We are in year three of a strategic plan. As part of that plan we develop three goals to focus on. Let’s take a look at those goals and see where we’ve been, how far we’ve come.

Jane Bard, President

**GOAL #1 DEEPENING IMPACT**
Enabling us to stay relevant and positioning the Museum as a day-to-day resource and touchstone in families’ lives.

**NEW & REFRESHED EXHIBITS**

**COIN MAZE**
Drop a coin and see where it lands! This old favorite was reimagined by the Museum’s Exhibits Director, Mark Cuddy, and revealed in February 2015 thanks to the sponsorship from Holy Rosary Credit Union.

**YELLOW SUBMARINE RENOVATIONS**
The Museum reinvested in the iconic Yellow Submarine exhibit this year. With the help of sponsor Measured Progress and our annual appeal donors and thanks to the creativity of Apex Design, the deep-sea research submarine, also know as Alvin, got a responsive virtual reality underwater landscape upgrade. Now visitors can “drive” through Cashes Ledge off the Gulf of Maine and experience an underwater environment surrounding this visitor favorite.

**NATURALIST STUDY**
This exhibit opened in April of 2015 thanks to a generous gift from the Little Harbor Charitable Foundation. The Naturalist Study is a place where children and families can examine specimens from nature and explore elements from the natural world. Themes have varied with the seasons and have highlighted topics like sharks, ice, shells and turtles.
GOAL #1 DEEPENING IMPACT CONTINUED...
Enabling us to stay relevant and positioning the Museum as a day-to-day resource and touchstone in families’ lives.

INNOVATIVE PROGRAMS

MOSAIC: EXPLORING OUR MULTICULTURAL NEIGHBORHOOD PROJECT
This series of performances and workshops coincided with our Gallery 6 exhibition Music: A Universal Language and highlighted the arts of many different lands. Presentations included traditional Indonesian music and dance, live jazz, interactive percussion, musical theatre, rhythm and dance, and a Mexican mask carving demonstration.

This program was sponsored by the New Hampshire State Council on the Arts.

DENTAL HEALTH MONTH
This inaugural month-long event, sponsored by and presented in partnership with local dentists, brought oral health programs, free toothbrushes, tooth-inspired storytimes and more to our guests and their families.


GOAL #2 EXPANDING IMPACT
Build new relationships that expand our reach with new audiences.

STEM VIDEO CHALLENGES
We created accessible STEM video challenges as a free resource for educators. Each short video is available on our website and focuses on a specific concept, inviting students to try out their own ideas in the classroom or at home.

This project was made possible by the Roger R. and Theresa S. Thompson Foundation.

TRAVELING SCHOOL PROGRAMS
We brought our high-quality, curriculum-based programs right into the classroom with our traveling visits. Pre-K through 6th grade educators can choose from a variety of programs ranging from NH History, Deep Sea Creatures, Our Healthy Earth, Digging Dinosaurs, Simple Machines and Nocturnal Animals.

FUN FACT
Since the Museum moved to Dover in 2008 we have welcomed over 600,000 visitors - from every town in New Hampshire, every state in the country, and every continent in the world - except Antarctica!

TAKING IT ON THE ROAD

1,401 Number of children attending a Library Outreach Program, led by Museum Educators throughout the state. This represents an 80% increase since we began this program in 2011.

93,647 Total number of people served by the Museum. Families from over 280 towns in NH visited the Museum this year.

In Fiscal Year 2014-2015:
GOAL #2 EXPANDING IMPACT CONTINUED...
Build new relationships that expand our reach with new audiences.

REACHING NEW AUDIENCES

![Image](https://via.placeholder.com/150)

Number of guests who visited using the **EBT $1 admission program**, Museum InReach program, Dollar Deal Night or Funded Admission Partnerships. That’s 28% of our entire attendance.

### FUNDED ADMISSION
Number of Social Service Agencies who receive free admission passes to the museum for their clients through our Funded Admission Program.

| A Safe Place | Community Action Program of Stratham County | International Institute of NH Lakes Region Community Services |
| Big Brothers Big Sisters of the Greater Seacoast | Community Health & Hospice, Inc., Community Partners, Early Supports and Services | My Breast Cancer Support.org |
| CASA | Cross Roads House Division for Children, Youth & Families | My Friend’s Place, New Generation, Inc. |
| Casey Family Services | Dover Children’s Home Families First | One Sky Community Services |
| CHAD (Children’s Hospital at Dartmouth) | Head Start, Rockingham Community Action | Operation Blessing Partners in Health |
| Wentworth-Douglass Hospital | Pine Haven Boys Center | Reach for the Top Therapy Services |
| Child Advocacy Center of Rockingham | Child and Family Services | Richie McFarland Children’s Center |
| County Child and Family Services | Community Action | Seacoast Community School |
| | | Seacoast Family Promise |
| | | Seacoast Mental Health Center |
| | | Seacoast Young Life |
| | | Seymour Osman Community Center (SOCC) |
| | | Southeastern NH Services |
| | | Southern NH Services, Nashua |
| | | Southern NH Services, Portsmouth Adult Education Program |
| | | Starlight Children’s Foundation |
| | | Strafford County Child Advocacy Center |
| | | Strafford County Department of Corrections Family Reception Center |
| | | Table of Plenty |
| | | Waban Projects, Inc. |
| | | Young Life |
| | | Community Action Program of Strafford County |
| | | Community Health & Hospice, Inc. |
| | | Cross Roads House Division for Children, Youth & Families |
| | | Dover Children’s Home Families First |
| | | Head Start, Rockingham Community Action |
| | | International Institute of NH Lakes Region Community Services |
| | | My Breast Cancer Support.org |
| | | My Friend’s Place, New Generation, Inc. |
| | | One Sky Community Services |
| | | Operation Blessing Partners in Health |
| | | Pine Haven Boys Center |
| | | Reach for the Top Therapy Services |
| | | Richie McFarland Children’s Center |
| | | Seacoast Community School |
| | | Seacoast Family Promise |
| | | Seacoast Mental Health Center |
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| | | Southern NH Services, Nashua |
| | | Southern NH Services, Portsmouth Adult Education Program |
| | | Starlight Children’s Foundation |
| | | Strafford County Child Advocacy Center |
| | | Strafford County Department of Corrections Family Reception Center |
| | | Table of Plenty |
| | | Waban Projects, Inc. |
| | | Young Life |

### BUSINESS MEMBERS, SPONSORS & GRANTORS

**EVENT & PROGRAM SPONSORS**
- AARP
- Alexander Technology Group
- Appledore Medical Group
- Avery Insurance
- BAE Systems
- Bank of New Hampshire
- BerryDunn
- Bob’s Discount Furniture
- Bottomline Technologies
- Burns, Bryant Cox, Rockefeller & Durkin
- Center for Assessment
- Children’s Dentistry of Cochecho Valley
- Chinberg Properties
- Cochecho Family Dentistry
- Collins Dentistry
- Construction Services of New Hampshire
- ConvenientMD
- Delta Dental
- Daniel H. DeTolla Dental
- D. F. Richard
- Dover Auto World
- Dyn
- Ralph Ergas DMD
- Eastern Propane
- Evelyn Bryan
- Federal Savings Bank
- Fidelity Investments Formax
- Garrison Medical Group
- Hannaford Foundation
- Heartland Dental
- High Liner Foods
- Hiltunen, Nash & McGuire
- Hire Alliance
- Holy Rosary Credit Union
- Intelitek
- J.D. Howard Dental
- Kennebunk Savings Bank
- Kingswood Leasing
- LaFesta Brick & Brew
- Leone, McDonnell & Roberts
- Little Steps Early Learning
- Louis Clarizio Dental
- Madison Resource Funding
- Maker Media
- McLane Law Firm
- New Hampshire Distributors
- Northeast Credit Union
- Optima Bank
- Piscataqua Savings Bank
- PixelMedia
- Prime Buchholz People’s United Bank
- Portsmouth Regional Hospital
- Procter & Gamble
- Relco
- ReVision Energy
- Rowley Agency
- Seacoast Endodontic Dentistry
- Seacoast Orthopedics
- Shaheen & Gordon P.A.
- Sig Sauer
- Sofit Shoe
- Sprague
- Stonyfield Farm
- TD Bank
- Turbocam
- Vigilant Capital
- Weathervane
- Willem Verweij
- William J. Devaney Dental

**FUN FACT**
The number of our new partnerships (Business Members, Sponsors & Grantors) increased by 13% this year!

**GRANTS**
- Abbie Moseley Trust
- Abraham Burtnam Charity Trust
- Arthur Getz Charitable Trust
- Bank of America Foundation
- The Jack & Dorothy Byrne Foundation
- Cogswell Benevolent Trust
- Eastern Bank
- Georgia-Pacific
- Lincoln Financial Foundation
- Little Harbor Charitable Foundation
- New Hampshire Charitable Foundation
GOAL #3
Building a firm foundation through policies and initiatives that express best practices and help the museum to invest resources to ensure long-term sustainability.

FINANCIAL STATEMENT 2014-2015

Unrestricted Net Assets

<table>
<thead>
<tr>
<th>REVENUE &amp; PUBLIC SUPPORT</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions</td>
<td>$334,767</td>
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<tr>
<td>Memberships</td>
<td>$178,867</td>
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<tr>
<td>Grants and sponsorships</td>
<td>$71,550</td>
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<tr>
<td>Fundraising events income</td>
<td>$218,115</td>
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<tr>
<td>Museum programs</td>
<td>$71,550</td>
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<tr>
<td>Contributions</td>
<td>$64,249</td>
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<tr>
<td>Merchandise</td>
<td>$15,356</td>
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<tr>
<td>Donated goods and services</td>
<td>$148,996</td>
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<tr>
<td>Miscellaneous income</td>
<td>$7,476</td>
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<tr>
<td><strong>Total unrestricted revenue &amp; public support</strong></td>
<td><strong>$1,121,018</strong></td>
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</table>

Temporarily Restricted Net Assets

<table>
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<tr>
<th>Grants and sponsorships</th>
<th>$107,940</th>
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**Total revenue & public support**

$1,228,958

EXPENSES

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<th>Support Services</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Museum programs and exhibits</td>
<td>$798,582</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>$310,311</td>
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<tr>
<td>Fundraising</td>
<td>$186,275</td>
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</tbody>
</table>

**Total expenses**

$1,294,970

ACCESSIBLE ENTRY AND BATHROOM DOORS INSTALLED

Thanks to a grant from the Horne Family Foundation, a new key-pad entry system was installed for the Museum’s front entryway doors, as well as three restrooms.

BOARD OF DIRECTORS

The CMNH Board focused on restructuring and reinvigorating Board Committee responsibilities, membership, and priorities for the coming year. By year’s end, the board also revised and adopted refreshed bylaws.

Joan Marchessault, Chair
Tiffany Melanson, Vice Chair
Carolyn Cloutier, Treasurer
Delise West, Secretary
Jason Kroll, Member at Large
Ava Beaulieu, Member at Large
Briana Coakley
Kevin Donovan

Brian Fecteau
Marc Goodman
Greg Johnson
Sarah Lavoie
Rebecca Loehr
Jennifer McConathy
Jonathan Shapleigh
Diane Stowell
Susan Wolowitz

STAFF

All current staff represents over 172 years of combined service to the museum.

Dear Children’s Museum,

Thank you for letting us go on a field trip for free. My favorite part was the mind ball, kichen, and submarine.

Sincerely, Zachary