



IMPACT REPORT 2024



Children's Museum
OF FOND DU LAC

TABLE OF CONTENTS



ABOUT CMFDL 2

CORE VALUES 3

LETTER FROM THE CEO 4

YOUR MUSEUM AT WORK 5

LIGHT WONDERS 6

MUSEUMS FOR ALL 7

FINANCIAL HIGHLIGHTS 8

2024 DONORS 9

CONTACT INFORMATION 11

BOARD OF DIRECTORS

Jeff Becker
President

Kris Saiberlich
Vice President

Kyle Petrie
Treasurer

Dr. Mary Schultz
Secretary

Keywon Brown
Ellen Kant
Stacey Mertens
Kristine Micke
Jill Nielsen
Andrea Nuss
Andy Smedberg
Dr. Kristine Taivalmaa
Keri Twohig
Trevor Schwartz

LEADERSHIP TEAM

Andrea Welsch
Chief Executive Officer

Jenni Galle
Marketing & Events Manager

Jeanna Giese
Visitor Experience Manager

Jen Kebble
Communications & Membership Manager

Laural Wilson
Education 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 an inclusive culture throughout the organization by monitoring opportunity areas and being intentional in our actions.



CORE VALUES

We provide a progressive and fun environment that:

- Supports development
- Engages all people
- Fosters respect and trust
- Encourages open communication
- Embraces strengths
- Inspires lifelong learning
- Celebrates childhood
- Promotes PLAY



LETTER FROM THE CEO



**ANDREA
WELSCH**

Chief Executive Officer

Dear Friends,

2024 was a year of remarkable growth for the Children's Museum of Fond du Lac. Thanks to the generosity of our donors, partners, and community, CMFDL continued to be a welcoming place where children and families can explore, play, and grow together. Your support makes it possible for children to benefit from hands-on, multi-generational experiences outside the classroom, where nearly 80% of their time is spent.

Our dedicated staff, fondly known as the "Dream Team," hit their stride this year, leading engaging programs, expanding outreach efforts, and ensuring that every family who walks through our doors feels connected and supported. Their creativity and commitment helped fuel another year of growth, where programs flourished, partnerships deepened, and community impact expanded.

Events in 2024 saw exceptional attendance, reflecting both the community's enthusiasm for the museum and the confidence of supporters who make this work possible. From summer programs designed to combat the learning slide to special events that brought families together in joyful and meaningful ways, CMFDL created opportunities that strengthened bonds between children, parents, and community partners.

A major milestone this year was the opening of the Light Wonders Gallery, which has quickly become a favorite for families and a vivid example of how donor support brings ideas to life. With over 50,000 annual visitors, including one-third accessing the museum through scholarships or free programs, the gallery benefits not just CMFDL but the entire Fond du Lac community.

Generous donors and funders also enabled CMFDL to expand access initiatives. One-third of our members come from low-income households, and through scholarships, free programs, and community partnerships, we ensure that financial barriers never limit a child's opportunity to learn, play, and thrive.

As we reflect on 2024, we are deeply grateful to those who believe in our mission and invest in this important work. Each contribution, whether of time, talent, or treasure, has helped sustain CMFDL's growth and positioned us for an even brighter future. Together, we are building a stronger, more connected community where every child has the opportunity to shine.

With deepest gratitude,

A handwritten signature in black ink that reads "Andrea Welsch". The signature is fluid and cursive, with a long horizontal stroke at the end.

Andrea Welsch, Chief Executive Officer



YOUR MUSEUM AT WORK

45,000
visitors welcomed at CMFDL



FIELD TRIPS

30
schools, community
organizations, and
daycare centers



1,199
total participants



MEMBERSHIPS

897
member families



324
access
memberships



GROUP RENTALS

41
birthday parties
and celebrations



106
group
reservations



LEARNING PROGRAMS

430
educational and
social-emotional
programs



3,894
program
attendees



FAMILY EVENTS

13
family events



3,580
total attendees



LIGHT WONDERS: A BRIGHT NEW CHAPTER



BRIGHT SPACES, BIG IDEAS

The Children's Museum of Fond du Lac welcomed its newest exhibit, the Light Wonders Gallery, thanks to generous donors and a \$45,000 Impact Grant from the Fond du Lac Area Foundation. **The gallery features three innovative exhibits: a calming Sensory Room, a giant Lite Brite Wall, and an immersive Mind & Motion interactive projection space.** Each experience offers children unique ways to explore and develop essential skills, including sensory regulation, fine and gross motor development, imagination, problem solving, and collaborative play, while providing a safe and joyful space for families.

This welcoming space was designed with creativity, play, and inclusivity at its core for children of all abilities. With over 50,000 annual visitors, including one-third accessing CMFDL through scholarships or free programs, the Light Wonders Gallery strengthens the museum's role as a key destination that promotes learning, connection, and family well-being.

We are deeply grateful to the Fond du Lac Area Foundation and all our donors for their leadership and commitment to the museum's mission. Their support ensures that children and families of all backgrounds have access to high-quality, engaging experiences that inspire creativity, growth, and connection. **Together, we are building a stronger community where play and learning light the way for the next generation.**

MUSEUMS FOR ALL



CMFDL is committed to play for all and access for all, ensuring that every child has the opportunity to explore, learn, and grow in a welcoming environment.

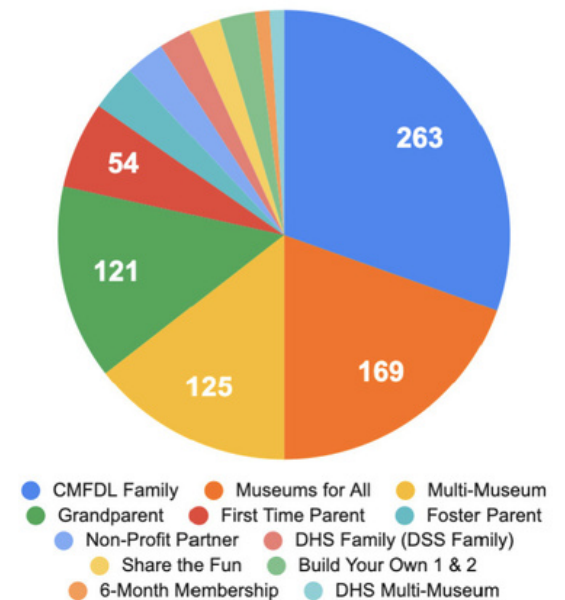
Recognizing that financial barriers can limit participation, the museum continues to provide equitable access through programs like Museums for All and the Efroymsen Family Fund Dual-Membership.

The Museums for All program allows families to experience all CMFDL has to offer regardless of income, supporting inclusive play and early learning. In 2024, 36% of CMFDL's 897 member families (324 families) participated through Access Memberships, up from 33% in 2023. These memberships open doors to hands-on exhibits, family events, and educational programming designed to foster imagination, problem-solving, and social connection.

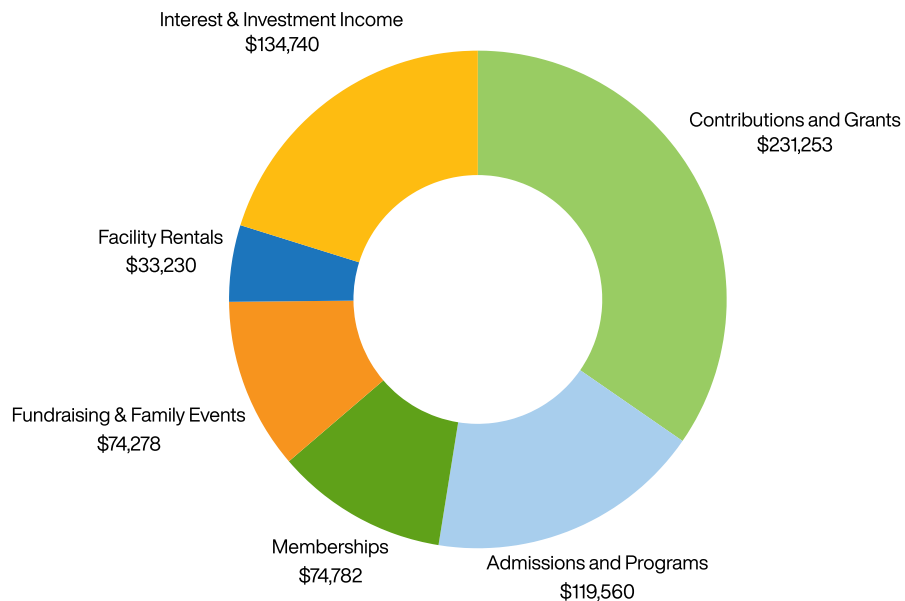
The Efroymsen Dual-Membership program extends access even further, allowing families to visit both the Children's Museum of Fond du Lac and the Above & Beyond Children's Museum in Sheboygan. This partnership encourages families to explore multiple museum spaces, broadening learning opportunities and fostering engagement with arts, culture, and play across the region.

Summer programs, new class offerings, and engaging family events in 2024 attracted high attendance, providing children with safe, interactive spaces to build cognitive, motor, and social-emotional skills. CMFDL continues to evaluate and refine programming to ensure inclusivity, creating an environment where children and families from all backgrounds can connect, thrive, and enjoy the transformative power of play.

Membership Breakdown as of 12.31.24
Total: 897 (Access 37%)



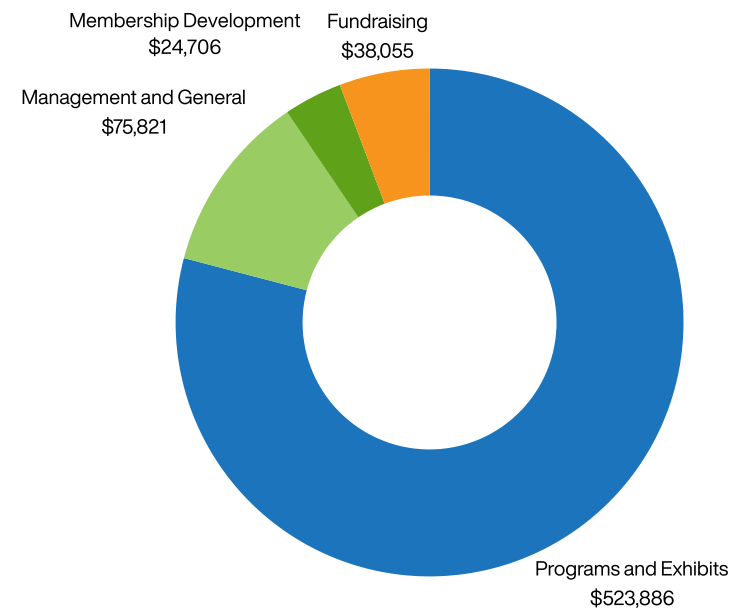
FINANCIAL HIGHLIGHTS



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 **\$667,843**



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 **\$662,468**

THANK YOU TO OUR SUPPORTERS

- ACE Home Inspections
- Advanced Tooling, Inc.
- Agri-Business Council
- Ahern-Gross Plumbing
- Alliant Energy Foundation, Inc.
- Alpha Theta Chapter
- Altrusa International
- Foundation of Fond du Lac
- Amy and Chad Collett
- Andrea and Jeff Nuss
- Andrea and Jim Westergaard
- Andrea and John Welsch
- Andrew and Sarah Johnson
- Ann and Bruce Muthig
- Association of Children's Museums
- Barbara & Peter Stone Family Foundation Inc
- Barbara and Gregory Deer
- Barbara Lent
- Bob Johnson
- Bobby and Lauren Biolo
- Breezy Hill
- Bryce Weinschrott
- Burg Homes
- Carly Salter
- Carol and Dave Thome
- Carolyn and Jeff Becker
- CD Smith Construction, Inc.
- Charity Jara
- Christa and Clark Williams
- Christine and James Krizenesky
- Christine Schiek-Clark and Dr. Dwayne Clark
- Christopher and Jennie Schneider
- Clare and Harry Ditter
- Club 44 Foundation Inc.
- Connie and David Kusek
- David and Jo Ann Klumpyan
- David Herro and Jay Franke
- David Hornung
- Diane Kippenhan-Vollmer
- Dino Gray and Jana Ladd
- Dixie and Dr. William Mauthe
- Doris Grajkowski
- Dr and Mrs. Todd and Tammy Sarauer
- Dr. Kristine & Matthew Taivalmaa
- Dr. Mary & Chris Schultz
- Dr. Robert Schuster
- Dr. Sara and Chris Riegert
- Dr. Shannon and Jason Rathke
- Drs. Brenda and Rob Grass
- Drs. Elizabeth and Adam Strittmatter
- Drs. Elizabeth and Adam Strittmatter
- Drs. Joanne and Bret Pasiuk
- Ellen and Doug Kant
- Ellison Electric Supply, Inc.
- Erin Salter
- Evelyn Miller
- Excel Engineering
- FDL Area Foundation, "Society Insurance Charitable Fund"
- Festival Foods
- Fond du Lac Area Foundation
- Fond du Lac County
- Fond du Lac Rotary Club Charities, Inc.
- Greg Head
- Helen and Thomas Carew
- Heriberta and Sebastian Pinto
- Holiday Automotive
- Hopper's Silk Screening and All Star Trophy
- Household / Organization Column
- Integrity Saw & Tool
- Into the Woods
- J.F. Ahern Co.
- Jacqueline Hammond
- Jane and Michael Downer
- Jane Gaffney
- Janet Smith
- Jenny and Brian Baker
- Jessica and Greg Sabel
- Jim and Jennifer Kebble
- Joe and Pam Mand



THANK YOU TO OUR SUPPORTERS

(CONTINUED)

- Joe Shanahan and Dr. Brita McCullough
- John and Joan Cannon
- John R. Giese Enterprises, Inc.
- Juli and Carven Blanck
- Julia and David Crouch
- Julie Dejong
- Karen and Richard Baker
- Katherine Friis
- Kathleen Doyle-Kelly, D.D.S.
- Katie and Tony Mathos
- Kayla Strobel
- Kebble Household
- Kelly Lamb
- Keri and Sean Twohig
- Kevin & Connie Michels Family Foundation
- Kiwanis Club of Fabulous Fond du Lac
- Kleinfeldt Family Fund
- Korb Family Foundation
- Kristine and Adam Micke
- Lakeside Evening Kiwanis
- Laura and Chris Rector
- Lisa and Brian Johnson
- Lisa and Michael Shannon
- Lizzi Teletzke
- Lori and Chris Meyer
- Lynda and Richard Fields
- Lynn Biolo
- Marianne and Michael Bugni
- Marianne Geiger
- Mark Cardinal Concrete Construction
- Marlys and Dr. John Welsch
- Mary Doyle
- Melissa and Mike Hierl
- Mercury Marine
- Michels Corporation
- Mid-States Aluminum Corp.
- Mira and Allison Kurtev
- Mollie and Kyle Petrie
- Mollie Maus
- Muthig Industries, Inc.
- Muza Sheet Metal Co., LLC
- Nancy and David Hackbarth
- Nancy Johnston
- National Exchange Bank and Trust Foundation Inc.
- Nici Colwin
- Nuss Family Fund
- Pam & Mike Kristmann
- Pershing A BNY Mellon Company
- Rachel and John Schaeve
- Renaissance Charitable Foundation
- Renning Lewis & Lacy SC
- Robert Metzger
- Robin-Nicole and Neil Gaertig
- Ruth Holstein
- Ryan and Kristin Zitlow
- Ryan Kim
- Sally and Tom Herre
- Sarah & Dr. David Haubenschild
- Silica For Your Home
- South Hills Golf & Country Club
- SSM Health
- Stacey Mertens
- Stacy Behling and Aaron Mallas
- Stephen Victor
- Summit Credit Union
- The Goldsmith
- Thome Electric
- Toni and Rick Nuss
- Trevor and Evelyn Walker
- Troy and Polly Nachreiner
- Twohig Flooring America
- Utility Tool and Machining Koffman
- Walt Tack
- Wishing Well
- Wrightway Home Improvements



CONNECT WITH US



 920-929-0707

 75 West Scott Street
Fond du Lac, WI 54935

 www.cmfdl.org

 info@cmfdl.org

 @CMFDL

 Children's Museum
of Fond du Lac