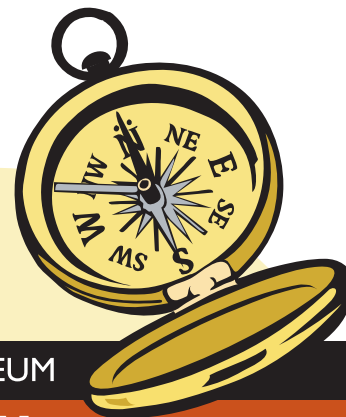


April 2020

Volume 25

Number 2

# The Explorer



NEWS FROM THE WORLD AWARENESS CHILDREN'S MUSEUM

## 2019 ANNUAL REPORT EDITION

**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.

### 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.

### 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!

## 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!

## 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

**World Awareness CHILDREN'S MUSEUM**

**Summer At The Museum!**

**Tuesday Travels**  
Every Tuesday Starting July 2nd, 10:30am - 11:30am  
**Unicorns, Dragons, And Other Fantastic Creatures**  
Monday, July 8th - Friday, July 12th, 1:00pm - 3:00pm Daily  
Please see website for details

**Wear In The World Workshops**  
Every Thursday Starting July 11th, 10:30am - 11:30am  
**Mission: Earth**  
Monday, July 22nd - Friday, July 26th, 1:00pm - 3:00pm daily  
Please see website for details

**Sensory Friendly Mornings**  
Sunday, July 21st + August 18th, 10:00am - 12:00pm

**New Summer Hours: Open 7 Days A Week, Starting July 1st!**  
10am - 5pm, Monday - Thursday  
10am - 3pm, Saturdays  
12pm - 5pm, Sundays  
\*\*Closed July 4th\*\*

World Awareness Children's Museum  
89 Warren Street / Glens Falls, NY 12061 / 518.793.2773 / WorldChildrensMuseum.org

Thank you for coming in and teaching us about Chinese new year and all of the traditions! I enjoyed every second! And taking time out of your day to grow our education!

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.



## COLLECTIONS REPORT

### Russell Serriane, Curator of Collections & Exhibitions



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!



*Southwest Kachina Dolls*



### 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

Tina & George Carruthers  
Dr. Judith Mysliborski  
Susan & Michael Wagner  
Joan Lapham

## 2019 MEMBERS

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Courtenay Hall  
Jill Hamilton  
Jacqueline Hamlin  
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Ken O'Loughlin  
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Clifton Park Halfmoon Public Library  
Nancy Countryman  
Ethan Cowles  
Crandall Public Library  
Della Bella Family

## World Awareness CHILDREN'S MUSEUM



89 Warren Street  
Glens Falls, NY 12801  
(518) 793-2773

### — Staff —

Bethanie Lawrence, Executive Director  
Diane Dumouchel, Bookkeeper  
Emily Forbes-Wood, Museum Administrator  
Shane Frasier, Marketing Specialist  
Russell Serrienne, Curator of Collections  
& Exhibitions  
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Rebeka Antonelli, Mikayla Ploof, Ilona Reilly,  
Museum Educators

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Jim Amell

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**In Honor of Jacqueline Touba, Ph.D.**  
Dr. Lois Cohen  
Charles and Anita Richards



Photo Credit: Images by Holly Ann

## World Awareness CHILDREN'S MUSEUM 3 Year Comparisons

### Income & Expenses

	Income	Expense	Total
2017	\$143,113	\$151,623	-\$8,510
2018	\$211,816	\$191,071	\$20,745
2019	\$215,357	\$193,419	\$21,938

### Annual Appeal

2017	\$57,421
2018	\$52,823
2019	\$60,890

### Admission Numbers

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