



# ANNUAL GIVING CAMPAIGN

*for Friends & Family*





## CHILDREN'S MUSEUM OF SONOMA COUNTY'S MISSION

To inspire curiosity and creativity through joyful, transformative experiences.

Five years ago, on June 21, 2014, on a bright and cheery morning, we opened our doors to the public for the first time. We welcomed just 20 visitors that day – the first of more than 665,000 that have since experienced the wonder and joy of learning through the incredible language of play.

Since that first day, the Children's Museum has truly distinguished itself as a beloved and indispensable resource for children and loved ones. The journey has been nothing short of remarkable and in many ways it's just the beginning.



More than ever, children need joyful experiences to help transform them into the leaders of tomorrow, ready for a future we can only imagine. The Children's Museum provides a unique and safe place for children to explore, experiment, and discover the world around them. We welcome children of all backgrounds and have established a safe haven for happiness, growth, and learning. As we celebrate our 5-year anniversary, won't you join us?

## MUSEUM by the NUMBERS



**165,000**

TOTAL VISITS LAST YEAR!



**26,500**

TOTAL VISITORS SERVED THROUGH FREE AND REDUCED ACCESS PROGRAMS



**335**

DISCOUNTED MEMBERSHIPS DISTRIBUTED TO FAMILIES IN NEED



**25%**

OF CHILDREN ATTENDING SUMMER WONDER CAMPS ON SCHOLARSHIP

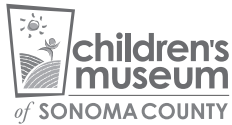
## HOW YOU CAN HELP

With your support, we can offer the educational and community outreach programs that make the Museum unique and accessible to all families. Here are a few ways your Annual Giving contributions make a difference:

- 85% Discount on Admission for Low-Income Families
- Discounted Annual Membership Access for Families in Need
- Field Trip Scholarships for Underserved Schools
- Programs such as Storytime in English and Spanish, Science Spark, and Musical Moments
- Sensory Friendly Afternoons for Families with Children with Special Needs

I hope you will **join us** in giving what you can to **reach our goal of \$85,000.**

For more information, contact Cyndi Yoxall, Director of Development at [cyndi@cmosc.org](mailto:cyndi@cmosc.org)



2019-2020  
**ANNUAL GIVING**  
**CAMPAIGN** *for Friends & Family*

Dear Friends of the Children's Museum,

I am writing to you as a mom of two young children, a Museum member since it opened its doors, and as the president of the board of directors. As we celebrate the 5-year anniversary of the Children's Museum, a place that means so much to me and my family as well as our community, I want to share a few of my thoughts about gratitude.

- In this polarized world, we have a haven that brings all of our children and families together to play and learn from each other regardless of economic, social, or cultural barriers.
- While recess, art, and physical education are being cut from schools at alarming rates and children's lives have become ever more structured, the Children's Museum remains a refuge where kids can learn the way they learn best, through open-ended play.
- As childhood trauma is on the rise, children in our community have a safe place to process their experiences.

Research tells us that when children engage in self-directed, interactive play, they simultaneously strengthen their neural pathways, build problem-solving and higher-order thinking skills, and when applicable, heal from trauma. At the Children's Museum, we provide families with access to these experiences and are helping to create the next generation of problem solvers who will have the cognitive flexibility to address the myriad challenges we are facing in this century.

**It is more important than ever to carve out places where  
the joy and creativity of childhood are protected.**

And we do so at a remarkably low cost. Families can enjoy unlimited use of the Museum all year long for the same price as just 2-3 days' worth of childcare. And when families still can't afford that, the Museum has a number of access programs allowing entrance at a reduced rate or for free.

**And the only reason this can happen is because of YOU.**

Your investment in the future of our children:

- keeps the price of admission and membership as low as possible.
- helps CMOSC remain a bedrock in our community, even as the number of families entering the Museum through access programs has increased tenfold since October 2017.
- allows us to partner with other organizations serving low-income children.
- enables us to offer sensory-friendly afternoons, so that all children, regardless of ability, and their loved ones can experience the wonder.

Thank you for joining me in making a gift to the Children's Museum of Sonoma County's Annual Friends and Family Fund, and investing in children, families, and the future of Sonoma County.

Sincerely,



Jenny Levine-Smith  
Board President

***P.S. With a strong commitment to accessibility, admission and memberships fees are set as low as possible. As a result, earned revenue only covers 65% of museum operations. We rely on generous investors like you to help cover the gap in funding. Thank you!***