

April 2021

Volume 27

Number 2

The Explorer



NEWS FROM THE WORLD AWARENESS CHILDREN'S MUSEUM

2020 Annual Report Edition

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!



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.



Box from Japan
donated in 1990.



Russell Serriane

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

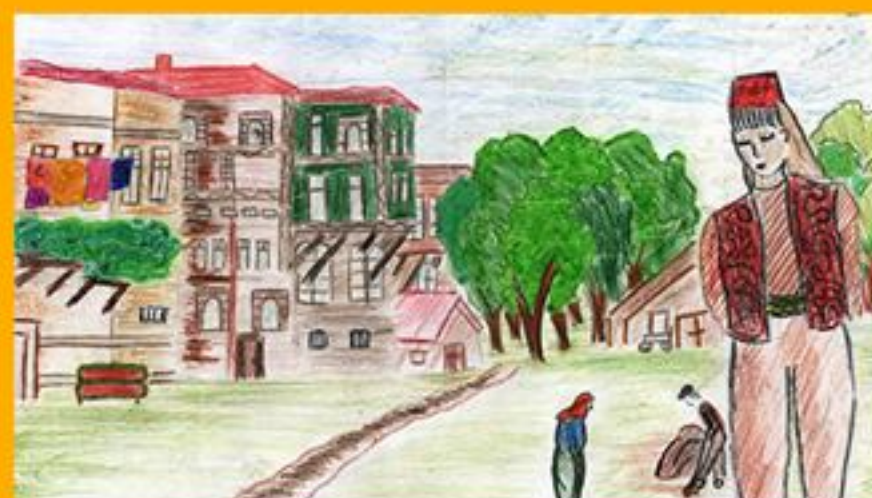
Our wonderful and popular Brazilian Rainforest interactive area is now being transformed into a representation of a Thailand rainforest and rice paddy. Along with volunteers Tina Carruthers, Linda and Frank Cappabianca, and Sheileen Landrey, we are looking forward to the installation of a "giant" elephant, 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.



Saucer from Morocco
donated in 1997.



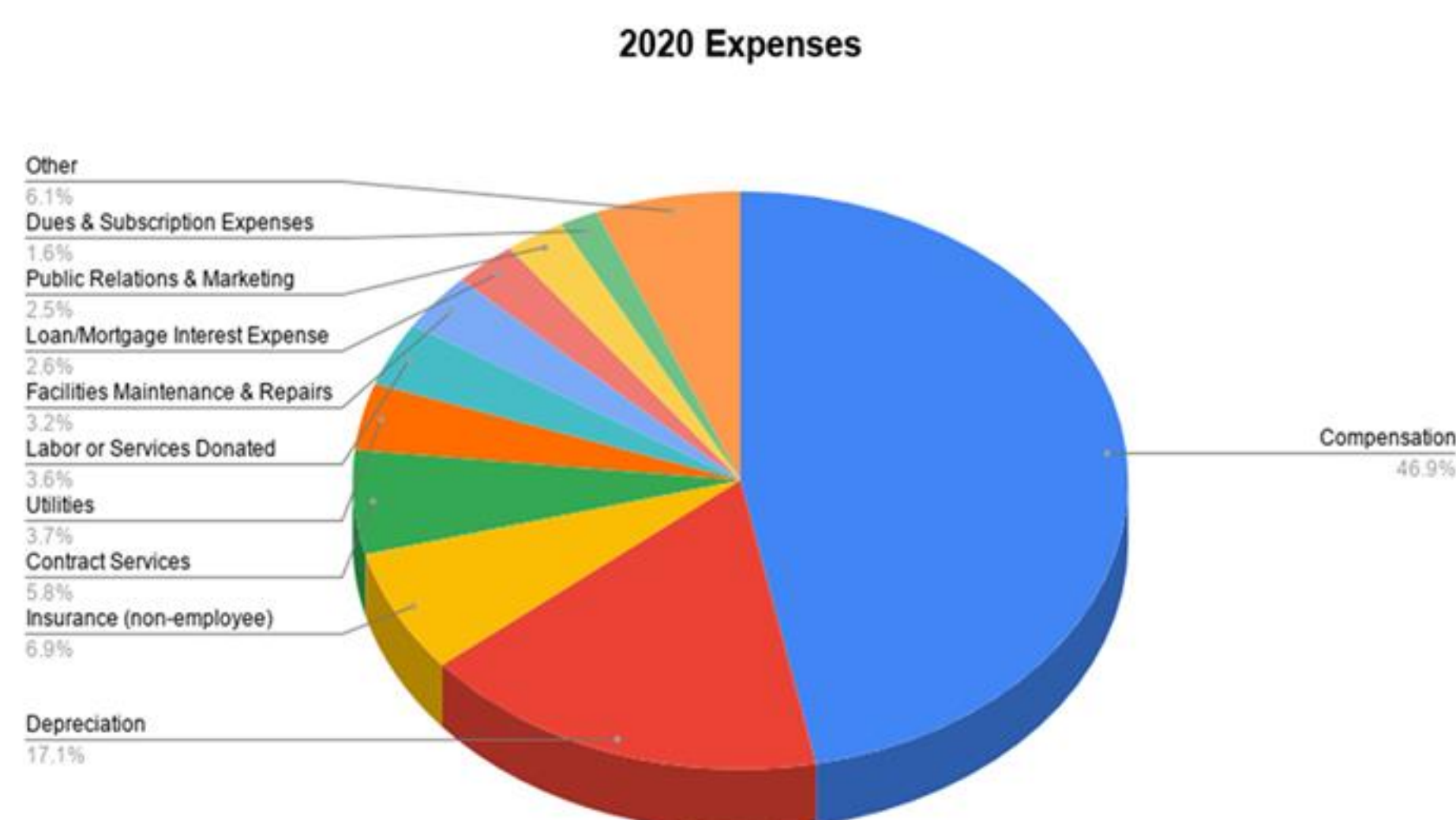
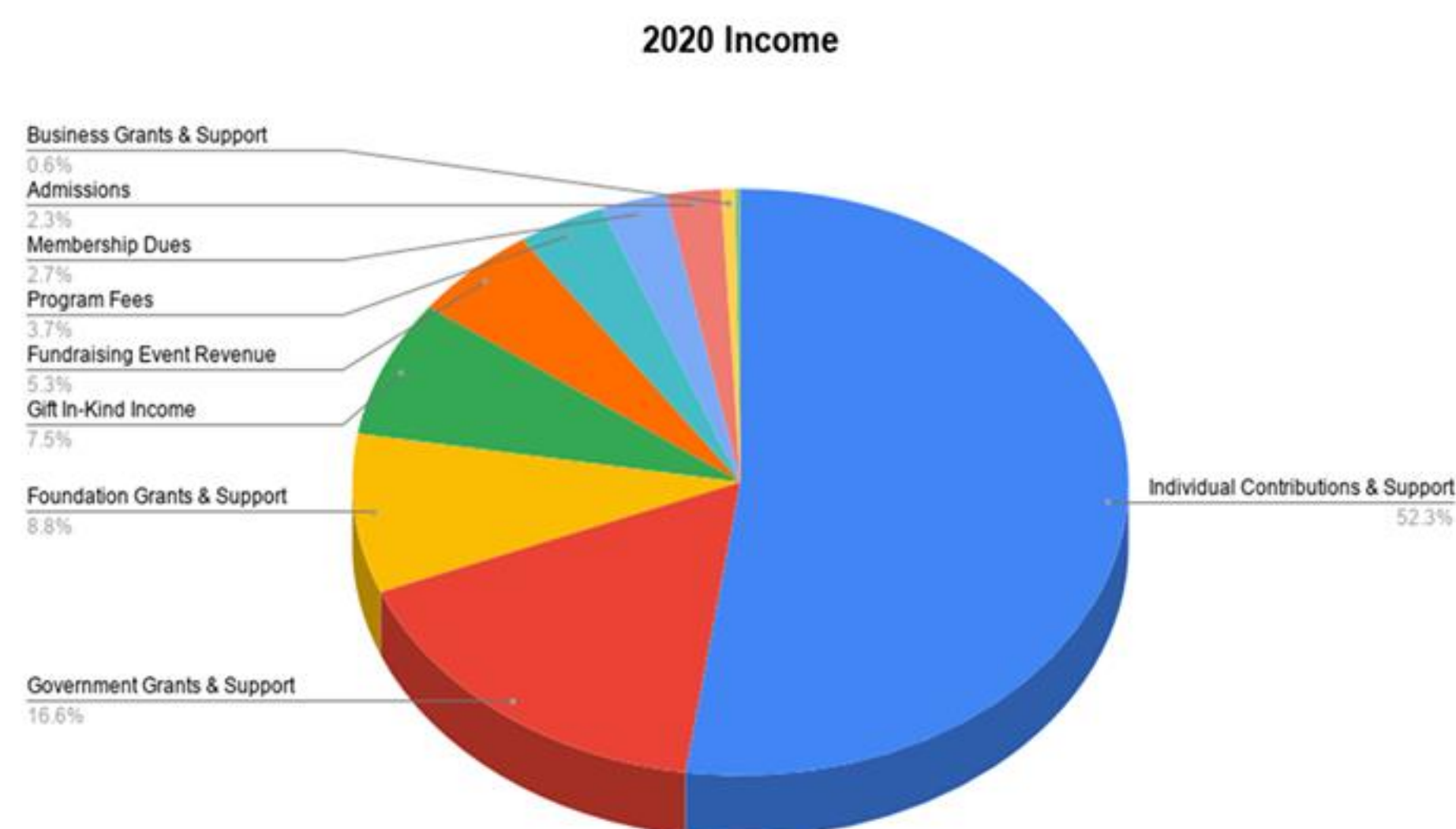
"Campfire Music" by Uliana Kaposhka, age 9.
St. Petersburg2, Russia, 2001.



"Turkish Village" by Melis Dursin, age 13.
Ankara, Turkey, 2006.



"The Lotus Lake" by Sukanya Jomkhamsing, age 13.
Rot-Ei, Thailand, 2002.



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

Income & Expenses

	Income	Expense	Net
2018	\$211,816	\$191,071	\$20,745
2019	\$215,357	\$193,419	\$21,938
2020	\$205,907	\$201,797	\$4,110

Annual Appeal

2018	\$52,823
2019	\$60,890
2020	\$57,133

Admission Numbers

2018	5,678
2019	5,948
2020	1,800

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.



George and Tina Carruthers at a Museum event in 2010.



Dr. Jacqueline Toubia, George Carruthers, and former director Heather Hickland at our 20th Anniversary Celebration in 2015.

Artifacts From Mexico!



Aztec pendant donated in 2001.



Ceramic bull donated in 2010.



Ceramic cat donated in 2010.



Leather wallet donated in 1998.



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
Schutze 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

Lanette Akerson
Beth Ashdown
Kate Austin-Avon
Avery Babson
Stormi Beagle
Nicole Blanchette
Shannon Brayman
Natalia and Jason Carusone
Brian Clarly
Clements Family
Creative Classroom Daycare & Preschool
Valerie Crider
Della Bella Family
Drew and Sarah Cappabianca
Kylee Delvaux
Pamelyn Demar
Samantha Desourdy
Elizabeth Ann Dodds

Dana D'Onofrio
Nabil and Kelly ElDib
Bridget Epiphany
Kelsey Ernst
Dave Fenichel
Bridget Fenton Evans
Abbey Fisher
Cynthia Fitzgerald
Ed and Cate Fitzgerald
Vanessa Foster
Kacie Gaulin
Nadia Giumarra
Krystal Gleason
Lauren Grogan
Haas Family
Courtenay and Carolyn Hall
Jill Hamilton
Jaqueline Hamlin
Casey Hammer
Brandon and Jessica Hoag
Michael & Kathryn Hoffman
Elizabeth Little Hogan
Natalie Houde
Rachel Jackson
Kimberly Jo Gatta
Karin Kilgore-Green and George Green
Alina and Josh Kindron
Robert and Rebecca Kirker
Elayne Leonelli
Cheryl Linehan
Sheileen Landrey
Mary Ellen Lawlor
Stephanie Lendrum
Stacey & Alex
Mandelbaum-Frank
Margaret Maranville
Harold and Loraine McAfee
Timothy McAuley, MS, Ph.D.
Phillip and Rita McIntire

McPhillips Family
Susan Matthews
Susan Matzner
Mary Jean Miles
Mark A. Miller
Robin Millington
Kris Mulfinger
Andrea Murray
Sherry Murray
Heather O'Leary
Ken O'Loughlin
Sarah Papenhausen
Sara Peterson
Andrea Piazza
Gayle Pliscofsky
Nancy Porpora
Jessica and Jesse Pound
Mercedes Rau
Christopher and Kathryn Reed
Ben and Mollie Rieff
Lorraine Ruffing
Madison Rypkema
Kaden Schaffer
Dr. Robert Sharp
Peter Schmidt
Eric and Kate Schwenker
Bridget Sejdiu
Debra Smith
Daniel Tarquino
Adela Tavares
Mariam Touba
Dan and Rachel Wade
Abigail Wald
Christine A Walker
Daniel & Harriet Way
Drs. Paul and Kamal Westfall
Elizabeth Woodbury-Kasius
Ellen Young

Staff

Bethanie Lawrence
Executive Director

Diane Dumouchel
Bookkeeper

Shane Frasier
Marketing & Communications Coordinator

Russell Serriane
Curator of Collections & Exhibitions

Emily F. Wood
Membership & Program Coordinator

Haley Bidwell
Raquel Leonard
Front of House Staff

Rebeka Antonelli
Ilona Reilly
Museum Educators

Board of Trustees

Dan Wade, *President*
Jessica Pound, *Vice President*
Debra Smith, CPA, *Treasurer*
Gretchen Steen, *Secretary*
Linda Cappabianca
Natalia Carusone, NBCT
Nabil ElDib
Caren Hoffman
Alina Kindron
Jamie Lewis, DMD
Timothy McAuley, MS, Ph.D.

Advisory Council

Kate Austin-Avon
Frank Cappabianca
Maureen Chase
Victor Hershaft
Elizabeth Little Hogan
Johnna Joly
Joan Lapham
Susan Liucci
Susan Matzner
Judith Mysliborski, MD
Paul E. Pontiff, Esq.
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 Mysliborski, 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
Charles R. Wood Foundation
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
Lisa and Ross Sheridan
The Touba Family Foundation
Drs. Riza and Jacqueline Touba
Susan Touba Wagner and Michael Wagner

\$2,500-\$4,999

Salim and Moech Amersi
LOOK Media Resource, Inc
Surfside on the Lake Hotel & Suites
The Town of Queensbury

\$1,000-\$2,499

Linda and Frank Cappabianca
Robert and Dolores Carruthers
Jason and Natalia Carusone
CHANGE Environmental
Glens Falls National Bank and Trust
Griffin Engineering & Supply
Kathryn and Michael Hoffman
Karin Kilgore-Green and George Green
Joan Lapham
LARAC/NYSCA
Emily Latterell
Timothy McAuley, MS, Ph.D.
Mark and Stephanie Muska
New Country Porsche of Clifton Park
Bill and Pam Roberts
Maureen and Harry Robinson
Stewart's Holiday Match
Walt Disney World Company
Tony and Mary Yorio

\$500-\$999

Andrew Allison and Laura Carusone-Allison
Max Anderson
Gabrielle Carpenter
John and Jane Carusone
Elizabeth Ann Dodds
Ed and Cate Fitzgerald
Finch Paper, LLC
The Hub at Brandt Lake
Hudson Headwaters Health Network
Elizabeth Little Hogan and Robert Hogan, M.D.
Marvin and Company, P.C., CPAs
Network for Good
New Country Lexus of Latham
Oak Tree Pediatric Dentistry
Porch.com
Joan Powell
Jemal Touba
Dan and Rachel Wade

\$250-\$499

Adirondack Pediatrics
Braymer Law, PLLC
Chazen Engineering, Land Surveying &
Landscaping Architecture C.O., D.P.C.
The Chronicle
Laura J. Cloke, DDS PC
Valerie Crider
Kylee Delvaux
Nabil and Kelly EIDib
Casey Hammer

Cindy Hess
Keena Staffing
Carl R. Leuchten
Roger Levac
Susan Matzner
Cassandra and Brian Metzler
Marjory Moeller
Rebecca Monahan Marino
Linda and Thomas Murphy
New Country Toyota of Clifton Park
Jessica and Jesse Pound
Rachel's Cafe & Spice Company
Dan and Sara Rice
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
Bartlett, Pontiff, Stewart & Rhodes, P.C.
Joshua Bishop
Joan Carruthers
Fred and Judy Carvin
Robert Colangelo
Kristen Crisler
John and Adelaide De Rosa
Duke Concrete Products
Feigenbaum Cleaners
Patricia and Thomas Ferari
Cynthia Fitzgerald
Harrison and Tricia Freer
June Waters Goff
Courtenay and Carolyn Hall
Jill Hamilton
Marcus Hart
Janice and Daniel Hazewski
Elizabeth J. Hogan
E.R. Hogan
Holly Irion
Charla Jennings
David Kaiser
Anna-Vaughan Kepner
Alina and Josh Kindron
Peter and Nancy Kudan
Kristin Kuntz
Stephanie Lendrum
Linda Lestz
Lineposters
Susan and Andrew Liucci
Julie Malan
Sarabeth Mason
Alexandra Matthews
Harold and Loraine McAfee
Martha McDowell
Paul and Suzanne McPhillips
Sarah Gebbie Measeck
Mary Jean Miles
Caroline Mock
Denise Murphy
Andrea Murray
Museum of Jewish Heritage
Marina Natsis
Joyce Nichols
The Noguchi Museum
One World Observatory
PayPal Giving Fund
Sara Peterson
Mercedes Rau
Alan Redeker
Kathryn and Christopher Reed
Anita and Charles Richards
Ben and Mollie Rieff
Rock Hill Bakehouse
Lorraine Ruffing
Victoria Rusu

Lesley Sanderspree
Penny Schiek
Schutze Family Dentistry
John and Dorothy Seagle
Philip and Margaret Smith
Dick and Sally Spitzer
Adela Tavares
Jane and Gordon Thompson
Sharon and Marc Trzaskos
Christine Walker
Linda Weidman
Drs. Paul and Kamal Westfall
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 Honorariums

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
Robert Minder
Judith Mysliborski, M.D.
Joan Powell
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

World Awareness
**CHILDREN'S
MUSEUM**

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

Non-Profit Org.
US Postage
PAID
Glens Falls, NY
Permit No. 33

Coming Soon!



**COVID-19
& Me:** Changes in
my World
World Awareness **CHILDREN'S MUSEUM**

**Magazine and Virtual Exhibit
May 2021**



**Brand New Website
May 2021**



**New interactive exhibition
Summer 2021**



Scan For
More Info



**31st International Cuisine Dinner & Auction
June 13, 2021**



BRINGING OUR
DIVERSE WORLD
TO CHILDREN
WORLD AWARENESS CHILDREN'S MUSEUM

**Museum Swag Fundraiser
Happening Now!**



Apparel



Drinkware