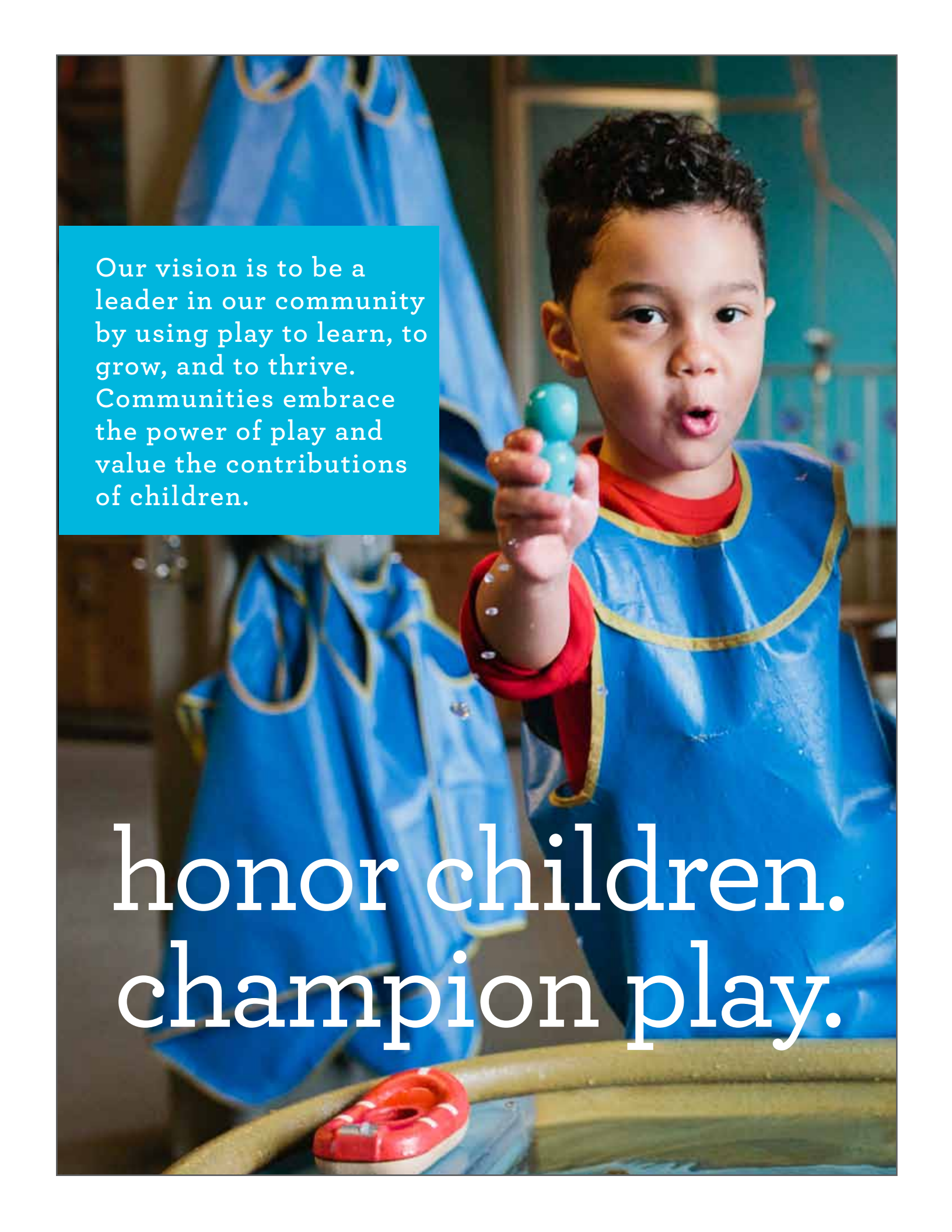


# Annual Report

June 1, 2016 - May 31, 2017



1501 Pacific Avenue | Tacoma, WA  
PlayTacoma.org | 253.627.6031

A young child with dark, curly hair is looking directly at the camera with a curious expression. They are wearing a bright blue apron with yellow trim over a red shirt. In their right hand, they hold a small, light blue toy egg. The background is slightly blurred, showing what appears to be a play area with a blue tarp or curtain. In the foreground, a red toy donut is visible on a wooden surface.

Our vision is to be a leader in our community by using play to learn, to grow, and to thrive. Communities embrace the power of play and value the contributions of children.

honor children.  
champion play.



everything we do begins with the

capable  
creative  
valuable  
inquisitive  
contributing  
compassionate  
dreamers


image of the  
child

# this is your museum

The Children's Museum of Tacoma completed its fourth year of Pay As You Will admission in 2016 and was proud to welcome even more visitors than in previous years. A record 132,403 visitors played in their community's Museum, enjoying activities that included group visits, birthday parties, workshops and a lot of PLAY!

“With a tight budget there’s no way my family could afford to bring my three kids here. Thank you for making this experience an option for our family. My kids yelled as we entered, ‘This is my favorite place.’”



A photograph of a woman and a young girl with glasses smiling together. The woman is on the left, looking towards the right. The girl is on the right, wearing glasses and a pink shirt, also looking towards the right. The background is blurred, suggesting an indoor setting like a museum or play area.

“I cannot express my gratitude enough.  
This program and the Museum  
are the ONLY community resource  
our family regularly uses;  
it means so much to us.”

# we are exceptional learners

Exceptional Learners is a suite of programs designed specifically for children experiencing special needs and their adults. These programs include: Inclusive Play to Learn, Tuesday Play Days, Exceptional Families workshops, and Special Group Visits. Programs are provided in partnership with A Step Ahead Pierce County, Birth to Three Developmental Center, Exceptional Families of Pierce County and Special Families of Pierce County. Held while the Museum is closed to the public, Exceptional Learner programs allow for a calmer, less busy experience. Serving over 1,000 participants annually, these programs offer rare opportunities to socialize with peers and typically developing siblings in other families, and to explore in rich learning environments accessible to all. All family programs are donation based, eliminating financial barriers for low-income families.



# we grow, we play to learn

9 years of programming

18 sites

17,719 participants

32% military families

61% low-income


At the close of its ninth year, Play to Learn saw record attendance through more sites than ever, including an evening class at Salishan Family Investment Center, and an Inclusive class for children experiencing special needs in partnership with A Step Ahead in Pierce County.

The Museum was honored to receive a three-year federal grant in December 2016 from the Institute of Museum and Library Services. Through the project, the Museum will work closely with Pierce County Library, an existing Play to Learn partner, to develop a more collaborative program model. The new approach will boost partner investment in Play to Learn, reducing the heavy dependence on the Museum's resources and increasing long-term program sustainability, adding nine new Play to Learn sites by 2019 to total 27 sites.



# the muse of our city

The Muse: A Children's Center is a program of the Children's Museum of Tacoma in collaboration with UW Tacoma. Intended to be a model for childcare in our community, The Muse occupies a beautiful, newly renovated space within the Museum's downtown Tacoma location and serves 68 children and families. The Muse is inspired by the beliefs and practices from early childhood centers in Reggio Emilia, Italy. We believe children are capable, competent, and have a high potential for learning. The curriculum emerges from the interests of children together with the reflections of teachers.



“I know how to make blocks. I know because I’ve done this before”.  
---Hoyt Preschooler

# this preschool is powered by play

Preschool Powered by Play is a play-based, relationship focused enrichment preschool program, honoring the creative capacities of children. Offered at both the downtown Children’s Museum Campus, and the newly expanded Tacoma Public Schools Hoyt Early Learning Center, Preschool Powered by Play supported 84 children within four preschool classes and two toddler classes during the 2016-2017 academic year.

Through play children learn how things work and how they can interact with the world. Play allows children room to explore ideas, practice new skills, solve problems, and interact with others. Our goal is to work together to playfully provide a place for our children to learn to think critically, to express themselves creatively, and relate constructively to their world.



# what we know, what we do how we dream

The Museum's annual Symposium On Our Youngest Citizens is a half-day community dialogue about what we hope for our children—a chance to come together to think aspirationally about children. Grounded in a positive and strong image of the child, the Symposium seeks to provoke change toward a more child-centered community. This year's Symposium on our Youngest Citizens: What We Know and What We Do welcomed 250 community members and was held at the historic Pantages Theatre. Speakers included Dr. Gina Levedeba, Dr. Stephanie Koontz, and Andy Lloyd and topics spanned brain development, our relationships, and how Child Friendly Leeds in England puts children at the center of their city.



watch the videos at  
[playtacoma.org/symposium](http://playtacoma.org/symposium)



# we do lunch and honor our community

Over 300 guests attended the Power of Play Lunch to hear from Dr. Sarah Lytle of UW ILABS speak to the importance and power that play has on brain development. Event attendees were also the first to hear about the Museum's partnership with Joint Base Lewis McChord to build the first Children's Museum on a military base.

The Children's Museum of Tacoma presented the Deean Marsh Great Friend to Children Award, which honors individuals and organizations in our community who have made outstanding contributions to enriching the lives of children and supporting the power of play, to First Five FUNdamentals and their Project Child Success program. Project Child Success is an early learning movement in Pierce County with the aim to engage all stakeholders in the community to prioritize children and their families. With over 80 partner organizations in Pierce County the project recognizes that successful children means successful community.

10.26.16

307 guests

\$50,000 raised to sustain early learning programming



it is our  
**right  
to play**  
gala

The Museum's annual gala was rebranded in 2016 to the Right to Play Gala and incorporated the inaugural playful parade. 180 gala attendees raised \$78,000 collectively to strengthen the services and partnerships the Museum provides for foster families in Pierce County. Because of these generous donors, the Museum is committed to giving all foster families with young children living in Pierce County free Museum memberships.



06.25.16  
180 donors  
\$78,000 raised  
150 memberships for foster families



this community tradition is  
**sticky & sweet**

1 guy in a red suit

2 days

4 sessions

200 volunteers

600 lbs frosting

750 houses

2,000 house-builders

more candy than you'd believe

Over 500 families made memories and holiday magic at the Gingerbread Jamboree on Saturday, November 26 and Sunday, November 27, 2016. Adults and children of all ages participated in the sweet, sticky gingerbread house decorating. Proceeds from the event help to sustain the Museum's community partnerships and outreach.

A woman with long dark hair, wearing a bright red jacket, is smiling and holding binoculars to her eyes. In front of her, a young girl with blonde hair, wearing a pink and white striped sweater and blue jeans, is also holding binoculars to her eyes. They are in a classroom or activity room with various papers and posters on the wall. The text "look at the year" is overlaid in the top right corner.

look at the  
year

\$2.44 average donation to Pay As You Will

197 workshops and programs

154,773 total people served

377 birthday party celebrations

1,511 member households

3,228 hours donated by 278 volunteers

172 students in Museum schools

21,289 donations to Pay As You Will

## 2016-2017 Grant Funders

### Gifts of \$30,000+

Boeing Company  
Discuren Charitable Foundation  
United Way of Pierce County

### Gifts of \$29,000 - \$10,000

Bamford Foundation  
Columbia Bank  
DeFalco Family Foundation  
Driscoll Foundation  
Forest Foundation  
Franciscan Foundation  
Gottfried & Mary Fuchs Foundation  
Institute of Museum & Library Services  
KeyBank Foundation  
Niagara Bottling  
Nordstrom  
Safeco Insurance  
Sequoia Foundation  
William Kilworth Foundation

### Gifts of \$9,999 - \$5,000

Baker Foundation  
Bates Family Foundation  
Ben B. Cheney Foundation  
Dimmer Family Foundation  
Florence Kilworth Foundation  
Georgia-Pacific Foundation  
MultiCare Health Systems  
Union Pacific Foundation  
US Bancorp  
Wells Fargo Foundation

### Gifts under \$5,000

Lindberg Foundation  
BNSF Railway  
DV & Ida J McEachern Charitable Trust  
Eatin Right LLC  
Jordan Fund  
KBTC Public Television  
Tacoma Arts Commission  
Titus Will Families Foundation  
Union Bank



we are  
grateful

# these are play champions



Anna and Chuck Ahrens Family  
Donna Albers Family  
Nicole Ancich and Brian Bumpers Family  
Elaine Andrews Family  
Anonymous Family  
Anonymous Family  
Joanne and Calvin Bamford Family  
Holly Bamford Hunt and John Hunt Family  
Matthew Beckingham and Piper Cheney Family  
Rod and Stacy Bigelow Family  
Brent and Tara Binge Family  
Jacquie and Conor Boyd Family  
Diana Brovold Family  
Diane Cecchettini and Frank Scoggins Family  
Tenley and Eric Cederstrand Family  
John and Angela Connelly Family  
Diane and John Dimmer Family  
Corinne Dixon Family  
Doug and Kathy Dorr Family  
William Driscoll and Lisa Hoffman Family  
Erik Dugger and Olive Goh Family  
Phillip and Tanya Durand Family  
Dave Edwards and Pat Shuman Family  
John Folsom and Mary Folsom-Lobrovich Family  
Tom and Sue Gideon Family  
David Graves Family  
Judson and Gayle Gray Family  
Mimi and Larry Green Family  
Bob and Margie Haan Family  
Richard and Joy Hanson Family  
Carol and Brian Howell Family  
Roger and Gloria Hunt Family  
Brian Green and Annie Katica Green Family  
Rachel and Adam Knutz Family  
John and Lisa Korsmo Family  
Angela Korvas Family  
Clara Ladd Family  
Samara and Timothy Laynor Family  
Collin Lee and Trish Wong Family  
Elizabeth Lufkin Family  
Brian and Amanda Marlow Family  
Scott and Sandy Marshall Family  
Pamela Mayer Family  
Beth McCaw Family  
Neel Parikh Family  
Les and Estelle Reid Family  
Kent and Linda Roberts Family  
William and Della Robertson Family  
Don and Barbara Russell Family  
Sheila and Thomas Ryan Family  
Erin Shagren Family  
Scott Silver Family  
Herb and Mimi Simon Family  
Mary Jane Stackpole Family  
Lucinda and James Stangl Family  
Theresa and Charles Walters Family  
James and Sally Will Family  
Stuart and Dori Young Family

# we are serious business

2016-2017

## Board of Directors

Holly Bamford Hunt, President  
John Folsom, Vice President  
Scott Marshall, Treasurer  
Sheila Ryan, Secretary

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Joanne Bamford | Paul Bishop  
Jacquie Boyd | Diane Cecchetti  
Bill Driscoll | Dave Edwards  
Olive Goh | Brian Green  
Lisa Hoffman | John Korsmo  
Angela Korvas | Brian Marlow  
Sheila Ryan | MJ Stackpole

## Income Sources

In FY17 the Museum's annual budget was \$2.1 million.

