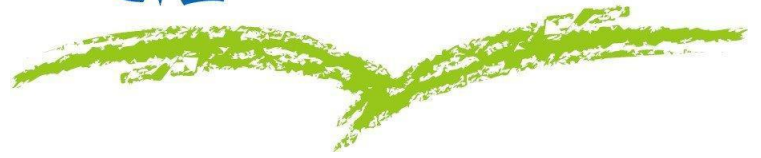


THE BUCKS COUNTY 
Children's
Museum 



2021
Annual Report

Our Mission

The mission of the Bucks County Children’s Museum is to provide an environment that connects ALL children to the world around them and inspires learning through PLAY.

A Challenging Year

After a 12-month closure due to the pandemic, the Bucks County Children’s Museum safely & responsibly opened its doors to members on March 1, 2021, and to the public on April 6th, 2021. The data presented in this report reflects the financial and programming impact of the closure from July 1, 2020 through June 30, 2021.

Fiscal Impact

Due to the museum’s closure, FY2021 operational revenue was down \$385,936 compared to the last complete year of operations. To mitigate this deficit and meet expenses, the museum successfully secured private, foundational, and government support, negotiated a reduction in rent, and furloughed part-time staff, while senior staff voluntarily agreed to a 20% reduction in pay. Upon the museum’s reopening, furloughed staff were brought back to work and senior staff returned to full-pay, with the exception of the Executive Director who voluntarily continued a pay reduction through June 30, 2021. These strategic efforts resulted in \$32,675 of net income before non-cash depreciation.

Serving Families During the Closure

During its temporary closure due to COVID-19, the museum continued to serve its mission through virtual learning & community outreach. Weekly educational activities were posted on the museum’s website and social media accounts, providing resources for families to keep children engaged while at home. BCCM partnered with United Way Bucks County to create PECO S.T.E.A.M. Kits for Kids, an initiative that provided 1,250 kits filled with essential educational materials and a family educational activity guide to underserved children throughout Bucks County. The museum also partnered with the non-profit service organization Cradles to Crayons in November 2020 to collect winter clothes for families in need. Museum staff organized collection sites throughout the community and were able to donate hundreds of warm clothing items which were distributed throughout the region during the pandemic.

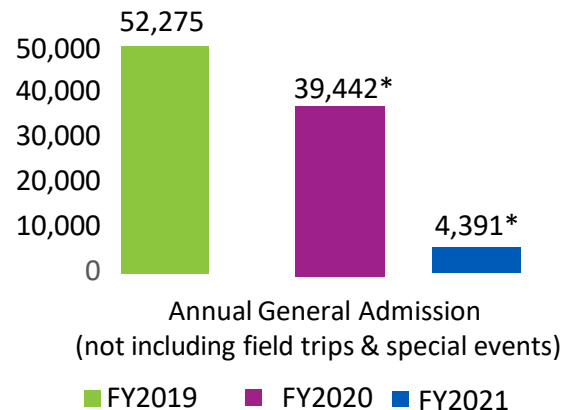
WE MADE IT THROUGH – THANKS TO YOU!

It wasn’t easy, but thanks to support from our donors and corporate partners, the museum made it through a very difficult year. With enhanced health and safety protocols in place, including capacity limits to allow for social distancing, families have returned to the museum and kids are once again exploring, creating, and discovering the power of PLAY!

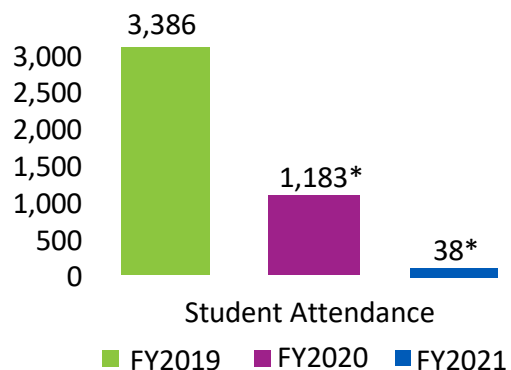
Getting Back to the Work of Play!

- ✓ Within 3 months of the museum’s reopening, over 4,300 guests engaged in the museum’s interactive & educational exhibit galleries which offer opportunities for exploration, discovery, and learning through play. Galleries include The General Store, The Hospital, The Town Square, Big Dig, Factory Works, Bucks County Country, and Airways to Waterways
- ✓ Enhanced cleaning protocols, installed additional hand sanitizer stations throughout museum, and added new high interest, low touch interactives.
- ✓ 634 children & their caregivers participated in weekly drop-in programs featuring teacher-led, hands-on STEAM (science, technology, engineering, art & math) activities.
- ✓ Educational Field Trip Programming for PreK-1st grades resumed, and reservations are currently being made into 2022. 34% of K-1 children attending the field trip program receive free or reduced lunch at school.

General Admission



Field Trip Attendance



*Reflects operations closure March 2020 –March 2021

Accessibility – More Important than Ever

Access Programs are initiatives which offer reduced or free admission to the public, with the goal of providing access to the museum for those who may not be able to afford admission. During the past year, the community has seen an increase in families with need, including a record 92,292 Bucks County residents applying for SNAP benefits, 41% being children. In turn, the museum has seen an increase in families utilizing the museum’s access programs. These programs include:

- Museums for All EBT (Electronic Benefit Cards) Discounts
- Blue Star Summer Military & Veterans Discounts
- Library “Check-Us-Out” Passes

↑ 3% Museums for All reduced admissions

↑ 2% Military & Veteran reduced admissions

Library Pass free admissions 467

Our Membership



701

household museum memberships

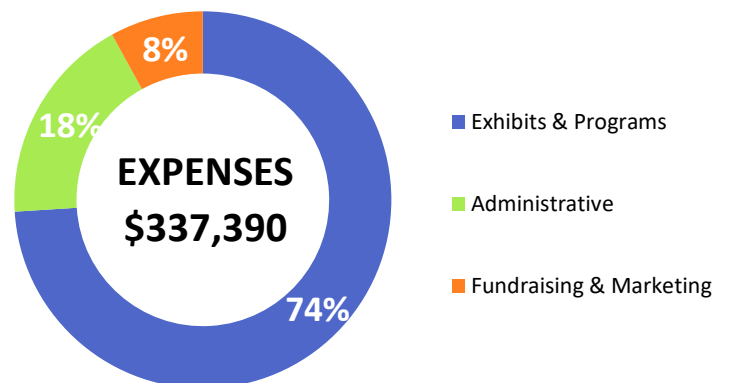
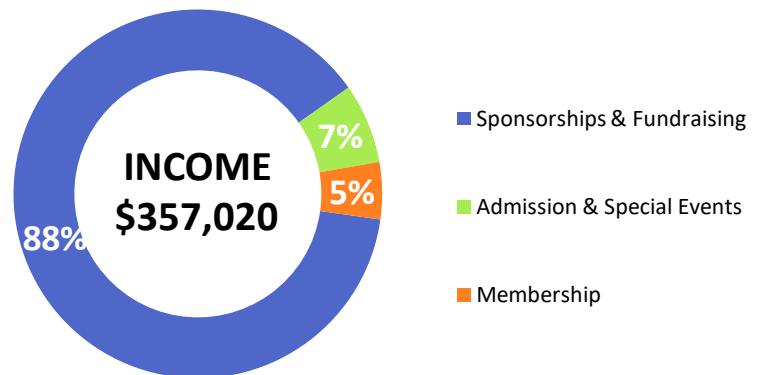
1,547



member visits to the museum March – June 2021

Income & Expenses

Operational losses due the museum closure were met through a rigorous fundraising plan.



THANK YOU to Our 2021 Accessibility Program Sponsors



**Friends of U.S. Army Ranger
Captain Connor Bednarzyk**

Expenses reflect non-cash depreciation. Excess revenue is reinvested into the museum to support future growth. These funds support increases in operational expenses, new programs and exhibits, and other investments in the museum to support long-term sustainability.

Thank you to all our donors who believe in the POWER of PLAY!

Annual Support

David R. & Patricia D. Atkinson Foundation

BCCM Membership
Friends of U.S. Army Ranger Capt. Connor Bednarzyk
Dr. Lisa Biggs & Mr. Kerry Wargo
Les & Rosemary Burrage
Christopher Chandor
Cople Family Partnership
Eric & Sarah Cornwell
Brigitte & Cort Davis
Ed & Amy Dixon
Nate & Lori Fox
John & Jeanne Hubbard
Todd & April Hudson
Kelly & Paul Krumenacker
Paul Lindenmaier
Dr. Naline Lai & Paul Rehmet
Jack Mohr
Dr. Anne O'Day, DMD
Garrett & Lisa Owen
Donald & Joan Parlee
Scott & Jocelyn Setzman
Kenneth & Margaret Swanstrom
Chris & Doug Thompson
Sarah & Tyler Tomlinson
Eric & Carissa VanDerSluis
Charles Wasserott, IV
Small Wonders at St. Paul's
Matt & Jennifer Zelesko

Helping Hands Donors

The Baker Family
Jacob Fradkin
Julie Kikolski
The Moghe Family
Alexander Ruiz
Joe & Lisa Sanosi
Jessica Villante

Grant Support

Bucks County Foundation
Commonwealth of Pennsylvania
COVID Cultural & Museum Preservation
Connelly Foundation
Foundations Community Partnership
Greater Philadelphia Cultural Alliance
Pennsylvania Historical & Museum Commission
Pennsylvania Humanities Council
Visit Bucks County
PECO

Corporate Support

Richard Snyder, PC
Fulton Bank
Suder Pools
Weis Markets

In-Kind Partners

Board & Brush, Doylestown
Buckingham Pediatrics
Fish & Pets Plus Flemington, NJ
Suder Pools
Worth & Company

Corporate Partners



With Special Gratitude to Think Communications

Meet the Staff

Executive Director - Kelly Krumenacker
Assistant Director - Gabrielle Kanter
Operations Manager - Donna Morrissey
Grant & EITC Coordinator - Caryn Markin
Education Coordinator - Amy Griffiths
Staff Managers - Crystal Hunter, Julianne Laurich, Devyn Dukes & Angela Carbone

Meet the Bucks County Children's Museum Board of Directors

President:
Kelly Krumenacker
Chairman:
Scott Setzman - *Vertical Screen, Inc.*
Vice Chairman:
Garrett Owen - *Doylestown Health*
Secretary:
Chris Thompson - *Thompson Financial, LLP*
Treasurer:
Sarah Tomlinson - *Delaware Valley University*

Dr. Lisa Biggs - *The Children's Hospital of Philadelphia*
Chris Brown - *Jensen Hughes*
Eric Cornwell - *Cornwell Corporation*
Ed Dixon - *C&N Bank*
Nate Fox, Esq. - *Obermayer Rebmann Maxwell & Hippel LLP*
Charles Jebran - *Jebran & Abraham, P.C.*
Paul Lindenmaier - *Buckingham Friends School*
Tim Schuback - *MIR Holdings, LLC*
Eric Vandersluis - *Vanguard*
Matt Zelesko - *Comcast*

Advisory Board

Lynn T. Bush
Judy Cody
Linda Felt
Christopher Gavigan
Mayor Larry Keller
Nancy Kolb
Dr. Naline Lai
Kathryn Lambert
Louis Lombardi
Jeffrey Marshall
Joanne Murray, Esq.



500 Union Square Drive New Hope, Pa 18938

www.buckskids.org

EIN 030600739