



Annual Report 2020

Children's Museum Houston

*Transforming communities through
innovative, child-centered learning*

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

Addressing Community Needs

CMH Response

CMH ADDRESSES 6 KEY NEEDS IMPORTANT TO HOUSTON.

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 exhibits, high-quality early education programming, and an on-site branch of the Houston Public Library. New programming is provided daily.

Provides 7 bilingual parenting programs focused on increasing parents' engagement in their children's learning. CMH's Institute for Family Learning develops and delivers research-based curricula and programming.

Offers 7 out-of-school and summer camp programs to engage students in educational activities that can be tailored to their own interests and needs. Programs emphasize literacy and the development of STEM skills.

CMH COVID RESPONSE: MID-MARCH 2020 THROUGH JUNE 2021

Reinvented Museum-based and community programming, transitioning immediately to virtual formats to reach families at home. 1,800+ videos and live workshops have reached 8.2 million viewers in Greater Houston, all major U.S. cities, and 49 nations.

Launched bilingual televised and virtual versions of parent engagement programs, community-based distribution of Welcome Baby early childhood brain-builder curricula kits, and FLIP Literacy and Book Kits. Continued development of National Science Foundation-funded workshops for low-income parents of pre-school children for school readiness.

Built new delivery strategies for all virtual summer camp programs – serving children who had been out of school since March – and developed new facilitation strategies for all out-of-school programs. Developed new programming to support children's return to virtual classrooms in fall 2020.

CMH connects children and families with experiences they can customize to match their learning interests. These experiences provide foundational learning experiences for children, equip parents to confidently serve as their children's first and most influential teachers, and reinforce learning that occurs in school. To ensure access, we collaborate with 1,100+ community-based partners that serve families in

low-income neighborhoods, while also facilitating programming in English and Spanish and providing interpretation in additional languages as needed. During the period of the COVID-19 pandemic, our 40 years of experience enabled us to quickly transition to supporting families with extensive and free virtual programming and distribution of free curricular materials.

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 development of 21st century skills



Ensures full access to the Museum and outreach programs. Free admission provided for 36% of the Museum's on-site visitors, with 100% of outreach participants served free of charge at 440+ locations, for a total of 860,000 served during 8.5 months.

Provides all exhibits, outreach programs, facilitation and website in English and Spanish. A wide range of multicultural exhibits and programming encourages understanding and appreciation of diverse cultural traditions. On-site, people of Hispanic descent account for 48% of visitors, followed by African Americans (23%), Anglos (21%) and Asian Americans (7%).

Bases exhibits and programs on "Building Blocks" learning objectives to ensure strategic connections with school-based standards and workplace skills. All programs and exhibits undergo annual evaluations of outcomes.

Developed kit-based resources for low-income families to remove barriers to participation. The kits illustrate how parents can facilitate children's learning at home using readily-available materials they can replenish at neighborhood dollar stores. Distributed 31,000+ kits through June 2021.

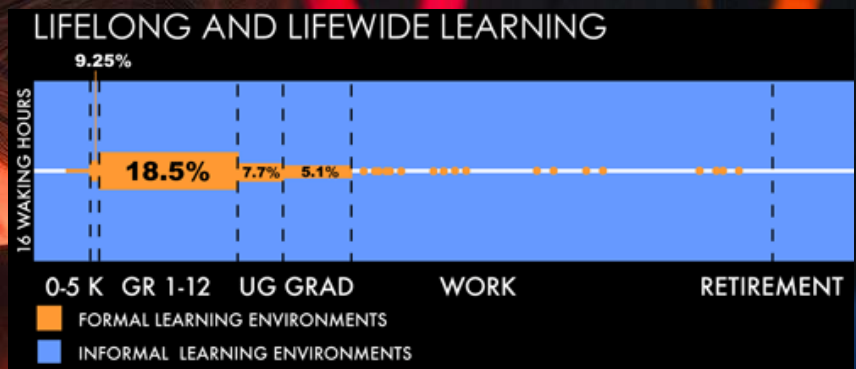
Emphasized principles of diversity, equity, accessibility, and inclusion, maximizing the reach of free programming despite loss of most sources of earned revenue. Increased diversity while decreasing the staff team to levels required to maintain lean operations until the Museum reopened on June 8, 2021.

Ensured the provision of learning resources for the full scope of our 0-12 audience. Resources range from the foundational learning experiences illustrated within our Learn@Home broadcasts to the new digital design MyPROJECTS workshops created for upper elementary students that make use of free online resources.

Since 1980, CMH has provided essential engagement during out-of-school time for children and their families and learning opportunities that are accessible without barriers of cost, language, or culture. These include exhibits, labs, a library, performances, field trips, workshops, and at-home curricula and materials. In response to the pandemic, CMH now also provides virtual options through our new digital broadcast All-Time Access platform. Each experience is designed to be personalized by the user, meeting their own learning interests and capabilities.

We provide these opportunities because school is not the only place that children learn. On average children only spend 20% of their waking hours in school classrooms. The Museum focuses on the other 80% of time outside of school with a 3-fold purpose. We **inspire learning** by providing compelling experiences that immerse children in stress-free problem solving, like using critical thinking and math skills. We provide real world learning experiences that help children **apply the concepts they learn in school** using hands-on materials, like managing earnings with electronic checking and savings accounts. We give them opportunities to **explore their possible futures** by offering them challenges that emulate a variety of career skills, like designing a parachute and testing its performance in a wind chamber.

We provide these opportunities because school is not the only place that children learn. On average children only spend 20% of their waking hours in school classrooms.



The LIFE Center Lifelong and Lifewide Learning Diagram (Stevens, R. Bransford, J. & Stevens, A., 2005)



EcoStation, sponsored by Strake Foundation

Families observe and learn first-hand about the flora and fauna of Houston and ways they can support them within their own neighborhoods.



FlowWorks, sponsored by William Stamps Farish Fund

Developed in collaboration with a fluid dynamics professor at Rice University, visitors use the power of water to do work like move boats through locks, spin water wheels, fill the cauldron, and propel waves.

The Museum's free-choice, compelling learning experiences ignite interests that last a lifetime.

Our programs must measure up to rigorous Building Blocks for Learning following knowledge and skills development standards embraced over 16 years and updated annually by our educators according to TEKS and other national requirements.

Each of the Museum's 13 exhibits is a platform for learning supporting daily changing experiences. The CMH Building Blocks guidelines ensure that each of these experiences strategically aligns

with educational theory, diverse learning styles, and school standards. A group of 19 seasoned educators constantly develops, implements, and refreshes these educational approaches based on the most relevant current needs and interests of children and their families. This process of continuous improvement is supported through rigorous evaluation methodologies advised by a group of 6 education researchers who comprise the Museum's Evaluation Committee.

Cyberchase: The Chase is On!
Developed in partnership with WNET New York, characters from the popular PBS series invite visitors to join them in using math to save Cyberspace from Hacker the villain.



The Holthouse Foundation for Kids Matter Factory

Developed in partnership with faculty at Rice and University of Houston, the Periodic Table of Elements is Matter Factory's organizing concept, with visitors engaging in challenges to assemble the right elements found in various materials and exploring how materials behave on the nanoscale.



Flint Hills Resources How Does It Work?

Physical science concepts are revealed through experiments visitors do alongside the Flint Hills Resources Genius Station GEEKS who share their enthusiasm and expertise in science with visitors all day every day.



PowerPlay, sponsored by Texas Children's Hospital

Developed with Baylor College of Medicine, engages families in challenges to learn about their own fitness as they measure how their bodies react. In the exhibit's Texas Children's Hospital Power Science Lab, families expand these challenges to experiments related to nutrition and body chemistry.



John P. McGovern Tot*Spot

Developed with Dr. T Berry Brazelton while on faculty at Harvard Medical School and Dr. Susan Landry at UTHealth, A zone dedicated to our youngest visitors and their families, Tot*Spot advances brain development through unique yet familiar physical and mental challenges that infants and toddlers love, while their parents and caregivers learn more about their child's interests for advancing development at home.

In March 2020, we abruptly found ourselves needing to reinvent the Museum's offerings into online formats. Over 1.2 million Greater Houston area children had been sent home from school and childcare, along with radical changes to their parents' work settings. Our educators and digital media specialists immediately shifted their offerings into online versions, which launched on March 16 – the same day we had to close the Museum – as the CMH Daily Broadcast, providing 5 educational video episodes each day of the week.



"Children's Museum Houston has found a virtual solution to continue their mission of providing innovative child-centered learning and educational resources to all. The education team has begun sharing DIY experiments, fun activities and behind-the-scenes content of the exhibits on the Museum's YouTube, Instagram, and Twitter pages tied to a virtual learning schedule. The warm personalities of their employees and community members jump right off the screen and make for an engaging and informative experiences."

–Forbes, 2020

Episodes aired first on Facebook, Instagram, or YouTube prior to being sent to 70,000 households through an eblast each day. Storytimes engaged children while parents joined work calls, STEM demos helped teachers build digital curriculum while they helped children learn from home, and fun sing-a-longs got kids singing and dancing to release stress. With videos and live interactive workshops, we provided ways for families to engage in Museum-style learning activities in their own homes, using inexpensive supplies they had on hand. During these initial months, our educators had developed 3 different Daily Broadcast formats – Educator Moments, Storytimes in English and Spanish, and Tot*Tunes. The Museum reopened for summer 2020 by approval of the Governor and local authorities. Children of visiting families, having watched our educational broadcasts across the 3 prior months, treated our educators like celebrities, wanting to take photos with their favorites. We continued the Daily Broadcasts once the Museum opened in summer.

With the start of school in September 2020, we focused our efforts on reaching children and families where they could be reached digitally; at home, at school, and at play.



"Hi! I want to thank all of you for the awesome videos. I enjoy the science ones and my toddler loves the Tot*Tunes. He requests "Throw it out the window" several times a day, and if he doesn't get to watch it, he re-enacts it himself!"



Director of Gallery Programs Dr. Lisa Williams reads Llama Llama Red Pajama. Daily Broadcast content was produced in Spanish and also bilingually in English and Spanish.



10:59 / 15:32

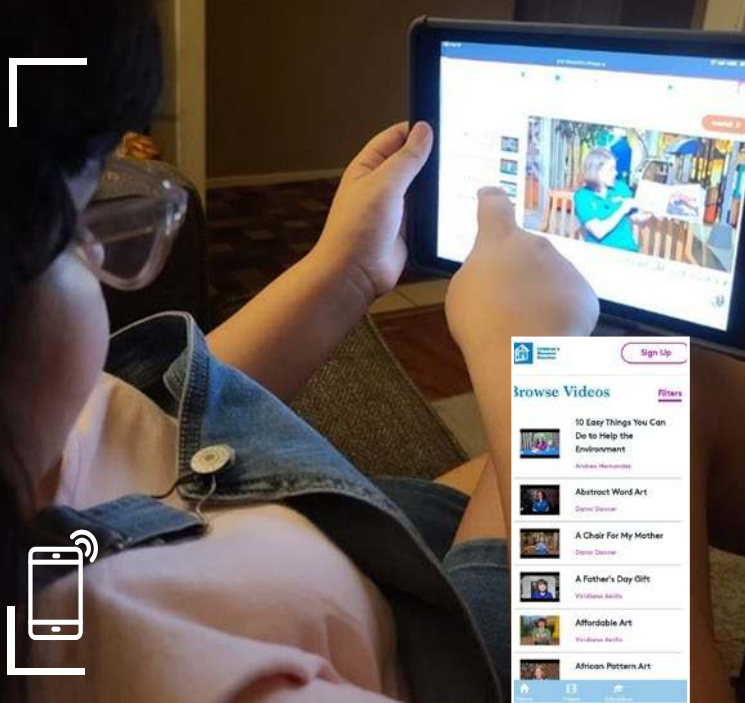
COVID-19 resulted in an immediate and sustained effort to deliver Museum daily programming online to help children continue learning.

Our virtual programming was expanded under a new compilation of offerings called All-Time Access. Daily Broadcasts included Brain Breaks to re-energize children sitting at home at desks and Early Childhood Corner episodes shared new activity ideas parents and caregivers could use to advance early skill development.

The popular TinkerCAD online workshops launched the prior March were renamed MyProjects Live and expanded through new partnerships. Mr. O aired a new O Wow Moments series on Invention in collaboration with KPRC, and we created 3D Virtual Field Trips of the exhibits which had been requested from cities as far away as Philadelphia.

CMH science educators began airing GEEK Out Live through Facebook, often focusing future episodes on questions posed by viewers. During traditional school holiday periods, our virtual episodes were combined with at-home EPIC Adventure activity kits to keep the at-home learning happening during Halloween, Thanksgiving, Winter Break, and Spring Break.

The Museum's Playground Playlist shares constantly updated groupings of All-Time Access content with families based on child-centered themes. In partnership with experts from Phillips 66, this Playlist strategy was adapted into a web app called MyCMH that is filterable by age and other preferences for ultimate customization by each family.



The 1,800+ video programs and workshops we created from March 2020 through June 2021 to support children's learning reached 8.2 million viewers across that same time, serving families from all major U.S. cities, and 49 nations.



Bank of America, Kidtropolis Educator Danni Dancer in the Houston Livestock Show and Rodeo Vet Clinic models how families can do wellness checks with their animals. Daily Broadcasts were filmed by educators in their homes until Work Safe orders were lifted for essential educational organizations in Spring 2020.



"Thank you so much for your new programming. Houstonians really do know how to bring it on in times of difficulties."



Director of Outreach Tiffany Espinosa and family share songs celebrating Cinco de Mayo in English and Spanish as part of the Tot*Tunes Daily Broadcasts.



Research proves parents are key to their children's success in school and life. For more than 40 years, the Museum has supported parents in their critical role as first and most influential teachers. We develop, test, and implement programming based on best practices confirmed by our own research and that of others. This work has proven uniquely critical during times of stress like those experienced by all families across 2020-21.

On average, CMH reaches 460,000 parents each year, providing evidence-based programming that has high rates of adoption by all families. Parents are short on time, so we design our efforts to reduce barriers to participation in every way possible including hosting the programs for free in neighborhoods at times convenient to families, providing all needed supplies, teaching in preferred languages, and sharing how specific family engagement strategies are critical to children's brain development and success in school.

The pandemic severed our ability to connect to parents in traditional ways. So, we rapidly adapted new approaches to supporting parents as teachers.

The Museum offers challenges, experiments, and investigations that children and families use their minds and materials to pursue. This happens daily through our exhibits and is also exported into homes through family learning kits like FLIP and Welcome Baby. To address isolation caused by the pandemic, we expanded our family learning kit approach by converting activities typically used for in-person programming into combined activity/supply kits for distribution with partners.

Kids' Meals drivers combined CMH at-home learning kits with meal drop-offs to those in greatest need across Houston. Houston Food Bank did the same with kits that brought the Museum's beloved Kidtropolis exhibit experiences into their homes. Lucille's 1913 invited Museum staff to distribute family learning kits during their neighborhood drive-through meal pick-up events.

This focus on ensuring that parents have the strategies and supplies they need to engage their children in compelling, high-quality home-based learning will continue while the need remains for children to gain or reinforce critical skills missed during the pandemic.

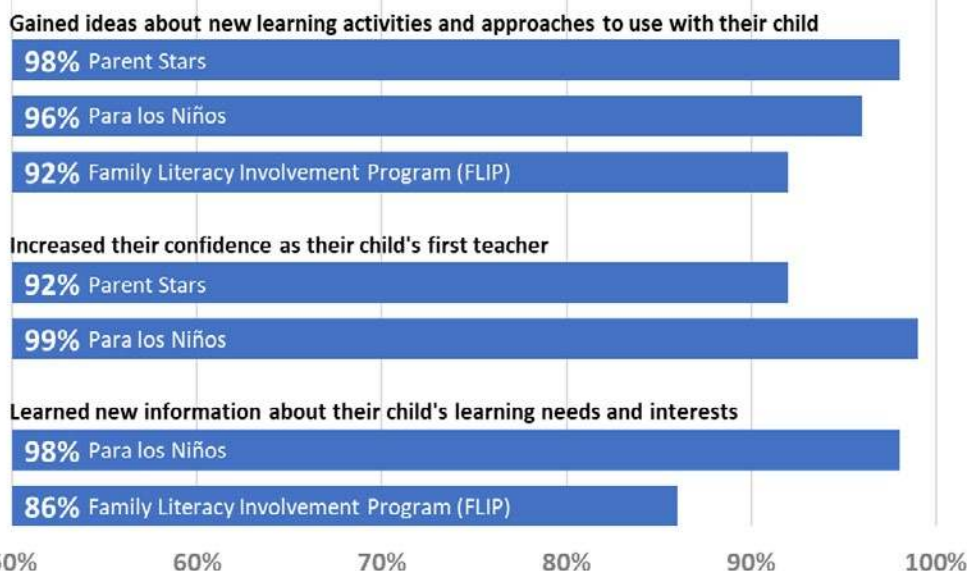
Basics Houston Fun*Shops Went Virtual on March 18, 2020. The days post closure, the Museum's bilingual parent educators had launched the first of many virtual Basics Houston Daily Broadcasts, each modeling for parents at-home ways to advance 1 of the 5 Basics Houston principles through activities using regular supplies families have in their homes. Since libraries were not initially open for borrowing books, the Museum gained permission from publishers to read the associated children's books at the beginning of each video segment.

CMH Launched PreK Content for FOX 26/ My20 Channel to reach nondigital families. Prompted by critical concerns for the 25% of Houston families without adequate broadband access, the City of Houston Mayor's Office of Education requested that CMH fill a void in PreK content for FOX 26's My20 channel on loan to local schools for instruction. Half hour segments were produced by CMH twice a week

and aired to families through cable and antennae service. The Family Literacy Involvement Program (FLIP) was the focus of 1 episode each week, when different kits were demonstrated, encouraging families to borrow them from the collection at their local library through curb-side pickup. The 2nd episode each week demonstrated activities parents could use to advance of the 5 Basics Houston principles.

The Museum's All-Time Access virtual approach trains parents to be teachers and to engage their children in new ways.

Parents using CMH family outreach gained new ideas, confidence, and understanding of their child's learning needs.



Parent Stars

Originally developed in collaboration with Houston ISD, Parent Stars is a prime example of the Museum's responsiveness to both the change in the needs of families as well as school district partners. In a normal year, Parent Stars family learning events would be held on school campuses in 15 school districts, to increase public school parents' engagement to advance family learning at home. Prior to March 2020, we had reached 18,400 parents and children at 83 schools during the 2019-20 school year. With the closure of schools, CMH responded by developing and hosting virtual family engagement events starting October 2020. Families picked up their family activity packs curbside at their schools and then signed into Zoom meetings, sometimes using campus-loaned hot spots and computers, to do the activities together. We hosted 59 of these virtual events for 40 schools. Most schools will be returning to in person Parent Stars events in Fall 2021, and the Museum remains ready to offer the virtual support if preferred by schools.

"The Parent Stars workshop was absolutely great, and the kids had a wonderful time! Parents were so appreciative, expressing thanks for allowing families to unmute mics and share or ask questions. We are super grateful for the Children's Museum's staff."

—elementary school administrator



The Museum is readily adaptable, enabling us to immediate program responses to changes in the priorities of families.

Basics Houston

The Basics is an early childhood initiative of the Achievement Gap Institute at Harvard University which enables parents to powerfully engage their young children in easily adopted activities to build young brains. Basics Houston is an initiative-led by Houston Health Department in strategic partnership with CMH. CMH has supported efforts to share Basics Houston with families across the past 5 years, including the development and leadership of a 5-session parent/child workshop series hosted in neighborhood locations including libraries, churches, and community centers.

The Museum's bilingual educators launched a virtual version of the series during the pandemic, mailing the associated supplies and curriculum to participating families' homes. We anticipate resuming these sessions in-person at partner neighborhood sites during Fall 2021, with a re-established strategic focus in 3 communities – Gulfton, Near Northside, and Third Ward.

"You are always finding new ways to help us teach our kids. Thank you from all who [are] working from home while trying to be teachers."

— parent



CMH's successful development of bilingual virtual versions of our parenting programs will be continued as options for our program partners in the future.



Director of Outreach Armando Orduna, EdD, and 4-year-old daughter demonstrate a home-constructed "boat" for online viewers as part of the first Basics Houston virtual segment focused on the principle of Exploring Through Movement & Play. CMH bilingual educators sang from Row, Row, Row Your Boat by Annie Kulber in English and Spanish while father and daughter rowed along.



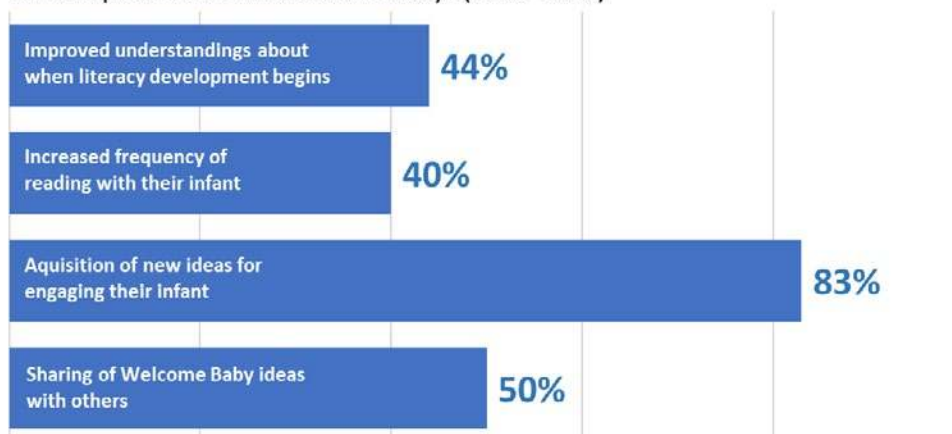
CMH “person of trust” network member and Aldine Special Supplemental Nutrition Program for Women, Infants and Children (WIC) Navigator (right) conveying a Welcome Baby bag to a family she serves. Thirteen WIC locations operated by Houston Health Department helped the Museum pilot the program in 2017 and have continued annually as one of the largest distributors within the Welcome Baby network. We are currently supporting 192 active persons-of-trust (of the 286 total) at 35 of 71 partner organizations, ramping up as partners resume services.

Welcome Baby

By the end of 2019, the Museum had trained 250+ “persons of trust” partners who include social workers, speech therapist home visitors, nurses, physicians, and early childhood educators to reach some of Houston’s most vulnerable families with infants. These partners actively distribute 10,000 Welcome Baby bags annually to their client families with infants.

Stopping temporarily in March 2020 due to COVID, by June, partners were beginning to distribute the bags again. Legacy Health, a Welcome Baby founding partner, distributed the bags to families in their cars during drive-through clinic visits. By June 2021, half of the persons of trust had resumed distribution with full resumption expected during Fall 2021.

Welcome Baby pre/post data from parent surveys has consistently shown positive outcomes annually. (2019 data)



Family Literacy Involvement Program (FLIP)

Families have used FLIP Kits since 2010 to advance their children’s learning and expand their family engagement. The 240 unique kits are duplicated for a total of 2,400 versions available across 39 Houston Public Library locations. Each FLIP Kit contains a children’s book and all of the supplies needed for an activity related to the book’s theme. Research by UTHealth Children’s Learning Institute showed that families using the kits had substantially higher gains in ideas for at-home engagement with books and understanding of children’s skills/interests than families who only used the accompanying books.



Director of Outreach Tiffany Espinosa reads the *Very Hungry Caterpillar* by Eric Carle from the Museum’s Parent Resource Library and then demonstrates the related fruit graphing FLIP activity using the same kit items that families can check out from the library.

TV Broadcasts Expanded to Univision in Spanish on June 12, 2020. Following the success of the FOX 26/My20 partnership, the Museum collaborated with Univision to air Spanish versions of the Basics Houston episodes. Following the Museum’s Summer 2020 reopen, our partnership with Univision launched with short segments aired during their morning news broadcasts.



Welcome Baby and FLIP kit distributions continued throughout the pandemic.

For the first time since the program's launch in 2010, FLIP kits were not available to families March-May 2020. A total of 27,263 kit loans were made in FY20 prior to those months, and then families resumed borrowing curbside from 10 library locations in June 2020. Across this past pandemic year, FLIP kits were loaned through the curb-side system, with a surge to normal levels in June 2021 when the library locations including CMH's Parent Resource Library reopened for in-person use. Over the years since the 2010 launch of the FLIP program, several other FLIP partnerships have developed. In 2014, FLIP collections were established through the Houston ISD Read Houston Read program at 54 elementary schools. Volunteer tutors use the kits with students who need more opportunities to develop a love of reading.

In 2017, the Barbara Bush Houston Literacy Foundation funded the expansion of FLIP into take-home versions called My Keep It Kits that encourage families to borrow additional kits from their local library after using their Keep It Kit. During the pandemic, Texas Children's Hospital distributed 6,500 of these kits to the families they serve through their upWords early childhood language development program. Finally, in August 2020, we partnered with Spring Branch ISD to

install FLIP collections in 9 of their elementary schools for the launch of a family loan program starting with the 2021-22 school year.

"I love the activity kits you've designed. Really helps my kid enjoy reading picture books with me and then working on activities."
— [parent]



Teaching Together

In collaboration with UTHealth Children's Learning Institute, CMH developed a STEM-focused 6-session parent/PreK workshop series with the support of a multi-year research award from the National Science Foundation. In FY20, we hosted the sessions in 15 schools until COVID closures, resuming in October 2020 with a COVID-year virtual version to collect data for comparison to the in-person study findings. Using combinations of live virtual interactions, taped videos, and supply kits sent by courier, 68 families joined the virtual year

study. For the 2021-22 school year, the Museum's bilingual educators will return to in-person hosting of the series in 15 elementary schools.

Para los Niños

Developed through Institute of Museum and Library Services funding in 2003, Para los Niños engages families who use Spanish in their homes in activities that model family engagement that advances foundational learning skills. This program is the model on which the Basics Houston and Teaching Together curriculum expansions were established.



Instagram post from parent of CMH bilingual educator Belkis Hernandez (iPad left) introducing the first Teaching Together kit to families participating in the virtual study.



Para los Niños Program Manager Gisela Trevino hosts the first Univision Basics Houston episode from within the Museum's John P. McGovern Tot*Spot exhibit, sharing ideas for how parents can Talk, Sing, & Point to advance their 0-3-year-old children's language skills and brain development.



Para los Niños Program Manager Gisela Trevino leading an evening virtual workshop from her home for a Daddy and Me Literacy Night in partnership with Baker-Ripley Savoy in Gulfton.

Community Need #3:

Provide learning experiences that reinforce and supplement school classroom instruction

Applied learning where students use their knowledge, skills, and interests in real world situation, is foundational to success in school and careers. Classroom teachers rarely have enough opportunity to provide experiential applied learning during the school day. So, families and out-of-school time providers like CMH have a critical role in ensuring children have ample opportunities after school and during summers. The Museum's exhibits are rigorously designed and tested to advance this kind of learning, and our afterschool and summer learning outreach programs and partnerships take the exhibit concepts and expand them further for children living with low-income who most often have fewer out of school time learning opportunities.

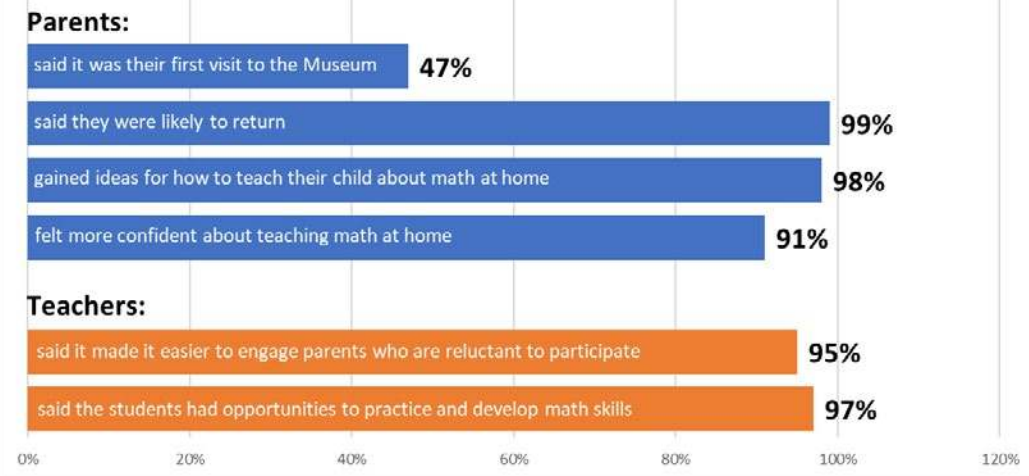
CMH out of school time programming strengthens children's ability to succeed in school and beyond.

A'STEAM (Afterschool – Science, Technology, Engineering, Art(design), Math)

The Museum's educators have developed a 168-lesson project-based curriculum, 28 of which have been grouped for implementation across each year since 2012 in partnership with YMCA of Greater Houston in 154 of their afterschool program sites. Knowledge of participating and similar-non-participating students has been measured at the beginning and end of each year in a pre/post evaluation that consistently shows gains by A'STEAM students that are substantially greater than those not participating. In the program year prior to COVID, A'STEAM students increased their related knowledge by 40% compared to an increase of 7% by those not participating. These results showcase how CMH applied learning programs boost school classroom learning.

During the FY21 year, a version of A'STEAM continued at five 21st Century Community Learning Center schools through a 7-year national collaboration with New York Hall of Science with funding from the US Department of Education. Originally designed by the Exploratorium in San Francisco as an afterschool pilot, CMH was one of three initial partners invited to join due to

Families who visited CMH with their school campuses on Free Family Nights developed their math engagement skills.



our leadership in the maker movement within science and children's museums. The maker-focused workshop series engages students in a stepwise pursuit of skills that result in them designing and building a self-propelling, electromechanical sculpture augmented with found objects.



21st Century Making Project student showcasing her self-made journal that she used to document her planning and results throughout the 6-session series.

Houston's Kids

Since 2006, the Museum has partnered with United Way, Communities in Schools and YMCA to provide quality afterschool engagement to students in 7 Alief ISD schools. The program was born out of the Hurricane Katrina crisis when families left their destroyed homes in New Orleans and moved to Houston. CMH's role in the partnership has been providing weekly project-based STEM sessions from the A'STEAM curriculum, engaging students collaboratively in high quality afterschool experiences that support school achievement. In FY20, the program expanded into Aldine as a pilot in 2 campuses. Dr. Roger Durand, Professor of Management at University of Houston Clear Lake, evaluates Houston's Kids each year, with findings consistently showing that the program helps children living in poverty increase their success in school.

Community center afterschool staff at 28 sites used the Museum's circulating *Count Me In!* project-based learning kits to build confidence in "doing math."

100% report that Count Me In! kits reinforce what children are learning in school.

91% say that children become more confident in their ability to "do math."

81% state that students become more interested in math.

0% 20% 40% 60% 80% 100%

Count Me In!

Many afterschool time program providers often have difficulty providing students in their care a variety of quality learning engagements due to low staffing or less access to resources. The Museum's Count Me In! program builds capacity of these organizations to provide student self-directed learning activities, focused on math problem solving through challenges and games. Partner afterschool providers collaborate with the Museum to gain a new set of activities and related training at frequencies best suited to their schedules.

CMH out of school time programs build capacity for program facilitators and teachers to engage students and summer campers in applied learning.

Houston's Kids Baby Avengers study group dissects squid as 1 of 28 STEM engagement sessions CMH educators trained afterschool facilitators to lead.

During the COVID-19 pandemic, the Museum's conversion to virtual engagement ensured that student access to CMH experiential learning opportunities continued, including 2020 summer camps.

Summer of Learning (SōL)

During Summers 2020 and 2021, CMH refocused Summer of Learning curriculum on literacy for PreK-2nd grade children at the request of YMCA. The Summer 2020 program was a pilot with YMCA that expanded in 2021 to include both YMCA and Boys and Girls Club sites. CMH educators designed the curriculum, trained the Y staff, and provided the needed supplies.

By Summer 2021, CMH educators were able to virtually lead the sessions through interactive white boards and screens in classrooms, since partners had by that time been able to upgrade their summer camp technologies.

Camp Adventure

Held in partnership with Houston ISD and the Barbara Bush Houston Literacy Foundation, Camp Adventure was created originally by Houston Area Urban League as a free, 2-week summer camp at two HISD elementary schools. In Summer 2020, CMH took Camp Adventure virtual. Families picked up their Camp Adventure supply boxes curbside at the Museum, and then kicked off each of their at-home Camp days with CMH educators reaching them in real time through digital connection. Camp Adventure was merged with HISD Summer School at Blackshear and Atherton elementary schools in 2021 as a pilot for a dual summer school/afternoon camp model in the future to encourage students' learning and enthusiasm for participation.



Camp Adventure virtual camper shows off the chia pet that she first designed on paper and then planted and nurtured throughout its summer growth.



Houston ISD designed Camp SPARK in Summer 2020 to draw students back online for a learning kick-start before the beginning of the first virtual weeks of the 2020-21 school year. As a partner, CMH was able to support Camp SPARK with quick turnaround based on experience in reaching children digitally following March shutdowns. CMH provided programming to cover coding, math, and literacy, and adapted content from our ConocoPhillips Math Lab, Bank of America Kidtropolis exhibit, and John and Jean Wiley Foundation Invention Convention exhibit.



Director of Exhibit Development and Educational Technology Keith Ostfield doing Mathematical Explorations, engaging students in pattern recognition with card tricks, with the Camp SPARK campers. During other sessions, we taught kids how to code with popsicle sticks and create artworks based on children's books.

ConocoPhillips





"I want to let you know how AWESOME the virtual camp adventure is. Sydney was able to be part of it and it's done in such a great way. She is doing all the activities and reading all the awesome books that came with it. Thank you for this wonderful program. I am beyond impressed with all the stuff the campers received. Sydney looks forward to every day of doing camp adventure."

**—parent of
Camp Adventure camper**



Social Studies Educator Danni Dancer leading students in a literacy workshop during HISD's Camp SPARK, using art activities to develop characters and settings that can be used to create their own stories.



Prior to the pandemic, 46% of Houston's households were considered low-income. Children living in low-income households have less access to high-quality educational resources than their more advantaged peers. These gaps in access widened further with the Covid-19 pandemic which financially destabilized countless more families. Lack of adequate broadband service prohibited many children from attending virtual school, and families often did not have the supplies at home for children to continue hands-on learning engagements like those provided within school and afterschool care settings.

CMH works with 1,110 community partners to reach families across Greater Houston with free resources, to help ensure that all children have access to quality learning opportunities and materials. These Museum resources include free Open Doors Museum admission passes as well as the parent and afterschool programs described on the preceding pages.



Due to the pandemic, CMH now also provides the entire All-Time Access virtual collection of over 1,800 (and counting) educational episodes, versions of which have aired through local TV broadcasts to reach families without streaming capabilities. We also increased our at-home learning kit distributions to ensure the families in most need have the project supplies for advancing learning engagement.



The Museum reinvented itself according to rapidly changing needs of Houston's children, fulfilling its role as an essential business during COVID to get learning supplies into the hands of children.



In April 2020, we learned from our partner, the Third Ward Community Cloth Cooperative, that essential worker childcare centers in their community did not have the resources they needed to engage the children under their care. CMH educators packed boxes full of consumable supplies and activity guides and delivered these resources to the doorsteps of the centers in need.

That same month, we heard that the need for meal drop-offs by our partner Kids' Meals had increased substantially. We continued to clear out our supply storage by building at-home use kits with both older and younger versions. CMH outreach team members dropped them off weekly at the Kids' Meals warehouse for distribution to home by their volunteer drivers. Each kit contained enough supplies for use by 4 children per family.

We started receiving additional news in May from our school partners, indicating they needed our help and that teachers were exhausted – sensing no end in sight to the difficulties they were facing. CMH educators began noticing as early

as June 2020 that children returning to the Museum for the summer did not have the grasp of their math addition and subtraction facts appropriate for their grade level.

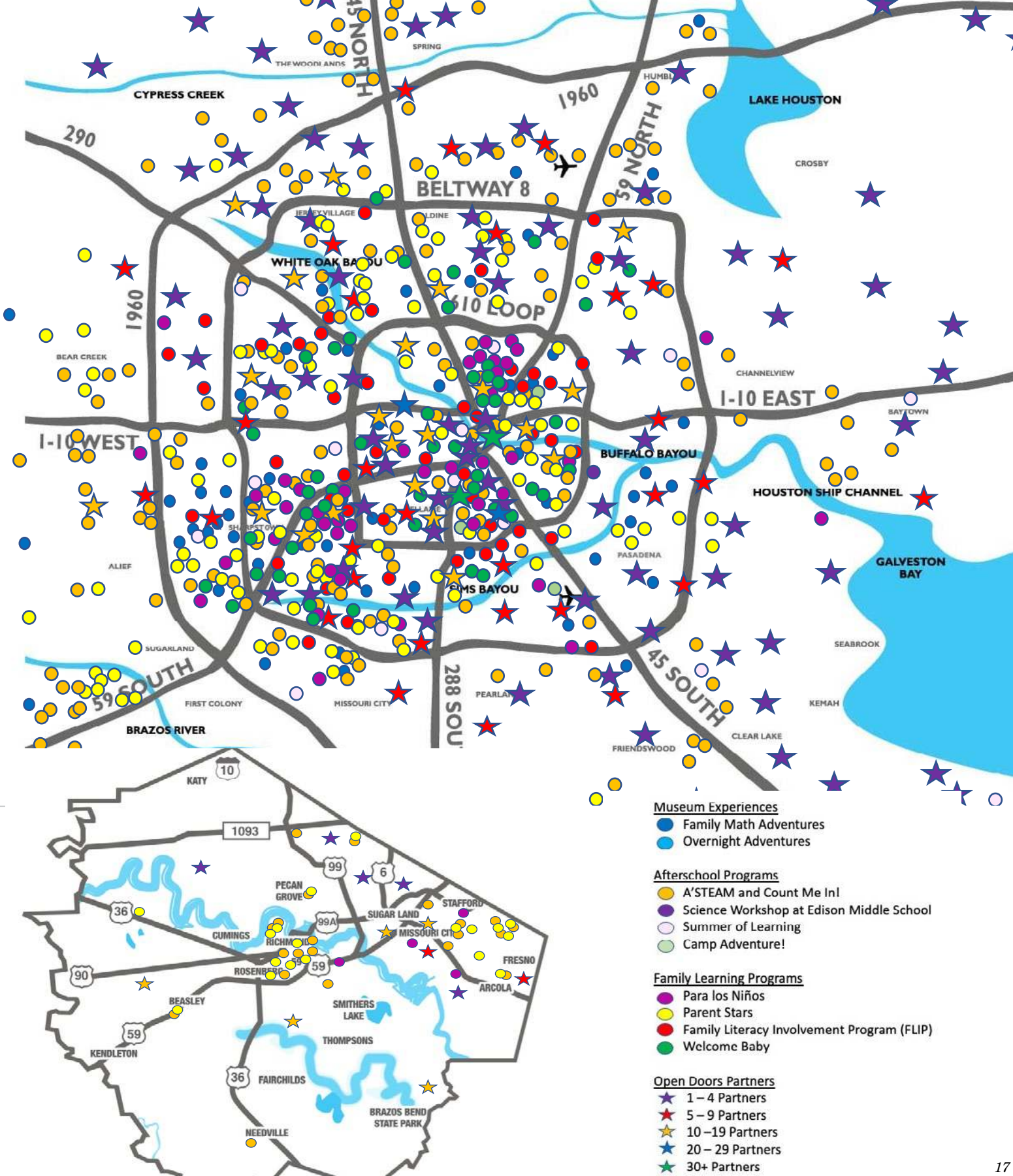


"The kits give great ideas about how to work at home with my child – doing small activities and encouraging creativity. The activity about bugs developed into conversations about insects and their environments."

1,000 multidisciplinary activity kits filled with activity books, Play-Doh, scissors, and other materials funded by PNC were distributed to partners providing basic services to families including Houston Food Bank, Kids' Meals, New Hope Housing, and United Methodist Church.

Several funders have helped the Museum continue to put valuable at-home learning resources into the hands of families in need.

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.



Houston is one of the most racially and ethnically diverse large city in the United States. 28% of Houstonians are foreign born, 49% speak a language other than English at home, and 22% speak English less than very well, most often relying on Spanish. At the Museum, our racial/ethnic demographics mirror those of Houston, with 48% of visitors of Hispanic/Latino descent, followed by African Americans (23%), Anglos (21%) and Asian Americans (7%). Within outreach, most participants are Hispanic/Latino or African American. Our staff also reflects Houston: 62% are non-Anglo and 53% are bilingual in English/Spanish.

How Are We Alike? Gallery

Four of our cultural exhibits rotate every 18 months. As with all CMH exhibits, text in these exhibits is provided in English and Spanish in addition to including the language of the people celebrated in each exhibit.

•**Cum Yah Gullah**, meaning come to Gullah, celebrates the expertise and culture of the Gullah/Geechee from the South Carolina Sea Isles who are descendants of enslaved West Africans.

•**Yalálag**: A Mountain Village in Mexico emulates a small town in the Mexican state of Oaxaca where the merger of native Zapotec and Spanish cultures resulted in a thriving remote community.

•**Dragons and Fairies**: Exploring Viet Nam through Folktales showcases how Vietnamese families use folk tales to transmit cultural values to their children.

•**Heart and Seoul: Growing Up in Korea** explores how children in and around Seoul Korea experience daily life in high-tech cities rich with ancient cultural history.

CMH has 5 rotating exhibits that immerse children in the daily lives and traditions of families who have cultural backgrounds different than their own.

The John P. McGovern Kids' Hall

Each year during November and December, our Seasons of Sharing interactive exhibit showcases seven cultural celebrations and observances of families in Houston and around the world - Christmas, Diwali, Hanukkah, Kwanzaa, Las Posadas, Lunar New Year, Norwegian Christmas, and Ramadan.

We also celebrate one or more acclaimed illustrators of children's books through exhibits we borrow with funding from CFP Foundation and the National Center for Children's Illustrated Literature. exhibits of artworks created by children.

In 2020-21, we showcased the works of two Coretta Scott King Award winners, James E. Ransome in 2020 and Christian Robinson in 2021. Program offerings at the Museum change weekly and often daily, many of which celebrate the varied cultural traditions of Houstonians.



"Children's Museum Houston has established aggressive efforts that serve a high volume of children and their families from neighborhoods and communities across the city. The institution has mastered the art of outreach – in fact, it is fair to say that their audiences represent the demographics of the city well, in both age and economic status. Their role as a partner in the classroom is equally as effective as the experiences created for visitors to the museum."

–City of Houston



WonderWeeks

For 30+ years, the Museum has hosted new programming weekly through our WonderWeek themes that are brought to life for families through special performances, workshops, and exhibit activities presented by a diversity of local performers and artists. Many of these weekly themes have been anchor offerings for many years, including:



New Year's Noon
MLK Day Celebration
Black History
Lunar New Year
Holi Celebration
Texas History
Ramadan (Eid)
Asian American Heritage
Cinco de Mayo
Juneteenth
Kidpendence Day (July 4th)

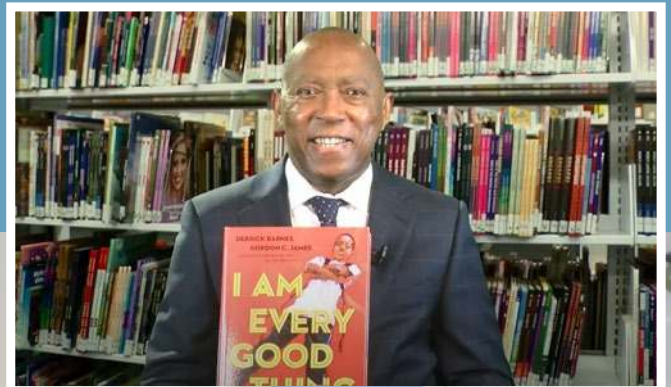
Tanabata Festival
Fiestas Patrias
Mid-Autumn Festival
Halloween
Día de los Muertos
Diwali
Turkey Pardon
Las Posadas
Hanukkah
Christmas
Kwanzaa



Houston area adult and child leaders helped us celebrate with visitors online for MLK Day and Black History month.

Houston leaders shared their favorite children's books through the Museum's Daily Broadcasts during Black History Month. Including KTRK 13 News Anchor Melanie Lawson, Fort Bend County Sheriff Eric Fagan, Interim Houston ISD Superintendent Grenita Lathan, FBCDC Council Member Seleria Fletcher, FBCDC Council Member Sam Golden, Board Member Paula Harris, City of Houston Mayor Sylvester Turner, KTRK 13 Anchor Gina Gaston, Eric Robins, Sugar Land Police Chief, Fort Bend ISD Superintendent Charles Dupre, Sonny Jiles, CEO of Defender Network, Judge Wanda Adams, Chris Hollins, Former Harris County Clerk Christian Menefee, City of Houston Attorney, and Barbara Jones.

The Museum's Kid Committee of advisors ages 8-13 help lead our MLK Day celebration each year. For 2021, they produced a powerful video compilation of their recitation of Dr. Martin Luther King, Jr.'s I Have a Dream speech. Texas House of Representatives Garnet Coleman received this year's CMH Caryakid Award for his 25-years' support of the Museum's celebration.



Children's Museum Houston is recognized for outstanding achievements and sustained commitment to the pursuit of cultural diversity and inclusion in the community and workplace

—DiversityFirst, 2019

The Museum's educational programming is designed to help children pursue the future of their choosing, by giving them opportunities to identify and advance interests and skills that prepare them for college and career options. These skills include critical thinking, communication, collaboration, and persistence. By advancing skill development, we remove barriers for reaching potential. Visiting adults frequently tell us, "I wish I had something like this when I was a growing up!", suggesting they may have chosen different life paths if they had CMH as a child, with opportunities to code robots, manage a diner, and solve missions using clues and cyphers.

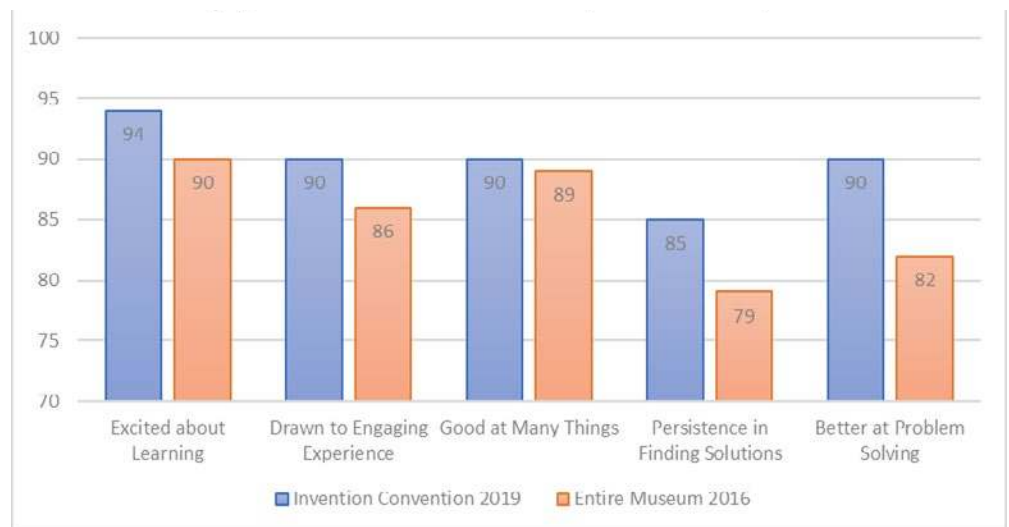
CMH exhibits and programs develop children's skills for success far into their futures. Each is aligned with the Texas Essential Knowledge and Skills standards.

The David and Jean Wiley

Foundation Invention Convention

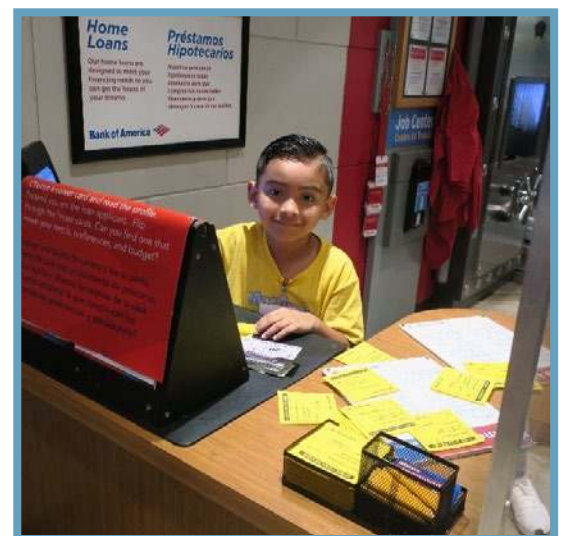
Building design thinking skills, children plan, fabricate, and test vehicles for performance and safety, write code for robots to do chores, and engineer new tools to solve problems. In the Inventors' Workshop, new challenges like designing video game characters in TinkerCAD are offered monthly.

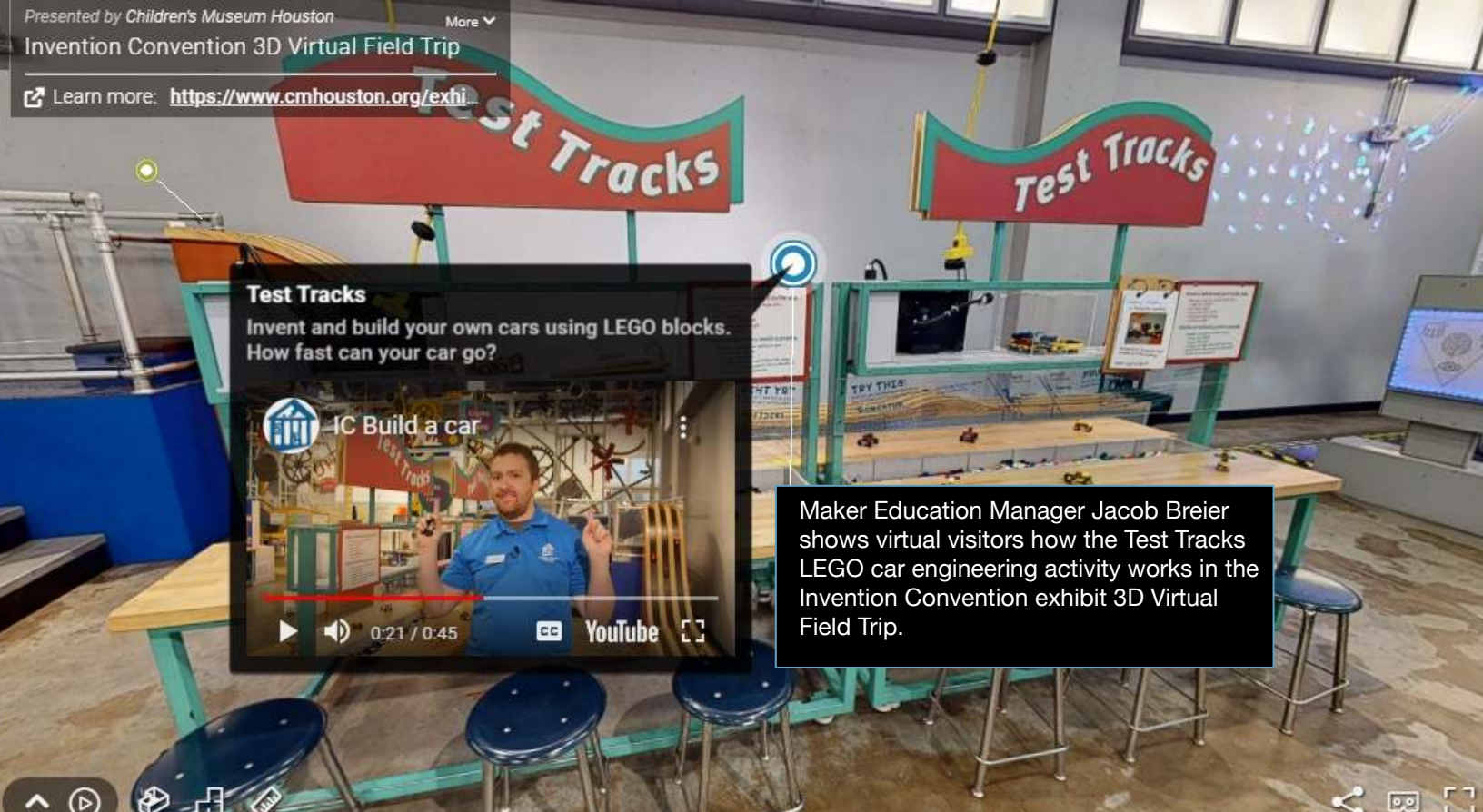
Adults visiting Invention Convention with their children associated their child's problem-solving skills with the experience



Bank of America Kidtropolis,

A city run by kids for kids, this vibrant thoroughfare of businesses and city services engages kids in the various roles citizens serve within a community, including consumers, employees, business owners, volunteers, and politicians. In the Bank's Business Center, visitors can create a business plan for their new cupcake shop or law office. As manager of the Market, they make inventory and staffing decisions. And in the News Studio, they decide what the TV news anchors will report for the day.

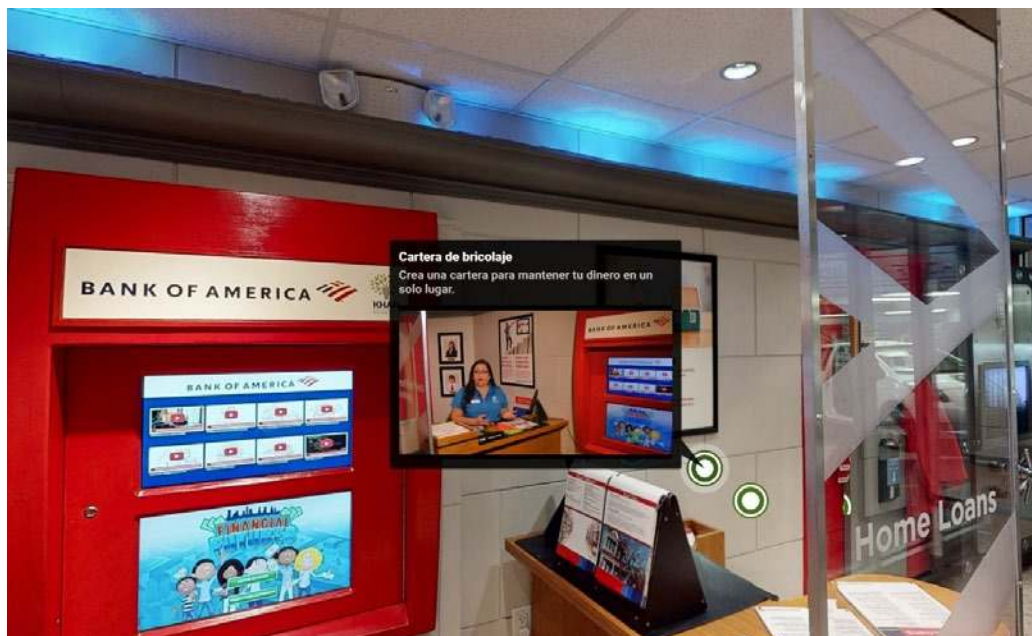




3D Virtual Field Trips were developed so children could continue their explorations during the pandemic.

Chevron Maker Annex

As a part of The David and Jean Wiley Foundation Invention Convention, the Chevron Maker Annex is a place where visitors elevate their building and testing to the next level using digital fabrication to design and produce solutions with laser cutters, vertical mills and 3D printers. When the Annex closed due to COVID-19, the Museum launched an online workshop series using a free design software platform called TinkerCAD. In each of the 3 weekly sessions, the Maker Educator establishes an overall project challenge, like designing a roller coaster, a human body cell, or a bird house. Then, children work alongside with the Educator and each other online



As part of the Kiddropolis 3D Virtual Field Trip in Spanish, Para los Niños Program Manager Gisela Trevino trains visitors on how to advise customers about Home Loans in the Kiddropolis bank.

to envision and design their personalized project. Still open for families to register for free, we also offered them in partnership with Boys & Girls Clubs during Fall/ Spring 2020-21.

Science Workshop in partnership with HISD Launched with National Science Foundation funding in 2002, the CMH Science Workshop at Edison Middle School serves approximately 100 students every school day each year with

High participant retention and consistent acclaim from both children and adults characterize the feedback for MyProjects Live workshops.

"The leader ... did an excellent job of answering the questions for the kids that were behind while keeping forward movement for those that had the hang of it. Thank you for providing these for free! We would not be able to do it otherwise."

felt the experience of live online learning was very good 86%

"Please keep doing these even after things open back up! We would pay (a reasonable amount). At home is very convenient/preferred."

said they were likely to participate in another workshop 92%



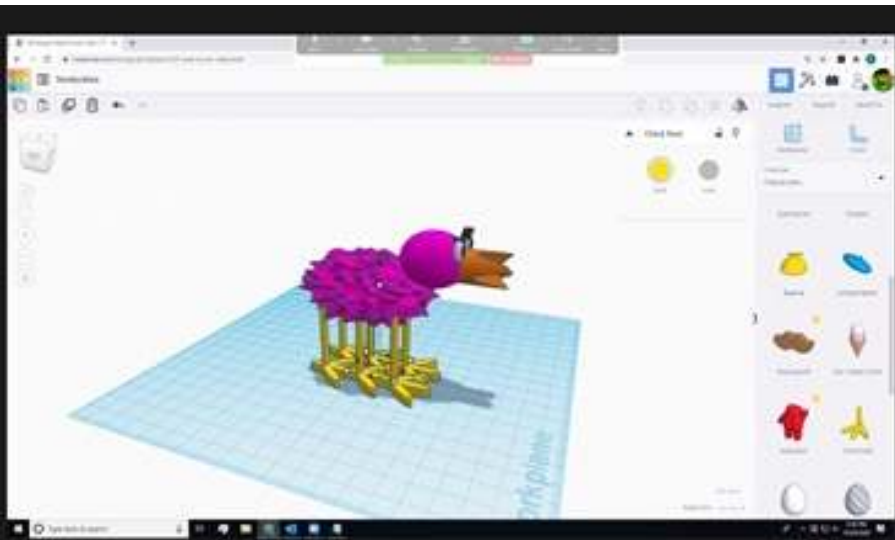
Your 3D tours make us feel that we are actually in your galleries – we love the way you combine the videos with examples of activities we can do at home. My kids have learned many new concepts about science that will help them in school.

project-based learning engagement driven by their personal interests and ingenuity. Students do everything from building hover craft vehicles to designing products they sell to other students and faculty during the holidays. During Summer 2020, Science Workshop was the first of our in-person summer camps to go virtual, using Microsoft Teams to meet and do activities including circuit building, building pendulums, and cultivating bacteria. The Museum was not allowed to operate the program within the school building during the 2020-21 school year, so we continued offering a weekly program through virtual engagement and curbside pickup of supplies at the school.

The program resumed in person for the Science Workshop 2021 Summer Camp.

Maker education partnership with 21st Century Community Learning Center schools

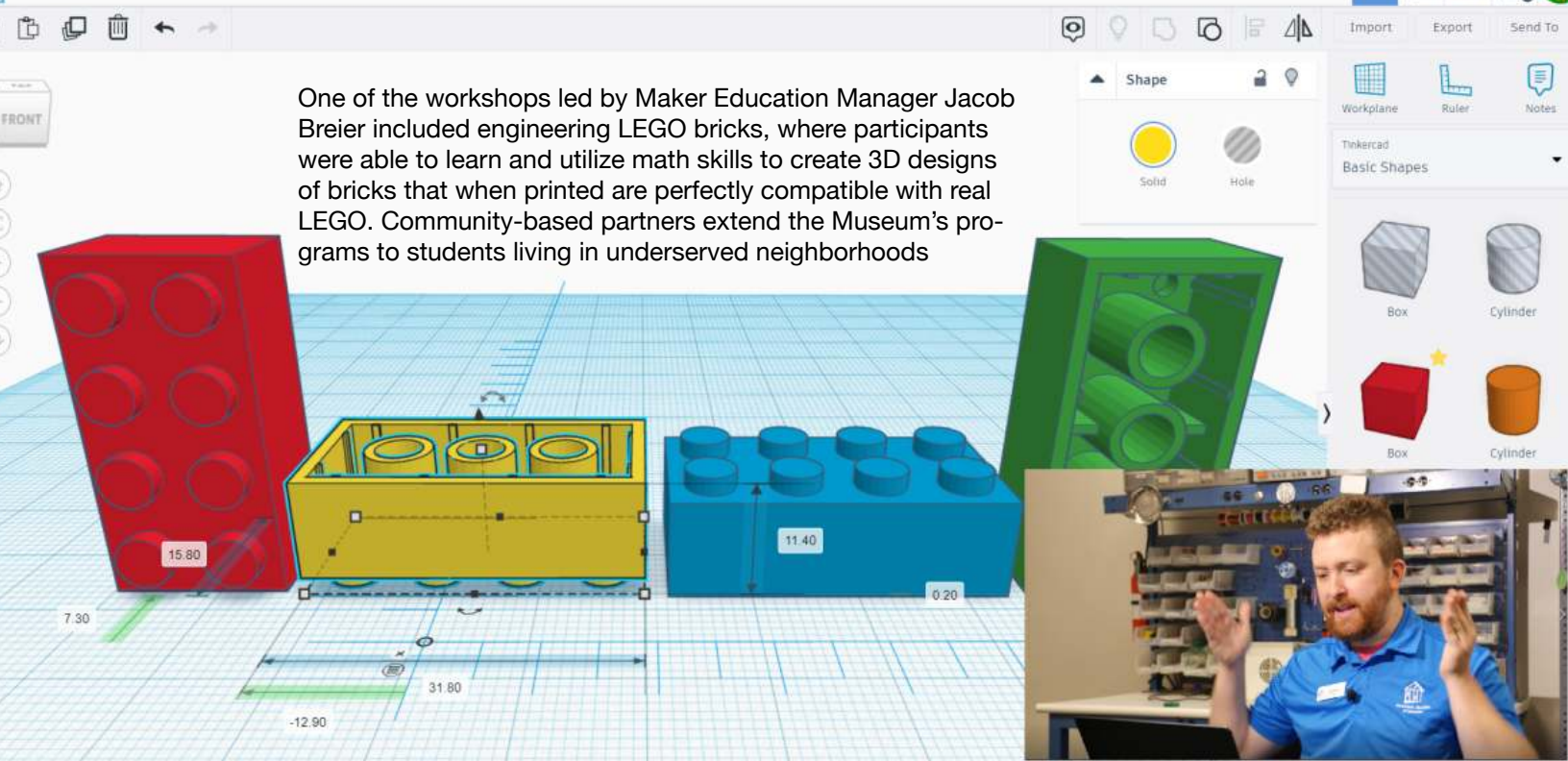
For the past 6 years, CMH has been collaborating with the Exploratorium and now the New York Hall of Science to host 6-week intensive maker education sessions in partnership with local schools. CMH Educators normally lead the program in person. For the Spring 2021 sessions, we trained the afterschool facilitators at partner schools and then joined their sessions via smart boards in their classrooms.



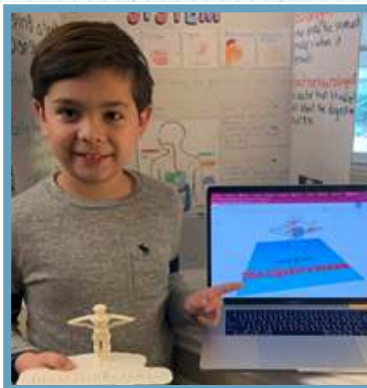
Circuitry workshops with The Links, Inc.

During the 2020 winter school break, CMH partnered with The Links, Inc. to engage 50 children in a 3-session series of MyProjects Live workshops focused on the merger of circuitry, digital design and robotics. The Links, Inc members order the supplies specified by CMH Educators and recruited the participants from area Boys & Girls Clubs and YMCAs.

One of the workshops led by Maker Education Manager Jacob Breier included engineering LEGO bricks, where participants were able to learn and utilize math skills to create 3D designs of bricks that when printed are perfectly compatible with real LEGO. Community-based partners extend the Museum's programs to students living in underserved neighborhoods



CMH programs engage children deeply in pursuing their own passions for learning.



"My son has taken a bunch of the MyPROJECTS workshops and keeps begging me to sign up for more! He loves it. And when the educator puts his finished product up for the group to view at the end of the workshop, you'd think he won a thousand dollars. He gets so excited to get that positive feedback on his work! Tinkercad is now one of his favorite ways to spend his free time."

—parent of MyPROJECTS workshops participant



"We've been doing all of [the activities] together. Especially with the pandemic, this keeps [my daughter] occupied and not depressed since we can't go out. I like that she learns these STEM skills...She tells me what she's learning while we're doing it, we discuss it. We work through it, and she challenges herself. I also appreciate Ms. Andrea, she would bring things even if it was raining, and the sponsors for funding this program. I appreciate this opportunity for my daughter."

—Mother of Science Workshop summer participant





All Time Access Virtual Programming
Development began in March 2020 with a full launch in September. Our All-Time Access programming is providing children and their family members with ongoing opportunities to participate in a robust series of original, educational content at the times and places most convenient for them. 700+ videos and synchronous workshops achieved 6.7 million views through December 2020.

Sponsor: Brown Foundation, Inc., Hamill Foundation, The Powell Foundation, W.T. and Louis J. Moran Foundation, Wells Fargo, CenterPoint Energy, Albert and Ethel Herzstein Foundation

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. Children practice scientific inquiry, develop problem solving and critical thinking skills, and work collaboratively. The curriculum features 28 project-based activities and experiments, each oriented to a different aspect of STEAM learning and features topics that range from aeronautics to zoology.

Participants Served: 76,734 at 148 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: 526,376 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

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 Houston Basics 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 FY20 we were able to expand the reach of the Basics Houston workshops to the Gulfton, Near Northside and Third Ward communities. Virtual versions of the Basics Houston Fun*Shops are in development, with parents also able to watch video segments that were first televised on Foxy 26s MY20 channel and on Univision 45 KXLN in summer 2020.

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 eleven 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: 6,229
Sponsors: 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: 526,376
on-site visitors and outreach attendance of 334,000

Camp Adventure!

Produced and directed by CMH for the Barbara Bush Houston Literacy Foundation and the Houston Independent School District, Camp Adventure! typically provides a full slate of programming for 3 consecutive 2-week summer camp sessions for low-income HISD students who attend Title I schools. Due to COVID, the camp was delivered virtually.

Each child received a large kit of activity supplies and 15 books that we paired with the theme of activities that Museum educators facilitated virtually (live and taped) during the course of a week. Surveys of parents indicated that children spent an average of 60-90 minutes per day engaged in the activities. A majority of children expressed a desire to learn more about the topics featured in the camp and intended to do so by completing the books featured in the kits and by borrowing more books from the library.

Participants Served: 603 kindergarten through 5th grade children zoned to Title I HISD schools

Sponsor: Barbara Bush Houston Literacy Foundation



Camp SPARK and Activity Kits

At the request of HISD, CMH provided curriculum to help children who attend Title I schools to prepare for the start-up of virtual classrooms in fall 2020. Our educators facilitated live STEAM and literacy learning sessions for students throughout two week in August/September. These sessions helped children get back into the mode for formal learning instruction and introduced them to the Microsoft Teams platform they would soon begin to use for virtual school classes. Our educators also created 5,000 math and science activity kits given to children at Title I elementary campuses so that families could take part in project-based learning activities prior to the start of school. **Participants Served: 10,217 kindergarten through 5th grade children zoned to Title I HISD schools**



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: 6,709 children, parents and caregivers from 57 elementary schools
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 112 games and activities that most often feature mathematics. Surveys indicated that 81% of children became more interested in math and STEAM activities after engaging in the activities; 91% found that children became more confident in their ability to "do math" after using the kits; and 100% found the kits reinforce subject matter children are learning in school.

Cumulative Attendance: 15,899 children at 28 sites

Sponsors: The W.T. and Louise J. Moran Foundation, ConocoPhillips

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: 210,550 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: 454 active students who volunteered over 9,450 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: 315,826 children, parents and caregivers

Sponsor: Strake Foundation



Family Literacy Involvement Program (FLIP)

Each one of our FLIP Kits contain a children's book, instructions for an activity that relates to the theme of the book, and all required supplies. Use of the FLIP kits strengthens key literacy skills and set the foundations for ongoing interest in books. 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. Kits are made available in English, English/Spanish, Spanish, Vietnamese, Simple and Traditional Chinese, Arabic, and Urdu. Parent surveys indicate that 92% found the kits had given them new ideas about how they could support their children's learning at home; 91% had used the kits to have their family spend more time reading together; 82% found that the kits had helped them understand how their children relate to reading; 86% had made new discoveries regarding their children's interest and skills, and 96% planned to checkout another FLIP kit within the next three months.

Participants Served: 27,263 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) My 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. Parent surveys indicate that 100% enjoyed using the kits with their children; 100% were interested in checking out "regular" FLIP kits from branch libraries; 100% used the kit to teach their children something new; 100% had gained a better understanding of how their children relate to reading; 100% had made new discoveries about their children's interests and skills; and 90% had gained new ideas about ways to support their children's learning.

Participants Served: 1,500 children, parents and caregivers

Sponsor: 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: 526,376 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: 35,826 children, parents and caregivers

Sponsor: Ruth and Ted Bauer Family Foundation, William Stamps Farish Fund

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: 62,004 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



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: 3,886

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 Hospital 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: 850

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 ten schools in the Alief and Aldine Independent School Districts.

Cumulative Attendance: 6,592 children at 10 sites

Partners: Communities in Schools, United Way of Greater Houston, YMCA of Greater Houston, HISD, Alief ISD, Aldine ISD
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 Vietnam; 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: 473,738 children, parents and caregivers

Sponsors: 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: 334,000 children, parents and caregivers

Sponsors: The Stanford and Joan Alexander Family Fund, Hamill Foundation, 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 2020, we honored Ava Winn, a freshman at The Kinkaid School for her commitment as a Kids' Committee Member since 2016 and President for the 2019-2020 school year.

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: 184,232 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: 526,376 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 2020, we honored the contributions of Jana Gunter, Director of Finance.

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 gasses; and are introduced to the basics of nanotechnology.

Visitors Served: 447,420 children, parents and caregivers

Sponsor: Holthouse Foundation for Kids



Mind in the Making

Educators use a research-validated approach developed by the Families and Work Institute to deliver an 8-session series of small-group workshops. The workshops equip 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. Surveys indicated that 100% found the workshops had helped them improve their teaching skills; 97% gained knowledge that would assist them in supporting their child's learning; 97% felt more confident about their ability to teach their children' and 97% found that participation in the workshops made them want to learn more.

Participants Served: 93 parents and caregivers

Sponsor: Hearst Foundations, Cyvia and Melvyn Wolff Family Foundation

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: 25,579 students

Sponsors: The Cullen Foundation, Wells Fargo, The Wortham Foundation

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 16-17 of this report in our response to Community Need #4.

Visitors Served: 94,415 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: 338 girls from 17 Title I schools in 5 districts at 4 events

Sponsor: The Junior League of Houston, Inc.

Para los Niños

Within the Para los Niños program, we provide a series of 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 and whose children are too young to be accessed through school systems. We provide 26 workshop themes, assisting parents to acquire new understandings regarding child development and parenting, while also becoming better equipped to facilitate learning regarding literacy and STEAM. We facilitate these workshops at library branches, head start centers, faith-based organizations, community centers and low income apartment complexes. In FY20, we continued the development of 6 new literacy-grounded STEAM workshops in collaboration with the Children's Learning Institute (CLI) and with the support of a grant from the National Science Foundation.

Virtual versions of the workshops combined with curbside pickup of supply kits are being used to address COVID-19 restrictions, with this virtual format to be offered on an ongoing basis to provide flexible options for attendance. Parent surveys indicate 98% were satisfied with the workshop; 99% gained confidence in their ability to teach their children; 96% gained ideas about ways to support children's learning; 96% gained ideas about ways to increase their children's enjoyment of reading; 100% gained ideas for encouraging positive behaviors; and 98% learned more about their children's learning style and pace.

Participants Served: 4,198 parents and children at 209 workshops at 45 locations

Sponsors: PNC Foundation



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: 49,391 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 12 bilingual (English/Spanish) Family Learning Guides and activities to facilitate 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.

The program targets low-income parents who may not be confident in serving as their children's most influential teachers. Surveys completed by parents indicated that 98% gained ideas about how they could incorporate teaching and learning into everyday activities; 96% felt more prepared to teach their children about the subject matter featured in the event; and 92% felt more confident about their ability to serve as teachers for their children as a result of participation.

Participants Served: 18,376 parents and children at 83 schools across 15 school districts

Sponsors: 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: 526,376

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 PowerScience Lab, where visitors take part in experiments that highlight key aspects of biology and nutrition.

Visitors Served: 315,826 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:** 2,127 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: 14,756

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

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. Due to COVID-19 we provided 3 Sensory Friendly Days and 1 Explore Abilities Day in FY20.

People Served: 1,171 children, parents and caregivers

Sensory Friendly Day Sponsors: The

Stanford and Joan Alexander Family Fund

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: 3,266 student visits during the school year and 2020 summer session

Sponsors: HESS Corporation, The Samuels Family Foundation, M.D. Anderson Foundation, Vivian L. Smith Foundation, The Rochlis Family Foundation, United Way of Greater Houston, Cooperative for After-School Enrichment, Kinder Morgan Foundation

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 Literacy (SōL)

This program was piloted in June 2020 to support literacy learning among Pre-K children. The 3 and 4-year-old children took part in hour-long activity sessions that paired reading with an activity and received copies of our Raise a Reader Family Learning Activity Guide and several of our literacy-focused My Keep It Kits for use with their parents at home. The program was facilitated twice weekly for six weeks at 7 early childcare centers that serve low-income families. Parent surveys reported 92% felt that participation helped their children gain new skills that would be useful in the future; 75% stated the program had provided them with new ideas about ways to help their children learn at home; and 75% indicated that receipt of the My Keep It Kits helped them increase the amount of time their families were spending together reading.

Cumulative Attendance: 804 children at 7 sites in June/July 2020 Sponsors: The W.T. and Louise J. Moran Foundation, YMCA of Greater Houston, United Way of Greater Houston, Hearst Foundations

The Summer Math Camp

United Way of Greater Houston uses our math activities for an hour each day within a 4-week summer camp at 3 elementary schools. Due to COVID-19, a modified version of the camp was conducted for 6 weeks at the Texans YMCA and featured 17 of our math activities.

Cumulative Attendance: 465 children Sponsors: The W.T. and Louise J. Moran Foundation, United Way of Greater Houston

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 distinct 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: 368,463

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. Parent surveys indicate that 40% increased the frequency at which they read to their babies; 44% had become aware that infants being to gain literacy skills at a lower age than they had initially thought; and 83% found the Welcome Baby resources had given them new ideas how they could engage their babies.

Participants Served: 9,080 families

Sponsors: The Powell Foundation, Episcopal Health Foundation, The Herman H. Fleishman Foundation, Dr. Kelly Coleman Partners: Avenue CDC, AVANCE, First3Years, Gulfport 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

Created to serve as an R&D lab through which we develop and present a series of temporary exhibits, elements of which are subsequently added to other exhibits. The exhibit on display for FY20 – Constructioneering – was created in collaboration with Jackson & Ryan Architects, W.S. Below Construction Corporation, Stephen Redding, Fermin Vasquez, Collaborative Engineering Group and Nathelyne A. Kennedy & Associates.

The exhibit used the Museums' iconic features as a backdrop to engage visitors in exploration of the construction and engineering skills needed to plan and build structures. use this gallery to host temporary exhibits and prototype new exhibit components. The current exhibit, Sights Unseen, debuted at the end of FY20 and explores the physics and biology of sight. The exhibit includes unique visuals that challenge conventional ways of seeing, hands-on activities that allow visitors to manipulate their perception, and the opportunity to solve challenges.

Visitors Served: 368,463 children, parents and caregivers

Sponsors: Charlene Pate, William Stamps Farish Fund, Occidental Petroleum



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. Version 2.0 will launch in spring of 2021 to support the creation by parents and teachers of customized playlists based on 700+ newly developed digital assets, providing themed content groupings, content filters, event calendars with embedded registration, notifications, reminders, and potentially the ability for friend following.

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, Phillips 66



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 2019-2020 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.

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\$249,000-\$100,000

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2019 A Wicked Affair Gala

On October 12, 2019, guests arrived in their ghoulish outfits for our annual gala, A Wicked Affair. The event raised \$1,066,587 at The Corinthian. Event chairs, Ashley and Walter Weathers and Lyndsey and Bret Zorich, planned a spooky evening benefitting the Museum's educational and outreach programs. Underwriting was co-chaired by Lane and Jeb Bowden, Kelley and Jeff Scofield, and Erin and James Stewart, while the live and silent auction was co-chaired by Amanda Boffone, Stacy Johnson, Neekie Kashani, Jenny May, Melissa Sugulas, and Hector Villareal.



Gala co-chairs Lyndsey and Bret Zorich and Ashley and Walter Weathers



Underwriting Chairs Jeb and Lane Bowden



Underwriting Chairs Kelley and Jeffrey Scofield

A Wicked Affair Presenting Sponsor



Spooky Spiderwebs Laura and John Arnold

Haunted Mansions



Courtney and Bill Toomey, Caroline and John Harrell

Wicked Witches

Nancy Allen, Laurie & Randy Allen,
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Scary Skeletons

Barb and Bob Zorich

Creepy Cauldrons

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and Wynne Sharpe, Kate and Paul Stouffer, Amy and
Robert Urquhart, Nicole and Evan Katz

Mischievous Mummies

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Maggie and Robert Vermillion
Richard Yoo

2020 Friends and Family Luncheon

Chaired by Kristy Bradshaw and Rishma Mohamed, the 2020 Friends and Family Luncheon was held at River Oaks Country Club on Thursday, March 5, 2020. Guests enjoyed Keynote Speaker William R. Stixrud, Ph. D., who is best known for being the author of the national best selling book *The Self-Driven Child: The Science and Sense of Giving Your Kids More Control Over Their Lives*. Dr. Stixrud presented a combination of cutting-edge brain science, the latest discoveries in behavioral therapy, and case studies drawn from the thousands of kids and teens he has worked with over his career. The luncheon raised \$175,791 for the museum's educational outreach and programming.



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Rishma Mohamed

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2020 A Marvelous Night Gala

Children's Museum Houston's A Marvelous Night Virtual Gala raised \$715,000 on Saturday, Oct. 24, 2020. The event was chaired by the Executive Committee of the Children's Museum Houston. Emcees for the virtual event were Deborah Duncan and Ernie Manouse. Supporters hosted watch parties from their homes and participated in live and silent auctions.



Molly and Matt LaFauci Gala Watch Party



Caroline and Andrew Bean Gala Watch Party



Alison and Cullen Powell Gala Watch Party

A Marvelous Night Presenting Sponsor



Amazing Spider-Man

Laura and John Arnold

Wonderous Wonder Woman

Nancy Allen, the Randy Allen Family,
Chinhui and Eddie Allen
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Courageous Cat Woman

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Saul Solomon/Berkeley Research Group
Rachel and Sebastien Solar
Ashley and Walter Weathers

2020 Randy Allen Spring Golf Classic

Due to COVID-19, the annual golf tournament was moved to the fall and was held on Tuesday, September 29, 2020 at Gus Wortham Park Golf Course. This year, the tournament was renamed after long-time Children's Museum Houston supporter and golf tournament founder, Randy Allen. The event, co-chaired by Bradley Bracewell and William Griffin, had over 100 golfers in attendance and raised \$144,320 in support of the Museum's free admissions programs.



Co-chairs, Bradley Bracewell and William Griffin.



Kendall Allen, Laurie Allen, Morgan Allen, Eddie Allen, and Wilson Allen

Ace

The Allen Family
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Eagle

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2021 Friends and Families Luncheon

Chaired by Maris Castro and Milessa Lowrie, the 2021 Friends and Families Luncheon was held at Lott Hall on Tuesday, May 25, 2021. Guests enjoyed Keynote Speaker Julie Lythcott-Haims, New York Times bestselling author of the New York Times bestselling book *How to Raise an Adult* and *Your Turn: How To Be an Adult*. Lythcott-Haims shared practical strategies to help children develop the resilience, resourcefulness and inner determination necessary for success in life. The luncheon raised \$154,620 for the museum's educational outreach and programming.



Co-chairs Maris Castro and Milessa Lowrie

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2021 Randy Allen Spring Golf Classic

The second annual Randy Allen Spring Golf Classic was held on Tuesday, May 18 at Memorial Park Golf Course with over 100 golfers in attendance. Chaired by Craig Massey, David Randall and John Wombwell, the event was the most successful in our history and raised \$179,308 in support of the Children's Museum Houston.



Event Chairs Craig Massey, David Randall, John Wombwell (not pictured)



Nancy Allen with sons Eddie and Wilson Allen



The Allen Family with event chairs

Ace

The Allen Family
Jackie and John Gaylord
The Gibson Family
Craig Massey, David Randall,
John Wombwell

Eagle

Jimmy Erwin/Jackie Sibley –
Chicago Title Commercial
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STCM Operating, LLC
Bill Toomey - BB&T now Truist

Birdie

Lane and Jeb Bowden
Geoff Bracken
Louise and Park Carter/
Compass Real Estate
Jason Endecott
William Griffin, Barret Reasoner
Hunt Harper
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Kendall Allen
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Donors to Children's Museum Houston's 40th Anniversary Campaign

Last year marked Children's Museum Houston's 40th Anniversary. In honor of this momentous occasion, our CMH family helped us celebrate the big 4-0 by making "birthday gift" donations that were matched by generous gifts from board members Jeb Bowden, Brad Morgan and Jeff Scofield. In total, we raised \$307,045 from 159 donors. These gifts helped create vital virtual learning opportunities that were relied upon by children and families all over the world during the Covid-19 pandemic. From the bottom of our hearts we thank everyone who donated and the more than 8.5 million people who have tuned-in online to learn alongside our excellent team of educators.

\$25,000–\$50,000

Lane and Jeb Bowden
Lauren and Brad Morgan
Kelley and Jeffrey Scofield

\$10,000–\$24,999

BB&T now Truist/ Courtney and Bill Toomey
Susan and Michael Plank
Alison and Cullen Powell

\$5,000–\$9,999

Mr. Andrew M. Alexander and Ms. Julie B. Alexander
Kristen and William Berger
Ginny and Jason Endecott
Hackett Family Foundation
Matt and Molly LaFauci
Dorothy and Robert McCallister
Charlene Pate
Sue Payne
Winnie and Nic Phillips
Phillips 66
Platform Partners
Scurlock Foundation
Ashley and Jonathan Sloan
Stacey and James Thompson

\$2,500–\$4,999

Paige and William Griffin
Jana Gunter
Jane P. Jerry
Kim and Randy Petersen
Rachel and Sebastien Solar

\$1,000–\$2,499

Alys and Chris Caldwell
Angela Chen
Sidney and Ab Fay
Meg Ferris
Margaret Gwynne
Jacqueline and John Gaylord
Joan and Marvin* Kaplan
Pamela and Ed Laborde
William Levan
Owen McCabe
April and Wells McGee
Betsy and Edward Schreiber
Molly Simpson and Patrice Abivin
Alex and Bobby Stillwell

\$500–\$999

Frances A. Alexander
Cheryl Bartholow and Michael Joyce
Laura Chapman
Marcia and Keith Fiman
Lisa Galassini
Jeremy Griggs
Kathleen and Randall Lake
Rachel and Will Leaman
PJ and Ronald Oran

Maya and Matt Pomroy
Elisa and Chris Pye
Mary Jane Robinson-Ratchford and David Ratchford
Jane and Alexander Robinson
Lorri White and Karl Ittmann
Leslie Williams

\$250–\$499

Thomas Bannigan
Caroline and Andrew Bean
Minnette B. Boesel
Erin Dietsch and Arno S. Bommer
Swan and Alan Chen
Debbie Chenevert
Pamela Davis
Wendy and Peter Dear
Ashley and Michael Hanna
Garrett Johnston
Sarah and Chris Leavitt
Richard Nunn
Deedee Ostfeld
Anne Paez
Bette Pesikoff
George Turner
Warriner And Associates
Mequet and David Werlin

\$100–\$249

Elise Bentsch
Barbara Berger
Cynthia Blasingame
Caroline and Will Brown
Margaret and Homer Chaney Jr.
Terry and Martin Cominsky
Sarah Ecker Cooper and Sam Cooper
Linnet Deily
Liz and Chris Dooley
Annie and Campbell Eifler
Karen Findley
Teresa and Leonard Friedman
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Momentum Spaces
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PNC Foundation
Esther and Gary Pollard
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Renato Silveira Cordeiro
Renate Singh
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Sandy and Tim Sturm
Jeanne-Mey Sun and Thomas Janssens
Howard M. Sussman
Chantal Van Reit and Edward Rosenthal
Daria Wenas
Sharon Wilson and Christian Bedortha

\$50–\$99

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Norma and Keith Ashmore
Kuang Chang
Dora de los Santos
Beth Ford
Rachelle Fung
Tanya and Lavalus Gordon
Chris Hensman
Miriam Hudson
Kristin Johnston
Hinh Khieu
Michael Kirk
Elizabeth and Paul Labanowski
Erica McGee
Mary A. Parmet
Pat and Mac Shuford
Xiaoping Wei
Sanford White
Paula Whitfield

<\$50

Deb Blackard
Claire Hein Blanton
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Colleen Newell-Bray and Mike Bray
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Erica and Gary Henning
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Kendolyn Pope
Mary Rosenstein
Jennifer Rozelle
Joseph Torian
Hanh Truong and Tom Bao
Courtney and Barbara Wulfe
Gail and Jay Yanek
Wyatt McCormack
Sandra Walsh

*Deceased

CREW

The CREW is Children's Museum Houston's preeminent philanthropic membership group for parents, families and supporters interested in helping further CMH's mission to transform communities through innovative, child-centered learning. Families who join the CREW are directly increasing access and opportunities to make the best educational resources available to every child in Houston. CREW members receive special member benefits along with the opportunity to serve in the Museum's volunteer leadership positions.



FY20 CREW Members

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Julie and Stephen Chen
Brittany and Steven Douglas
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Caroline and John Harrell

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Lauren and Brad Morgan
Bernadett and Scott Peak
Winnie and Nic Phillips
Kate and Tony Phillips
Shannon and Justin Robinson
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Vanetta and Anthony Speier
Lori and Anthony Speier
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Melissa and Dan Sugulas
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Courtney and Bill Toomey
Maggie and Robert Vermillion
Abby and Tim Walker
Heather and Howard Walsh
Tracy Carter and Medron White
Maggie and Robert Vermillion
Lyndsey and Bret Zorich

FY21 CREW Members

Molly Simpson and Patrice Abivin
Melinda and Greg Armstrong
Katie and Scott Arnoldy
Melanie and Mitchell Baldrige
Catherine and Reed Barrett
Caroline and Andrew Bean
Lane and Jeb Bowden
Kristy and Chris Bradshaw
Jamie and Brant Burns
Jessica and Jamil Driscoll
Julie and Stephen Chen
Brittany and Steven Douglas
Stephanie and Ryan Fleck
Lacey and Matt Goossen

Caroline and John Harrell
Mary Catherine and Bailey Jones
Melissa and Brad Juneau
Nicole and Evan Katz
Molly and Matt LaFauci
Jennifer and Chris Laporte
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April and Wells McGee
Lauren and Brad Morgan
Bernadett and Scott Peak
Winnie and Nic Phillips
Kate and Tony Phillips
Shannon and Justin Robinson
Kelley and Jeff Scofield

Jordan and Dylan Seff
Vanetta and Anthony Speier
Kate and Taylor Stallings
Paloma and David Stevens
Molly Simpson, Melissa and Dan Sugulas
Anoosha and Alan Taghdisi
Courtney and Bill Toomey
Maggie and Robert Vermillion
Abby and Tim Walker
Heather and Howard Walsh
Tracy Carter and Medron White
Lyndsey and Bret Zorich

2020 RESULTS

The Children's Museum of Houston served 527,000 children, parents, caregivers and educators on-site at the Mary Gibbs Jones building during the 2019-20 fiscal year (July 1, 2019-June 30, 2020), 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 440+ partners – including schools, community centers, places of worship, afterschool centers, shelters and libraries. This programming recorded a cumulative attendance of 334,000 individuals during the fiscal year, for a total attendance of 861,000 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

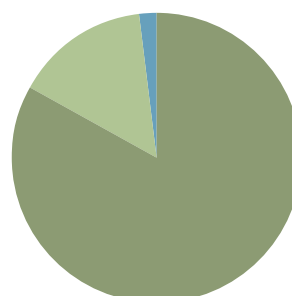
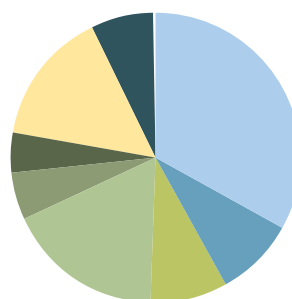
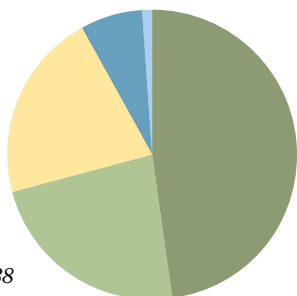
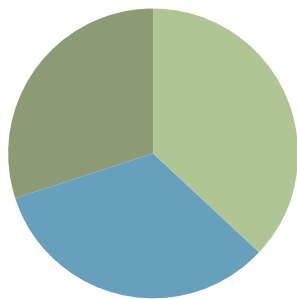
With 50% of children in Harris County living in low-income households and 10% of children living in deep poverty (Children at Risk, 2019), CMH realizes the importance of reaching those most in need of educational opportunities. CMH engages low-income families by providing free and reduced-fee admissions to 70% of our visitors (through our 1,100+ Open Doors community partners and our designated free days and times) and free community-based programs to another 334,000 individuals.

Visitor Demographics

CMH serves one of the most socioeconomically and culturally diverse populations in the county. Our Museum visitorship this past year was 48% Hispanic/Latino, 23% African American, 21% Anglo, 7% Asian, 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 2019-2020 fiscal year was \$12,089,356, down \$932,317 due to the Museum closure on March 16, 2020 as a result of the COVID-19 virus. The Museum reopened on June 3, 2020, providing programming five days a week versus seven days a week in prior years. The Museum received a \$1.1 million loan from the Coronavirus Aid, Relief and Economic Security Act's Payroll Protection Program reflected in Government Grant revenue that has been fully forgiven. Total expenses were \$12,739,828. Excluding depreciation of \$1,294,277, total expenses were \$11,445,551 down \$420,928 from FY19 due primarily to a reduction in salaries as a result of staff changes due to COVID-19. Year-end assets totaled \$36,944,892.



*Does not reflect contributions to the Museum's endowment.

Those We Honor

Each year, Children's Museum Houston recognizes those individuals who best embody our mission.

Susan Jhin has served the Museum as a Board and Advisory Board member for almost 30 years. She and her family, husband Michael and their children Jackson, Chas and Lauren, have had a long history with the Museum, demonstrating energy and passion for the work we do. To encourage and credit those kids who exemplify the same spirit of the Jhins, The Jhin Family Student Volunteer of the Year award and scholarship is bestowed annually to a volunteer youth who epitomizes the enthusiasm that Susan Jhin and her family symbolize for our mission and for service to many generations of children.

Hillary Farish Stratton was one of the longest serving Board members of Children's Museum Houston for over

20 years. She spent virtually her entire adult life in service to Houston's children through her roles at the Museum. With the blessings of the Farish Family, The Hillary Farish Stratton Award for Outstanding Board Service was created to honor Hillary's memory and achievements. This award is given each May to a Board Member who best exemplifies Hillary's commitment to serve the needs of others with honor, purpose and inspiration.

Lois Drutz Boiarsky was the first employee of Children's Museum Houston and continued to serve the Museum as Director of Operations until her death in 1995. She was the inspiration and coach for all who served with her. To honor her unwavering commitment to the Museum, Lois' brother Dr. David Drutz, along with his wife Lydia and her nephew Adam Drutz, established an award that recognizes an outstanding member of the staff team each year.



Treasurer Saul Solomon was honored with the 2020 Hillary Farish Stratton Award for exceptional Board leadership and his counseling and financial expertise during times of adversity.



Director of Finance Jana Gunter was recognized for the Lois Drutz Boiarsky Award in 2020. Jana's leadership maintained the Museum's financial resources during unprecedented business challenges brought on by COVID.



Camille Abaya, a senior at Carnegie Vanguard High School, was the 2020 recipient of the Jhin Family Student Volunteer Award for her commitment as a Discovery Squad Member. Camille often went beyond her duties and proved to be a beneficial leader to her peers.



Ava Winn, a freshman at The Kinkaid School, was the 2021 Jhin Family Student Volunteer Award honoree for her years of dedication to the Kids' Committee, including her last year as the Committee's President.



Director of Gallery Programs Dr. Lisa Williams was the recipient of the 2021 Lois Drutz Boiarsky Award. Lisa's immediate actions after the Museum's closure due to COVID to produce digital programming, created a vast, new way to reach the community.



Board President Brad Morgan was awarded the 2021 Hillary Farish Stratton Award for his dedicated and effective leadership that saw the Museum grow and continue to gain national recognition.

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Saul Solomon
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Dr. Robert McCallister
Secretary

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Pamela Davis
V.P. of Operations

Sicily Dickinson
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Stephen Daniel
V.P. of Strategic Planning

Dr. Catherine Horn
V.P. of Education

Sebastien Solar
Co-V.P. of Contributed Income

William Griffin
Co-V.P. of Contributed Income

Charlene Pate
V.P. of Special Initiatives

Ex Officio:
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Junior League of Houston

Tammie Kahn Executive
Director

*deceased

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V.P. of Operations

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V.P. of Earned Income

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Co-V.P. of Strategic
Planning

Jason Endecott
Co-V.P. of Strategic
Planning

Dr. Catherine Horn
V.P. of Education

Sebastien Solar
Co-V.P. of Contributed
Income

William Griffin
Co-V.P. of Contributed
Income

Charlene Pate
V.P. of Special Initiatives

Ex Officio:

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Junior League of Houston

Tammie Kahn
Executive Director

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Dr. Kathryn Rabinow

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