Thank YOU!

The World Awareness Children’s Museum had a wonderful year of growth in 2019. This issue will show you the ways we furthered our mission of bringing our diverse world to children over the past year.

DIRECTOR’S REPORT

Bethanie Lawrence, Executive Director

In 2019, the Museum saw a lot of growth. Our operating budget increased, we raised more money at our annual International Cuisine Dinner & Auction than ever before, and our attendance numbers exceeded previous years’ numbers. We are beyond thrilled that the Museum is becoming more well-known throughout the region.

Our goal for 2019 was to make our community more aware of our mission, and we have made a lot of progress. Through our presence on radio stations NCPR and WAMC, our educational programs in schools throughout the Capital District and the Adirondacks, and our consistent and engaging workshops at the Museum, we have introduced more people to our valuable institution.

We partnered with many foundations, local organizations, and individual donors in 2019 to further our mission of bringing our diverse world to children. The Stewart’s Holiday Match Grant allowed us to offer one free day per month during the school year. 385 people attended Free Days in 2019! Generous contributions from our wonderful donors made it possible for us to host Sensory Friendly Mornings one morning per month. Sensory Friendly Mornings are a time for families with children who have sensory sensitivities to visit the Museum for an experience catered to their needs. We dim the lights, turn off our exhibit sounds, provide sensory equipment as necessary, and have a certified Special Education teacher on-site to provide specialized programming and act as a resource for parents and caretakers. Opera Saratoga presented a free performance of Pinocchio at the Museum in March. At the end of June, we opened a new exhibit, Wear in the World?, to showcase the Museum’s collection of international textiles. In October, we partnered with Hilltop Construction to host a family-friendly Day of the Dead party, with sugar skull face painting, crafts, and authentic Mexican food from Tacos El Sombrero. During the winter holiday season, the Museum hosted international programs featuring light. These events included St. Lucia’s Day, Kwanzaa, poppy luminaries for Veteran’s Day, candle making workshops, and a Diwali celebration led by volunteer Neha Golwala. We finished the year off with “Noon” Year’s Eve celebrations – face painting, international New Year traditions, and a 12:00 noon countdown to 2020. These winter “Shine Your Light” programs were made possible through the LARAC/NYSCA Regrant Program.

With such a fantastic year behind us, we are more excited than ever to see all that 2020 has to bring for the World Awareness Children’s Museum. We’re glad to have you on this journey with us!

EXTENUATING CIRCUMSTANCES

A Note from the Executive Director

The changes to our daily lives because of COVID-19 are causing difficulties for people, families, businesses, and nonprofits. During this time of uncertainty, we ask that you continue to support all of your philanthropic endeavors. We are in this together, and no nonprofit can endure without its generous supporters. We thank you for your continued encouragement and aid as we work to bring the Museum through these uncharted waters.
EDUCATION REPORT

Emily Forbes-Wood,
Museum Administrator

Educational programs with schools, both at the Museum and in classrooms around the region, have been part of our operations for many years. However, it wasn't until 2019 that this facet of our organization actually began to bring in a significant amount of funding. In 2019, we doubled the previous year's income from educational programs. We also more than quadrupled the number of students we reached through our educational programs compared to 2018. Here's just a snapshot of the things we accomplished in our education department:

- 127 offsite programs booked
- 36 onsite programs booked
- 3,805 miles traveled by educators
- $18,596 earned through education programs
- 3,524 students served
- Most popular offsite program: World Clothing
- Most popular onsite program: Self-guided tour

To better serve our community, we have committed to provide low-income schools with the ability to participate in our educational programming. In 2019, we partnered with the Glens Falls Foundation and individual donors to offer free education programs to schools whose student body is 50% or more economically disadvantaged, as classified by the NYS Department of Education. This initiative was so well-received that we ran out of funds within five months! We served 14 schools, for a total of 54 programs and 1,412 students.

We can't wait to see how our educational arm of the Museum's mission grows in 2020.

MARKETING REPORT

Shane Fraiser,
Marketing Specialist

The Museum’s marketing department had a banner year in 2019. We strengthened our local presence through digital media, targeted advertising, and local outreach, while also enhancing our reach to Western Massachusetts, Vermont, and the Catskills region of New York. We were excited to become involved with NCPR and WAMC radio stations, utilizing their well-established platforms to help inform a whole new audience about our wonderful Museum! We started our popular “Tuesday Artifacts” and “Masterpiece Wednesdays” weekly social media campaigns, showcasing pieces we have in our collections. Finally, our mailing list grew substantially, keeping our amazing visitors and patrons up-to-date on all the new and exciting programs going on at the Museum!

We're excited to continue our growth in 2020, and we'd like to thank everyone for their continued support of the Museum!
In 2019, the World Awareness Children’s Museum Collections Department acquired 132 new pieces: 58 pieces of clothing and 74 artifacts. Some highlights from these accessioned items include four outstanding examples of Southwest Kachina Dolls that we have placed into our Native American artifacts collection.

From West Africa in the Republic of Upper Volta (now Burkina Faso), we received an excellent linen batik wall hanging (c. 1970s) which is now included in our collection of dyed fabrics.

From the private collection of Ms. Virginia Guyette, we received handmade traditional dance costumes and accessories representing cultural clothing from Ireland, Italy, Poland, Germany, and Holland.

Additional accessions include international musical instruments, Mexican Oaxaca carved figures, baskets, and various adult and children’s traditional clothing. If you’re interested in coming to look at our collection to see some of these new additions, please send us an email!

2019 COLLECTIONS VOLUNTEERS

Jacquiline Touba, Ph.D., collections manager and Museum Founder
Heidi Kaufman, collections volunteer
Rebecca Endieveri, collections volunteer
Nancy Countryman, artifacts registrar

Special Thanks

Nancy Countryman began volunteering in collections in 1990 after retiring as an elementary teacher. Her knowledge of the procedures was invaluable in supervising the other volunteers who contributed their time over the years. At the end of 2019, Nancy decided to retire to spend needed time with her husband Frank. Nancy will be missed by all at the Museum and it is with great thanks that we wish her well in her second retirement.

— Jacquiline Touba, Ph.D.

I was a volunteer at the museum from 1996 - 2019. Working with the collections was a learning experience; Jacky was an inspiration and kept the job interesting. The museum has come a long way and I am always happy to see all the new developments. The mission of bringing our diverse world to children is more important now than ever before.

— Nancy Countryman


LIFETIME MEMBERS

Every year it is our pleasure to honor those who go above and beyond in their support of the Museum and to name a select few “Lifetime Members.” Lifetime Membership to the World Awareness Children’s Museum is just one way for us to say thank you to those who have shown great commitment to the Museum through the giving of their finances, time, energy, and more. A Lifetime Member retains membership for life, and is eligible for all Membership Benefits. We are excited to add to our list of Lifetime Members each year.

2018 Lifetime Museum Members
Don & Cindy Hess
Fred & Judy Carvin
Linda & Frank Cappabianca
Lisa & Ross Sheridan
Robert & Dolores Carruthers
Gretchen Steen & Tom Ellis

2019 Lifetime Museum Members
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Glens Falls, NY 12801
(518) 793-2773

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Russell Serrianne, Curator of Collections & Exhibitions
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Rebeka Antonelli, Mikayla Ploof, Ilona Reilly,
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Every effort has been made to accurately include all of our supporters who donated $100 or more in 2019. Any errors or omissions are unintentional. Please contact us with any questions or concerns.

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CHILDREN’S MUSEUM
3 Year Comparisons

Income & Expenses

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Annual Appeal

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Admission Numbers

2017   | 4,533
2018   | 5,678
2019   | 5,948

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