



# IMPACT REPORT 2023



**Children's Museum**  
OF FOND DU LAC

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## BOARD OF DIRECTORS

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John Schaeve  
*Vice President*

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*Treasurer*

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*Secretary*

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Andrea Westergaard  
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Keywon Brown  
Kris Saiberlich  
Kristine Micke  
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Trevor Schwartz

## LEADERSHIP TEAM

Andrea Welsch  
*Chief Executive Officer*

Kelly Lamb  
*Events & Graphics Senior Manager*

Jeanna Giese  
*Visitor Experience Manager*

Laural Wilson  
*Education Manager*

Jen Kebble  
*Communications & Membership  
Manager*



## MISSION

The mission of the Children's Museum of Fond du Lac is to support childhood development utilizing innovative exhibits and programs that engage children, their caregivers, and the community in lifelong learning through play.

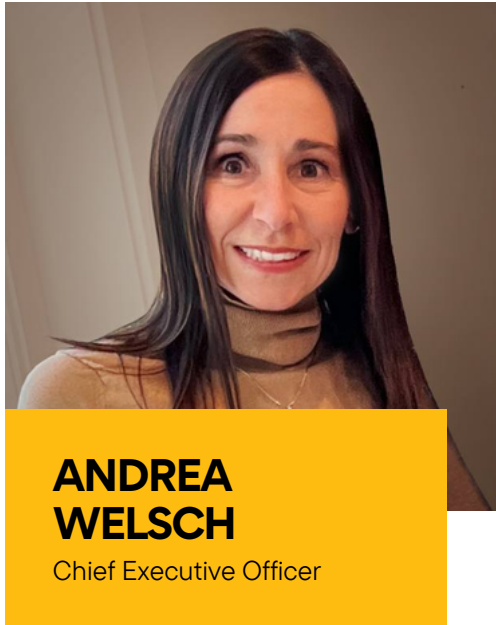
## VISION

The vision is to provide a safe place where all children can learn about their communities and culturally diverse world.

## DIVERSITY STATEMENT

To promote a diverse & inclusive culture throughout the organization by monitoring opportunity areas and being intentional in our actions.

# LETTER FROM THE CEO



Dear Friends,

As we reflect on another transformative year at the Children's Museum of Fond du Lac, I am proud to share this report highlighting the extraordinary progress and achievements we have collectively accomplished in 2023. **Your commitment has been instrumental in our ability to enrich the lives of children.**

At the heart of our success lies the unwavering support of our people, including generous donors, dedicated board members, hardworking staff and volunteers and our cherished museum visitors who share invaluable feedback and enthusiasm. Together, we have not only sustained but significantly enhanced our commitment to create a premier destination where families come together to grow, learn, and play.

Throughout 2023, we worked with dozens of partners to provide innovative and fun programs. From engaging educational classes and field trips to inclusive family events, each initiative was intentionally planned **to foster meaningful connections within our community.** Their eagerness and participation have made these initiatives not just memorable but truly impactful.

**Several investments in our exhibit environments and outreach efforts** underscored our dedication to ensuring that all families can enjoy this unique facility. Implementation of best practice diversity programs and measures **resulted in record highs for family counts and admission levels.** The exceptional levels of participation, including the marginalized population, demonstrates the enduring trust and satisfaction of our community.

Equally important, we have prioritized the health and well-being of our visitors, volunteers, and staff. Through shared commitment to culture, wellness initiatives, and thoughtful planning, we have created a nurturing environment where everyone can thrive and feel supported.

I am filled with optimism and excitement for the opportunities that lie ahead. Together, we will continue to innovate, collaborate, and inspire, ensuring that **CMFDL remains a beacon of positivity and enrichment for the community and beyond.**

With deepest gratitude,

A handwritten signature of Andrea Welsch in black ink.

Andrea Welsch, Chief Executive Officer



# YOUR MUSEUM AT WORK

**50,000**

visitors welcomed at CMFDL



## FIELD TRIPS

**66**

schools, community organizations, and daycare centers



**1,918**

total participants



## MEMBERSHIPS

**917**

member families



**302**

access memberships



## GROUP RENTALS

**71**

birthday parties and celebrations



**110**

group reservations



## LEARNING PROGRAMS

**325**

educational and social-emotional programs



**4,119**

program attendees



## FAMILY EVENTS

**11**

family events



**2,412**

total attendees



# ALL THE OUTDOOR PLAY!



## STEM PLAY

In 2023, CMFDL unveiled its new STEM Play outdoor exhibit, featuring state-of-the-art equipment generously donated by BCI Burke. STEM Play is designed to ignite curiosity and foster learning in the fields of science, technology, engineering, and mathematics (STEM). This play space offers children a unique opportunity to explore hands-on activities and experiments in an open-air environment, blending the wonders of the natural world with the excitement of scientific discovery.

With equipment that demonstrates elements such as Momentum, Newton's Laws, Orbit, and Gears, the BCI Burke STEM Play equipment provides immersive experiences that bring theoretical principles to life. By immersing children in real-world applications of STEM, the museum aims to inspire the next generation of thinkers, creators, and problem-solvers.

**30%**

**increase in problem-solving abilities and critical thinking skills\***

*\*Journal of Educational Psychology*

**35%**

**increased likelihood of pursuing STEM-related careers\***

*\*National Research Council*

## PERCUSSION PLAY

**15%**

**improvement in fine and gross motor skills\***

*\*National Association for Music Education*

**30%**

**improvement in social skills\***

*\*Psychology of Music journal*

The new Percussion Play exhibit has added a vibrant musical element to the WinnePLAYgo outdoor space. This exhibit features various percussion instruments, including drums, chimes, and xylophones, designed for hands-on exploration by children of all ages. The Percussion Play exhibit invites young visitors to create music, experiment with sounds, and collaborate with others in a dynamic environment, fostering a love of music, enhancing auditory skills, and encouraging creative expression.

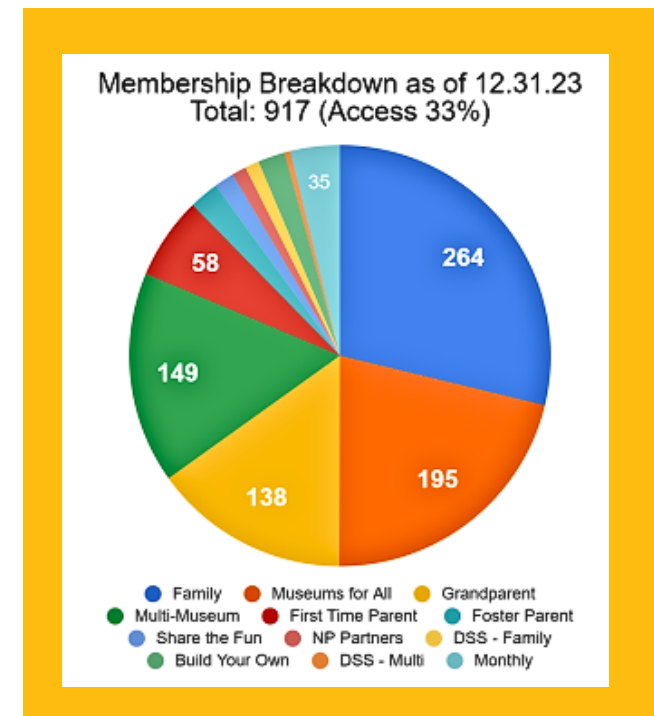
Outdoor Music Play exhibits, like Percussion Play, significantly benefit children's development by providing a unique sensory experience that stimulates both mind and body. They promote physical coordination, gross motor skills, social interaction, and teamwork. Additionally, making music outdoors supports emotional well-being and offers a joyful, therapeutic activity. Integrating musical exploration with the natural environment fosters a holistic approach to learning and growth.

# MUSEUMS FOR ALL

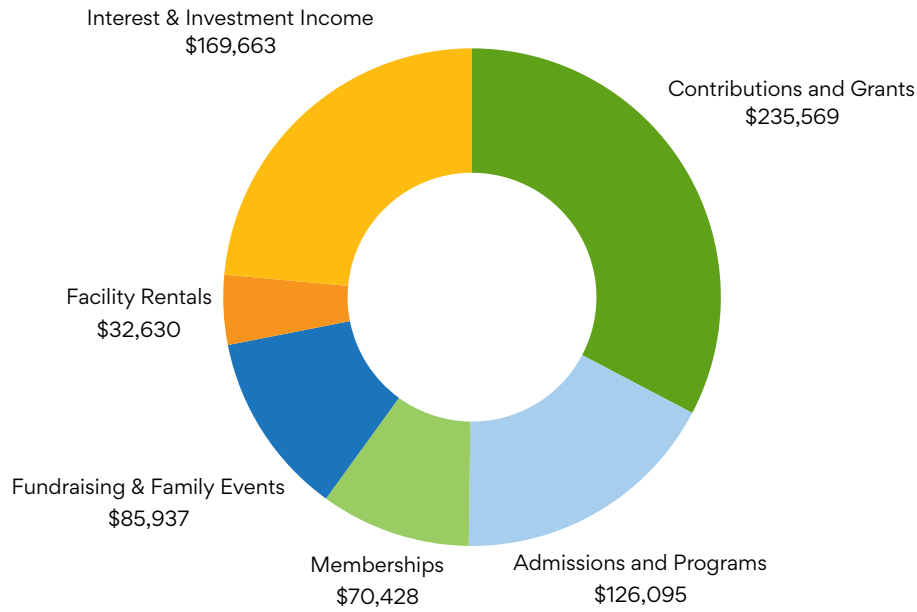


Recognizing that financial barriers can prevent many families from enjoying the educational and developmental benefits of the museum, CMFDL has implemented several initiatives to ensure inclusivity and accessibility for all members of the community. By removing financial barriers and providing diverse, high-quality programming, CMFDL ensures that every child has the opportunity to learn, grow, and thrive within its supportive community.

- Continuation of **free summer programming** between June and August saw high attendance and included a variety of activities aimed at combating the summer slide, where children can lose academic progress during the break. The program featured a range of new class times, engaging family events, and hands-on learning experiences designed to cater to children of all ages.
- Coordination of **diverse membership offerings** tailored to accommodate income-constrained families. These memberships ensure that a significant portion of the community can access the museum's resources and programs. Notably, 33% of CMFDL's members are from low-income households.
- Enhanced access to the arts and culture world, by expanding CMFDL membership benefits to include admission to the Above & Beyond Children's Museum through the **Efroymsen Dual Membership Program**.
- CMFDL has also taken measured steps to **evaluate and ensure diversity within its programs and membership**. This commitment to inclusivity involves regular assessments and adjustments to ensure that the museum meets the needs of all community members, regardless of their background.



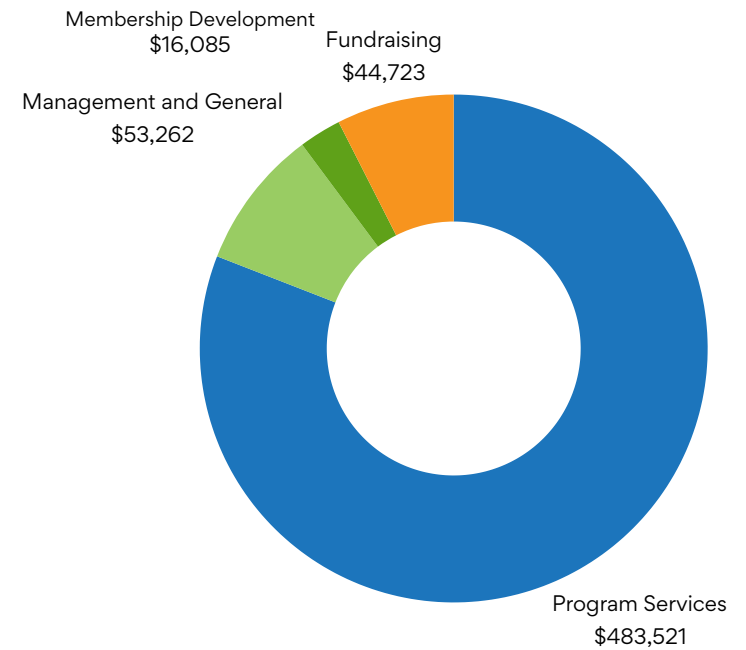
# FINANCIAL HIGHLIGHTS



## OPERATING INCOME

Operational income refers to the profit an organization generates from its core business activities, excluding any income from non-operational sources such as one-time transactions.

Revenue **\$720,322**



## OPERATING EXPENSES

Operating expenses are the costs an organization incurs through its normal business operations, excluding the costs associated with producing goods or delivering services.

Expenses **\$597,591**



# THANK YOU TO OUR SUPPORTERS

- Barbara & Peter Stone Family Foundation Inc
- David Herro
- J.F. Ahern Co.
- Child Abuse and Neglect Prevention Board
- FDL Area Foundation, "Society Insurance Charitable Fund"
- Fond du Lac Area Foundation
- Fond du Lac County
- John Welsch
- Marianne Geiger
- Sadoff Family Foundation
- Simple Generosity
- SSM Health
- Child Abuse and Neglect Prevention Board
- FDL Area Foundation, "Society Insurance Charitable Fund"
- Fond du Lac Area Foundation
- Fond du Lac County
- John Welsch
- Marianne Geiger
- Sadoff Family Foundation
- Simple Generosity
- SSM Health
- Adam Stephens
- Andrea Welsch
- Association of Children's Museums
- BCI Burke Company, LLC
- CD Smith Construction, Inc.
- Chris Cardinal
- Club 44 Foundation Inc.
- Club Car Wash
- Dick Kleinfeldt
- Excel Engineering
- Holiday Automotive
- Jane Downer
- Jane Gaffney
- Jeff Nuss
- John Schaeve
- Kevin & Connie Michels Family Foundation
- Kiwanis Club of Fabulous Fond du Lac
- Kristen Quast
- Kristine Micke
- Lakeside Evening Kiwanis
- Lillian Nolan
- Lisa Johnson
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- Mercury Marine
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- Ahern-Gross Plumbing
- Altrusa International Foundation of Fond du Lac
- Andrea Westergaard
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- Badger Liquor
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- Brian Baker
- Bruce Muthig
- Cathi McGowan
- Chris Meyer
- Christa Williams
- Congregation of Sisters of St. Agnes
- Cooks Construction of Brownsville Inc.
- Dan Johnson
- Dave Schneider
- David Hornung
- David Olson
- Diane Kippenhan-Vollmer
- Doris Grajkowski
- Dr Erin Salter
- Ellison Electric Supply, Inc.



# THANK YOU TO OUR SUPPORTERS

(CONTINUED)

- Esther Pietrowski
- Fond du Lac Cyclery & Fitness
- Fond du Lac Firefighters Local 400 Charitable Fund
- Fond du Lac Noon Optimist
- Gallery and Frame Shop
- Giddings & Lewis Legacy Fund
- c/o FdL Area Foundation
- Heidi Vanden Avond
- Helen Carew
- Jim Kebble
- John Lent
- Keri Twohig
- Keywon Brown
- Kris Saiberlich
- Kristine Taivalmaa
- Kyle Petrie
- Lauren Biolo
- Lynda Fields
- Lynn Biolo
- Marianne Bugni
- Marlys Welsch
- Mary Borgen
- Mary Doyle
- Michael Korb
- Mike Hierl
- Mike Kristmann
- Nancy Hackbarth
- Neil Gaertig
- Nichole Rusniaczek
- Noon Kiwanis Club of Fond du Lac
- Rainer Fleschner
- Richard Baker
- Richard Goodman
- Rick Nuss
- Robert Schuster
- Silica For Your Home
- Stacy Shedivy
- Steve Millin
- Tammy Sarauer
- Thomas Carew
- Thome Electric
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- Linda Hoffmann
- Marian Sheridan
- Marlene Andrews
- Mary Austin
- Nancy Johnston
- Patricia Holzinger
- Print-Right, Inc
- Riley Gerard
- Ruth Holstein
- The ARC
- Virginia Sande
- Wishing Well



# CONNECT WITH US



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## Facebook

[Children's Museum of Fond du Lac](https://www.facebook.com/ChildrensMuseumofFondDuLac)

## Instagram

[@CMFDL](https://www.instagram.com/CMFDL)