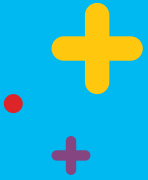
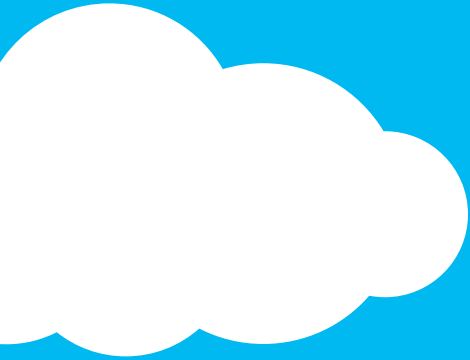


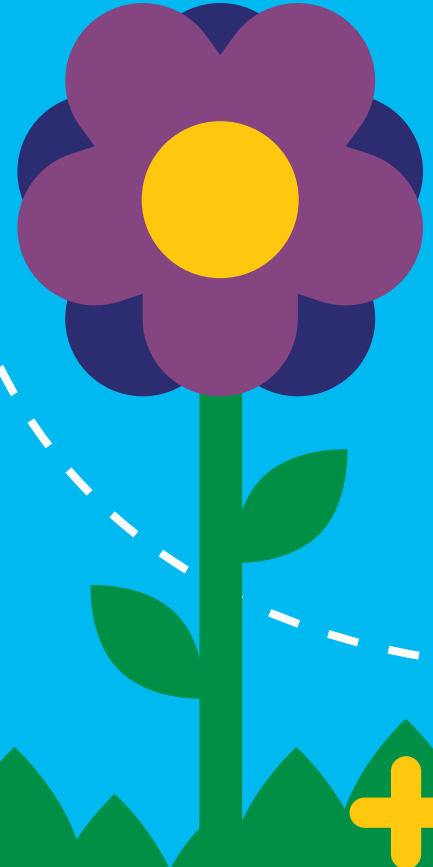


**Muncie  
Children's  
Museum**

*Where it's fun to learn!*



# 2020 IMPACT REPORT



# A LETTER FROM THE DIRECTOR



As we rode the success of 2019 into 2020, we were hopeful for another amazing year of educational programs, interactive exhibits, and fun at the Muncie Children's Museum. We quickly found out that would not be the case. We are thrilled to share in this IMPACT REPORT the resiliency of our mission as our programs and activities shifted quickly to a virtual format or into at-home kits. We strengthened partnerships to continue to provide fun and educational opportunities to children across our community.

I am so proud of our staff for the timely, outside of the box thinking, planning, and execution of a programming schedule which gave families activities to do in the safety of their own home. They also balanced making the Museum safe for families who wished to return when we reopened in July. The staff were asked to do a lot and amazing results followed in such a short time. I hope you are encouraged by and enjoy reading about the accomplishments of the Muncie Children's Museum in 2020.

As with every year that we complete, but especially in 2020, I am so humbled and appreciative of the support the Muncie Children's Museum receives from our donors, members, committee members, volunteers, and friends! I am truly grateful for the guidance and support of the Muncie Children's Museum Board and Advisory Board as we managed constant changes throughout the year.

A handwritten signature in black ink that reads "Kynda J. Rinker".

Kynda J. Rinker  
Executive Director





# VIRTUAL PROGRAMMING: TAKING OUR MISSION INTO HOMES .

When MCM closed on March 17 due to COVID-19, the Museum switched the focus of its social media from promotional information to educational programming. This allowed the mission of the Museum to be expanded into families' homes, so children could take part in FREE educational and interactive opportunities in a safe environment, which for many families was at home. For almost two months Member Monday, Wild Wednesday, Fun

Fact Friday, and Science Saturday provided weekly edutainment. We also worked with health care providers to bring the Children's Health Fair online so families could continue to learn how to keep kids healthy from head to toe. During the holiday season, our spunky and mischievous elves continued their Amazing Elf Adventure on social media. MCM had over 76,000 viewers enjoy this online content between May and December of 2020.

# COVID SUPPORT HELPS MCM'S MISSION

Even after cutting its budget by over \$90,000, MCM needed funding support during 2020 to help make ends meet. Starting in the spring with a \$2,000 grant from the George and Frances Ball Foundation, funds helped with general operating support as staff busily worked to figure out how to pivot its services. First Merchants Bank helped process MCM's Paycheck Protection Program application for over \$33,000 to help maintain staffing. A state Arts, Cultural, and Destination Marketing grant of just over \$26,000 helped MCM continue to cover operational costs as it slowly opened back up. Finally, MCM, as one of 297 selected organizations within the state, received \$10,000 from the Lilly Endowment Youth Program Resilience Fund. These funds helped youth-serving organizations adapt their work to challenges caused by the COVID-19 pandemic. We are so thankful for the organizations that provided COVID relief support to the Muncie Children's Museum!



## A DAY OF PLAY

The year 2020 brought many changes. In efforts to provide events that kept families and staff healthy, A Day of Play was created. A Day of Play was a 5 day event encouraging families to complete 10 challenges. Challenges kept families in their homes doing activities and experiments or taking them out into the community to explore, all with the ability to be outside and socially distant. All supplies were provided and each participant received a t-shirt to add to the fun.

A community was created for the participants to share pictures and videos of completed challenges, and cheer each other on. We had a successful first year with 19 families and 66 participants. This event helped raise funds during a year when our traditional fundraisers were not able to happen. We are excited for A Day of Play to continue in 2021!



# PARTNERSHIPS



As MCM pivoted its programming to continue meeting its mission of providing fun through educational and interactive opportunities for children of all ages, staff realized that strong partnerships would be critical. With funds from the Indiana Arts Commission, MCM created take-home art kits for children. A total of 125 children received kits through distribution at the Boys and Girls Club of Muncie and Ross Community Center. This partnership helped to provide 7 different art activities for families to do at home during fall break.

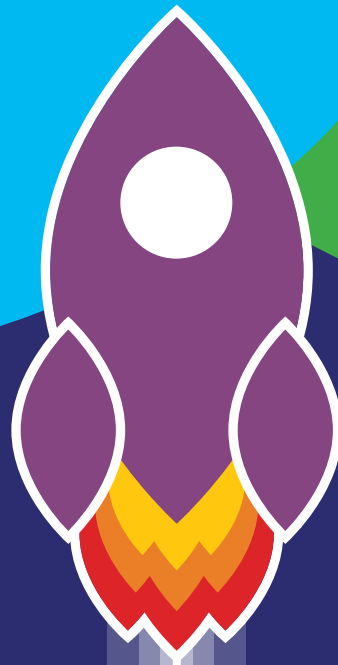


Another new partnership emerged during 2020 with Muncie Downtown Development. As the Christmas season approached, MCM and Downtown Development came together to bring MCM's Amazing Elf Adventure into the heart of Muncie. Over 80 plush elves hung in windows of downtown businesses offering an Elf Scavenger Hunt throughout the month of December. Families could find Elves using an elf tracker and enter to win a prize.



On New Year's Eve, MCM partnered with the 12 children's museums and science centers from Illinois and Indiana to continue its annual tradition of a NYE countdown and celebration. MCM provided a link to a free online NYE Dance Party featuring The Awesome Squad, a children's music group out of Decatur, IL who served up kids' favorite hits. Families were invited to dance before the official countdown to noon! Footage from all participating museums were included in the celebration which shared their unique stories and showed their NYE spirit!

# THE NUMBERS

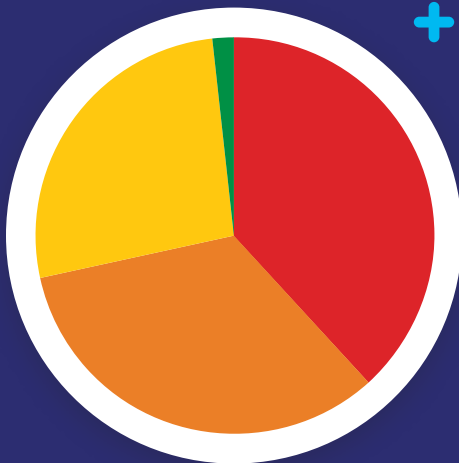


## 2020 INCOME



Earned Income	\$46,056
Endowment Income	\$84,660
COVID Relief (Grants & PPP Funding)	\$70,955
Cash Reserve Usage due to COVID	\$60,282
Contributions	\$44,074
Grants	\$34,340
Memberships	\$ 7,972
Special Events	\$14,932
	<b>\$363,271</b>

## 2020 EXPENSE



Management & General	\$ 139,179
Program/Exhibit	\$120,830
Building Occupancy	\$ 96,944
Special Event Expense	\$ 6,318
	<b>\$ 363,271</b>

**THANK YOU!**

# OUR 2020 DONORS



## ANNUAL CAMPAIGN

### \$5,000 AND ABOVE:

Anonymous, In Memory of Rosemary Ball  
Herbert H. Hamilton  
Charitable Designated Fund  
Jean & Mora Morris Fund for Youth

### \$2,500 TO \$4,999:

Doug & Kay Bales  
Julie Terhune, Robert A. &  
Beverly D. Terhune Fund

### \$1,000 TO \$2,499:

Kenneth & Peggy Briner  
Eric & Sandra Kelly  
Robert Kersey  
J. Richard & Elizabeth Pogue Marshall

### \$500 TO \$999:

Jon & Ashlee Anderson  
Cecil Bohanon & Barbara Alvarez  
Jim & Julie Borgmann  
Linda Boring  
Ryan & Kira Childers  
Dave & Carol Deiwert  
Dave & Deb Heeter  
Richard & Shannie Hughes,  
Jane E. Hughes Education Fund  
Tim & Ann Miller  
Brett & Kynda Rinker  
Steve & Staci Slavin,  
Coldwell Banker Lunsford  
Charles & Claudia Sursa  
Terry & Cheryl Walker  
Tony & Amy Yakos

### UP TO \$499:

Betty Adams  
A.E. Boyce Co., Inc.  
Stefan & Joan Anderson  
David & Joan Bahlmann  
Patrick Burkey  
Linn & Susan Crull  
Wil & Cindy Davis  
Drs. John & Anne Eliades  
Michael & Jackie Findley  
Frederick Family Chiropractic  
Mike & Cathy Galliher  
Holly Haynes  
Gregory & Susan Holbrook  
Rex & Carolyn Kirby  
Thomas & Nancee Kinghorn  
David & Susan Land, In Memory of Laura  
Compton & Muggs Gooden  
Gloria Mantock  
L. Jay & Mary Ann Matchett  
Keith & Elaine Miller

Jon Moll  
Normandy Flower Shop, Inc.  
Josh & Toni Perkins  
Luke & Dianne Philippsen  
Don & Sue Rinker  
Andy & Beth Roberts  
Tom & Pam Smith  
Jenny Smithson  
Sharon Spoerner  
Rod & Sue Tank

## GRANTS AND SPONSORSHIPS:

Care Institute Group  
Clark Insurance Group  
Community Foundation of  
Randolph County  
Estep Burkey Simmons, LLC  
First Merchants Bank  
First Merchants Private Wealth Advisors  
Friends of the Muncie Endurathon  
George & Frances Ball Foundation  
George Insurance Group  
Grinnell Mutual  
Indiana Arts Commission  
Lilly Endowment Inc.  
Meridian Health Pediatrics  
Pat and Bruce Moore Family Fund  
National Endowment for the Arts  
Navient  
The American Electric Power Foundation  
on Behalf of Indiana Michigan Power  
The Delaware Blackford  
Medical Society  
The Delaware County Women's  
Republican Club  
The Suzanne Gresham Center

## IN MEMORY OF SUSAN LAND:

Nancy E. Brown  
William & Juanita Bruns  
Jigg & Bev Cecchini  
Sharon Cox  
Mark & Barbara DiFabio  
Virginia Eglen  
Lance & Mary Jo Estep  
Joe & Tiffany Franks  
Bob & Karen Gaddis  
Bob & Darlene Gildersleeve  
Bob & Beverly Harrold family;  
Scott, Kerri, Kristin & their families  
Larry & Sandy Helms  
Indiana Football Coaches Association  
Indiana Football Coaches Association  
Region 2  
Eric & Sandra Kelly  
Tom & Nancee Kinghorn

Errol & Patricia Klem  
David Land  
Robert & Cindy Lutton  
Dick & Liz Marshall  
Don & Terri Matchett  
Don & Carolann Mikesell  
Steve Mischke  
Bruce & Sandy Moore  
Thomas & Kathryn Morrison  
James & Linda Needham  
David & Connie Osborne  
Partners for Profit  
Tad & Carolyn Perry  
Virg Polak  
Linda Rent  
Family of Robert Robinson  
Paul & Mary Schudel  
Carol E. Seals  
Jim & Marla Suding  
Marla Templeton & Keith Greenwalt  
The Residents of the Woodland Gardens  
Association  
Nancy Umbach  
Terry & Cheryl Walker  
Don & Sue Whitaker  
John & Sandra Worthen  
Leonard & Pat Zeabart

## WOMEN'S GIVING CIRCLE MEMBERS 2020

Kay Bales  
Vicki Gaddis  
Carol Gardner  
Susan Land  
Jamie Love  
Sandra Kelly  
Elizabeth Pogue Marshall  
Kynda Rinker  
Pat Schaefer  
Barbara Schafer  
Marla Templeton  
Julie Terhune  
Sue Whitaker

## IN-KIND DONATIONS

Altrusa International of Muncie, Indiana  
Art Mart  
Belmont Graphics  
Bittersweet Custom Cakes and  
Confections  
Enchanting Party Tales  
Forever Young Children's Boutique  
Muncie Big Lots  
Plant Studio Landscape  
Texas Roadhouse Muncie  
Toys Forever Models & Hobbies  
Watters Heating & Electric  
Whitinger Strategic Services

# OUR STAFF

**EXECUTIVE DIRECTOR:**  
Kynda Rinker

**DIRECTOR OF EXHIBITS & EDUCATION:**  
Marcy Paul

**DIRECTOR OF DEVELOPMENT:**  
Ashlee Anderson

**FACILITIES MAINTENANCE:**  
Mike Flanagan  
Danny Victory

**GUEST RELATIONS COORDINATOR:**  
Laci Hale

**GRANTS ADMINISTRATOR:**  
Barbara Schafer

**MARKETING ASSISTANT:**  
Morgan Gonsoski

**ANIMAL CARE SPECIALIST:**  
Macy Ruse

# BOARD MEMBERS

**PRESIDENT:**  
Kira Childers  
Ontario Systems

**TREASURER:**  
Andy Roberts  
Estep Burkey Simmons, LLC

**SECRETARY:**  
Amanda Roberts  
John Jay & Co.

**EX-OFFICIO:**  
Patrick Burkey  
Estep Burkey Simmons, LLC

Phil Boltz  
Ball State University

Andrew Dawson  
Muncie Power Products

Kathy Herbert  
Ball State University

Susan Holbrook  
First Merchants Private  
Wealth Advisors

Andre Mitchell  
Deliverance Temple  
& General Motors

Josh Perkins  
Plant Studio  
Landscape, Inc.

Audrey Robbins  
Walls Furniture Warehouse  
& Ball State University

Jenny Smithson  
Muncie Community  
Schools & Delaware  
Blackford Special  
Education Cooperative

Amy Yakos  
Ball State University  
& IU Health Ball Memorial

## ADVISORY BOARD:

David Bahlmann  
Jim Borgmann  
Linn Crull  
Dave Heeter  
Walker Marsh  
Dick Marshall  
Liz Marshall  
Bruce Moore  
Terry Walker

Our Staff and Board Members are the backbone to our organization, each representing a different area and diverse background within our community. Their decision making and expertise guides the museum in fulfilling the mission and vision for lasting community impact. Each member believes that our exhibits and programs can have a positive effect in a child's life. These unique individuals work together to help MCM open up a world of discovery for children to explore!

