

## SPECIAL REPORT TO SUPPORTERS



Happy birthday!



What do you get when you mix ten years, 485,000 people, hands-on exhibits, and many generous supporters?

You get a successful place for family fun and learning...

...the Children's Museum of La Crosse, of course!

That's right, the Children's Museum of La Crosse celebrated our **10th "birthday"** on February 28, 2009. Over 1,000 guests (more than on opening day!) attended our 10th birthday party, full of fun performances and more all day.

### Here's a brief summary of how *your* children's museum did in 2008...

- « Admission continues to meet or exceed goals. **We look forward to welcoming our 500,000th visitor soon!** Families, schools, child care centers, scout troops, businesses and others have laughed and learned, played and pretended, discovered and dreamed in our region's *only* facility of its kind.
- « The staff and board of the Children's Museum of La Crosse are committed to making this great place affordable and accessible to *all*. **Approximately 10% of the Museum's visitors are admitted free of charge.**
- « Currently, **1182 households** (more than ever!) enjoy unlimited access to the Museum as members. *We are happy to offer the great value of year-long admission for only \$50 per family!*
- « New programs, exhibits and activities are developed regularly. The 2008 year brought us new summer camps and special programs; daily My Museum activity cards; the addition of a refurbished kid-sized boat beside the river exhibit; the new **WKID TV exhibit**, which will be expanded in 2009; and more.
- « We continue to meet our initial goal of earning 60% of our annual budget through admission, memberships, field trips, gift shop, and programming. During the 2008 year, we were fortunate to **diversify our funding sources** for the remaining 40% more than ever before. We increased our grant revenue, modified our annual raffle event to be more cost-effective, and participated in two new events: S&S Cycle's 50th Anniversary Celebration and Tri-Quest Run...Bike...Golf.
- « When we were building the Children's Museum in 1998, we were told that the roof would be good for about ten years. Right on schedule, it started springing leaks in 2008! The income we received from the Tri-Quest event allowed us to have the **roof replaced** this past fall.

**THANK YOU SO MUCH to all who made this possible!!**

### The 2009 year is already off to an exciting start!

In honor of our 10th year, we are hosting the **Grossology traveling exhibit**, through May 24. Record numbers of visitors, young and young at heart, are having fun learning, hands-on, about the oozy, slimy and stinky (but scientific) things that happen in the human body.

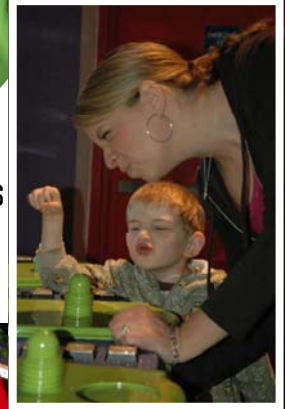
In connection with our ten year celebration, we will be raising funds to make some **improvements** to the Children's Museum to prepare it for the **next ten years**: new carpet, paint and fixtures; new and refurbished exhibits; and a stronger endowment. We hope you will invest in this effort.



## My Story, By Me



Wiggles & Giggles



Grossology



Junior Firefighter



Pet Therapy Dogs

New WKID TV



Boy Scout Overnight



Teddy Bear Clinic



# I LOVE THE CHILDREN'S MUSEUM. IT'S THE BEST MUSEUM EVER!

- Miranda, age 8

## 10 ways YOU can love the Children's Museum

1. **Make a tax-deductible financial contribution.**
2. **Encourage your friends, neighbors and relatives to visit and support the Museum.**
3. **Add your name or your company's name to the list of sponsors of the BIG Giggle and/or Tri-Quest events.**
4. **Shop in the Museum's "Ta-Da!" gift shop.**
5. **Name the Children's Museum as a beneficiary in your will or insurance policy.**
6. **Enroll your children/grandchildren in Museum programs.**
7. **Select the Children's Museum of La Crosse to receive the Kwik Rewards from your Kwik Trip card.**
8. **Save current Festival Foods and Quillins receipts and submit them to the Museum.**
9. **Do your on-line shopping via [igive.com](http://igive.com) and designate the Children's Museum to receive retailer donations at no additional cost to you.**
10. **Purchase BIG Giggle raffle tickets between March 1 and July 3 for a chance at BIG prizes.**

Questions? Contact Leanne or Anne at 608-784-2652 or [info@funmuseum.org](mailto:info@funmuseum.org).

Dear Friends:

We often wonder how to measure success at the Children's Museum. In business, we have our bottom line—and you can be sure that, like any good business, we continue to monitor and manage the Museum's bottom line. But this doesn't seem to capture the essence of success in a place like this.

**Perhaps a scorecard of smiles would be better.** Add the smile on the face of a four-year-old who excitedly "becomes" a firefighter to the one on the field trip student from out of town. Don't forget the grandpa's smile as he proudly watches his cautious 7-year-old granddaughter get halfway up the climbing wall, or the toddler squealing with delight in the Wiggles & Giggles area. Smiles abound during special programs and performances, summer camps, scout workshops, birthday parties, preschool playtimes...WOW! *There's success for you!*

With such a fabulous facility, dedicated staff, committed Board and volunteers, satisfied members and visitors, and generous supporters, we're smiling a lot too!

We can't thank you enough for your generosity and interest through the years. We hope we can count on you for continued support. **Next time you get a chance, visit the Children's Museum of La Crosse and count the smiles.**

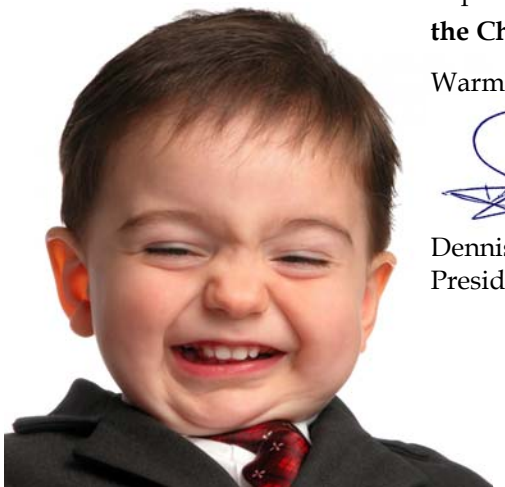
Warmly,



Dennis Vogel  
President, Board of Directors



Anne Steuer  
Executive Director



### Board of Directors

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Mktg/Devel. Director

**Christina Knudsen**  
Project Director

**Amanda Verthein**  
Visitor Services/Volunteer Coordinator

**Peggy Rice**  
Field Trip/Events Coordinator

## CELEBRATE PLAY!

Excerpt from "Let's Play" by Richard Tait  
(July 30, 2006 *Parade* magazine)

**I**t's a scenario we know all too well. We walk in the door, tired from work, and are faced with the needs of our family: Make dinner, speed-eat, clean up, help the kids with homework, put them in the tub, get them to bed, pay bills, check e-mail. Phew! No wonder we're stressed. **We are a society starved for play...**

Unlike exercise and vitamins, there is no daily recommended dose for play. (*Only two states, in fact, mandate school recess.*) Play—the kind that fully engages you and gets you completely swept up in a moment of pure enjoyment and fun—is losing its place in our lives.

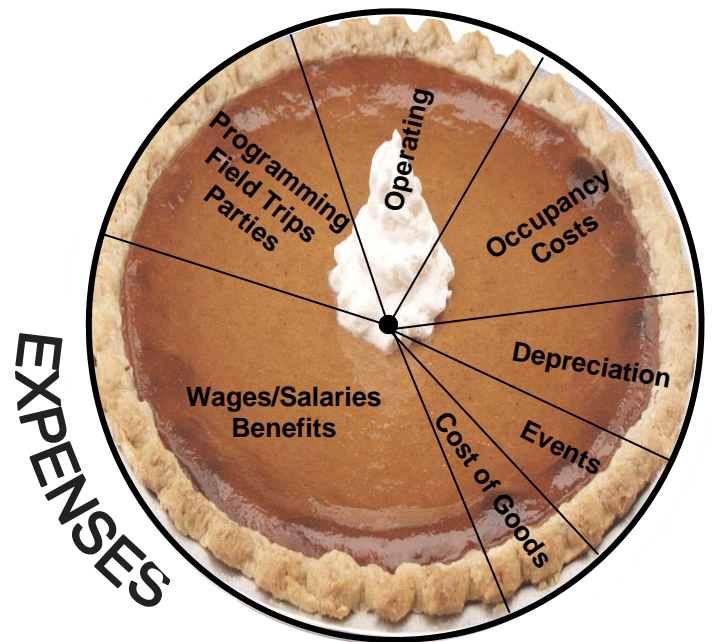
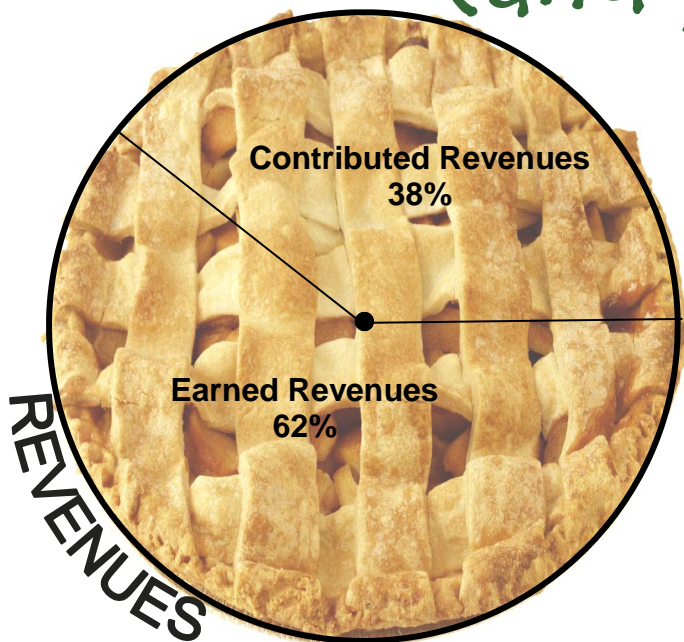
**Why is play important?** It's nature's way of training us for what life has in store. **Play serves more than 30 developmental functions—from motor skills like running, jumping and balancing to cognitive skills like creativity, logic and problem-solving.**

Play isn't only for children. Play brings us together, allows us to put the rest of the world on pause and encourages us to laugh. (*Research shows that a kindergartner laughs 300 times a day; an adult only 17.*) It teaches us trust, cooperation, respect for others, sharing and many of life's other lessons.

**Play is a fundamental need, just like air, water and the five food groups...**



Any way you slice it,  
we are careful with our money  
(and yours)!



**2008 OPERATING REVENUE**

	\$371,305
Earned:	
Admissions	100,000
Membership	43,000
Programs	37,000
Gift Shop	27,000
Field Trips	15,000
Parties/Rentals	<u>8,500</u>
	\$230,500
Contributed:	
(No government or United Way funds)	
Events	43,750
Donations	41,040
Grants	26,000

**2008 OPERATING EXPENSES**

	\$371,305
Wages/Salaries/Benefits	\$142,240
Operating	58,650
Occupancy Costs	58,500
Programming/Field Trips	55,900
Depreciation	25,315
Event Expenses	16,000
	14,700

*“I have been continually impressed by the number of people the Museum has been able to serve given their small staff and operating budget. They are very conscious of the need to ‘pay as they go’ while building the financial strength of the Museum to insure its future success and growth.”*

- Mike Hutson

# Gertrude Salzer Gordon Children's Museum of La Crosse

## DONORS \$250+ (1/1/2008-12/31/2008)

### \$5,000+

#### Anonymous

Antioch Foundation

Children's Miracle Network

#### The Grainger Foundation

La Crosse Community Foundation

La Crosse Festivals

#### Paul E. Stry Foundation

Tri-Quest Charities

### \$1,000-\$4,999

3M Foundation

Allergy Associates of La Crosse

Anonymous

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Coulee Bank

Coulee Parenting Connection

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S&S Cycle

Sam's Club

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Schumacher Kish Funeral Homes

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Xcel Energy Foundation

### \$500-\$999

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Authenticom

Beran Family-Katie's Christmas Charity

Judy & David Bouffleur

Citizens State Bank

Cleary-Kumm Foundation

John & Diane Dingman

Festival Foods

Franke, Weisbrod & Turnbull CPAs

Debby & Pat Gantert

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Gundersen Lutheran

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### \$250-\$499

Advanced Comfort Specialists

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La Crosse Loggers

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LockNET, Inc.

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Rudy's Drive-In

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State Bank Financial

Anne Steuer

Tri-State Business Machines

Trust Point, Inc.

Van Norman Supply

Dr. R.L. & Janet Virata

Wells Fargo Bank

Jim & Jean White

Wieser Brothers General Contractors

Don & Susan Zimmerman

### In-Kind (\$500+ value)

Charter Media

Collins Outdoor Sign

Coulee Bank

Coulee Parenting Connection

Forever Young Skincare

James Kadlec, DDS

La Crosse Radio Group

La Crosse Tribune

LockNET, Inc.

Midwest Dental

Paradise Pool & Spa

Piggy's

Ray Hutson Chevrolet

Smith's Cycling & Fitness

WKBT TV8

Webteam

*The Children's Museum of La Crosse earns 60% of our annual budget via admission and other fees. To remain affordable to all and maintain a quality facility, we rely on the generosity of the community for the remaining 40%. The Children's Museum is a private, nonprofit organization, with no government or United Way funding.*

**THANK YOU TO ALL WHO CELEBRATE THE VALUE OF PLAY!**

A complete list of donors is available from the Children's Museum upon request.