

FLINT children's museum

explore. play. learn.

2015 ANNUAL REPORT

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 WOJO's Greenhouse & Farm



ACCESSIBILITY

In 2015, the FCM hosted five Free Access Days, sponsored by supporting organizations like Kohl's & Hurley, Belill Eye Care, Michigan Department of Health and Human Services, Greater Flint Association for the Education of Young Children, Genesee Health System, and Brown & Brown Insurance. Through these partnerships, we were able to provide free access to 3,267 visitors!

Monthly \$2 Tuesdays made the Museum more affordable for lower-income families last year, and next year, we will be partnering with the Association of Children's Museum to offer "Museums For All"—an even more expansive program that provides 50% off admission every day for qualifying visitors. Marking our second year of partnership with the Flint Farmer's Market, we also remain committed to providing an admission-free satellite location to all Market visitors.

PROGRAMMING

This year, we remained committed to providing engaging hands-on programming, and focused even more closely on activities related to STEAM (Science, Technology, Engineering, Arts, and Math) and Next Generation Science Standards. Whether building mini skyscrapers or exploring messy science, visitors to the FCM had more fun learning than ever before!

In the Discovery Zone—our rotating exhibit space—visitors were transported to ancient Egypt, learned all about insects in "A Bee's Life," and explored health and fitness with "Eat Well, Play Well," our first traveling exhibit.

The FCM also expanded our outreach efforts, bringing our programs to more schools and groups outside the Museum—we were even named "#1 place to return" by Montague Elementary!



VOLUNTEERS

Carol Severn, Resident Artist
 Creating beautiful murals and exhibit decoration.

Maceo Reed
 Our longest-serving volunteer with over 20 years of service!

Michel Taylor, Storyteller
Laura Hall & Freedom Works of Genesee County
Mr. Rogers Program
Kettering University

The many meaningful partnerships that we have with volunteers is crucial to our mission of serving children and families. Thank you to all who work with us!



VISITORS

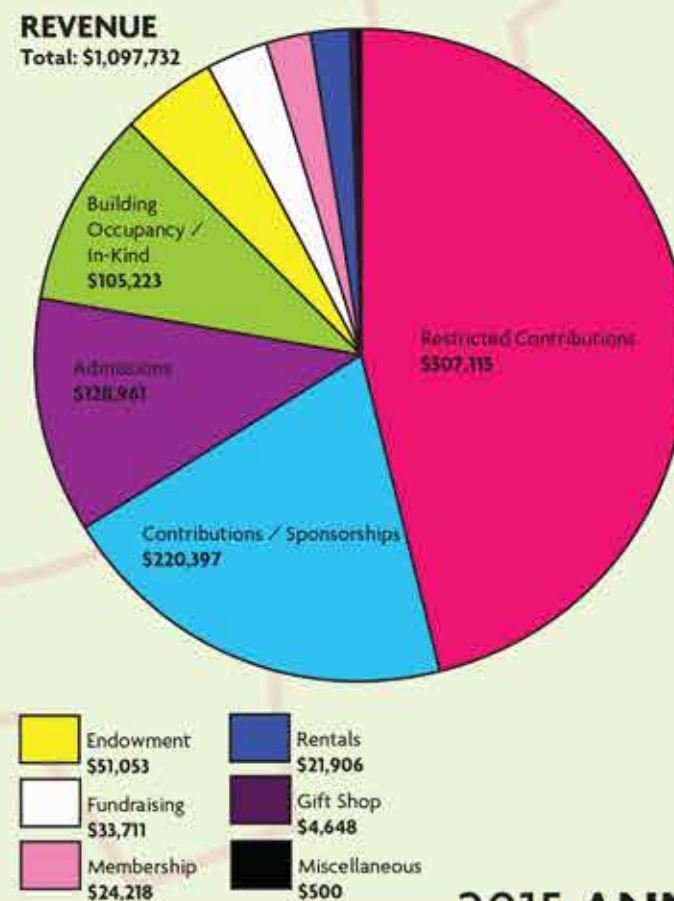
Whether it's school field trips, birthday party guests, or our growing base of FCM members, we're proud to reach every child and family that comes through our doors. We'll let this year's numbers speak for themselves!

In 2015 we hosted 153 classrooms, 263 birthday parties, and 363 museum members at the Museum, totaling more than 39,000 people—7,381 of which were first time visitors!

Our satellite location at the Flint Farmer's Market provided an additional 16,864 educational visits, free to the public. Combined attendance to the Flint Children's Museum and the Flint Farmer's Market location totaled more than 56,000 people!

REVENUE

Total: \$1,097,732



EXPENSE

Total: \$498,651

