



CHILDRENS MUSEUM OF LA CROSSE INC

CONTENTS

EIN: 39-1856383
Report Generated on: 03/28/2024

Executive Summary	2
Programs & Results	4
Financial Review	7
Operations & Leadership	9

APPENDIX

Key Documents	17
Charity Check Report	18

CHILDRENS MUSEUM OF LA CROSSE INC

aka CMLC

La Crosse, WI

www.funmuseum.org

(608)784-2652

View GuideStar Profile



MISSION

The mission of the Children's Museum of La Crosse is to offer opportunities for the young and the young at heart to learn, connect and grow through interactive play.

EIN

39-1856383

RULING YEAR

1996

IRS SUBSECTION

501(c)(3) Public Charity

FOUNDING YEAR

1998

MAIN ADDRESS

207 5th Ave S
La Crosse, WI
54601

AFFILIATION TYPE

Independent Organization

CONTACT

Leanne Poellinger,
Marketing/Development
Director
leanne@funmuseum.org

PRINCIPAL OFFICER

Anne Snow

BOARD CHAIR

Joe Haas

SUBJECT AREA

Children's museums

Sports and recreation

Youth services

NTEE Code

Children's Museums (A52)

Youth Centers, Clubs, (includes
Boys/Girls Clubs)-
Multipurpose (O20)

Other Recreation, Sports, or
Leisure Activities N.E.C. (N99)

PROGRAMS

1. Interactive exhibits

Population(s) served:Families, Children and youth

2. Educational Programming

Population(s) served:Families, Children and youth

3. Adult Recess

Population(s) served:Adults, Parents

4. Artist in residence

Population(s) served:Families, Children and youth

POPULATIONS SERVED

1. Children and youth

2. Adults

3. Families

4. Parents

COMPLIANCE

- ✓

IRS Pub 78 Verified as of March 2024
- ✓

IRS BMF 509(a) (1) as of March 12, 2024
- ✗

A-133 Audit Required/Performed?
- ✓

Conflict of Interest Policy
- ✓

Written whistleblower policy

Section 509(a)(1) organization as referred to in Section 170(b)(1)(A)(vi)

TRANSPARENCY MEASURES

- ✓

Board Practices Reported?
- ✓

Diversity Data Reported?
- 14

Number of Independent Board Members

Programs & Results

PROGRAMS

Source: Self-Reported by Organization, August 2022

the Museum or community and/or to take home.

Interactive exhibits

Population(s) Served:

Families
Children and youth (0-19 years)

Three floors of hands-on exhibits for interactive play and learning

Educational Programming

Population(s) Served:

Families
Children and youth (0-19 years)

Weekly preschool programs; holiday and seasonal events; partnerships with local health care, educational and other organizations; summer day camps; scout workshops and overnights; and more

Adult Recess

Population(s) Served:

General/Unspecified
Parents

Since even adults benefit from play, we host an annual Adult Recess event in the Children's Museum.

Artist in residence

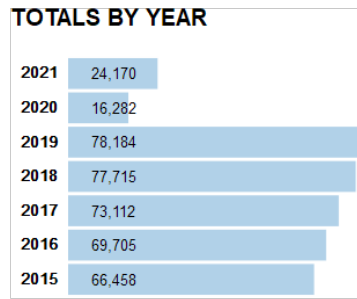
Population(s) Served:

Families
Children and youth (0-19 years)

Coming in 2019, we plan to partner with local artists and art students to offer the opportunity for Museum visitors to learn about, appreciate and create art to display in

RESULTS

Total number of visits

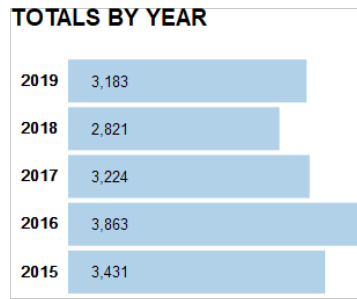


Population(s) Served: Children and youth (0-19 years), Families

Related program: Interactive exhibits

Notes: Our annual visitation has grown from 40,000 per year to our all-time high of over 78,000 in 2019! Unfortunately, the COVID pandemic required the Museum to temporarily close from 3/16/20 to 6/3/2021.

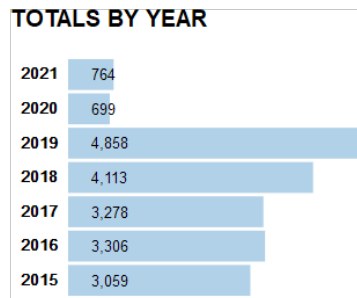
Total number of volunteer hours contributed to the organization



Population(s) Served: No target populations selected

Related program:

Total number of free admissions

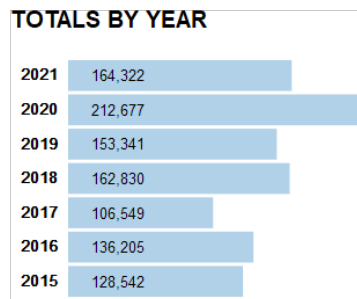


Population(s) Served: Children and youth (0-19 years), Families

Related program: Interactive exhibits

Notes: These numbers do not include discounted admissions or memberships

Total dollars received in contributions



Population(s) Served: No target populations selected

Related program:

Notes: 2017 total is lower than other years because we also did a capital campaign this year

CHARTING IMPACT

What is the organization aiming to accomplish?

Children's Museums are places where families connect in meaningful ways. The mission of the Children's Museum of La Crosse is to offer affordable opportunities for the young and young at heart to grow, connect and learn through interactive play. GOALS: (1) Complete \$2 million capital campaign; (2) Complete building and exhibit improvements and additions with capital campaign support; (3) Direct annual endowment disbursement funds to support free and discounted access for economically disadvantaged families; (4) Promote the importance of play for early childhood development and adult-child relationships.

What are the organization's key strategies for making this happen?

We recently reached our \$2 million capital campaign goal! Building and exhibit improvements are underway and include the addition of a one-of-a-kind climbing structure, a redesigned admissions area and more. Communication regarding the PLAY it forward capital campaign included information about the power of play. These messages will be continued and supported by positive, hands-on learning and play experiences in the Museum and in our community.

What are the organization's capabilities for doing this?

The value and power of play are incorporated into every aspect of the Children's Museum.

The Children's Museum is a place away from work and household distractions where adults and children can share quality time and experience the luxury of becoming lost in the moment.

The Children's Museum recognizes the importance of healthy living for children and adults, as well as the value of life-long learning.

The Children's Museum is committed to supporting parents, teachers and other caring adults to nurture creativity and personal development for children. We are also always looking for ways to be the best we can be for our customers and community.

Integrity - fiscal responsibility, programming excellence, customer service, employment experience - is core to the Children's Museum's mission.

The Children's Museum strives to welcome all people and partners, to play and learn, communicate and collaborate, lead and listen, plan and provide.

What have and haven't they accomplished so far?

We recently reached our \$2 million capital campaign goal! Building and exhibit improvements are underway and include the addition of a one-of-a-kind climbing structure, a redesigned admissions area and more. Communication regarding the PLAY it forward capital campaign included information about the power of play. These messages will be continued and supported by positive, hands-on learning and play experiences in the Museum and in our community. We are on track for 2018 to be our second or third highest year of attendance since opening in 1999. Online and social media activity continues to grow, as do 4 and 5-star online reviews.

Financials

FISCAL YEAR START: 01/01
FISCAL YEAR END: 12/31

FINANCIALS QUICK VIEW

Surpluses in last 5 years	4
Negative Net Assets in past 5 years	0

Financial Trends Analysis

Business Model Indicators

Created in Partnership with



Profitability	2018	2019	2020	2021	2022
Unrestricted surplus (deficit) before depreciation	\$375,919	\$383,240	\$238,080	\$622,864	-\$433,671
As a % of expenses	65.9%	60.1%	65.3%	183.9%	-75.7%
Unrestricted surplus (deficit) after depreciation	\$266,984	\$250,304	\$79,721	\$470,821	-\$582,383
As a % of expenses	39.3%	32.5%	15.2%	95.9%	-80.7%
Revenue Composition					
Total revenue (unrestricted & restricted)	\$641,803	\$595,245	\$429,027	\$745,050	\$725,074
Total revenue, % change over prior year	-71.6%	-7.3%	-27.9%	73.7%	-2.7%
Program services revenue	40.7%	66.8%	19.5%	20.3%	56.1%
Membership dues	20.6%	0.0%	0.0%	0.0%	0.0%
Investment income	13.0%	14.0%	15.5%	6.8%	9.9%
Government grants	0.0%	0.0%	22.9%	42.3%	4.4%
All other grants and contributions	23.7%	17.3%	36.3%	20.3%	25.2%
Other revenue	1.9%	1.8%	5.9%	10.3%	4.4%
Expense Composition					
Total expenses before depreciation	\$570,744	\$637,942	\$364,603	\$338,735	\$572,764
Total expenses, % change over prior year	3.2%	11.8%	-42.8%	-7.1%	69.1%
Personnel	59.5%	63.8%	70.3%	60.8%	65.2%
Professional Fees	2.4%	2.9%	3.6%	4.4%	6.5%
Occupancy	8.7%	9.9%	7.2%	10.2%	11.1%
Interest	0.0%	0.0%	0.0%	0.0%	0.0%
Pass-Through	0.0%	0.0%	0.0%	0.0%	0.0%
All other expenses	29.4%	23.3%	18.9%	24.6%	17.2%

Financial Trends Analysis, continued

Moving Toward Full Cost Coverage

Full Cost Components (estimated)	2018	2019	2020	2021	2022
Total Expenses (after depreciation)	\$679,679	\$770,878	\$522,962	\$490,778	\$721,476
One Month of Savings	\$47,562	\$53,162	\$30,384	\$28,228	\$47,730
Debt Principal Repayment	\$0	\$0	\$0	\$0	\$0
Fixed Asset Additions	\$472,704	\$286,692	\$0	\$170,502	\$0
Total Full Costs (estimated)	\$1,199,945	\$1,110,732	\$553,346	\$689,508	\$769,206

Capital Structure Indicators

Liquidity					
Months of cash	11.3	9.1	15.6	19.3	7.5
Months of cash and investments	33.8	32.5	61.5	77.8	41.3
Months of estimated liquid unrestricted net assets	16.9	17.0	34.9	53.6	19.5
Balance Sheet Composition					
Cash	\$538,169	\$485,336	\$473,136	\$544,827	\$355,800
Investments	\$1,071,142	\$1,239,948	\$1,396,741	\$1,650,770	\$1,614,323
Receivables	\$394,606	\$137,546	\$53,789	\$12,243	\$4,383
Gross land, buildings, and equipment (LBE)	\$3,847,799	\$4,118,541	\$4,197,549	\$4,368,049	\$4,514,918
Accumulated depreciation (% of LBE)	43.1%	43.1%	46.1%	47.8%	49.5%
Liabilities (as % of assets)	1.2%	2.9%	2.1%	1.6%	1.7%
Unrestricted net assets	\$2,994,046	\$3,244,350	\$3,324,071	\$3,794,892	\$3,212,509
Temporarily restricted net assets	\$1,109,016	N/A	N/A	N/A	N/A
Permanently restricted net assets	\$798,200	N/A	N/A	N/A	N/A
Total restricted net assets	\$1,907,216	\$1,664,223	\$1,660,522	\$1,514,740	\$1,703,135
Total net assets	\$4,901,262	\$4,908,573	\$4,984,593	\$5,309,632	\$4,915,644

Key Data Checks

Material Data Errors	2018	2019	2020	2021	2022
	No	No	No	No	No

Note: This issue is relevant to a small number of organizations: The nonprofit subject(s) of this report may have affiliates. The Form 990 data may not include information about any or all potential affiliates. If an organization does have affiliates and these affiliates have substantial financial activity, the financial data in this report may not present a comprehensive picture of the nonprofit's financial condition.Please consult the 990s of any potentially related affiliates for additional information.

- ☒ [Formulas for key metrics](#)
- ☒ ['Key Revenue & Expense Data from Form 990'](#)
- ☒ ['Key Balance Sheet Data from Form 990'](#)

Operations

Source: Self-Reported by Organization, August 2022

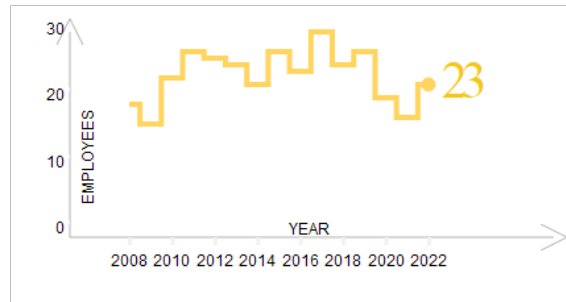
PRINCIPAL OFFICER

Anne Snow

Anne is the founder of the Children's Museum. She moved to our area in December of 1996 from New Orleans (she's a MN native.) She and her young daughters missed the New Orleans Children's Museum. Not knowing anyone, she learned what she could about Children's Museums and enthusiastically gathered support. Within two years, the Children's Museum of La Crosse had nonprofit status, an influential Board of Directors, a donated 30,000 square foot building and a \$1 mil pledge toward the \$2.5 capital campaign. The campaign goal was met and the Museum opened on February 28, 1999. Anne continues to enthusiastically serve as the Museum's Executive Director.

NUMBER OF EMPLOYEES

Source: IRS Form 990



BOARD CHAIR

Joe Haas

Hawkins Ash CPAs

Term: 2022 - 2022

BOARD MEMBERS

Jackie Gerke-Edwards

Edwards Mini Storage

Steve Shultz

Mayo Health System (retired)

Nancy Wigdahl-Sedbrook

Family & Children's Center

Sue Dillenbeck

Joe Haas

Hawkins Ash CPAs

Casey Weiss

Access Commercial Real Estate

Amanda Jackson

O'Flaherty Law Firm

Heather Jordan

Trust Point Inc.

Bill La Rue

EO Johnson/Locknet

Amy Brecheisen

Mathews Bow

Ryan Geister

Trane Technologies

Nicki Hennessy

Gundersen Health System

Shelley Shirel

School District of La Crosse

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2021

Name	Title	Compensation	Other	Related
Anne Snow	EXECUTIVE DI	\$95,360	\$0	\$0
Susan Dillenbeck	PRESIDENT	\$0	\$0	\$0
Jackie Gerke-Edwards	DIRECTOR	\$0	\$0	\$0
Joe Haas	VICE PRESIDE	\$0	\$0	\$0
Nicki Hennessy	DIRECTOR	\$0	\$0	\$0
Amanda Jackson	DIRECTOR	\$0	\$0	\$0
Heather Jordan	TREASURER	\$0	\$0	\$0
Aaron Koepke	DIRECTOR	\$0	\$0	\$0
Bill Larue	DIRECTOR	\$0	\$0	\$0
Terry Lee	DIRECTOR	\$0	\$0	\$0
Shelly Shirel	SECRETARY	\$0	\$0	\$0
Steve Shultz	DIRECTOR	\$0	\$0	\$0
Casey Weiss	DIRECTOR	\$0	\$0	\$0
Nancy Wigdahl-Sedbrook	DIRECTOR	\$0	\$0	\$0

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2020

Name	Title	Compensation	Other	Related
Anne Snow	EXECUTIVE DI	\$101,983	\$0	\$0
Susan Dillenbeck	VICE PRESIDE	\$0	\$0	\$0
Ryan Geister	DIRECTOR	\$0	\$0	\$0
Jackie Gerke-Edwards	DIRECTOR	\$0	\$0	\$0
Joe Haas	TREASURER	\$0	\$0	\$0
Nicki Hennessy	DIRECTOR	\$0	\$0	\$0
Jonathon Horne	DIRECTOR	\$0	\$0	\$0
Amanda Jackson	DIRECTOR	\$0	\$0	\$0
Heather Jordan	DIRECTOR	\$0	\$0	\$0
Aaron Koepke	PRESIDENT	\$0	\$0	\$0
Bill Larue	DIRECTOR	\$0	\$0	\$0
Terry Lee	SECRETARY	\$0	\$0	\$0
Steve Shultz	DIRECTOR	\$0	\$0	\$0
Casey Weiss	DIRECTOR	\$0	\$0	\$0
Nancy Wigdahl-Sedbrook	DIRECTOR	\$0	\$0	\$0

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2019

Name	Title	Compensation	Other	Related
Anne Snow	EXECUTIVE DI	\$93,933	\$0	\$0
Susan Dillenbeck	DIRECTOR	\$0	\$0	\$0
Jackie Gerke-Edwards	DIRECTOR	\$0	\$0	\$0
Joe Haas	TREASURER	\$0	\$0	\$0
Jon Horne	DIRECTOR	\$0	\$0	\$0
Heather Jordan	SECRETARY	\$0	\$0	\$0
Aaron Koepke	VICE PRESIDE	\$0	\$0	\$0
Bill Larue	DIRECTOR	\$0	\$0	\$0
Terry Lee	DIRECTOR	\$0	\$0	\$0
Sean O'Flaherty	PRESIDENT	\$0	\$0	\$0
Ryan Olson	DIRECTOR	\$0	\$0	\$0
Shelley Shirel	DIRECTOR	\$0	\$0	\$0
Steve Shultz	DIRECTOR	\$0	\$0	\$0
Casey Weiss	DIRECTOR	\$0	\$0	\$0
Susan Whitewater	DIRECTOR	\$0	\$0	\$0
Nancy Wigdahl-Sedbrook	DIRECTOR	\$0	\$0	\$0

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2018

Name	Title	Compensation	Other	Related
Anne Snow	EXECUTIVE DI	\$98,995	\$0	\$0
David Amborn	DIRECTOR	\$0	\$0	\$0
Susan Dillenbeck	DIRECTOR	\$0	\$0	\$0
Jackie Gerke-Edwards	DIRECTOR	\$0	\$0	\$0
Lissa Carlson	DIRECTOR	\$0	\$0	\$0
Jon Horne	DIRECTOR	\$0	\$0	\$0
Monica Hauser	DIRECTOR	\$0	\$0	\$0
Steve Shultz	DIRECTOR	\$0	\$0	\$0
Cindy Taerud	SECRETARY	\$0	\$0	\$0
Susan Whitewater	DIRECTOR	\$0	\$0	\$0
Joe Haas	TREASURER	\$0	\$0	\$0
Nancy Wigdahl-Sedbrook	DIRECTOR	\$0	\$0	\$0
Aaron Koepke	VICE PRESIDE	\$0	\$0	\$0
Sean O'Flaherty	PRESIDENT	\$0	\$0	\$0
Casey Weiss	DIRECTOR	\$0	\$0	\$0
Ryan Olson	DIRECTOR	\$0	\$0	\$0
Terry Lee	DIRECTOR	\$0	\$0	\$0

Paid Preparers

FISCAL YEAR 2022

Firm Name	Firm EIN	Firm Address	Firm Phone
JOHNSON BLOCK & CO INC	39-1628949	122 6TH STREET NORTH, LA CROSSE WI 54601 USA	608-784-1890

Paid Preparers

FISCAL YEAR 2021

Firm Name	Firm EIN	Firm Address	Firm Phone
JOHNSON BLOCK & CO INC	391628949	122 6TH STREET NORTH, LA CROSSE WI 54601	6087841890

Paid Preparers

FISCAL YEAR 2020

Firm Name	Firm EIN	Firm Address	Firm Phone
JOHNSON BLOCK & CO INC	391628949	122 6TH STREET NORTH, LA CROSSE WI 54601	6087841890

BOARD LEADERSHIP PRACTICES

GuideStar worked with BoardSource, the national leader in nonprofit board leadership and governance, to create this section, which enables organizations and donors to transparently share information about essential board leadership practices.

BOARD ORIENTATION & EDUCATION

Does the board conduct a formal orientation for new board members and require all board members to sign a written agreement regarding their roles, responsibilities, and expectations?

Yes

CEO OVERSIGHT

Has the board conducted a formal, written assessment of the chief executive within the past year?

Yes

ETHICS & TRANSPARENCY

Have the board and senior staff reviewed the conflict-of-interest policy and completed and signed disclosure statements in the past year?

Yes

BOARD COMPOSITION

Does the board ensure an inclusive board member recruitment process that results in diversity of thought and leadership?

Yes

BOARD PERFORMANCE

Has the board conducted a formal, written self-assessment of its performance within the past three years?

Yes

Organizational Demographics

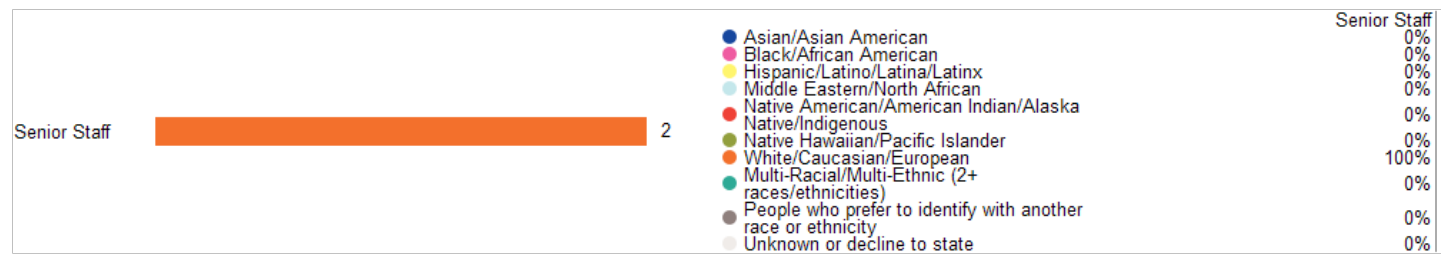
Who works and leads organizations that serve our diverse communities? This organization has voluntarily shared information to answer this important question and to support sector-wide learning. GuideStar partnered on this section with CHANGE Philanthropy and Equity in the Center.

Leadership

The organization's leader identifies as:

Race & Ethnicity	White/Caucasian/European
Gender Identity	Female, Not transgender
Sexual Orientation	Heterosexual or Straight
Disability Status	Person without a disability

Race & Ethnicity



Gender Identity

Transgender Identity

No data

Sexual Orientation

No data

Disability

No data.

Appendix

Key Documents	
IRS Forms 990	2022 990
	2021 990
	2020 990
	2018 990
	2017 990
IRS Forms 990T	Not Available
Audited Financial Statements	2020 Audited Financial Statement
	2019 Audited Financial Statement
	2016 Audited Financial Statement
Key Organization Documents	Letter of Determination
	2011 Annual Report
	2010 Annual Report
	2008 Annual Report
	'Key Revenue & Expense Data from Form 990'
	'Key Balance Sheet Data from Form 990'

CHILDRENS MUSEUM OF LA CROSSE INC

Aka CMLC

207 5th Ave S
La Crosse, WI 54601

✓ Foundation Status Code: PC*

✓ Public charity described in section 509(a)(1) or (2)

IRS Publication 78 Details			IRS Pub 78 verified
Organization name	Location	Most recent IRS Publication 78	
Childrens Museum of La Crosse Inc.	La Crosse, WI	March 2024	
EIN	Deductibility status description	Verified with most recent Internal Revenue Bulletin	
39-1856383	A public charity (50% deductibility limitation).	March 25, 2024	

IRS Business Master File Details			IRS BMF	509(a)(1)
Organization name	Most recent IRS BMF	Reason for Non-Private Foundation Status		
CHILDRENS MUSEUM OF LA CROSSE INC	March 12 2024	Section 509(a)(1) organization as referred to in Section 170(b)(1)(A)(vi)		
EIN	IRS subsection	Ruling date		
39-1856383	This organization is a <u>501(c)(3) Public Charity</u>	12/1996		
This organization was not included in the Office of Foreign Assets Control Specially Designated Nationals (SDN) list.				

On September 8, 2011, the IRS issued [regulations](#) which eliminated the advance ruling process for a section 501(c)(3) organization. [Learn more](#)

* The Foundation Status Code is the code that foundations are required to provide for each grantee annually on part XV of Form 990PF. Note that this code cannot be derived in some cases (e.g., supporting organizations for which 'type' can't be determined).

[IRS Revenue Procedure 2011-33](#) allows grantors to rely on third-party resources, such as GuideStar Charity Check, to obtain required Business Master File (BMF) data concerning a potential grantee's public charity classification under section 509 (a) (1), (2) or (3).

GuideStar Charity Check Data Sources	
-GuideStar acquires all IRS data directly from the Internal Revenue Service.	-The IRS Automatic Revocation of Exemption List contains organizations that have had their federal tax-exempt status automatically revoked for failing to file an annual return or notice with the IRS for three consecutive years.
- IRS Publication 78 (Cumulative List of Organizations) lists organizations that have been recognized by the Internal Revenue Service as eligible to receive tax-deductible contributions.	-The Foundation Status Code is a value derived by mapping the codes found on the 990PF filing instructions to the corresponding codes in the IRS BMF. Note that not all codes are able to be mapped due to insufficient data.
-The IRS Internal Revenue Bulletin (IRB) lists changes in charitable status since the last Publication 78 release. Between the release of IRS Publication 78 and the subsequent IRS Internal Revenue Bulletin, the IRB date will reflect the most recent release date of IRS Publication 78.	-The Office of Foreign Assets Control (OFAC) Specially Designated Nationals (SDN) list organizations that are owned or controlled by targeted individuals, groups, and entities, such as terrorists or narcotics traffickers. Their assets are blocked and U.S. persons are generally prohibited from dealing with them.
-The IRS Business Master File lists approximately 1.7 million nonprofits registered with the IRS as tax-exempt organizations.	