Thank you! Your support made possible our service to more than 1.13 million children and their families this past year. The City of Houston’s Arts and Cultural Plan, completed in October, recognized us by stating “the Children’s Museum of Houston has established aggressive efforts that serve a high volume of children and their families from neighborhoods and communities across the city. ...their audiences represent the demographics of the city well, in both age and economic status. Their role... in the classroom is equally as effective as the experience created for visitors to the Museum.”

Your gift ...

• helped parents understand how they are their children’s first and most important teachers. 37,450 parents were trained in proven strategies to build their children’s learning skills. These programs were conducted in 74 public schools, 55 public libraries, and 26 community centers.

• provided literacy programming for children in preschool through 3rd grade to build reading skills and a love of reading. 8,700 parents and children participated in literacy-focused family events at 70 different schools, libraries, and community centers. We reached almost 20,000 families through our Family Literacy Involvement Program (FLIP) kits, which were checked out at 39 Houston Public Library locations and 40 Houston ISD schools. Additional books were given away to children at no cost to their families every Thursday Free Night at the Museum year round.

• provided after school programs of hands-on STEM activities to 73,000 children, in 18 community centers, 46 YMCA locations, and in 14 other community agencies to keep children safe and to increase their science and mathematics content knowledge with measurable gains.

• helped reduce summer learning loss so children could start the new school year ready to learn. Rigorous science, entry-level engineering, arts, and mathematics activities were provided to 16,500 students in 33 sites and community center sites with measurable gains recorded.

• trained care-givers working at 137 sites operated by child-serving organizations like DePelchin, AVANCE, the Chinese Community Center, and others to provide the Museum's curriculum at locations throughout the Greater Houston area on a year round basis.

As we celebrate these accomplishments, we must also acknowledge the sad loss of three of the Museum’s longest serving leaders. We remember them with joy and gratitude. Raymona Bomar, a Founding Member of the Museum, gave unceasing service and support during her 25 consecutive years on our Board and Advisory Board. Sarah Rabinow Pesikoff served diligently in many capacities in her 8 years on our Board and Advisory Board, during which she also led our gala and luncheon to new fundraising highs. Board member Hillary Farish Stratton spent more than half of her life in service to children through her dedicated work at the Museum, providing inspiration to us all. Hillary’s family has allowed the Museum to establish the Outstanding Board Service Award in her name, to be awarded annually to the Board member who best represents Hillary’s legacy of service. Dr. Bob McCallister, Vice President of Education, was the first highly-deserving recipient. Hillary’s sister Mary Johnston and Randy Allen are shown presenting the award to Bob in the picture in the lower left hand corner of the opposite page.

Thank you for continuing to support the Museum’s efforts to transform communities through innovative, child-centered learning.

Raymona Bomar  Sarah Rabinow Pesikoff Hillary Farish Stratton
CMH connects children and families with experiences that they can customize to suit their own learning interests. These experiences are designed to offer foundational learning opportunities, provide parents with the support they need in their role as the first teachers of their children, and reinforce learning that occurs in school. In an effort to ensure the broadest access, the Museum partners with 820+ community agencies that serve low-income communities and develops and delivers exhibits, programming and facilitation in English and Spanish. Equally important are ongoing efforts to remain accessible and welcoming to those with special needs.

**Community Need #1**
Foster the development of Houston’s significant child population

**CMH Response**
Provides experiential learning through 13 bilingual hands-on exhibits; high-quality early education programming; an on-site branch of the Houston Public Library System; and 8 after-school programs delivered at locations in the community to serve those most in need.

**Community Need #2**
Increase and support parents’ engagement in their children’s learning

**CMH Response**
Provides 7 different bilingual programs focused on increasing parent engagement in their children’s learning. To further CMH’s commitment, the Institute for Family Learning develops and delivers curricula and programs to enhance parents’ roles as their children’s first and most important teachers.

**Community Need #3**
Provide learning experiences that reinforce and supplement school classroom instruction

**CMH Response**
Offers 5 different community-based and after-school programs to engage students in educational activities that can be tailored to their own learning interests and needs. These programs offer students the opportunity through self-initiated and facilitated projects, educational games and activities to strengthen their science, math and literacy skills.

**Community Need #4**
Reduce the effects of poverty on learning

**CMH Response**
Provides 7 bilingual early education programs dedicated to increasing access and engaging low-income children and families. Attendance of 315,000 children and parents was recorded this past year in 240+ community spaces, with free admission and resources provided to the constituencies of 820 community-based partner organizations.

**Community Need #5**
Serve a multicultural, multilingual population

**CMH Response**
Provides all exhibits, websites, programs and facilitation in English and Spanish. The Museum presents a range of multicultural exhibits and programming that encourage visitor exploration, helping cultivate an understanding and appreciation of the cultural traditions of diverse communities. 65% of the Museum’s public contact staff speak Spanish, the second-language in greatest demand in Houston. All of CMH’s outreach programs can be delivered in Spanish.

**Community Need #6**
Promote workforce preparedness through the development of 21st century skills

**CMH Response**
Bases exhibits and programming on “Building Blocks” learning objectives that ensure strategic connections between the Museum’s offerings, 21st century workplace skills, and school-based standards. All of the Museum’s exhibits undergo intensive testing and ongoing evaluations to ensure CMH objectives are achieved.
Within the A'STEAM afterschool program, CMH educators develop curriculum and instructional strategies to engage elementary school-age children in project-based inquiry. Activities are grouped into units to produce a spiraling effect, with children performing progressively more sophisticated investigations within each of seven units related to engineering/structural design, geology, biology, chemistry, electricity/magnetism, forensics, and botany. CMH trains afterschool counselors to employ the curriculum and coaches them as they do so. Children work in small groups, practicing problem-solving skills as they encounter obstacles.

Parents enthusiastically support their children’s involvement in A'STEAM, reporting that participation prompts gains involving academics, interpersonal relationships and self-confidence.

“In increasing the quality of afterschool programs in underserved communities, we are preparing youth for their futures and helping Houston achieve economic sustainability.”

— ENRICH, Evaluating the Needs, Resources and Initiatives in the Communities of Houston, 2013

THE NEED

Afterschool centers serve as the primary provider of child care for children between the hours of 3PM and 6PM, with 60% of the children in Houston who are between the ages of six and twelve having all parents in their homes involved in the labor force (American Community Survey, 2013). While afterschool centers are addressing the need for increased access, the quality of their programming varies greatly, with those that serve low-income children generally not prepared to create or facilitate programming outside of the scope of homework help and recreation. CMH has developed a solution.

CMH trains thousands of afterschool caregivers to engage children in high-quality, project-based explorations that build STEM knowledge and develop learning literacies in support of school achievement.

THE SOLUTION

CMH uses its expertise to create curriculum and train afterschool caregivers and summer camp counselors to facilitate high-quality programming linked to the goals of the Texas Essential Knowledge and Skills (TEKS) standards and backed by data-driven evaluations and best-practice approaches. CMH supports three sets of community-based afterschool partnerships and one summer camp program, providing a new set of curriculum each year along with initial and ongoing training and supplies so that counselors can engage low-income, elementary school-age children in highly enjoyable, project-based activities on an ongoing basis. These activities build knowledge and skills while helping children develop the learning literacies and dispositions required for evolving work environments in which communication, problem-solving and collaboration represent keys to success. Explorations are oriented to the STEM disciplines and incorporate language development and art in the form of design.

PROGRAM SPOTLIGHT

The A'STEAM (Afterschool-Science, Technology, Engineering, Art/Design and Math) program features a weekly, twenty-eight session school-year curriculum facilitated by counselors of afterschool centers that serve low-income children. Children love the activities, asking that counselors make it the first offering of the afternoon and requesting that their parents DO NOT pick them up early.

CMH’s afterschool activities were facilitated at seventy-eight centers across the Greater Houston area in 2014–15, resulting in attendance of 73,000.
Community Need #2
Increase and support parents’ engagement in their children’s learning.

“The scientific evidence is abundantly clear—an investment in our young children through engaged parenting and high quality early education programs makes a lifelong difference in school outcomes and workforce readiness.”

—Early Matters, Reframing Early Education: The Critical Case for Change, 2014

THE NEED
Decades of research has demonstrated that the most accurate predictor of children’s achievement is not family income or social status, but the extent to which parents are engaged in their children’s education. But, schools and other partners in children’s education encounter difficulties in engaging low-income parents, with divisions created by language barriers and jointly-held perceptions that low-levels of educational achievement on the part of parents prevent their service as their children’s first teachers. Without connections between homes, schools and communities, neither parents nor children can perform to their full potential. CMH has developed a solution.

THE SOLUTION
From its earliest days, CMH recognized that parents can and must serve as their children’s first and most influential teachers. Using the Museum’s exhibits and programs as learning labs, CMH found that when parents are treated as partners and given good information and tools by those with whom they are comfortable, parents readily adopt educational practices they had not previously had the experience or confidence to attempt. CMH extends to other organizations the benefits of its family-friendly branding, partnering with schools and libraries in the provision of three parent engagement programs that place CMH’s learning resources into the hands of parents during the extremely important pre-school, elementary and middle-school years. These resources equip parents to facilitate age-appropriate learning activities at home and also make the best possible use of teachable moments integrated into their daily lives. All resources are aligned with the Texas Essential Knowledge and Skills (TEKS) guidelines to support school-based instruction, and are bilingual in English/Spanish to include the 40% of Houstonians who speak Spanish at home.

PROGRAM SPOTLIGHT
The fourteen Family Learning Events of CMH’s Parent Stars program are performed at early childhood centers and schools. The events illustrate how parents can use CMH’s Family Learning Activity Guides to facilitate learning at home and then recognize their children as capable learners. Teachers help staff events, interacting with parents and developing relationships that enable parents to reach out to teachers and become more involved in school activities.

CMH’s Parent Stars Family Learning Events are held at early childhood centers, elementary schools and middle schools to teach parents ways they can facilitate learning activities at home for children ages three to thirteen. School administrators select the focus of the events from fourteen options that feature literacy, mathematics, physical science, environmental science, engineering, physical fitness and cultural awareness.

CMH’s Parent Stars events build their confidence and equip them with activity ideas aligned with school achievement.

Parents indicate that CMH’s Parent Stars events build their confidence and equip them with activity ideas aligned with school achievement.

At events, families engage in an average of fifteen activities with the support of CMH educators and teachers, returning home with the associated Family Learning Activity Guide. Each of ten bilingual guides provides instructions for twenty-five or more activities that parents can facilitate at home using items they most likely keep on hand. The guides also describe the rationale for each activity and provide activity extension ideas.

The photos display a Parent Stars Family Learning Event that features mathematics, and each of CMH’s ten bilingual Family Learning Activity Guides.

Parents indicate that CMH’s Parent Stars event made me feel more confident about working with my child.

"This Parent Stars event made me feel more confident about working with my child.

School faculty indicate that Parent Stars attracts parents who might not otherwise attend school events.

"Parents and students are more willing to attend school events that use CMH as the main attraction… Events engage students of all ages and cause parents to be highly involved, making family interactions awesome!"

"A fantastic opportunity to provide resources and information my community needs. Students and parents enjoy the activities and parents are very appreciative of the quality CMH provides. I love the way parents work with their children on the activities and games. I watched a mom read with her daughter and she used the strategies modeled to identify numbers/money as she asked questions."
CMH's Science Workshop serves as a central element of the afterschool and summer programs of Edison Middle School in Houston's East End. Children receive initial instruction from staff, high school students and volunteers, and then pursue projects of their own choosing with the support of mentoring. Children may also participate in CMH's classes, developing leadership skills while participating in projects that feature computer-aided design, artwork, and ecological practices.

Students report that the Science Workshop does much more than provide academic support, also encouraging consistent school attendance and fostering the development of new perspectives regarding their career paths and potential.

“I'm more aware. I see people standing outside of school, doing nothing, not taking advantage of the time they have. They are wasting time. I notice that and I feel different.”

In the past three years, twenty-one former students have returned to serve as long-term volunteers within the Science Workshop, helping new students benefit from the same life-changing experiences.

“I think differently now because I know there are more options for me. The Science Workshop has opened a lot of doors for me.”

CMH's Science Workshop serves as a central element of the afterschool and summer programs of Edison Middle School in Houston's East End. Children receive initial instruction from staff, high school students and volunteers, and then pursue projects of their own choosing with the support of mentoring. Children may also participate in CMH's classes, developing leadership skills while participating in projects that feature computer-aided design, artwork, and ecological practices.

“The Science Workshop has encouraged me to do new things, help people, make things I can be proud of, and share with others without being scared.”

While enrollment in CMH's Science Workshop prioritizes students who have repeated at least one grade level, children catch up with and then exceed the performance of their peers in seventh and eighth grade.

THE NEED
While classrooms must serve as a central facet of children's learning, school day structures face limitations, particularly with regards to the provision of "real world" experiences that allow children to find meaning within their classroom studies. Research performed at Harvard's Graduate School of Education has demonstrated that well-structured and carefully implemented afterschool programs and field experiences can and must play an important role in allowing children to discover new interests and then pursue and personalize their own learning, while also facilitating the development of a sense of community and feelings of self-efficacy. CMH has developed a solution.

CMH's programs produce better school attendance, grades and test scores by immersing children in projects that increase knowledge and engagement as they deepen and personalize their learning.

THE SOLUTION
CMH uses exhibits and technological resources that schools typically lack to expose children to real world applications of classroom learning, supporting them in discovering ways in which they can pursue new interests. Offerings include CMH's Science Workshop at Edison Middle School, the Museum Field Experiences that engage students in explorations of CMH's exhibits, and workshop series tailored to the needs of school groups and home school families. Teachers and parents may expand on children's experiences by using the 188 activities posted on CMH's website, which can be sorted with respect to grade, subject, and alignment with the Texas Essential Knowledge and Skills (TEKS) standards.

PROGRAM SPOTLIGHT
CMH created the Science Workshop at Edison Middle School in 2002 with the support of the National Science Foundation. The 2,500 sq. ft. workshop combines elements of a science lab, wood shop, computer lab, nature center and art studio, providing low-income, predominately Hispanic students with ongoing opportunities to use hand tools, power tools, software and 3D printers to design and create projects of their own choosing during the afterschool hours and summer sessions.

CMH's school partnership programs were facilitated for 476 schools across the Greater Houston area in 2014–15, resulting in attendance of 61,092.

See also: Science Workshop, page 19, and Museum Field Experiences, page 18.
Community Need #4
Reduce the effects of poverty on learning.

In Harris County, 26% of children live within families that experience periodic uncertainty regarding the source of their next meals, 27% live in households that experience ongoing poverty, and 91% attend public schools—30% of which received a D or F ranking via the 2014 assessment of Children at Risk.


THE NEED
Families who cannot afford groceries are not in the position to pay admission fees to museums, cannot afford anything beyond the most basic forms of afterschool care, and cannot purchase expensive workbooks and educational supplies that could support their children’s learning. For these and related reasons, the children of low-income families tend to fall behind their more advantaged peers, recording lower levels of school performance and higher levels of school drop out. CMH has developed a solution.

CMH provides extensive free admission and outreach practices, with low-income families benefiting from bilingual exhibits, programs and resources that build children’s knowledge and skills and increase their desire to learn.

THE SOLUTION
For more than twenty years, CMH has built partnerships with community-based organizations that serve low-income families. More than 820 organizations distribute an unlimited number of CMH’s Open Doors free family admission passes to their clients, who are informed of offerings through monthly event calendars sent to each partner. CMH also waives admission fees every Thursday evening, providing more programming during these evenings than any other period. Descriptions of learning activities that can be facilitated at home are distributed free of charge at the Museum and at 240+ outreach locations, with supplemental curriculum available for download at no charge on CMH’s website. All activities emphasize the use of inexpensive and readily available household items. The free More CMH app offers 550 posts, providing additional learning content and activity recommendations linked to each of CMH’s exhibits.

CMH’s Open Door practices granted free admission to 31% of the 816,000 visitors served in 2014–15, with 100% of outreach services provided free of charge to participants. Outreach attendance of 315,000 resulted in total service to 1.13 million.

“The Children’s Museum of Houston has established aggressive efforts that serve a high volume of children and their families from neighborhoods and communities across the city. The institution has mastered the art of outreach... [and] their audiences represent the demographics of the city well... Their role as a partner in the classroom is equally as effective as the experiences created for visitors to the Museum.”

—City of Houston Arts and Cultural Plan, 2015

Inside of Beltway 8, every family lives within two miles of an organization that distributes CMH’s Open Doors Passes and/or hosts CMH’s outreach programs.
More than 4,000 of CMH’s FLIP Kits are currently circulated at fifty HISD elementary schools and at thirty-nine branches of the Houston Public Library. Almost 240 books are featured, with kits available in English, Spanish, Chinese and Vietnamese. Kits are oriented to the needs of children in five age categories from infants to 3rd graders.

The photos display Neil Bush and Kristen Oesch Stubbs of the Barbara Bush Houston Literacy Foundation assembling FLIP Kits for use in HISD; the FLIP Kiosk at Fondren Elementary; a FLIP Storytime at CMH’s Parent Resource Library, which features 5,000 print and video resources; and the contents of a typical FLIP Kit.

Evaluation of the FLIP Kits performed by The Children’s Learning Institute at the University of Texas indicated that use of the FLIP Kits produces greater benefits than reading activities that feature books alone.

Use of CMH’s FLIP Kits at HISD helped prompt a 43% increase in the number of kits borrowed by parents from branches of the Houston Public Library for home use. 98% of parents indicated they would borrow additional FLIP Kits for reasons cited below.

See also: FLIP, page 16; Parent Stars, page 19; Para los Niños, page 19; Parent Resource Library, page 19; and Free Family Nights, page 17.
Community Need #6
Promote workforce preparedness through the development of 21st century skills.

“We must develop a qualified employee base properly trained for tomorrow’s job needs or face an understaffed economy that will stifle the growth and vitality of our region.”
—Greater Houston Partnership, Addressing Houston’s Middle Skills Jobs Challenge, 2014

THE NEED
An expanding skills gap is preventing an increasing number of young people in Houston from embarking on career paths that will allow them to support families and prosper. The skills gap is especially problematic with respect to the 44% of positions in Houston that require STEM skills (Brookings Metropolitan Policy Program, 2014) with both high-tech roles and middle-skill positions that do not require bachelor’s degrees offering strong wages and secure career mobility. While recruitment from other states and nations can temporarily address the shortfall, Houston will not maintain its vitality without local workforce development. CMH has developed a solution.

CMH enables children to become skilled makers, pursuing real-world applications of STEM disciplines while gaining confidence in their abilities to employ critical thinking, creativity, problem solving, collaboration and communication.

THE SOLUTION
CMH orients the majority of its exhibits and outreach programs to the STEM disciplines and to the development of the learning literacies required by a global workforce that requires collaborative problem solving and mastery of an increasing range of digital platforms. Engagement provides children with ongoing opportunities to develop the knowledge and skills that strengthen and extend the understandings developed in classrooms so that they will be more inclined to select challenging coursework in middle school, high school and college. Several exhibits and programs take learning a step forward, enabling elementary and middle school-age children to become makers and pursue interactions with a global community of DIYers— inventors, engineers, artists, tinkerers, programmers, and craftsmen—who are taking the lead in shaping workplace innovation.

PROGRAM SPOTLIGHT
CMH’s Chevron Maker Annex equips children between the age of eight and fourteen to become makers and confidently pursue complex projects that involve elements of fabrication, electronics, programming and robotics. Members of the national Maker Corps Initiative—undergrads and recent graduates in STEM fields—serve as mentors while demonstrating enthusiasm for STEM-based coursework and careers. Children come on a drop-in basis and also participate in workshop series developed for school groups, home-school students and summer camps. In 2014-15 the Chevron Maker Annex recorded attendance of 4,500 children and parents.
A'STEAM

Within the A'STEAM program, our educators create the curriculum and provide the training and supplies that equip the YMCA's after-school counselors to facilitate design challenges for children on a weekly basis throughout the school year. The A'STEAM program and its results are highlighted within our report to Community Need #1 of this report.

Participants Served: 1,534 children at 46 sites, with cumulative attendance of 33,321.

Bilingual Family Learning Guides

We have published ten bilingual Family Learning Guides to provide parents with the instruction and insight needed to facilitate activities that build children's knowledge and skills. Each guide features at least 25 activities grouped by a theme, including early literacy, mathematics, science, nutrition/fitness and social studies. All required supplies can be purchased at dollar stores and grocery stores, with most items generally kept on hand in families' homes.

Learning Guides distributed to families: 13,700.
Sponsors: Barbara Bush Houston Literacy Foundation, Brown Foundation, Inc., ExxonMobil, Phillips 66, George and Mary Josephine Hamman Foundation

Bilingual Programming and Signage

We provide bilingual facilitation and resources to accommodate families who use Spanish as their primary language. All exhibit signage is bilingual, as are 55% of our public contact staff and 100% of our outreach educators. In addition, Spanish-language resources account for approximately 20% of the books and media in our Parent Resource Library, with the Google Translate feature available on our website making its information available in 90 languages.

Visitors and Participants Served: 810,000 site visitors and outreach attendance of 215,000.
Sponsor: Houston Endowment, Inc.

Chevron Maker Annex

Our Chevron Maker Annex serves as the high-tech workshop within The David and Jean Wiley Foundation Invention Convention, with children mentored by Maker Corps members as they build and test projects of their own choosing. Impacts are extended with our Museum-wide celebration of National Engineering Week. The Chevron Maker Annex is featured within our response to Community Need #6 of this report and at its website at kidmakers.org.

Participants Served: 4,500.
Sponsor: Chevron

Cyberchase: The Chase is On!

We created the Cyberchase exhibit in partnership with WNET (New York’s Public Media station) with children taking on the roles of characters from this popular television show as they save Cyberspace and defeat Hacker, the dastardly villain. Each challenge requires real world applications of mathematics and critical thinking skills.

Visitors Served: 163,004 children, parents and caregivers.
Sponsors: Ernst & Young LLP, National Science Foundation

EcoStation

Our EcoStation exhibit combines wildscaped areas and a pond teeming with life with a rustic Research Pavilion where families perform activities that help them discover how scientists study the environment and how they can engage in eco-friendly practices. A Discovery Guide is often on hand, facilitating activities that change to reference our WonderWeek themes.

Visitors Served: 244,506 children, parents and caregivers.
Sponsor: Strake Foundation

Family Adventures

To overcome the hesitancy of families from low-income communities to make their first visits to the Museum, we invite entire school communities to make the trip together, providing transportation, free admission and special activities. We make the Family Adventures available to Title I schools throughout the school year, and invite all participants to return regularly on Free Family Nights and via the use of our Open Doors passes.

Visitors Served: 10,849 children, parents and caregivers from 45 elementary schools and community centers.
Sponsors: The Junior League of Houston, Inc., Albert and Ethel Herzstein Charitable Foundation

Free Family Nights

Every Thursday evening from 5 to 8 p.m., we open our doors for a Free Family Night. Near capacity audiences fill the Museum, exploring our exhibits, taking part in activities facilitated by staff and volunteers, and enjoying live performances and our Pi Beta Phi Storytimes. These evenings are also a favorite of partners who come to provide free resources and services, including the back-to-school inoculations of the Texas Children’s Mobile Clinic Program.

Visitors Served: 91,071 children, parents and caregivers.

FlowWorks

This outdoor exhibit features the ability of water to do work and provides children with opportunities to alter how water is channeled through a series of dams, locks and aqueducts. The exhibit was created with the support of an engineer from ExxonMobil, a professor from Rice University, and a science master teacher from HISD to provide children with the ability to consider how moving water serves as a metaphor for many types of energy flows.

Visitors Served: 326,008 children, parents and caregivers.
Sponsor: Ruth and Ted Bauer Family Foundation

FLIP

Each one of our FLIP Kits contains a children’s book, instructions for an activity that relates to the theme of the book, and all required supplies. We circulate more than 2,400 FLIP kits at 39 branches of the Houston Public Library and provide 1,750 additional FLIP Kits used at 50 low-performing HISD elementary schools to increase the acquisition of early literacy skills. FLIP is featured within our response to Community Need #5 of this report, with our catalog posted at www.flipkits.org/browse-flip-kits.


FlowWorks

This outdoor exhibit features the ability of water to do work and provides children with opportunities to alter how water is channeled through a series of dams, locks and aqueducts. The exhibit was created with the support of an engineer from ExxonMobil, a professor from Rice University, and a science master teacher from HISD to provide children with the ability to consider how moving water serves as a metaphor for many types of energy flows.

Visitors Served: 326,008 children, parents and caregivers.
Sponsor: Ruth and Ted Bauer Family Foundation

How Are We Alike?

Within our How Are We Alike? gallery, we cycle a series of four exhibits that feature the culture of Viet Nam, Seoul, Korea, Oaxaca, Mexico; and the Gullah community of the Sea Islands of South Carolina and Georgia. These exhibits immerse children in the traditions, values, performing arts and daily life of people from other places, inviting them to explore how we are all both the “same” and “different.”

Visitors Served: 203,755 children, parents and caregivers.
Sponsors: The Freeman Foundation, Samsung

How Does It Work?

Our two-story How Does It Work? exhibit provides a focus on the physical sciences, with children asking “same” and “different.”

Visitors Served: 489,013 children, parents and caregivers.
Sponsor: The Freeman Foundation, Samsung

Kids Hall Art Exhibits

We host art exhibitions throughout the year on the walls of the John P. McGovern Hall, as well as on major temporary and major tour exhibitions. In addition, we host touring temporary and major tour exhibitions that offer opportunities for children to experience art from other cultures and eras.

Visitors Served: 816,000 children, parents and caregivers.
Sponsor: John P. McGovern Foundation, Bracewell & Giuliani, CPF Foundation, Dorothy Casemier, Marathon Oil

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Kits for Kids

Innovate for Family Learning

All of our outreach programs, curriculum development activities, and professional development initiatives are supported by the offerings function under the umbrella of our Innovate for Family Learning, which is established to prioritize the Museum’s focus on family learning and parent support.

Visitors Served: 10,949 children, parents and caregivers.

Partners: Communities in Schools, Harris County Department of Education, United Way of Greater Houston, YMCA of Greater Houston
Sponsors: William J. Hill, United Way of Greater Houston
Kidtropolis, USA

Kidtropolis, USA is a city run by kids, featuring eight businesses, a community center and municipal building. Kids fill all the roles in the city, holding positions that range from artist to vet tech, and shaping the plans for legislation and elections. Civic engagement and financial literacy are at the core of the exhibit, with financial interactions supported by the exhibit’s work of America branch and ATMs. Visitors Served: 652,017 children, parents and caregivers

Title Sponsor: Bank of America

Leadership Award from the Institute of
with the support of a National
We created this afterschool program
of an NRG Company, Wells Fargo, Banfield, Warren Mithoff Family Charitable J. Hill, JPMorgan Chase, Richard
Livestock Show and Rodeo, William
Hearst Foundation, H-E-B, Houston
Foundation, Brass Family Foundation,
Sponsors: The Stanford and Joan
Alexander Family Fund, KPMG LLP

Overnight Adventures
We remain open around the clock
when we host the Overnight
Adventures for at-risk 4th grade
girls from local schools, who are
treated to an educational, memorable
and confidence-building sleepover
facilitated by volunteers from the
Junior League of Houston.
Participants Served: 655 girls from 25
schools
Sponsor: The Junior League of
Houston, Inc.

Para los Niños
Within the Para los Niños program, we provide a series of 11 workshops for families that feature the basics of early childhood development and the ways in which parents can support learning throughout the pre-school years. Workshops are targeted to Hispanic parents from low-income communities who use Spanish as their primary language. We facilitate these workshops at library branches and community centers.
Participants Served: 7,431 children, parents and caregivers at 54 locations
Sponsors: Institute of Museum and
Library Services, Target, The Powell
Foundation, KPMG LLP

Field Experience
Schools from across the Greater Houston area come to the Museum throughout the school year to take part in two-hour, fully facilitated experiences that are aligned with the Texas Essential Knowledge and Skills (TEKS) standards. These field experiences provide students with hands-on challenges and inquiry exercises that ground and reinforce the knowledge and skills they acquire in their classrooms.
Visitors Served: 50,741 students from 475 schools, including 10,686 from 76 Title I schools who received $1 admission
Sponsors: The Wortham Foundation,
The Cullen Foundation, Wells Fargo

Open Doors
We partner with 820+ neighborhood-based organizations that serve low-income across the Greater Houston area, providing them with the ability to distribute an unlimited number of free family passes to their clients. We also provide Open Doors admissions to families who receive welfare benefits.
The location of our Open Doors partners is displayed in our response to Community Need #4.
Visitors Served: 91,009 children, parents and caregivers
Sponsors: Laura and John Arnold,
Josephine Hamman Foundation,
United Way of Greater Houston,
Sponsors: Albert and Margaret Alkek
Foundation, H-E-B, Texas Children’s
Hospital, The Junior League of Houston,
Inc., Radoff Family Foundation

Parent Stars
We provide the bilingual Family Learning Events and Parent Workshops of the Parent Stars program at schools and community centers to demonstrate how parents can use our Family Learning Guides and activities to facilitate learning at home. The program targets low-income parents who may not be confident in serving as their children’s most influential teachers, with an overview and results within our response to Community Need #2.
Participants Served: 30,983 parents and children at 74 schools and community centers
Sponsors: The Brown Foundation,
Foundation, George and Mary
Josephine Hamman Foundation, United
Way of Greater Houston

PowerPlay
We developed this high-energy exhibit with a grant from the National Institutes of Health in partnership with Baylor College of Medicine. The exhibit engages visitors physically, and challenges that help them assess how their bodies react to exercise and then form plans for increasing flexibility, balance, strength, speed and conditioning. The exhibit also features the PowerScience Lab, where visitors take part in experiments that highlight key aspects of biology and nutrition.
Visitors Served: 329,009 children, parents and caregivers
Sponsors: Houston Public Library, Sensory Friendly Days

Sponsors: Cooperatives After-School
Enrichment, HESS Corporation, M.D. Anderson Foundation, The Recht
Family Foundation, United Way of
Greater Houston, Vivian L. Smith
Foundation, Kinder Morgan Foundation

Professional Development Workshops
We provide ongoing training for teachers and childcare providers, featuring museum-developed approaches and activities related to the development of early literacy, financial literacy, the STEM disciplines, nutrition/physical activity, and the incorporation of mobile devices into classroom instruction.
Participants Served: 2,061 teachers and childcare providers
Sponsors: Bank of America, ExxonMobil
The David and Jean Wiley Foundation Invention Convention
We created the Invention Convention exhibit to provide children of all ages with the ability to design, create, and test inventions. The exhibit features two discrete areas, with the first challenging families to create any of about a dozen simple projects. The second area features the fully facilitated Inventor’s Workshop, where families take on a series of weekly engineering challenges.

Visitors Served: 244,506
Sponsor: The David and Jean Wiley Foundation, Total

The Jhin Family Student Volunteer of the Year Award
We award the Jhin Family Student Volunteer of the Year Award annually to a student volunteer who embodies the enthusiasm that Susan, John, and her family demonstrate for our mission and for service to many generations of children. In 2015, we honored Melissa Garcia, a junior at Milby High School and Junior President of the National Honor Society for her commitment to the Discovery Squad program.

Sponsor: The Jhin Family

XCL and the More CMH app
We created the Think Tank exhibit to feature puzzles and brain teasers that highlight various approaches to problem solving. The exhibit emphasizes the fact that there is no single “right” way to solve a problem, and that the most effective approaches often involve novel applications of methods and insights.

Visitors Served: 244,506

Summer of Learning (SoL)
We developed this program in partnership with the YMCA of Greater Houston to combat learning loss during the summer months. Each year, we create a new set of kits for summer camp participants, with a twenty-unit curriculum engaging children in learning related to experimentation, water, wind, engineering and inventions. Complexity levels build throughout, with a capstone project involving a challenge that draws together the primary learning messages.

Cumulative Attendance: 9,026 children at 9 community centers during the 2015 summer session
Sponsors: The W.T. and Louise J. Moran Foundation, United Way of Greater Houston

What’s New Gallery
We use this gallery to host temporary exhibits and prototype new exhibit components. In FY15, the gallery hosted Got Gas?, featuring the various types and properties of gaseous substances; Newton Know How, featuring elements of classical physics; and Amazingly Immature, an exhibit created by the Museum in collaboration with Klutz® and its parent company Scholastic that encouraged multi-generational communication and STEM learning through play by combining immature challenges with real science concepts.

Visitors Served: 560,000 children, parents and caregivers
Sponsors: Charlene Pole, Billie Stamps Farish Fund, Fondren Foundation, Reliant, an NRG Company, Cameron International

$49,999–$25,000
Laurie and Randy Allen BASF
Boeing
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$249,999–$100,000
Laura and John Arnold Foundation
Bank of America
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$9,999–$5,000
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Target

$49,999–$25,000
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Donors
CMH is grateful for broad-based support from many parts of the philanthropic community. Generous donations from corporations, foundations, public agencies and individuals provide funding for the Museum’s outreach programs, operations, exhibits, program development and endowment with $4,162,000 contributed for the 2014-2015 fiscal year.

Gifts made to benefit our four primary fundraising events are listed on the following pages, while gifts made in direct support of CMH’s general operations, exhibits, programs and endowment are featured below.

Spotsight Performances
We stage live performances of theater, dance, music, magic and storytelling for our visitors on Free Family Nights, Saturday afternoons and holidays, hosting most in our 166-seat Brown Foundation Auditorium. The demographics of the performers are extremely diverse, with many featuring cultural performances that are new to our visitors. Roughly one-fifth of the performers are children, helping our visitors see that their involvement in the arts can begin now.

Visitors Served: 23,329 children, parents and caregivers attended 144 performances
2014 Gala–Rue Des Bourbon

Nearly 500 guests gathered to bring the Big Easy to Houston during the Museum’s annual gala, held on October 17, 2014, at The Corinth. Chaired by Kathryn and Jeff Smith, the event raised $690,000 for the Museum’s outreach efforts in low-income areas.

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Kathryn and Jeff Smith

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2015 Friends and Families Luncheon

Chaired by Valeria Burguieres and Emily Dalicandro, the 2015 Friends and Families Luncheon was held at River Oaks Country Club on March 4, 2015. Guests enjoyed a talk by Julie Godfrey, author of Raising Financially Fit Kids and CEO of Indpendent Means. Julie shared practical tips to prepare children to plan for financial independence and develop a philanthropic mindset. The luncheon raised over $100,000 for the Museum’s outreach and programming.

Underwriters:

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Chairs Valeria Burguieres and Emily Dalicandro

2015 Spring Golf Tournament

Chairs Randy Allen, Geoff Bracken, and Dan Castaneda with Honorary Chair William J. Hill helped to make 2015 a record-breaking year for the Museum’s annual Spring Golf Tournament, held at the Memorial Park Golf Course on April 14, 2015. Despite the rain the event brought 100 players out to the green and raised over $100,000 for the Museum’s free and reduced-cost education programs.

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Chairs Randy Allen, Geoff Bracken, and Dan Castaneda

2015 Fort Bend Spring Brunch

Chaired by Rachael Leaman and Martha Rutledge, and hosted by Mary and Carlos Abello, the May 7, 2015 brunch raised over $27,000 for the Museum’s outreach in Fort Bend County.

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2015 RESULTS

The Children’s Museum of Houston served 916,000 children, parents, caregivers and educators onsite at the Mary Gibbs Jones building during the 2014-15 fiscal year (July 1, 2014–June 30, 2015), providing access to thirteen exhibit galleries, an on-site branch of the Houston Public Library, a performing arts series, and programming that changes weekly. Additional impacts were achieved through programming facilitated for children, parents and other caregivers at locations across the Greater Houston area in collaboration with 240+ partners – including schools, community centers, places of worship, after-school centers, shelters and libraries. This programming recorded a cumulative attendance of 351,000 individuals during the fiscal year, for a total attendance of 1.13 million served at the Museum and all outreach locations. Our audience is representative of the Houston community—filled with people of many ethnicities, diverse cultures and socioeconomic backgrounds, to whom we provide access to impactful family learning experiences that are customizable to their individual interests and needs.

Service to Low-Income Families
With 45% of children in Harris County living in low-income households and more than 27% of children living below the federal poverty line (Children at Risk, 2012-2014), CMH realizes the importance of reaching those most in need of educational opportunities. CMH engages low-income families by providing free and reduced-fee admissions to 58% of our visitors (through our 820+ Open Doors community partners and our designated free days and times) and free community-based programs to another 315,000 individuals.

Visitor Demographics
CMH serves one of the most socioeconomically and culturally diverse populations in the country. Our Museum visitorship this past year was 41% Hispanic/Latino, 23% African-American, 21% Anglo, 8% Asian, and 1% other, while our visitors during free times were 55% Hispanic, 26% African-American, 12% Anglo, 6% Asian, and 1% other.

Finances
The total operating revenue and releases from restrictions for the 2014–2015 fiscal year were $13,334,274. Total expenses for the same time period were $13,178,273. Year-end net assets totaled to $45,965,558.

FY15 Revenue
- Contributions* (30%)
- Fundraising Events (9%)
- Government Grants (1%)
- Admissions (25%)
- Memberships (8%)
- Gift Shop and Cafe Sales (12%)
- Program and Other Fees (13%)
- Endowment (4%)
*Does not reflect contributions to the Museum’s endowment.

FY15 EXPENSES
- Education, Visitor, and Program Services (39%)
- Supporting Services (11%)
- Advertising (8%)
2014–2015
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Parents Magazine – America’s No. 1 Children’s Museum
Forbes Magazine – Among Best Children’s Museums in U.S.
USA Today – Among Best Children’s Museums in U.S.
Houston A-List – Best Museum in Houston 2014 & 2015
Citysearch.com (top Rating) – rated 5 stars
TripAdvisor – Certificate of Excellence 2014 & 2015
Charity Navigator – Rated 4 of 4 Stars
Huffington Post – “Cool Children’s Museums”
Huffington Post – “Science Museums Actually Fun for Kids”
LA Times – “Top Kid-Friendly Museums in the U.S.”
Red Tricycle – “Children’s Museums So Awesome You’ll Want To Stay Indoors”
Travel Channel – “Houston’s Must See Museums”
The Culture Trip – “Local Favorite 2015”