



betty brinn ●■▲
CHILDREN'S
museum

2024

Annual Report

From Our Board Chair

As Chair of the Board of Directors, it is my pleasure to share the Betty Brinn Children's Museum's 2024 Annual Report.

In 2024, we intentionally invested our time into reshaping how we tell our story, sharing not just what we do, but *why* we do it. Through a new brand campaign and enhanced donor communication, we reconnected with long standing supporters and proudly welcomed new ones, all while sharing a new vision for how our Museum can help shape brighter futures for all children.

Several moments stood out this year. We were honored to host our community at two stewardship events: *Party on the Patio* in July and *Gathering of Gratitude* in November, to thank those who have helped bring our mission to life. We also welcomed local and state elected officials to the Museum, giving them a firsthand look at the powerful learning through play that happens here, signifying the value of early childhood education.

2024 also marked the debut of one of our newest exhibits, *Hot Lava*, the introduction of a series of reimagined and new special events, and a mission-aligned gift shop to further enhance the guest experience.

As we look ahead, we're excited to grow our impact through expanded educational offerings and enhanced play-based experiences. On behalf of all of us at Betty Brinn Children's Museum, thank you for investing in our mission.



A stylized, handwritten signature of Andy Keller in a light yellow color.

Andy Keller
Board Chair

From Our CEO

This past year, we have deepened our commitment to what we know matters most: providing children with safe, joyful spaces to learn and grow through play. At Betty Brinn Children's Museum, play isn't just fun – it's *essential*. Research confirms what we see every day: when children engage in play-based learning, they build essential skills in creativity, problem-solving, critical thinking, physical coordination, and social-emotional development.

We know that 90% of brain development happens before the age of five. That's why our mission is so important in reaching children during these crucial and transformative years. As the only children's museum in Greater Milwaukee, we are uniquely positioned to offer hands-on, technology-free opportunities for unstructured, screen-free play that encourage curiosity, creativity, and exploration in all areas of development. Thanks to your generous support, **we welcomed nearly 170,000 individuals to the Museum in 2024, 33% of whom participated in subsidized attendance programs.**

At the same time, we recognize that not all children have equal access to early learning opportunities. The Museum is committed to being a place where all families feel welcome, and in 2024, we were proud to serve a record number of visitors through our Special Admissions Fund, which helps ensure more children can benefit from the power of play.

Thank you for believing in our mission and supporting our community's littlest learners. You are helping to shape the next generation - one playful moment at a time.



A stylized, handwritten signature of Tina Quealy in a light yellow color.

Tina Quealy
CEO

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Mission

Inspire all children to wonder and explore their world through play and innovative hands-on learning experiences.

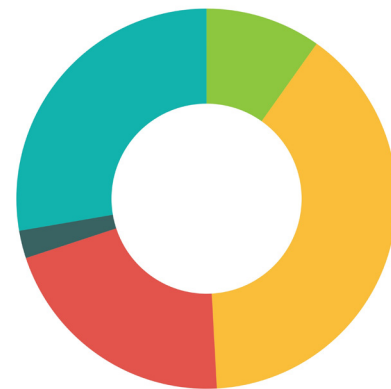
2024 Financial Summary

The following financial data reflects Betty Brinn Children's Museum's 2024 fiscal year (January 1, 2024 to December 31, 2024) as reported in our audit. We practice legal financial management procedures, in conjunction with our Board of Directors and Finance Committee, to ensure proper fiscal operations.

Revenue

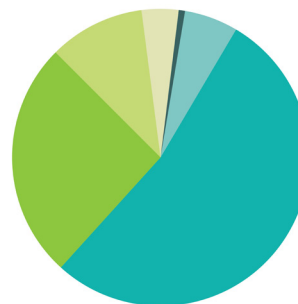
\$3,154,942

- Admissions, Memberships, Programming, and Events: \$1,240,104
- Contributions: \$874,081
- Investment Earnings: \$656,545
- Exhibits for Sale and Rent: \$310,093
- Other Income: \$74,119



Contributions Breakdown

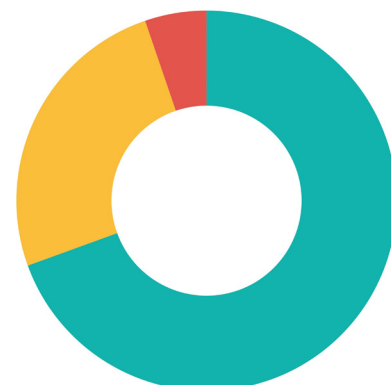
- Foundations: \$465,140
- Individuals: \$225,384
- In-Kind: \$91,274
- Special Events: \$51,183
- Corporations: \$35,100
- Government Grants: \$6,000



Expenses

\$2,908,415

- Program Services: \$2,019,956
- Administration & General: \$736,279
- Fundraising: \$152,180



Highlights of 2024





Hot Lava Grand Opening

Our newest exhibit, *Hot Lava*, takes young explorers on a volcanic adventure where they can design their own lava course using pretend rocks, planks, and wood tiles. This exhibit promotes movement and balance, safe risk-taking, gross and fine motor skills, and encourages teamwork, problem-solving, and collaboration. This exhibit was made possible thanks to the generosity of Debra Altshul-Stark and Brian Stark.

Betty Brinn Children's Museum's Birthday Celebration

We celebrated the Museum's 29th birthday and launched our Amazon Wish List to help refresh the Museum with items used daily. Want to check out our Wish List? Visit bbcmkids.org/donations. Betty Brinn Children's Museum's Birthday Celebration was sponsored by MHS Health Wisconsin, with support from PNC Bank.

Bedtime at Betty Brinn

We introduced our first-ever, signature member event: Bedtime at Betty Brinn! Members enjoyed an after-hours pajama party with special bedtime-themed programming, while enjoying exclusive access to play at the Museum.

Party on the Patio and Gathering of Gratitude

In both July and November, we welcomed supporters and community partners to join us for an evening of stewardship, gratitude and networking. During the events, we highlighted exciting updates at the Museum and recognized our community for their ongoing support.

Outdoor Balcony Refresh

Our exhibits team transformed our outdoor balcony spaces, introducing an outdoor paint wall, greenhouse, and interactive sound garden where kids can explore their creativity, sensory development, and self-expression.

Betty BOO's Spooktacular

Children and families enjoyed a not-so-scary Halloween celebration with special guest artists, glow-in-the-dark slime, and of course, costumes and trick-or-treating!

Cocoa & Claus

We introduced our newest special event: Cocoa & Claus, where children enjoyed an exclusive story time with the big guy himself – Santa Claus!

New Year's Eve at Noon

Children and families enjoyed a beach-themed New Year's celebration at our most popular annual event! At this sold-out celebration, kids joined for a beach ball dance bash and ball drop, along with DIY noisemakers, face painting, and ocean-themed special programming. The event highlighted Milwaukee's own DJ Shawna and was generously sponsored by JP Morgan.

Gift Shop

We closed the year by opening our new Gift Shop to enhance our visitor experience. Families can purchase toys, books, stuffed animals, and educational activities that align with our Museum's exhibits and programming and promote early childhood learning.

Our 2024 Impact

Visitors & Attendance

Nearly 170,000

total visitors engaged in hands-on, unstructured, play-based learning.

4,571

member families enjoyed unlimited annual admission.

1,802

visitors attended sold-out special events, including Bedtime at Betty Brinn, Betty BOO's Spooktacular, Cocoa & Claus, and New Year's Eve at Noon.

95%

of our visitors came from Wisconsin, representing 47 counties, demonstrating broad statewide impact.

960

unique zip codes sent visitors to us in 2024.

49

states throughout the country, Washington D.C., Puerto Rico, American Samoa, the U.S. Virgin Islands, and internationally, visited.

Special Admissions Fund

33%

of guests served by the Museum were supported by our Special Admissions Fund, an increase from 25% in 2023.

10,134

individuals received free admission to the Museum during Community Access Days, thanks to support from Northwestern Mutual.

1,354

families received a discounted annual pass through an Access Membership.

13,275

individuals received discounted daily admission through Museums for All, a 15% increase from 2023.

Field Trips & Curriculum-Based Programs

More than 13,000 students and adults visited the Museum and received educational programming.

More than 16,600 individuals received STEAM-focused programming within 87 local community events through our Wonder Wagon, nearly tripling its impact from 2023.

242 schools, daycares, summer camps, and organizations serving individuals with specific needs attended field trips at the Museum.

50% of field trips were free or reduced-priced for schools serving those with limited incomes, an increase from 44% in 2023.

Community Partnerships

We partnered with nearly **50 local community organizations** to offer educational programming and resources and discounted admission to our families.

We donated nearly **200 family memberships** to support local nonprofit organizations and schools in their fundraising efforts.

Story of Impact

Meet Anali's Family

Anali and her family joined the Betty Brinn Children's Museum as members in 2023, but have been visiting the Museum as guests since 2022. Anali lives in Milwaukee with her three children, ages 9, 9, and 1. Since moving to Milwaukee, Anali shared that her family enjoys visiting local Museums together, and the Betty Brinn Children's Museum is one of their favorites!

"For us, the Museum has helped to teach my children about the different jobs, trades, and places from real life, such as the grocery store, post office, and construction. For our family, playing is very important because thanks to playing, our kids learn. And our children are special. They tell us they love it as they are playing, but as parents, we know how important it is for them. And the Betty Brinn Children's Museum is a great place for them to do just that."



Scan the Code to learn more about Anali's Story.



Thank You to Our 2024 Exhibit Sponsors



**Debra Altshul-Stark
and Brian Stark**

**Jerome J. and Dorothy H.
Holz Family Foundation**

The Teerlink Family



Ways to renew your gift or make a contribution to the Betty Brinn Children's Museum



Mail a Check

Betty Brinn Children's Museum
% Development Department
929 East Wisconsin Ave
Milwaukee, WI 53202



Donate Online

Scan the QR code or visit
bbcmkids.org/donations.



Donate via a Donor-Advised
Fund, Stock/Security
Contribution, IRA Distribution,
or Workplace or United Way
Giving Campaigns.



To discuss these options or
inquire about additional ways
to support, please contact
Emily Lukasek, VP of
Strategic Partnerships, at
elukasek@bbcmkids.org or
visit bbcmkids.org/donations.

Thank you to the following companies, foundations, and individuals for generously supporting the Betty Brinn Children's Museum in 2024

A.O. Smith Foundation, Inc
Amanda & Marco Aliperta
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Rick & Barb Wiederhold
Wisconsin Arts Board
Wispact, Inc
Mary & Steve Witte
Chris and Alison Zeitler

*Additional support provided by
donors who wished to remain anonymous.*

Save the Date

11
OCT
2025

Betty BOO's Spooktacular

A not-so-scary Halloween celebration
filled with fun for the whole family!

20
DEC
2025

Cocoa & Claus

Visit with Santa before his Christmas voyage!
Snap photos, enjoy story time & sip on cocoa.

31
DEC
2025

New Year's Eve At Noon

Ring in the New Year before
bedtime at this family-favorite event.

03
JUN
2026

Be a Kid Ball Gala

Play, explore, and celebrate the Museum
at an evening of fun and fundraising.



929 E. Wisconsin Ave, Milwaukee, WI 53202

414-390-5437 (KIDS)

bbcmkids.org