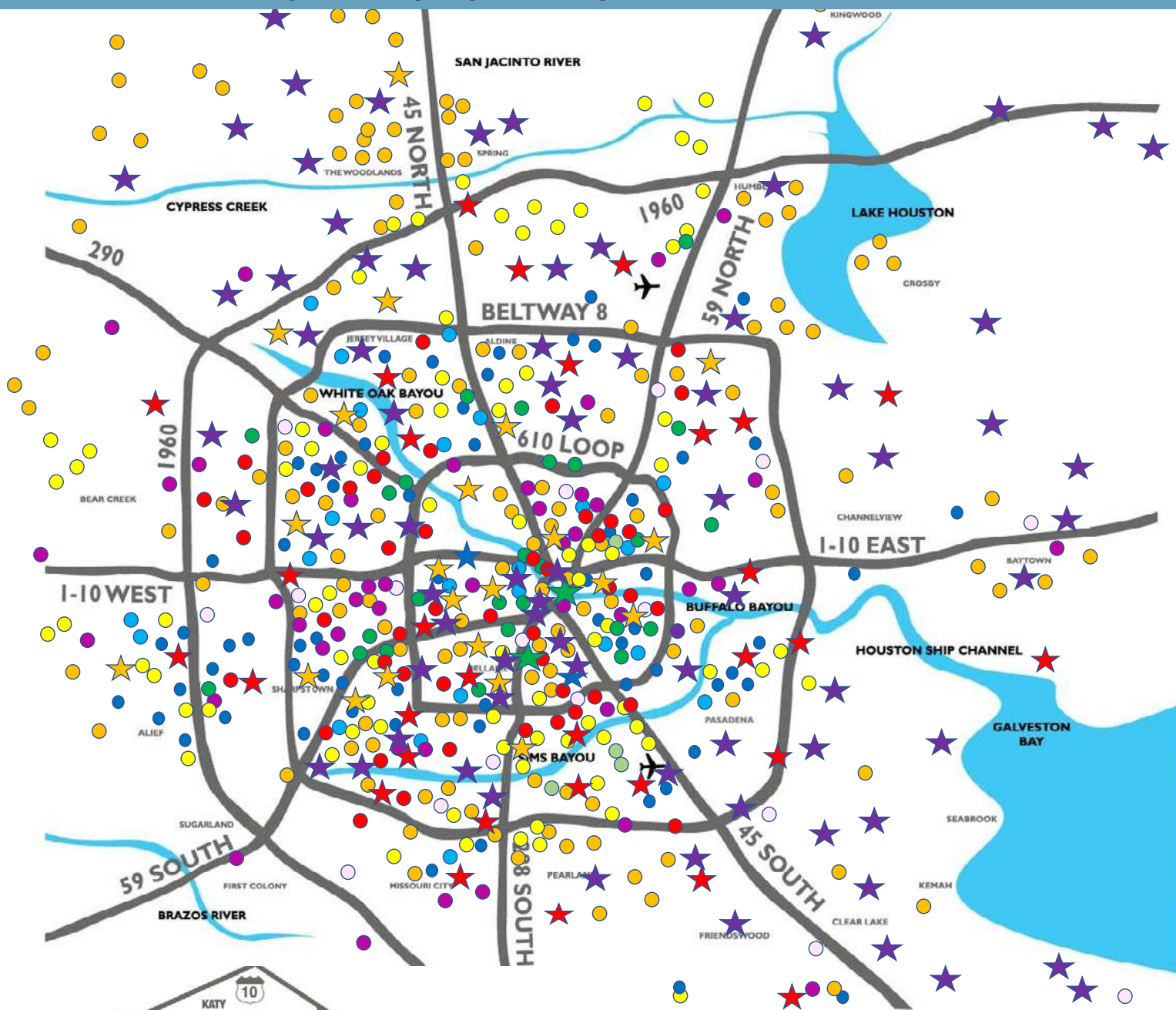
To make the Museum accessible to all children, CMH provides the most inclusive free admission practices of all the nation’s children’s museums, with 33% of visitors admitted free of charge and with 100% of CMH community-based outreach programming provided at no charge to participants totaling to 557,000 in FY19. Free admission to the Museum was provided to 246,644 visitors in FY19, who a) visited during our weekly Free Family Nights, which achieved attendance of 94,095; b) redeemed many of the 112,809+ Open Doors family passes that our social service agency partners distributed to low-income families at 1,060+ locations across the Greater Houston area; and/or c) made use of free admissions provided to families who receive state welfare benefits.



A group of 20 on-site and 26 Outreach Educators are led by Dr. Cheryl McCallum, CMH Director of Education.



Every family within the 500 square miles of Beltway 8 lives within 2 miles of a partner that distributes the Museum's Open Doors passes and/or hosts the Museum's community-based programming.



**Museum Experiences**

- Family Math Adventures
- Overnight Adventures

**Afterschool Programs**

- A'STEAM and Count Me In!
- Science Workshop at Edison Middle School
- Summer of Learning
- Camp Adventure!

**Family Learning Programs**

- Para los Niños
- Parent Stars
- Family Literacy Involvement Program (FLIP)
- Welcome Baby

**Open Doors Partners**

- ★ 1 - 4 Partners
- ★ 5 - 9 Partners
- ★ 10 - 19 Partners
- ★ 20 - 29 Partners
- ★ 30+ Partners



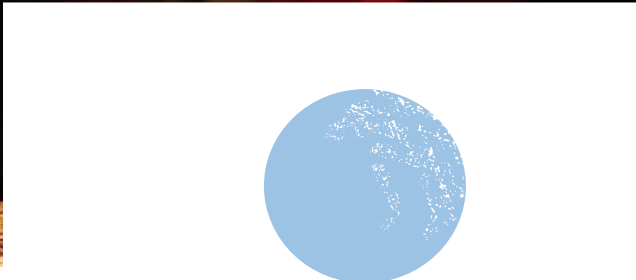
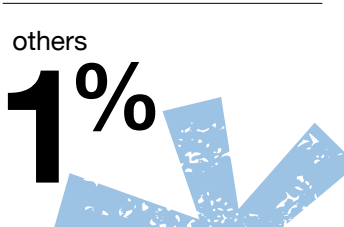
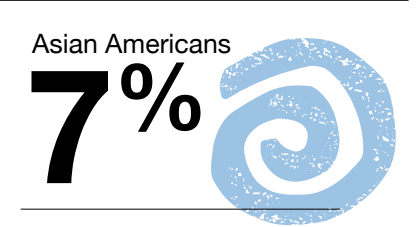
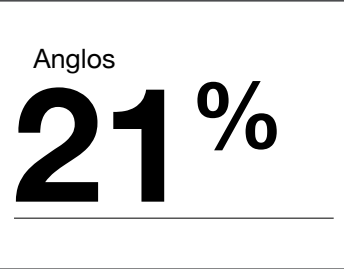
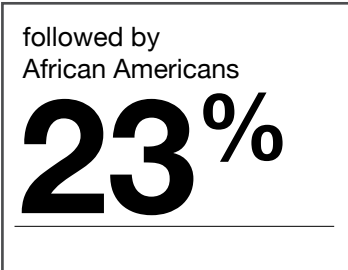
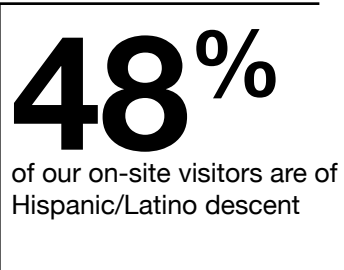
**Community  
Need #5**

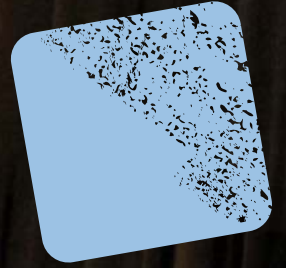
**Serve a multicultural, multilingual population**

CMH understands the significant number of residents facing language and acculturation barriers and works to ensure that our exhibits and programming are accessible to all families. Our policies and programs ensure that Museum visitors mirror the demographics of Greater Houston, and that our community-based programming reflects the racial and ethnic characteristics of the neighborhoods we serve. We begin by providing all exhibits, curriculum, and programming in bilingual (English/Spanish) formats and employ a team in which more than half of our public contact staff are bilingual in Spanish, using web-based tools and interpreters to ensure accessibility in additional languages as needed. We rotate a series of four exhibits that highlight the people and culture of Southern Mexico, South Korea, Vietnam and the Sea Islands region of the U.S., and supplement these exhibits with a fifth exhibit presented every fall/winter to highlight seven celebrations/observances shared by people around the world. In encouraging visitors to consider how they are both the same and different from people in different regions of the world, we extend the reach of our exhibits by incorporating cultural themes into many of our WonderWeek activities, celebrating holidays that include Martin Luther King Jr. Day, Lunar New Year, Fiesta Patrias, Cinco de Mayo, Independence Day, Mid-Autumn Festival, Halloween, Thanksgiving, Christmas, Hanukkah and Ramadan.

**OUTCOMES:**

Our use of bilingual (English/Spanish) facilitation and our approach to multi-culturalism make it possible for our visitors to represent the full range of the region's racial/ethnic demographics, with





All of the Museum's exhibits and programming are specifically designed to promote the development of interest-driven knowledge and skills through involvement in realistic, real-world, project-based learning activities. Ongoing evaluation of exhibits and programs assess Building Blocks Learning Objectives CMH created to measure strategic connections between our offerings, 21st century workplace skills and school-based standards. Priorities include the development of literacy skills early in life and the ongoing exploration of the STEAM disciplines of Science, Technology, Engineering, Arts/design and Mathematics. This focus on applications of literacy and STEAM is used to help children envision and prepare for careers that will enable those who pursue college – and also those who may not – to earn wages with which they may confidently support a family. These efforts to equip children to take on skilled and semi-skilled positions within STEAM-dependent fields represent the single best option for addressing the regions' high levels of poverty and the need for an adequately prepared workforce. A prime example of this programming involves:

## The Science Workshop

was created to serve as an out-of-school and summer session program on the grounds of Edison Middle School in Houston's East End, a semi-industrialized, predominately Hispanic neighborhood having a high rate of poverty. More than 100 students enroll each year, achieving attendance of 4,882 during the 2018-19 school year and 898 in summer programming, with an increase of 27% as compared to FY18. Students pursue a wide range of facilitated and self-initiated projects that involve wood working, habitat restoration, electronics, programming, robotics and digital design, with the summer session also featuring field trips. Students' involvement in the Science Workshop produces benefits that include increased levels of self-esteem, improved relationships with teachers and peers, greater insight into the college and career paths they may pursue and increases in STEAM knowledge and skills. Sponsored by HESS Corporation, Samuels Family Foundation, Hearst Foundations, M.D. Anderson Foundation, The Rochlis Family Foundation, United of Way of Greater Houston, Harris County Department of Education's Center for Afterschool, Summer and Enrichment for Kids

### ▼ OUTCOMES:

Students make substantial gains while participating in the Science Workshop, overcoming impacts of poor levels of prior academic performance, high rates of poverty, and for many, the need for ESL coursework. Results are assessed in part through comparison of the STAAR test results in math for Science Workshop participants and a control group of non-participants at Edison. Math is a keystone subject, with proficiency in math and the analytical thinking it involves required for all applications of science, engineering and technology. As 6th graders,

**43%**

of Science Workshop students and

**29%**

of the control group "meet" or "master" grade level math content. At the end of 7th grade, when math becomes increasingly abstract,

**24%**

of the Science Workshop's students meet or master grade level content, with the rate for the control group falling to

**13%**

Remarkable results are then achieved during the 8th grade year, as students who have matured as a result of their participation in the Science Workshop program focusing on academics, with

**40%**

meeting or mastering grade level content and with

**20%**

prepared to take AP classes in math in high school. Only

**2%**

of the control group students qualify for AP classics in math, with

**58%**

not meeting standards to move on to the next grade level.

**83%**

of Science Workshop students believe that using math and science together will allow them to invent useful things in the future.

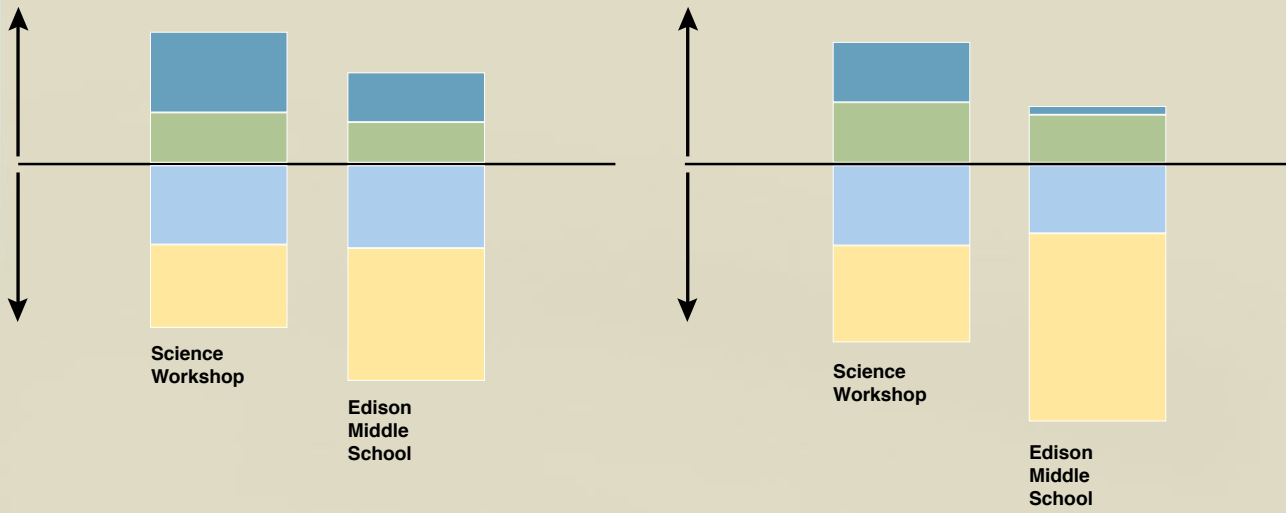
Science Workshop 8th graders continue to outperform their peers on state tests.



Science

Math

- Mastered Standard or Met Standard
- Approaching or Did Not Meet Standard



Source: School Year 2017-18 HISD STAAR Data  
(STAAR data is available 6+ months after school year conclusion.)



## A'STEAM

Within the A'STEAM program, our educators create the curriculum and provide the training and supplies that equip the YMCA's afterschool counselors to facilitate design challenges for children on a weekly basis throughout the school year. The A'STEAM program and its results are highlighted within our response to Community Need #1 of this report.

**Participants Served: 125,470 at 146 sites**

**Sponsors: The W.T. and Louise J. Moran Foundation, CenterPoint Energy, Valero Energy Corporation, YMCA of Greater Houston**



## Bank of America Kidtropolis, USA

Kidtropolis, USA is a city run by kids for kids, featuring eight businesses, a civic center and municipal building. Kids fill all the roles in the city, holding positions that range from artist to veterinarian, and shaping the plans for legislation and elections. Civic engagement and financial literacy are at the core of the exhibit, with financial interactions supported by the exhibit's Bank of America branch and ATMs.

**Visitors Served: 752,000 children, parents and caregivers**

**Title Sponsor: Bank of America**

**Sponsors: The Stanford and Joan Alexander Family Fund, The Adler Foundation, Brass Family Foundation, Hearst Foundations, H-E-B, Houston Livestock Show and Rodeo, William J. Hill, JPMorgan Chase, Richard Warren Mithoff Family Charitable Foundation, Niko Niko's, Perry Homes, PriceWaterhouseCoopers LLP, Reliant, an NRG Company, Banfield, The Pet Hospital**

## Basics Houston

Features five parent and infant/toddler workshops created and piloted by our educators in FY19 to further the learning messages of the Basics Houston project led by My Brother's Keeper Houston and the Houston Health Department. Basics Houston is a component of the national expansion of Boston Basics, a project of Harvard University's Achievement Gap Initiative. The program increases the ability of low-income parents to support early brain development through simple activities facilitated as part of everyday interactions with their infants and toddlers. In FY19 we were able to expand the reach of the Basics Houston workshops to the Gulfton, Near Northside and Third Ward communities.

**Participants Served: 836 adults**

**Sponsors: Episcopal Health Foundation, Institute of Museum and Library Services, and Herman H. Fleishman Foundation**

## BASF Kids' Labs

Children become immersed in the adventure of science through interactive hands-on learning and each lab experience supports standards-based chemistry curriculum and multiple learning styles. In addition, this flexible method of delivery encourages focused discussions on technical and scientific careers in chemistry, and science in general.

**Participants Served: 462 children**

**Sponsor: BASF Corporation**

## Bilingual Family Learning Guides

We have published twelve bilingual Family Learning Guides to provide parents with the instruction and insight needed to facilitate activities that build children's knowledge and skills. Each guide features at least 25 activities grouped by a theme, including early literacy, mathematics, science, nutrition/fitness and social studies. All required supplies can be purchased at dollar stores and grocery stores, with most items generally kept on hand in families' homes.

**Learning Guides distributed to families: 9,726**

**Sponsors: The Brown Foundation, Inc., George and Mary Josephine Hamman Foundation**

## Bilingual Programming and Signage

We provide bilingual facilitation and resources to accommodate families who use Spanish as their primary language. All exhibit signage is bilingual, as are 55% of our public contact staff and 100% of our outreach educators. In addition, Spanish-language resources account for approximately 20% of the books and media in our Parent Resource Library, with the Google Translate function on our website making its information available in 90 languages.

**Visitors and Participants Served: 752,000 on-site visitors and outreach attendance of 557,000**

## Camp Adventure!

Produced and directed by CMH for the Barbara Bush Houston Literacy Foundation and the Houston Independent School District, Camp Adventure! provides a full slate of our literacy and STEAM programming, with additional programming related to music, theater, nutrition and literacy provided by the Houston Astros, Houston Symphony, Theater Under the Stars, American Heart Association and Houston Food Bank. In summer 2019, three, two-week sessions of Camp Adventure provided seven-hours of activity daily for HISD students free of charge who attend Title I schools.

**Participants Served: 630 kindergarten through 5th grade children zoned to Title I HISD schools in Sunnyside, Third Ward, Fifth Ward and surrounding areas**

**Sponsor: Barbara Bush Houston Literacy Foundation**



## Chevron Maker Annex

Our Maker Annex serves as the high-tech workshop within The David and Jean Wiley Foundation Invention Convention, with children mentored by Maker Corps members as they build and test projects of their own choosing. Impacts are extended with our Museum-wide celebration of National Engineering Week.

**Visitors and Participants Served: 27,317**

**Sponsor: Chevron**

## ConocoPhillips Family Math Adventures

To overcome the hesitancy of families from low-income communities to make their first visits to the Museum, we invite entire school communities to make the trip together, providing transportation, free admission and special activities. We make the Family Adventures available to Title I schools throughout the school year, and invite all participants to return regularly on Free Family Nights and via the use of our Open Doors passes.

**Visitors Served: 9,527 children, parents and caregivers from 71 elementary schools in 10 school districts**

**Sponsors: ConocoPhillips, Albert and Ethel Herzstein Charitable Foundation**

### Count Me In Program

We created this afterschool program with the support of a National Leadership Award from the Institute of Museum and Library Services. Within the program, we provide activity kits and training to the staff of afterschool centers in low-income neighborhoods so that they may facilitate selections from a set of 167 games and activities that most often feature mathematics.

**Cumulative Attendance: 18,702 at 30 sites**

**Sponsors: The W.T. and Louise J. Moran Foundation**

### Cyberchase: The Chase is On!

We created the Cyberchase exhibit in partnership with WNET (New York's Public Media station) with children taking on the roles of characters from this popular television show as they save Cyberspace and defeat Hacker, the dastardly villain. Each challenge requires real world applications of mathematics and critical thinking skills.

**Visitors Served: 300,800 children, parents and caregivers**

**Sponsors: Ernst & Young LLP, National Science Foundation**

### Discovery Squad

The Discovery Squad is our youth leadership volunteer program that mentors energetic, out-going and committed young adults ages 14-17 years old. Members are asked to commit to a minimum of 75 hours throughout the term. Over 60% of our members qualify to receive the Presidential Service Award.

**Participants Served: 130 active students who volunteered over 10,000 hours of service**

### EcoStation

Our EcoStation exhibit combines wildscaped areas and a pond teeming with life with a rustic Research Pavilion where families perform activities that help them discover how scientists study the environment and how they can engage in eco-friendly practices. A Discovery Guide is often on hand, facilitating activities that change weekly to reference our WonderWeek themes.

**Visitors Served: 451,200 children, parents and caregivers**

**Sponsor: Strake Foundation**



### Family Literacy Involvement Program (FLIP)

Each one of our FLIP Kits contains a children's book, instructions for an activity that relates to the theme of the book, and all required supplies. We circulate more than 2,400 FLIP kits at 39 branches of the Houston Public Library and provide 1,890 additional FLIP Kits used at 54 low-performing HISD elementary schools to increase the acquisition of early literacy skills.

**Participants Served: 59,180 children, parents and caregivers**

**Sponsors: Institute of Museum and Library Services, Barbara Bush Houston Literacy Foundation, The Samuels Family Foundation, The Powell Foundation, Ed Rachal Foundation**

### Family Literacy Involvement Program (FLIP) Keep It Kits

We have taken every opportunity to expand the reach of the FLIP Kits through the creation of a giveaway model for delivery to families at multiple locations in neighborhoods with high levels of poverty.

**Participants Served: 1,500 children, parents and caregivers**

**Sponsors: Texas Children's Hospital**

### Flint Hills Resources How Does It Work? Gallery

Our two-story How Does it Work exhibit provides a focus on the physical sciences, with children asking and answering questions as they manipulate simple machines, build structures and configure electrical devices. The exhibit also features the Science Station, where Discovery Guides facilitate science experiments during all hours of operation that are aligned with each of our WonderWeek themes.

**Visitors Served: 752,000 children, parents and caregivers**

**Sponsor: Flint Hills Resources**



### Flint Hills Resources Genius Station

Inspired by Apple's "Genius Bar," the Flint Hills Resources Genius Station is staffed by professional science educators during all hours the Museum is open, using our pedagogies for personalized learning while drawing on their backgrounds of classroom experience and content expertise in the physical sciences. The "Geeks" of the

Genius Station provide immediate answers to scientific questions, troubleshoot any specific problem (even homework help), and advance learning by customizing STEM-based interactions with individual children's interests and skill levels. CMH is the only children's museum in the nation providing this type of innovative personalized learning for visitors.

**Sponsor: Flint Hills Resources**

### FlowWorks

This outdoor exhibit features the ability of water to do work and provides children with opportunities to alter how water is channeled through a series of dams, locks and aqueducts. The exhibit was created with the support of an engineer from ExxonMobil, a professor from Rice University, and a science master teacher from HISD to provide children with the ability to consider how moving water serves as a metaphor for many types of energy flows.

**Visitors Served: 451,200 children, parents and caregivers**

**Sponsor: Ruth and Ted Bauer Family Foundation**

### Free Family Nights

Every Thursday evening from 5 to 8 p.m., we open our doors for a Free Family Night. Near capacity audiences fill the Museum, exploring our exhibits, taking part in activities facilitated by staff and volunteers, and enjoying live performances and our Houston Pi Beta Phi Storytimes. These evenings are also a favorite of partners who come to provide free resources and services, including the back-to-school inoculations of the Texas Children's Mobile Clinic Program.

**Visitors Served: 94,095 children, parents and caregivers**

**Sponsors: The Wortham Foundation, Inc., Laura and John Arnold, Kathrine G. McGovern/McGovern Foundation, The Junior League of Houston, Inc, Houston Pi Beta Phi Foundation**

### Free Houston Pi Beta Phi Foundation Storytimes

Every Thursday night in our Parent Resource Library we host bilingual storytimes at 5:15, 6:00 and 7:00pm. Every child attending receives a free book to help build their home library.

**Participants Served: 6,547**

**Sponsor: Houston Pi Beta Phi Foundation**

### Free Inoculations

Committed to creating a community of healthy children, CMH makes it possible for all children under 18 needing immunizations to have the opportunity to receive free vaccinations. We partner with Texas Children's Mobile Clinic Program to administer immunizations and flu shots September through May as well as back to school vaccinations every Thursday Free Family Night in August.

**Participants Served: 1,050**

**Partner: Texas Children's Hospital**

## Houston's Kids

Collaboration is at the core of each of our outreach programs, with our partnership in the Houston's Kids initiative bringing Museum-developed science and math activities to students at seven schools in the Alief Independent School District.

**Participants Served: 8,027 children at 7 sites**

**Partners: Communities in Schools, United Way of Greater Houston, YMCA of Greater Houston**

**Sponsor: United Way of Greater Houston**

## How Are We Alike? Gallery

Within our How Are We Alike? gallery, we cycle a series of four exhibits that feature the culture of Viet Nam; Seoul, Korea; Oaxaca, Mexico; and the Gullah community of the Sea Islands of South Carolina and Georgia. These exhibits immerse children in the traditions, values, performing arts and daily life of people from other places, inviting them to explore how we are all both the "same" and "different."

**Visitors Served: 676,800 children, parents and caregivers**

**Sponsor: The Freeman Foundation**

## Institute for Family Learning

All of our outreach programs, curriculum development activities, and professional development offerings function under the umbrella of our Institute for Family Learning, which was established to prioritize the Museum's focus on family learning and parental support.

**Attendance at Outreach Programs: 557,000 children, parents and caregivers**

**Sponsors: The Stanford and Joan Alexander Family Fund, Hamill Foundation, The Brown Foundation, Inc., Pam and Steve Daniel/ Goldman Sachs Cares, George and Mary Josephine Hamman Foundation**

## Jhin Family Student Volunteer of the Year Award

The Jhin Family Student Volunteer of the Year is awarded annually to a volunteer who embodies the enthusiasm that Susan Jhin and her family demonstrate for our mission and for service to many generations of children. In 2019, we honored Camille Abaya, a senior at Carnegie Vanguard High School, for her commitment as a Discovery Squad Member.

**Sponsor: The Jhin Family**



## John P. McGovern Tot\*Spot

Our John P. McGovern Tot\*Spot exhibit provides a special space for children under the age of three, engaging them in activities that encourage exploration, increase confidence, and stimulate the development of language and motor skills. Parents and other caregivers learn as they play, receiving new information through engagement with their children and via interactions with the Tot\*Spot Educator, Discovery Guides, videos and visitors.

**Visitors Served: 263,200 children, parents and caregivers**

**Sponsor: Kathrine G. McGovern/McGovern Foundation**

## Kids' Committee

Since our official opening in 1985, the Museum has had a volunteer board of 20-25 children called the Kids' Committee. As expert advisors on kid related topics, the Kids' Committee has been indispensable in helping the Museum keep pace with children's needs. The Kids' Committee also serves as an introduction to community service for the children involved by helping them to develop into strong community supporters. Members are between 8 and 13 years old and serve a 2-year term. This group provides a kid's perspective for the Museum on everything from exhibit development to programming.

**Participants: 24 children from 8 to 13 years old**

## Kids Hall Art exhibits

We host art exhibitions throughout the year on the walls of the John P. McGovern Kids Hall, one of two major thoroughfares through the Museum. These art exhibits include holiday displays, exhibitions produced by program partners, and exhibitions produced by the National Center for Children's Illustrated Literature, with the latter bringing attention to award winning examples of children's literature.

**Visitors Served: 752,000 children, parents and caregivers**

**Sponsors: Kathrine G. McGovern/McGovern Foundation, CFP Foundation**

## Lois Drutz Boiarsky Award

We honor the memory of Lois Drutz Boiarsky with an annual award that celebrates the contributions of staff persons who, like Lois,

exemplify a passionate commitment to our work. Lois was the first paid employee of the Museum and helped establish and foster a cultural expectation for excellence throughout her eleven years with us. In 2019, we honored the contributions of Tracy Golden, Director of Development.

**Sponsor: Lydia and David Drutz**



## Matter Factory

We developed the Matter Factory exhibit with the support of Rice University's Center for Environmental and Biological Nanotechnology, the University of Houston's Smart Materials Lab, and the Nanoscale Informal Science Education Network.

Visitors explore the properties of matter; learn about the characteristics of elements; test and sort materials based on their characteristics; investigate the differences between solids, liquids and gases; and are introduced to the basics of nanotechnology.

**Visitors Served: 639,200 children, parents and caregivers**

**Sponsor: Holthouse Foundation for Kids**

## Mind in the Making

Educators facilitate small group workshops developed by the Families and Work Institute equipping parents to adopt parenting approaches and related social and emotional learning skills that will help their children develop Executive Function skills that have been demonstrated to reduce educational disparities associated with the experience of poverty.

**Participants Served: 93 parents and caregivers at 8 workshops**

**Sponsor: Hearst Foundations**

**Partners: Houston Housing Authority (HAA)**

## Museum Field Experiences

Schools from across the Greater Houston area come to the Museum throughout the school year to take part in two-hour, fully facilitated experiences that are aligned with the Texas Essential Knowledge and Skills (TEKS) standards. These field experiences



provide students with hands-on challenges and inquiry exercises that ground and reinforce the knowledge and skills they acquire in their classrooms.

**Visitors Served: 45,219 students from 416 schools in 34 districts, including 12,696 from 95 Title I schools who received \$3 admission**  
**Sponsors: The Cullen Foundation, Wells Fargo**

### Open Doors

We partner with 1,060+ neighborhood-based organizations that serve low-income families across the Greater Houston area, providing them with the ability to distribute an unlimited number of free family passes to their clients. We also provide Open Doors admissions to patients of the Harris Health System and to families who receive welfare benefits. The location of our Open Doors partners is displayed on pages 15 of this report in our response to Community Need #4.

**Visitors Served: 112,809 children, parents and caregivers**  
**Sponsors: Laura and John Arnold, CFP Foundation, Valero Energy, Dottie and Dr. Robert H. McCallister, Tapeats Fund**

### Overnight Adventures

We remain open around the clock when we host the Overnight Adventures for at-risk 4th grade girls from local schools, who are treated to an educational, memorable and confidence-building sleepover facilitated by volunteers from the Junior League of Houston.

**Participants Served: 593 girls from 24 schools at 7 events**  
**Sponsor: The Junior League of Houston, Inc.**

### Para los Niños

Within the Para los Niños program, we provide a series of 20 workshops for families that feature the basics of early childhood development and the ways in which parents can support learning throughout the pre-school years. Workshops are targeted to parents from low income communities including those who use Spanish as their primary language. We facilitate these workshops at library branches, community centers and low income apartment complexes.

**Participants Served: 8,200 children, parents and caregivers at 216 workshops at 45 locations**  
**Sponsors: Institute of Museum and Library Services, KPMG**

### Parent Resource Library

The Museum includes our Parent Resource Library, a circulating branch of the Houston Public Library. The Library provides more than 5,000 print and media resources, with approximately 20% in bilingual or Spanish formats and an additional subset of the collection featuring resources for parents who are addressing special needs. We keep the Library staffed during all hours of operation so that we may provide

recommendations and assist families to access additional resources via the Library's computers.

**Visitors Served: 71,331 children, parents and caregivers**  
**Sponsors: Institute of Museum and Library Services, Kathryn and Richard Rabinow, The Samuels Family Foundation, Phillips 66**

### Parent Stars

We provide the bilingual Family Learning Events and Parent Workshops of the Parent Stars program at schools and community centers to demonstrate how parents can use our Family Learning Guides and activities to facilitate learning at home. The program targets low-income parents who may not be confident in serving as their children's most influential teachers.

**Participants Served: 28,839 parents and children at 102 schools across 14 districts and community centers**  
**Sponsors: The Brown Foundation, Inc., The Henderson-Wessendorff Foundation, The George Foundation, United Way of Greater Houston**

### Phillips 66 Read Strong All Year Long!

CMH's annual literacy initiative, Read Strong All Year Long! kicks off in September during National Literacy Month and provides twelve months of literacy activities and events to instill a lifelong love of reading in children. Events include special guest story times with local celebrities and community leaders, spotlight performances, free book giveaways and more.

**Participants Served: 752,000**  
**Sponsor: Phillips 66**

### PowerPlay

We developed this high-energy exhibit with a grant from the National Institutes of Health in partnership with Baylor College of Medicine. The exhibit engages visitors in physical challenges that help them assess how their bodies react to exercise and then form plans for increasing flexibility, balance, strength, speed and conditioning. The exhibit also features the Texas Children's Hospital Power Science Lab, where visitors take part in experiments that highlight key aspects of biology and nutrition.

**Visitors Served: 451,200 children, parents and caregivers**  
**Sponsors: Texas Children's Hospital, Albert and Margaret Alkek Foundation, H-E-B**

### Professional Development Workshops

We provide ongoing training for teachers and childcare providers, featuring Museum-developed approaches and activities related to the development of early literacy, financial literacy, the STEM disciplines, nutrition/physical activity, and the incorporation of mobile devices into classroom instruction.

**Participants Served: 2,675 teachers and childcare providers**  
**Sponsors: Bank of America, Phillips 66**

### S.E.C.R.E.T

This interactive secret agent experience takes a child's museum visit to the next level, where their knowledge, skills and creativity all come into play to save the day. Kids report to duty and are assigned to go on secret missions throughout the Museum.

Using state-of-the-art technology, agents gear up to solve puzzles, discover hidden clues and thwart the villains' schemes.

**Participants Served: 13,474**  
**Sponsors: William J. Hill, The Holthouse Foundation for Kids, Katie and A.J. Brass, Pam and Steve Daniel, Michael Plank, The Allen Family, Shelley and Geoff Bracken, The Medrano Family Foundation, The Mithoff Family, Stedman West Foundation, Charlene Pate, Dottie and Robert McCallister, Gail and Louis Adler**

### Science Workshop

We operate the Science Workshop as an afterschool and summer program of Edison Middle School in Houston's East End. Within the Science Workshop, students create projects of their own choosing, with the tools at their disposal ranging from the basic hand and power tools associated with woodworking, to the software and equipment required for projects involving the use of Arduino microcontrollers and 3D printers.

**Cumulative Attendance: 5,780 student visits during the school year and 2019 summer session**

**Sponsors: HESS Corporation, Samuels Family Foundation, Hearst Foundations, M.D. Anderson Foundation, Vivian L. Smith Foundation, The Rochlis Family Foundation, United Way of Greater Houston, Harris County Department of Education's Center for Afterschool, Summer and Enrichment for Kids, Kinder Morgan Foundation**



### Sensory Friendly and Explore Abilities Days

We provide four Sensory Friendly and two Explore Abilities Days each year for families whose children would be overwhelmed by inputs on a standard day of operation due to the impact of Autism Spectrum Disorders and Sensory Processing Differences. Guests tour our exhibits, which we modify to temporarily reduce sensory stimulation, and network with one another and with treatment providers. Invitations to the events are online at [www.cmhouston.org/sensory-friendly](http://www.cmhouston.org/sensory-friendly).

**People Served: 1,081 children, parents and caregivers**  
**Sponsor: The Stanford and Joan Alexander Family Fund**



### Spotlight Performances

We stage live performances of theater, dance, music, magic and storytelling for our visitors on Free Family Nights, Saturday afternoons and holidays, hosting most in our 166-seat Brown Foundation Auditorium. The demographics of the performers are extremely diverse, with many featuring cultural performances that are new to our visitors. Roughly one-fifth of the performers are children, helping our visitors see that their involvement in the arts can begin now.

**Visitors Served: 8,843 children, parents and caregivers attended 82 performances**  
**Sponsor: The Wortham Foundation, Inc.**

### Summer of Learning (SoL)

We developed this program in partnership with the YMCA of Greater Houston to combat learning loss during the summer months. Each year, we create a new set of kits for summer camp participants, with a twenty-unit curriculum engaging children in learning related to experimentation, water, wind, engineering and inventions. Complexity levels build throughout, with a capstone project involving a challenge that draws together the primary learning messages.

**Cumulative Attendance: 13,339 students at 23 community centers during the 2019 summer session**  
**Sponsors: The W.T. and Louise J. Moran Foundation, YMCA of Greater Houston, United Way of Greater Houston, Hearst Foundations**



### The David and Jean Wiley Foundation Invention Convention

We created the Invention Convention exhibit to provide children of all ages with the ability to design, create and test inventions. The exhibit features three discrete areas, with the first challenging families to create any of about a dozen simple projects. The second area features the fully facilitated Inventor's Workshop, where families take on a series of weekly engineering challenges. The third area – the Chevron Maker Annex – is described in a separate entry.

**Visitors Served: 526,400**  
**Sponsor: The David and Jean Wiley Foundation, Total**



### Welcome Baby

The Welcome Baby program involves the distribution of resources by "persons of trust" to low income parents of infants ages 2-9 months. Goals of the program are to provide new parents with ready access to information, resources and materials that will equip them to support their child's early learning and brain development.

**Participants Served: 5,326 families**  
**Sponsors: The Powell Foundation, Episcopal Health Foundation, The Herman H. Fleishman Foundation, Dr. Kelly Coleman**  
**Partners: Avenue CDC, AVANCE, First3Years, Gulfton Super Neighborhood Council, Houston Food Bank, Houston Health Department MBK, Houston Health Department's WIC Centers, Houston Public Library, Legacy Community Health, Texas Children's Hospital's UpWORDS program, Literacy Now, Blessed Beginnings, BakerRipley, Nurse Family Partnership-HHD, Wesley Community Center, L.I.F.E. Houston, Bee Busy Wellness, C.H.A.T., AAMA, HISD (Wraparound Specialist,) HHD-Immunization Bureau, ECI-Harris Center, On Time Grad Academy, TCCC-Palm Center, Galena Park ISD, El Centro de Corazon, Rupani Foundation, Memorial Herman: Healthy Women Healthy Families**

### What's New Gallery

We use this gallery to host temporary exhibits and prototype new exhibit components. In FY19 the gallery hosted Constructioneering which explored real-world processes and standards essential for planning, designing and building. With these activities, children explored the science behind many aspects of construction, including concepts related to electricity, mechanical systems, air/heat flow, and weight distribution.

**Visitors Served: 526,400 children, parents and caregivers**  
**Sponsors: Charlene Pate, William Stamps Farish Fund, Occidental Petroleum**

### XCL and the More CMH app

We are the lead member in a collaborative that has developed an app that provides children's museums and science centers with a platform for digital interfaces to be linked to exhibit components. The More CMH app provides visitors with opportunities to be coached on interactions with exhibit components, participate in exhibit-based experiments, learn more online and engage in experiments at home.

**Partners: New York Hall of Science; the Oregon Museum of Science and Industry; the Sciencenter; the Museum of Life and Science; and The Lawrence Hall of Science at the University of California, Berkeley**  
**Sponsors: Institute of Museum and Library Services, Pariveda Solutions**

# DONORS

CMH is grateful for broad-based support from many parts of the philanthropic community. Generous donations from corporations, foundations, public agencies and individuals provide funding for the Museum's outreach programs, operations, exhibits, program development and endowment with \$5,655,338 contributed for the 2018-2019 fiscal year.

Gifts made to benefit our four primary fundraising events are listed on the following pages, while gifts made in direct support of CMH's general operations, exhibits, programs and endowment are featured below.

## **\$1,000,000–\$250,000**

Episcopal Health Foundation  
The Powell Foundation

## **\$249,000–\$100,000**

Laura and John Arnold  
Bank of America  
Barbara Bush Houston  
Literacy Foundation  
Chevron  
Flint Hills Resources  
The Hamill Foundation  
Institute of Museum and  
Library Services  
Kathrine G. McGovern/  
McGovern Foundation  
The W.T. and Louise J.  
Moran Foundation  
Phillips 66  
Samuels Family Foundation  
David and Jean Wiley  
Foundation  
The Wortham Foundation, Inc.

## **\$99,999–\$50,000**

The Brown Foundation, Inc.  
ConocoPhillips  
The Cullen Foundation  
The William Stamps  
Farish Fund  
Goldman Sachs  
H-E-B  
HESS  
Holthouse Foundation for Kids  
Houston Livestock Show  
and Rodeo  
Occidental Petroleum  
Texas Children's Hospital

## **\$49,999–\$25,000**

BASF  
CFP Foundation  
Pamela and Steve Daniel  
Herman H. Fleishman  
Foundation  
The George Foundation  
The Hearst Foundations  
Henderson-Wessendorff  
Foundation  
Houston Endowment Inc.  
The Junior League of Houston,  
Inc.  
M.D. Anderson Foundation  
Niko Niko's  
Ed Rachal Foundation  
Reliant Energy  
Kelley and Jeffrey Scofield  
Vivian L. Smith Foundation  
Target  
United Way of Greater Houston  
Wells Fargo

## **\$24,999–\$10,000**

Adler Foundation  
Banfield, The Pet Hospital  
CenterPoint Energy  
George and Mary Josephine  
Hamman Foundation  
Houston Pi Beta Phi Foundation  
KPMG  
Robert R. And Kay M. Onstead  
Foundation  
Charlene Pate  
Susan and Michael Plank  
The Rochlis Family Foundation  
Sterling-Turner Foundation  
Total Petrochemicals

## **\$9,999–\$5,000**

Bridgeway Capital Management  
Charlotte Christman  
Lydia H. and David J. Drutz  
Girl Scouts of San Jacinto  
Harris County Department of  
Education  
Albert & Ethel Herzstein  
Charitable Foundation  
Thad and Margaret Hill  
Kinder Morgan Foundation  
Little Tykes  
Dottie and Dr. Robert H.  
McCallister  
Morgan Stanley  
Sue Payne  
Ellen C.L. Simmons and Family  
Strake Foundation  
The Tapeats Fund  
Taquerias Arandas  
Valero Energy Corporation

# 2018 Día de Los Muertos Gala

Children's Museum Houston's Día de Los Muertos Gala raised an amazing \$1,004,000 on Saturday, Oct. 13, 2018 at The Corinthian. Event chairs Caroline and Andrew Bean and Caroline and John Harrell hosted a lively evening benefiting the Museum's educational and outreach programs. Underwriting was co-chaired by Lilly and Harrison Cullen and Cassie and John Milam while the live and silent auction was co-chaired by Neekie Kashani and Kelly Sklar.



Gala Chairs Caroline and John Harrell and Caroline and Andrew Bean



Underwriting Chairs Harrison and Lilly Cullen and John and Cassie Milam

## Día de los Muertos Gala Sponsor



## Angelitos (Little Angels) Presenting Sponsor



Courtney and Bill Toomey  
Caroline and John Harrell  
Lilly and Harrison Cullen

## Los Catrines (Elegant Skeletons)

Laura and John Arnold

## La Calaca (The Skeleton)

Nancy Allen, Laurie and Randy Allen,  
Chinhui and Eddie Allen  
Kathrine McGovern/McGovern Foundation

## Calavera de Azúcar (Sugar Skull)

Holthouse Foundation for Kids  
Occidental Petroleum Corporation /  
Cynthia and Mac Walker

## Cempasuchil (Marigold)

Julie and Drew Alexander  
Shelley and Geoff Bracken / Foley Gardere  
Glen Gonzalez and Steve Summers, Melissa  
and Michael Mithoff  
Janiece and Stephen Lasher  
Lauren and Brad Morgan

## La Ofrenda (The Offering)

Burguières Family Foundation  
Pam and Steve Daniel  
Dottie and Bob McCallister  
Millette and Haag Sherman  
Ashley and Walter Weathers  
Stephanie and Cary Wilson  
Lyndsey and Bret Zorich, Katie and Robby Zorich  
The Zorich Family Foundation

## La Careta (The Mask)

Rose and Harry Cullen, Sr., Katie and  
Harry Cullen, Jr.

## Benediccion (Blessing)

Elva and Truett Akin  
Jennifer and Landon Anderson, Keleigh McCord  
Sarah McCord, Maudie Werlin  
Allison and Eric Aubel  
Caroline and Andrew Bean  
Hunter and Paul Bell  
Elizabeth and Steven Bender  
Raine and Alan Falik  
Rachael and Jimmy Berry  
Diana and Elliott Bridger  
Elizabeth and Scott Gardner  
Megan and Shaw MacIntyre  
Helena and Greg Mendez  
Nancy Bihlmaier  
Caroline and Will Brown  
Tara and Spencer English  
Alana and Greg Highberger  
Leslie and John Pitts  
Jennifer and Bruce Bilger  
Lacey and Matt Goossen  
Jen and David Strauss  
Cara and Tanner Moran  
Courtney and Bas Solleveld  
Libba and Geer Blalock  
Jacquelyne and John Deegan  
Casey and Will Hedges  
Isla and Joseph Jornayvaz  
Brooke and Billy O'Neil  
Leslie and Jack Blanton  
Mary Catherine and Bailey Jones  
Davis and Blayne Bonham  
Brittany and Brad Dinerstein  
Leigh and Chris Joseph  
Ellen and Andrew Sheedy  
Brittany and Daniel Zeplain  
Lisa and John Boundas  
Elizabeth and Alexander Dwyer  
Fran and Keith Buchanan  
Kit and Carl Detering  
Carmen and John Knapp

Jessica and Jamil Driscoll  
Jimmy Erwin / Chicago Title Commercial  
Flint Hills Resources-Houston  
Elia and Michael Gabbaneli  
Shannon and Robert Gaudette / NRG Energy, Inc.  
Greenwood King Properties  
Guill Family Foundation  
Louise and John Hanna  
Allison and Hunt Harper  
Patti and Richard Hemingway  
Dee Dee and Aaron Howes  
Kim and Randy Petersen  
Insgroup, Inc  
Stacy and Jason Johnson  
Meg and Preston Kamin  
Erin and Steven Kaplan  
Brittany and Kevin Kushner  
Devon and Taylor Liedtke  
Cassie and John Milam  
Molly and Matthew LaFauci  
Krystal and Garrett Thompson  
Kathleen and Kirk Kaminsky  
Allison and Geoff Leach  
Milessa and Jed Lowrie  
Candace and Brian Thomas  
Anne Neeson, Sue Payne  
Charlene Pate  
Perry Homes Foundation  
George A. Peterkin III  
Winnie and Nic Phillips, Abby and Tim Walker  
David L. Pesikoff  
Jen and Brad Porter  
Pöten & Partners  
Arthur L. Smith  
Rachel and Sebastian Solar  
Anabella and Saul Solomon  
Berkeley Research Group LLC  
Texas Capital Bank  
Jeffrey Zinn

## Corona de Flores (Flower Crown)

Allied Fire Protection  
Catherine and Reed Barrett  
Ann Louise and Brett Blanchard  
William Bomar and Nita Davis  
Ashley and Sam Cruse  
Annie and Campbell Eifler  
Victoria Goldstein and Randall H. Jamail  
Georgea and Hayden Haby  
Kimberly and Scott Martin  
Kendall and Trey McCord  
Rishma and Akbar Mohamed  
P.J. and Ron Oran  
Ada and Edmund Perwien  
Katie and Patrick Ponce  
Amanda and Ryan Savoie  
Sarah and Duncan Underwood  
Carlie and Richard Yoo



Official Airline of the  
Children's Museum of Houston

# 2019 Fort Bend Spring Brunch

Chaired by Farrah Gandhi and Rachel Leaman, the 16th Annual Fort Bend Spring Hats, Gloves, Boutonnieres Brunch, on Friday, May 24th, 2019, raised a record breaking \$53,970 for educational outreach programming in Fort Bend County. The event was hosted at the beautiful Sweetwater home of Drs. Anne Marie and Guillermo Ponce de Leon.



Anne Marie Ponce de Leon,  
Co-Chair Rachel Leaman and  
Co-Chair Farrah Gandhi

Samuel P. Golden Family  
Charitable Fund  
Johnson Development Corp.  
Rachel and Will Learnan  
Westin Homes  
WJ Interests / RMWBH Law

## Patrons

Lynn Halford and Dee Hinkle  
Newmark Homes  
Mary Margaret and  
Chris Sims

## Friends

Betty Baitland  
Jan Bartholomew  
Janet and Michael Brown  
Susie Goff  
Farrah and Himesh Gandhi  
Gerald Freed / Freed  
Advertising  
Debbie Fash and Friends  
Manmeet Likhari

Jim McClellan  
Memorial Hermann  
Sugar Land Hospital  
Vona Morefield  
The Muller Law Group  
Ann M. Newton  
Beverly and Jim Post  
Nora Sessions  
TSO Missouri City /  
Drs. Rita and Amit Shah

## Individual Friends

Carole Albers  
Heather Albrecht  
Loyce Anderson  
Adrienne Barker  
Vijay Bhuchar  
Melanie Bilodeau  
Rita Brown  
Janna Bzezinski  
Victoria Coffman  
Linda Condit  
Patricia Corson  
Christina P. Davis

Rose Davis  
Margaret Dickson  
Trisha Frederick  
Debbie Gable  
Christy Gaia  
Cecilia Garcia  
Katie Gilliam  
Allison Grover  
Olivia Henry  
Brooke Hudson  
Peggy Jackson  
Grayle James  
Jessica Jubin  
Jessica Kij  
Sue and Jim Lockwood  
Julia Mickum  
Cara Millas  
Gabriela Montoya  
Lisa Moore  
Leela Krishna Murthy  
Tina Nguyen  
Terry Nieser  
Cassandra Noien-Atme  
Diana Null & Tracy Pipes,

Null Design Partners  
Denise O'Connell  
Cindy Picazzo  
Dale Pinschenat  
Cherie Roche  
Charlene Sabonghy  
Alicia and Ed Scala  
Judy Schmid  
Kavita Self  
Michelle Shimer  
Priti Singh  
Laura Sol  
Paige Todd  
Britny Trevino  
Carolyn Van Dyke  
Ashley Van Hoozer  
Rachel Varghese  
Mary Wade  
Caroline Whaley  
Angie Wierzbicki

# 2019 Friends and Families Luncheon

Chaired by Winnie Simmons Phillips and Whitney Anderson Walsh, the 2019 Friends and Families Luncheon was held at River Oaks Country Club on February 26th, 2019. Guests enjoyed Keynote Speaker Julie Lythcott-Haims, who is best known for her perspective-changing book *How To Raise An Adult: Break Free Of The Overparenting Trap And Prepare Your Kids For Success*. Lythcott-Haims delivered a powerful message as she shared practical alternative strategies that underline the importance of allowing children to make their own mistakes and develop the resilience, resourcefulness, and inner determination necessary for success. The luncheon raised over \$157,000 for the Museum's educational outreach and programming.



Co-Chair Winnie Phillips,  
Julie Lythcott-Haims and  
Co-Chair Whitney Walsh

## Benefactors

Julie Alexander  
Linda C. Anderson and Whitney Walsh  
Marion Guill Anderson  
Guill Family Fund  
Kathryn Rabinow  
Winnie and Nic Phillips, and the  
Ellen C. L. Simmons Family  
Virginia and L.E. Simmons Family Foundation

## Patrons

Elva Akin, Christie McCartney  
The D. Kent Anderson Family Foundation  
Abby Khatiblou  
Charlene Pate

## Friends

Joan and Stanford Alexander  
Hester Anders, Sally Harvin, Maria Pappas,  
Ellen Sheedy  
Caroline Bean  
Lane and Jeb Bowden  
Laura Edrington  
Gina Gaston Elle, Kim Petersen, Millette Sherman  
Tammie Kahn  
Milessa Lowrie  
Memorial Hermann  
Rishma Mohamed  
Laura Nachtigall, Julie Thomas  
Catherine Renaudin  
Dr. Barbara Samuels  
Mary Tysor, Misty Matin, Melissa Meingast, Angela  
Schmeidel Randall, Marcia Randall, Saudia Turney  
The Windsor Village Church Family  
Carlie Yoo

## Individual Friends

Gail Adler  
Stacy and John Andell  
Susan Barnes  
Laura Chapman  
Jennifer Chavis  
Laura Citardi  
Kelly Coleman, MD  
Comiskey Foundation  
Susan Cooley  
Jacquelyn Cox  
Susan Criner  
Jennifer Daly  
Margaret Davis

Margaret Doyal  
Amy Dunn  
Annie Eifer  
Elizabeth and Joel Gooch  
The Greater Houston Community Foundation  
Jessica Gregg  
Brooke Bentley Gunst  
Leashanne Guo  
Caroline Harrison  
Anna Holliday  
Carol Howenstein  
Sydney Isaacs  
Madeline Kelly  
Marie Louise Kinder  
Amber Mackel  
Jenny Marshall  
Paige McCormick  
April McGee  
Amy Moss  
Katherine E. Murphy  
Elena Peden  
Jennifer Roberts  
Kaitlyn Scheurich  
Felicia Stone  
Erin Stus  
Rochelle Tafolla  
Nikayla Thomas  
Mary Kristen Valentine  
Moya Varner  
Gerri Waters  
Analisa Warren  
Cristin Wells  
Mitra Woody

# 2019 Spring Golf Classic

On Tuesday, April 23, 2019, the Children's Museum of Houston held its 2019 Spring Golf Classic at Gus Wortham Park Golf Course. With 100 golfers in attendance, the tournament raised over \$87,000 in support of the Museum's free admissions programs. A special thanks to our event co-chairs Bradley Bracewell and William Griffin.



Golf Chairs William Griffin and Bradley Bracewell

## EAGLE

Laurie and Randy Allen / The Green Tree Fund  
BB&T / Bill Toomey  
Sarah and Bradley Bracewell  
Texas Capital Bank / William Griffin

## BIRDIE

Jeb Bowden / Hanover Co.  
Geoff Bracken  
Clovis Point Capital  
Jamil Driscoll / All-in-One Academics  
Rick Harmon, Jr. / Fidelity National Title  
Haynes and Boone, LLP  
Kim and Scott Martin  
Brad Morgan  
TPH & Co. / Max Barrett, Joseph Jornayvaz,  
MJRD / Owen Massey, Brad Wright  
Art Smith / Triple Double Advisors

## PAR

Jason Berryman, John Fitzpatrick,  
Allen Lyons, Michael Pipkin  
Buckhorn Resources, Lime Rock Partners  
Chamberlin Roofing and Waterproofing  
Jeffrey Dravis  
DYONYX, L.P.  
Jimmy Erwin - Chicago Title Commercial  
Matt Goossen, Bas Solleveld  
Harvey Builders  
Allison and Geoff Leach  
Merrill Lynch / Silas Girgis  
NRG Energy, Inc. / Rob Gaudette  
R. Carter Overton, III  
Title Houston Holdings  
Vega Energy Partners, Ltd.

## HOLE SPONSORS

Bud Light / Silver Eagle Distributors  
Donovan Ventures  
Marty Goossen  
Duncan Underwood  
Westside Lexus

# 2019 RESULTS

Children’s Museum Houston served 752,000 children, parents, caregivers and educators on-site at the Mary Gibbs Jones Building during the 2018-19 fiscal year (July 1, 2018-June 30, 2019), providing access to thirteen exhibit galleries, an on-site branch of the Houston Public Library, a performing arts series, and programming that changes weekly. Additional impacts were achieved through programming facilitated for children, parents and other caregivers at locations across the Greater Houston area in collaboration with 430+ partners – including schools, community centers, places of worship, afterschool centers, shelters and libraries. This programming recorded a cumulative attendance of 557,000 individuals during the fiscal year, for a total attendance of 1.3 million served at the Museum and all outreach locations.

Our audience is representative of the Houston community—filled with people of many ethnicities, diverse cultures and socioeconomic backgrounds, to whom we provide access to impactful family learning experiences that are customizable to their individual interests and needs.

## Service to Low-Income Families

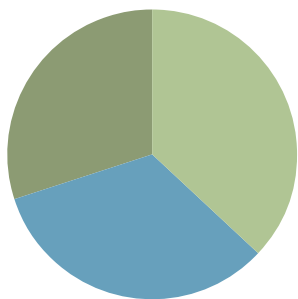
With 50% of children in Harris County living in low-income households and 10% of children living in deep poverty (Children at Risk, 2019), CMH realizes the importance of reaching those most in need of educational opportunities. CMH engages low-income families by providing free and reduced-fee admissions to 70% of our visitors (through our 1,060+ Open Doors community partners and our designated free days and times) and free community-based programs to another 557,000 individuals.

## Visitor Demographics

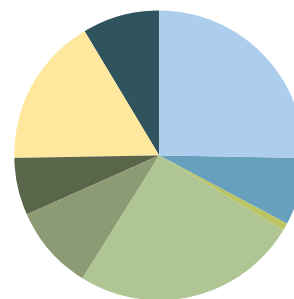
CMH serves one of the most socioeconomically and culturally diverse populations in the country. Our Museum visitorship this past year was 48% Hispanic/Latino, 23% African American, 21% Anglo, 7% Asian American, and 1% other, while our visitors during free times were 55% Hispanic, 26% African American, 12% Anglo, 6% Asian American, and 1% other.

## Finances

The total operating revenue and releases from restrictions for the 2018-2019 fiscal year was \$13,021,673, up \$498,840 from the prior year due primarily to the growth in funding for Outreach programming. Total expenses were \$13,565,844. Excluding depreciation of \$1,699,365, total expenses were \$11,866,472 up \$220,110 from FY18 due to costs related to Outreach. Year-end net assets totaled \$37,595,364.

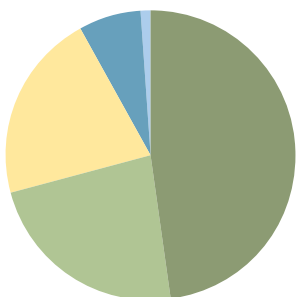


**Admissions**  
 Free Museum Admissions **33%**  
 Reduced-fee Admissions **37%**  
 Paid Museum Admissions **30%**

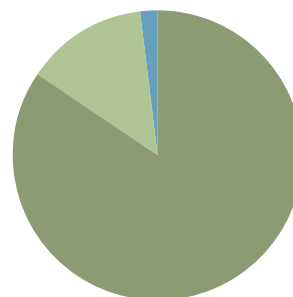


**FY19 Revenue**  
 Contributions\* **(25.5%)**  
 Fundraising Events **(7.5%)**  
 Government Grants **(0.8%)**  
 Admissions **(25.3%)**  
 Memberships **(9.5%)**  
 Gift Shop and Cafe Sales **(6.3%)**  
 Program & Other Fees **(16.5%)**  
 Investment Return **(8.6%)**

\*Does not reflect contributions to the Museum’s endowment.



**Visitors**  
 Latino/Hispanic **48%**  
 African American **23%**  
 Anglo **21%**  
 Asian American **7%**  
 Other **1%**



**FY19 EXPENSES**  
 Education, Visitors, and Program Services **(84.5%)**  
 Supporting Services **(13.6%)**  
 Advertising **(1.9%)**