

HANDS TO HEART



Report to Supporters of the
Gertrude Salzer Gordon Children's Museum of La Crosse

2011...Another BIG year!

A mid-year offer of a last-minute booking discount and a quick "yes" from the Museum's always-supportive Board of Directors allowed us to offer *The Adventures of Clifford The Big Red Dog* traveling exhibit for our visitors to enjoy from July through December.

This exhibit offers numerous immersive "paws-on" adventures that reinforce "Clifford's BIG Ideas"... ten simple tangible life lessons designed to help young children navigate their world:

1. Share

We love to **share**, whether it's welcoming families and groups with economic need at reduced or no cost or exchanging information and **working together** with other nonprofit organizations in our region and industry.

2. Play Fair

Affordability is important, now more than ever. We are committed to **fairly** priced memberships, admission and programming...it's the **responsible** way to be part of a supportive community.

3. Have Respect

We **respect** generous people like you who support our mission, so we are pleased to **truthfully** share our financial and operational information. We've provided summary financial information on the other side of this report. Want more detail? Feel free to ask.

4. Work Together

You have told us that you consider the Children's Museum to be a safe, positive place for fun and learning, and that means so much! Customer service and **kindness** are stressed with our employees and volunteers.

5. Be Responsible

With your assistance, we can **help** families and our community. The Children's Museum of La Crosse is proud to be the first museum in Wisconsin and one of only seven in the country to earn the designation of a "Good to Grow!" museum by the Association of Childrens Museums for our commitment to the health and wellness of our region's children and families. We are also pleased to be involved with *Let's Move!*, launched by First Lady Michelle Obama, and the La Crosse County *Get Active!* initiatives.

6. Be Truthful

7. Be Kind

8. Help Others

Everyone can use a good friend! We hope you think of the Museum as a friendly place full of friendly people. Thanks to *your* friendship, we're on our way to setting yet another admission record of over 72,000 visitors this year! More great friends of the Museum are our 1,591 member households, representing over 6,800 people (another record high!)

9. Be a Good Friend

With this kind of support, you and your friends, family, neighbors and employers make it easy for us to **believe in ourselves**... **THANK YOU!**

10. Believe in Yourself

Big ideas like this can serve as guiding principles to us all, don't you agree?

BIG Highlights

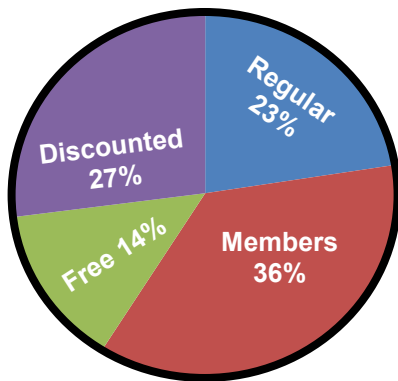
In addition to surpassing many of our visitation and budget goals for 2011, hosting a major traveling exhibit and receiving national recognition, the Children's Museum and our visitors, members and supporters have other successes to celebrate:

- Several generous donors supported the purchase of an Automated External Defibrillator, which could save the life of a visitor in cardiac arrest. We hope we never have to use it, but we're glad it's here.
- The funmuseum.org website now offers membership purchase/renewal, as well as program and party registration, from the convenience of your computer.
- This year's special events, including Tri-Quest and Big Muddy Run, were amazing, thanks to enthusiastic sponsors, participants and volunteers!
- New partnerships with state and local organizations have resulted in new programs and activities for even more learning and fun rolled into one!



Who visits the Museum?

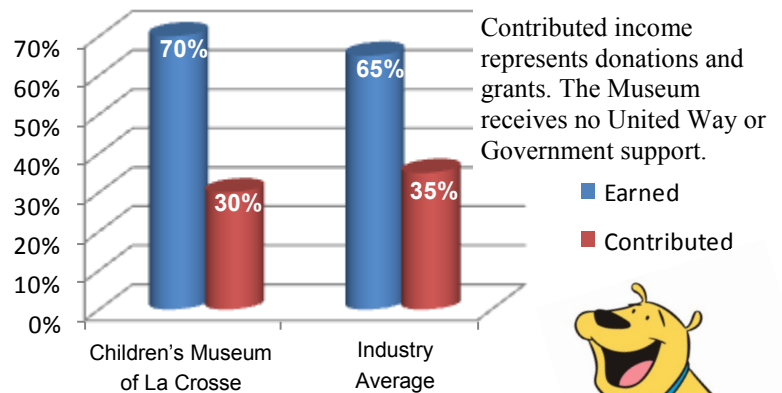
Members appreciate the value of their annual membership and visit the Museum often, whether to play and learn on a regular day or participate in a special program or host a birthday party.



Group discounts, coupon offers, Save-On-Sunday specials, as well as free passes and other offers allow everyone to visit the Children's Museum!

How is the Museum funded?

We are proud to exceed the industry average for earned income from a variety of sources (admissions, memberships, field trips, programs, gift shop & parties/rentals), while remaining affordable.



BIG Plans

The value of admission and membership continues to grow with *The Wonderful Wizard of Oz* traveling exhibit coming January to May of 2012! Many of you have made generous contributions in support of this exciting addition. *Thank you!* Still want to contribute? Your tax-deductible gift of any amount is always welcome and appreciated.

After welcoming over 650,000 visitors since opening day in 1999, capital improvements are occasionally necessary. Proceeds from Tri-Quest 2011 given to the Children's Museum will support renovations to all of our restrooms in 2012. We are also working on plans for new programs, more employee and volunteer training, recognition of donors who include the Museum in bequests and other planned giving, and more new exhibits.

We will continue to look to generous people like you for support and input in the years to come to make the Children's Museum of La Crosse the best it can be for our region's children and families.



207 5th Avenue South
La Crosse, WI 54601
(608) 784-2652 FAX
(608) 784-6988
www.funmuseum.org

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