Thank YOU!
The World Awareness Children’s Museum survived and thrived thanks to your support in 2020. This issue will show you the ways you helped us in our mission to bring our diverse world to children over the past year.

Bethanie Muska Lawrence
Executive Director

I think it is safe to say that 2020 was a very different year than we had planned for it to be. However, even in the face of so many uncertainties, canceled plans, and an international pandemic, we have seen significant growth in the museum’s programs and offerings. I credit this to our incredibly creative and flexible staff and supportive Board of Trustees.

I have done my best during the pandemic to work with our museum team, donors, and friends in the community to redistribute our resources to serve our community in new ways. As many of you know, in March 2020, we had to close the museum to both the public and the staff. I called on our museum supporters to help us survive this unprecedented time, and they were extraordinarily generous. I genuinely believe we could not have endured and pivoted in those crucial early days of the pandemic without their help. Despite having to keep our hands-on space closed to the public for most of 2020, WACM was able to host many programs, both virtual and in-person, to continue to serve our community:

. We hosted seven weeks of Museum Summer Camp.
. We created our “Living Room Explorers” video programs.
. We produced “Grab & Go Crafts” videos.
. We developed virtual classroom programs we can teach remotely to classrooms all over the country.
. Our Curatorial Department worked with two remote interns from Massachusetts and Colorado to create traveling gallery exhibitions using art from WACM’s International Youth Art Collection.
. We conceived and implemented a national art initiative called “COVID-19 & Me: Changes in My World,” to document students’ experiences with the pandemic, which will come to fruition in May 2021.
. We designed our newest exhibit, named “Thailand: Beauty & Beasts,” to open in the summer of 2021.
. We partnered with LOOK Media Resource to air our “Living Room Explorers” programs on television for over 780,000 viewers and are in the process of producing even more television programs with LOOK.
. We partnered with the WSWHE BOCES Early College Career Academy New Media Program to give high school students real-world experience in creating a logo for our upcoming apparel fundraiser.
. We hosted a successful virtual International Cuisine event and raised money to ensure we were able to keep working toward our goals of engaging our community in cultural education.

2020 was full of unexpected challenges, but I am very proud of how our team overcame these obstacles and used their creativity to keep WACM afloat during this time of international hardship. The pandemic allowed us to try new things and imagine new ways of reaching our community. We are wonderfully excited to see how 2021 unfolds!
Dan Wade  
*President, Board of Trustees*

Who would have thought that a year ago I would be writing this report with the world on lockdown, many businesses struggling or closing, and our own World Awareness Children’s Museum having to close the doors of our physical space to the public on Warren Street?

Just when the world could have used a dose of the kind of celebration of diversity that WACM so proudly teaches, we were all surprised and dismayed by the difficult decisions that everyone was about to make. A challenge like none the world had ever seen. But rise to the challenge we did in 2020. Thanks to the creative and proactive collaboration between the Board and Executive Director, Bethanie Muska Lawrence, WACM has weathered the storm. We are proud to say that no employee from the museum had to be let go. Through the use of the Payroll Protection Program (PPP), fundraising, and generous donations from our members and sponsors, we were able to continue to support the staff as they transitioned to working more from home and providing for their families.

As the staff began to transition to work more from home, we realized we had an opportunity to stretch WACM’s reach far beyond our Warren Street location. We began producing online content to be used both through our website and social media, providing weekly highlights of artwork and artifacts from the museum. In addition, we produced educational programs that are now being taught by our staff to local and not-so-local schools via a virtual format. We’ve even partnered with a local television station to highlight the museum and bring further programming to the children and families in the area. Just imagine the possibilities! In addition, we have continued to work behind the scenes to develop more physical programs and exhibits for when we will be able to welcome the public safely to our physical space.

We boldly piloted a summer camp program under strict state and federal guidelines and were happy to see children safely participating and learning, with no reported outbreaks. This is a testament to the dedication and tireless work of our staff to get it right and to provide a wonderful space for our children to journey through. The safety of children, their families, and our staff continues to be our top priority as we monitor the ebbs and flows of the COVID tide. We are very optimistic that our doors will open at some point this year and joy and laughter will once again be heard in our halls. We realize that our success is tied to the community’s success. We cannot do this alone. It is the generosity of members, sponsors, the Board, staff, volunteers, and community that continues to let us shine, and for that we dearly THANK YOU! Please continue to consider WACM for your support and donations and we move forward together! We love you and hope to see you soon!

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Our Paint & Sip series is one of our more popular on-site programs, offering visitors, young and old, a chance to make their own masterpieces. Each workshop has a theme and is led by one of our staff.
Emily F. Wood  
*Membership & Program Coordinator*

Our members have always been the backbone of the museum. Thanks to their support during COVID-19, the museum was able to offer new programs throughout 2020. Our members continued to help us by renewing their memberships and using their member benefits at our in-person workshops in the fall. The income from their renewals helped us teach children about our diverse world via social media, summer camps, online programming, and workshops. Our workshops were a fun way for us to connect with our community as we adhered to the NYS Common Core standards and COVID-19 safety regulations that kept all of our staff and visitors safe. While we weren’t able to see all of you in person very much last year, we want to thank you for your continued generosity throughout this difficult time.

Shane Frasier  
*Marketing & Communications Coordinator*

Like most businesses, the pandemic made us think a little bit differently when it came to marketing in 2020. With our doors closed, we were still excited to share our mission and message with our community but were forced to do so through different means. While we’ve always had original and engaging virtual content for our visitors to enjoy online, we quadrupled the amount of online content we published, letting families enjoy more of our programs from the comfort and safety of their own homes. We launched our “Living Room Explorers” and “Crafty Corner” video series while supplementing those with Winter Break Craft videos, behind-the-scenes looks at the Museum’s artifacts and art collections, and more. We also organized the #AdirondackStrong campaign early in the pandemic, which aimed to build community spirit through video messages from local businesses. We were very thankful for the support and contributions we received from our fellow Glens Falls businesses, and we hope we were able to cheer up the community with the initiative. We also participated in the #518RainbowHunt, substantially increased our email list, and continued our popular #TuesdayArtifacts and #MasterpieceWednesdays social media days. We are looking forward to new avenues of marketing and communicating with our supporters.

Russell Serrianne  
*Curator of Collections & Exhibitions*

**Artifact Collection**

With an overall decrease in actual artifact donation accessioning due to the pandemic, our attention shifted to reviewing artifact data and to returning museum exhibition artifacts to boxed storage. One of the few items we did receive is a large Eagle head wood carving from Alaska, a great addition to our Indigenous American collection! We continued to organize data in our PastPerfect archive platform, which will allow us to efficiently create exhibitions and educational programs in the future. A very generous donation from Feigenbaum Cleaners enabled us to have many textiles and clothing from the museum’s interactive exhibit areas dry cleaned at no cost to us. We are grateful for their support!

**Exhibitions**

Our wonderful and popular Brazilian Rainforest interactive area is now being transformed into a representation of a Thailand rainforest and rice paddy. Along with volunteers Tina Carruthers, Linda and Frank Cappabianca, and Sheileen Landrey, we are looking forward to the installation of a “giant” elephant, baby elephant, a large interactive magnetic puzzle and activity wall, rice paddy, and much more — even a “floating market”! This area is a wonderful first impression of what to expect of the qualities of our activities throughout the museum.


Despite the pandemic, the World Awareness Children’s Museum stayed within our budget for 2020 and met our income projections by about 90%! We were supported in large part by individual contributions and support. That is a clear indication that we could not have survived the year without generous donations from people like you! Our projected income for 2020 was $214,425, and our actual income was $205,907.

The biggest takeaway from this report is that, while so many museums were struggling to meet their budget even by 50%, we have thrived under pressure. Our overhead is much lower than other museums’, and we used the pandemic restrictions imposed by state and local officials to pivot toward new ways of generating income and community engagement. We are exceptionally grateful for your generosity throughout the year; we could not have made it through without you. We are eager to see how we grow in 2021!

**World Awareness CHILDREN’S MUSEUM**

**3 Year Comparisons**

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<th>Income &amp; Expenses</th>
<th>Income</th>
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<td>2020</td>
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**Annual Appeal**

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**Admission Numbers**

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<td>5,678</td>
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**A Visit From:**

The Museum was excited to host Jesse and Antoinette Jackson from Look Media Resource late in 2020 as we agreed to collaborate on a myriad of projects, including producing new episodes of our “Living Room Explorers!” We can’t wait to provide our community with this invaluable resource, and we’re grateful to begin this fruitful collaboration.

**Summer Camp 2020!**
A Special Tribute to Our Friend, George Carruthers
By Lisa Sheridan
WACM Advisory Council

I had the pleasure of knowing George Carruthers for nearly 20 years. I was first introduced to him by his wife, Tina, and sister-in-law, Dolores Carruthers, and then learned my husband, Ross, had also known George growing up in Argyle, New York.

At the time we met, I was President of the Board for the Museum and about to take the reins from Dolores to steer the $1.7 million Capital Campaign to renovate the 89 Warren Street building. As George was experienced in commercial construction and roofing systems and had built his own beautiful home overlooking Lake George, he agreed to serve on the campaign’s Building Committee. His expertise guided the renovation process, assisting the lead architect and construction company hired for the project. Throughout the campaign, I learned about George’s passionate and philanthropic commitment to non-profits that promoted children, the arts, education and culture, a clean environment, and other organizations striving to make the world a more peaceful place. George and I had many long conversations about the Museum’s work and its mission of “bringing our diverse world to children” and he was honored to help advance its cause. As the campaign and renovations were nearly complete, the entire Carruthers family united to provide generous funding for the Museum and honor George’s late mother, Myrle, who was an accomplished artist. In her name, they created the “Express Yourself Art Studio” classroom area which is used for the Museum’s educational programs.

As a couple, George and Tina devoted countless hours of volunteer service. Tina played a pivotal role providing all graphic design pro bono for the Museum until she recently retired from this role. George loved assisting in the creation and construction of new exhibit areas. He and Tina painted backdrops, installed signage, and built these unique interactive spaces for children. His service did not go unnoticed by those of us who appreciated his time, talent, and treasure. When George sadly passed away in May 2020, he left a huge void for all of us. His intellectual capacity, gentle nature, kindness, and generous spirit will be missed by many, and we are so grateful we had him on our team for as long as we did.
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 honored to add to our list of Lifetime Members each year.

Past Lifetime Member Honorees
Linda and Frank Cappabianca
Dolores and Robert Carruthers
Tina and George Carruthers
Fred and Judy Carvin
Donald and Cindy Hess
Joan Lapham
Judith Mysliborski, M.D.
Lisa and Ross Sheridan
Gretchen Steen and Tom Ellis
Susan Touba Wagner and Michael Wagner

2020 Lifetime Member Honorees
Elizabeth Little Hogan
Drs. Jacqueline and Riza Touba

Miniature ceramic figurines from France donated in 1996.

2020 Members

We are so grateful for our Museum Members!

2020 Business Members
Adirondack Trust Company
Finch Paper, LLC
Keena
Porch.com
Schulte Family Dentistry, PC
TCT Federal Credit Union

2020 Library Members
Ballston Community Library
Bethlehem Public Library
Caldwell-Lake George Library
Clifton Park-Halfmoon Public Library
Crandall Public Library
East Greenbush Community Library
Guilderland Public Library
Hadley-Luzerne Public Library
Hudson Falls Free Library
Kinderhook Library
Saratoga Springs Public Library

2020 Members
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Beth Ashdown
Kate Austin-Avon
Avery Babson
Storm Beagle
Nicole Blanchette
Shannon Brayman
Natalia and Jason Carusone
Brian Clary
Clements Family
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Abbey Fisher
Cynthia Fitzgerald
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Kacie Gaulin
Nadja Giannaros
Kristal Gleason
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Jaqueline Hamlin
Casey Hammer
Brandon and Jessica Hoag
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Karim Kilgore-Green and George Green
Alina and Josh Kindron
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Elayne Leonelli
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Lisa Sheridan
Sharon Borgos Trzaskos
Susan Touba Wagner

Museum Founder
Dr. Jacqueline Touba

Daruma Doll donated in 1993 (Japan)
Thank You to our 2020 Donors

$15,000+
George and Tina Carruthers
Judith Ann Myśliwiec, M.D.

$10,000-$14,999
Gerald Carruthers
Chevron Matching Gift Program
S.D. Carruthers Sons, Inc.
Gretchen Steen and Tom Ellis

$5,000-$9,999
Blackbaud Giving Fund
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City of Glens Falls and the Greater Glens Falls Local Development Corporation
The David S. and Janet R. Sheridan Foundation
Rotary Club of Glens Falls
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The Touba Family Foundation
Dr. Riza and Jacqueline Touba
Susan Touba Wagner and Michael Wagner

$2,500-$4,999
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Surfside on the Lake Hotel & Suites
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$1,000-$2,499
Linda and Frank Cappabianca
Robert and Dolores Carruthers
Jason and Natalia Carusone
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Marvin and Company, P.C., CPA
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New Country Lexus of Latham
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Porch.com
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Jemal Touba
Dan and Rachel Wade

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Braymer Law, PLLC
Chazen Engineering, Land Surveying & Landscaping Architecture C.O., D.P.C.
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Valerie Crider
Kylie Delvaux
Nabil and Kelly ElDib
Casey Hammer

Cindy Hess
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Roger Levac
Susan Matzner
Cassandra and Brian Metzler
Marjory Moeller
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Linda and Thomas Murphy
New Country Toyota of Clifton Park
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Rachel’s Cafe & Spice Company
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Six Flags Great Escape
Debra Smith, CPA
Anthony Taverni
John and Kathleen Vedral
Warren County Police
Benevolent Association

$100-$249
Adirondack Trust Company
Associates of Glens Falls Insurance
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Joan Carruthers
Fred and Judy Carvin
Robert Colangelo
Kristen Crisler
John and Adelaide De Rosa
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Helen and Paul Whitaker

Every effort has been made to accurately include all supporters who donated $100 or more in 2020. Any errors or omissions are unintentional. Please contact us with any questions or concerns.

2020 Memorials and Honorary Gifts

In Memory of Cindy Amell
Rotary Club of Glens Falls

In Honor of Linda Cappabianca
Yvonne Doberman

In Memory of George Carruthers
Kathie Ballard
Linda and Frank Cappabianca
Gerald R. Carruthers
Tina Carruthers
Cindy Hess
Harold Heusner
Anna-Vaughn Kepner
Harold and Loraine McAfee
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Maureen and Harry Robinson
S.D. Carruthers Sons, Inc.
Penny Schiek
Lisa and Ross Sheridan
Gretchen Steen and Tom Ellis
Touba Family Foundation
Linda Weidman
Helen and Paul Whitaker

In Memory of Elisabeth Londaue Carruthers
Joan Powell

In Memory of Rose Dotson
Jemal Touba

In Memory of Donald Hess
Cindy Hess

In Memory of Mark Andrew Muska
John and Kathleen Vedral

In Honor of Judy Smith
Charla F. Jennings

In Honor of the WACM International Cuisine Committee
Barbara Rosoff
Coming Soon!

COVID-19 & Me: Changes in my World
Magazine and Virtual Exhibit
May 2021

Brand New Website
May 2021

New interactive exhibition
Summer 2021

31st International Cuisine Dinner & Auction
June 13, 2021

Museum Swag Fundraiser
Happening Now!