



# Impact Report

July 2017-June 2018



## From the Executive Director

Kaleideum's fiscal year ended June 30, 2018, which completed our second year as a merged museum. Our path forward is clear as we continue to impact our community in many positive ways, all of which we are doing because of your help and continued support.

At Kaleideum, we envision a creative, innovative learning ecosystem that equips and empowers us all to make a difference in our ever-changing world. We believe that everyone in our community should have access to an informal learning environment such as Kaleideum, and we continue to work toward increasing access for those with economic disadvantages.

Poverty is a significant barrier to museum engagement in our community, and we are working hard to lower those barriers. In January 2018, we implemented *Museums for All*, a signature access program that encourages families of all backgrounds to visit museums regularly and build lifelong museum habits. This program lowers an individual's \$10 admission price to \$3 for those receiving food assistance when they present a Supplemental Nutrition Assistance Program Electronic Benefit Transfer card. In the first six months after Kaleideum's launch of *Museums for All*, nearly 2,000 visitors made use of the program.



Kaleideum continues to offer free field trip admission for all Winston-Salem/Forsyth County Schools, as well as free and reduced price educational programs for the 42 schools with a Title 1 designation in our community, and those throughout the state.

For our community to thrive, we must cultivate perceptive, innovative —“kaleidoscopic” — thinkers who are better able to meet the challenges of today and tomorrow. By reimagining the learning experience as a free-choice exploration that blends the arts and sciences, Kaleideum encourages visitors to consider contrasting ideas and gain deeper understanding of the world around them.

We know we learn more when we learn alongside and share the perspectives of people who are different from us. Creating and providing access to this kind of culturally rich learning environment for all individuals could not be done without your support. Your generosity and belief in this important endeavor are what allows our children and families continue to build the skills that will be important for our future economy. Thank you for your confidence in Kaleideum's mission and vision for our future.

Sincerely,

A handwritten signature in black ink that reads "Elizabeth E. Dampier". The signature is fluid and cursive.

Elizabeth E. Dampier  
Executive Director

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## Highlights for the Year...

Kaleideum embarked on its second fiscal year during a summer season with growing membership, a July 4 Bike Parade at Kaleideum Downtown, a long-awaited solar eclipse event at Kaleideum North, and busy camps at both locations.

### Camps

Weeklong full-day and half-day camps at both locations offered parents engaging and enriching activities for children ages 3 through rising 6<sup>th</sup> graders.

*Rescue to Recovery*, a camp created through a partnership with Wake Forest School of Medicine and Northwest AHEC, ran for two weeks during the summer. The camp was geared toward seventh and eighth graders interested in the medical doctor or EMT profession.

### Exhibits

In the changing exhibit hall at Kaleideum North, visitors explored *Engineer It!* during the summer and *Design Zone* during the fall. *Engineer It!* was built completely in-house by Kaleideum staff, allowing children and adults to explore the Design-Build-Test cycle through hands-on experiments. The traveling exhibit *Design Zone* provided a behind-the-scenes look at how creative problem-solvers use math to create video games, line up rhythms like DJs, or design a roller coaster. During the spring season, Kaleideum North hosted *Ocean Bound*, an exhibit in which visitors could pilot a giant “submersible” from a mountain stream to the ocean, learn about more than 65 aquatic species and ecosystems, and guide “water” safely through a hazardous maze.

*Animal Alphabet* at Kaleideum Downtown was closed in January 2018, and through an IMLS



grant the Museum brought in *Children’s China: Celebrating Culture, Character and Confucius*, a part of the Freeman Foundation Asian Culture Exhibit Series, funded by The Freeman Foundation and administered by the Association of Children’s Museums. Kaleideum wrapped up the 2017-18 fiscal year with the *Toy Time* exhibit at Kaleideum Downtown and *IceVenture!* at Kaleideum North.

### Peppercorn Theatre at Kaleideum

During January of 2018, Peppercorn Theatre at Kaleideum presented *Raise the Moon*, the organization’s first “Theatre for the Very Young” production. The visually stimulating performance was specially designed for babies, toddlers, and caregivers. During the spring, *Lost & Found*, a musical journey into the imagined world where all lost things go, was presented as a production for children ages 3 to 6 and their caregivers.

### Events

On August 21, 2017, the community celebrated the once-in-a-lifetime eclipse with a *Solar Eclipse Party* at Kaleideum North. Attended by more than 1,000 people, the event featured science demonstrations, maker activities, crafts, and professional telescopes for safe sun viewing.

Other popular events included *Truck & Treat* in October, *Festive Family Friday* and *Supper & Santa* in December, *FrankenSTEM* in January, *Frozen Science Fun Day* in February, *Sci-Fi Sunday* in April, *Ocean Extravaganza* in May, and *Krispy Kreme Doughnut Days* in June to celebrate the grand re-opening of the popular exhibit: the Krispy Kreme Doughnut Factory! In order to provide more access to working families, Kaleideum offered extended hours on “Third Thursdays” and in June 2018 reduced the late afternoon/evening admission price on those days to \$3 per person. In addition, the Museum saw a growth in memberships during the fiscal year as visitors realized the value of the merged entity.



# Your Impact ... By The Numbers



## LEARNING

**27,641**

students enjoyed open-ended learning experiences on field trips to Kaleideum, which included...

**11,691**

students from **60 schools** in **Forsyth County**. Of those, **57.4 percent** attended a **Title I** school.

**496**

students enjoyed performance-based field trips with Peppercorn Theatre.

**25**

special STEAM-related programs were hosted.



## EVENTS

**2,800**

hours of facilitated, creative making in The Prop Shop

**1,000**

people attended the Solar Eclipse party

**1,039**

Planetarium shows

**388**

campers at Summer Camps

**plus...**

**259** audience members ventured into the world of *Lost & Found*, **255** Animal Encounters were offered, **132** hours of Storytime were held in the Amazing Library, and **7** Scout Camp-ins were held.

## PEOPLE

**207,168**

visitors to both Museums from **44 states**

**80%**

of visitors were from North Carolina, with **62.9 percent** of those coming from **Forsyth County**.

**61,308**

visitors were from **low-income zip codes** in **Forsyth County** (Source: city-data.com; defined as having a higher percentage of residents with income below 50 percent of the poverty level in 2016 than the state level of 8.7 percent)

**6,000+**

volunteer hours were logged.



## ACCESS

**\$400,000**

provided in **free or reduced admission** and programming to Forsyth County students and families who otherwise would not have been able to come to Kaleideum.

**2,340**

people were granted **free admission** through Community Access passes available through Forsyth County libraries and other local non-profits. In addition, Kaleideum provided 155 **Outreach Family Memberships**.

**1,931**

people utilized the **Museums for All\*** program, which grants EBT cardholders and their families a **significantly reduced admission**.

**953**

active duty military personnel and their families visited Kaleideum for free with the **Blue Star Museum** discount.



## Supporting Our Mission

*Thank you to these organizations and individuals who made donations to the Kaleideum Annual Fund programs, exhibits, and events during fiscal year 2017-2018 at the following levels.*

### *the* **VISIONARY** \$10,000+

Anonymous  
Association of Children's Museums  
BB&T  
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### *the* **INVENTOR** \$5,000-\$9,999

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Chaired by Heather and Mike Wilson, and Christine and Bain Storch, with Ragan and Dara Folan serving as Honorary Chairs, the premiere of Kaleideum's reimagined annual black tie fundraiser — the **Kaleidoscope Ball 2018** — debuted on April 14, 2018.

This exciting event is so named because of the inspirational kaleidoscope behind the Kaleideum name. The **Kaleidoscope Ball** raises funds that directly support Kaleideum's mission: ***Inspiring wonder, curiosity, and lifelong learning in our children and community through interactive play and discovery.***

## Supporting Our Mission



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[kaleideum.org](http://kaleideum.org)



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***We learn more when we learn alongside individuals who are different from us.***

*- Elizabeth Dampier, Kaleideum Executive Director*