

PEORIA



Children's Museum

# Peoria PlayHouse Children's Museum

A Peoria Park District Facility

## 2017 Impact Report

PeoriaPlayHouse.org



Dear Friends,

Every day at the Peoria PlayHouse Children's Museum, we see the transformative power of play. We see children learning to share and collaborate; gaining the skills to become innovators, carpenters, and artists; encountering new people, cultures, and ideas; and developing new skills and areas of curiosity. Our community is becoming richer and changed for the better by the simple idea of play.

This past year, **your contributions, both concrete and intangible, transformed so many of our visitors.** Parker learned independence through playing at the PlayHouse. Jackson has learned to share and play with others. Zoe, a Messy Masterpieces Summer Camper, was inspired to make her own "gallery" at home for all of her artwork. Nora, a Cadette Girl Scout, collaborated with the PlayHouse to create the PlayHouse Little Free Library. Laurie, one of our volunteers, met a little boy at the PlayHouse on a field trip who told her, "I've never seen anything like this in my whole life. All of this makes me so happy."

But this is just the beginning. We look forward to working with you, our respected partners and collaborators, to ensure the PlayHouse continues to have a profound impact on the community. Your support in 2017 enabled us to provide innovative ways to engage children in play, develop a community of makers, ensure access to all families, and inspire curiosity. Highlighted on the next two pages are the results that we, **together**, achieved.

**I invite you** to become a Supporter Level Member or make a donation of any size in order to transform the next Parker, Jackson, Zoe, or Nora. Together, we are building a resilient community founded on the power of play.

Best wishes,



Rebecca Shulman Herz  
Director, Peoria PlayHouse Children's Museum



## MISSION

The Peoria PlayHouse Children's Museum provides children with the tools and inspiration they need to be explorers and creators of the world. We do this in part through understanding, supporting, and promoting play in the fullest sense of the word, one that includes imagination and creativity.



Mitch's family heads to the PlayHouse every week: "Our daughters typically ask about it after church on Sundays. It has become a wonderful tradition and I am very thankful for that." Within the PlayHouse the children have their play traditions as well: one-year-old daughter Harper runs immediately back and forth across the musical bridge. Three-year-old Hadley heads to the Motion Commotion exhibit as soon as she hears the music coming from that area, rushing to catch as many colorful balls as she can.

## The PlayHouse engages children in play.

**Play is crucial to children's emotional, social, cognitive, and physical development.**

- Our 6 exhibits received 77,800 total visits, including 42,928 children in 2017.
- Bradley University student Caitlyn Jezowit conducted research demonstrating a positive correlation between perceptions of the value of play and parental engagement in supporting learning through play.
- Staff and volunteers received training in strategies for facilitating learning through play.



## The PlayHouse provides children with the tools they need to become makers.

**Maker experiences help students to innovate, become self-directed learners, and understand their ability to make change in their world.**

- Our Real Tools exhibit received an \$87,567 grant from IMLS which supports research, evaluation, staff training, and improvements to the exhibit.
- 13,390 visitors spent time in Real Tools.
- We added cardboard cutters, hole saws, and chisels to our Real Tools exhibit.

Barb visits the PlayHouse regularly with her two grandsons, ages 4 and 7. She says the oldest, Jeffrey, would stay in Real Tools all day if he could! Barb loves the atmosphere created by the staff and that the kids get to use tools that they would normally not be allowed to handle. She and her grandkids are inspired to keep making even after they leave. Barb now collects recyclables for them to use at home. Barb has learned from the Real Tools exhibit, too. She has learned to step back and allow her grandkids to solve their own problems. She recalled watching Jeffrey build a house made out of straws. Barb was convinced it would not stand up, but chose to allow him to work through it on his own, and not only did the house stand up, but Jeffrey still has it.

## The PlayHouse cultivates curiosity.

Curiosity is essential for science, art, engineering, and many other pursuits. People who are curious about even one thing are better learners overall.

- We welcomed 5,593 students on field trips, and launched an electricity-based field trip program partnering with Peoria Public Schools, Ameren, and ISEIF.
- 231 Homeschool students learned about science, engineering, math, and agriculture through bi-monthly programs.
- Over 700 children ages 1-3 discovered and engaged with PlayHouse exhibits, musical instruments, and art materials during Tot Time programs.

## The PlayHouse provides access to all.

Kindergarteners who visit museums with their families have been shown to do better in school, exhibiting stronger test scores even four years later.

- Our Explorer Program, providing free admission and reduced price memberships to low-income families, grew from 15 families on January 1, 2017 to 345 families in December 2017.
- The Explorer Program is aligned with the Association of Children's Museums' Museums For All Initiative. This collaboration allows us to accept WIC and Link card holders into the program and share data with partners across the country.
- 27 camp and program spots were filled by scholarship and Explorer Program participants in 2017.

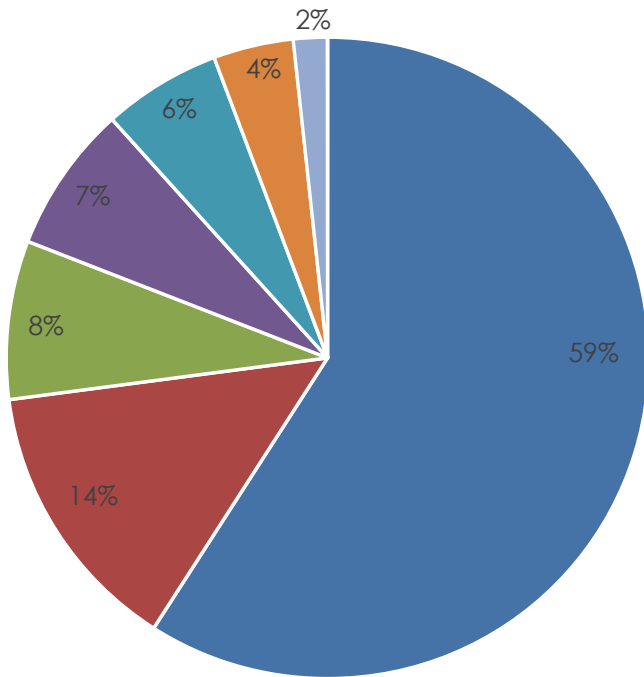
Johanna and her 5-year-old daughter, Amelia, attended a Maker Workshop where they made sculptures. Johanna enjoyed watching Amelia experiment and make creative choices. At Amelia's school art projects are very directed, instead of open ended. Johanna was happy to see Amelia enjoying the freedom of trying out her sculptural ideas, and told us, "Amelia wants to go to all of the Maker Workshops now."



One parent came into the PlayHouse with her two young children, but when she saw our standard admission and membership prices she looked disheartened. She asked about special programs or admission assistance and a staff member told her about the Explorer Program. She signed up on the spot, visited two more times in the same week, and bought a membership at the reduced rate the following week.

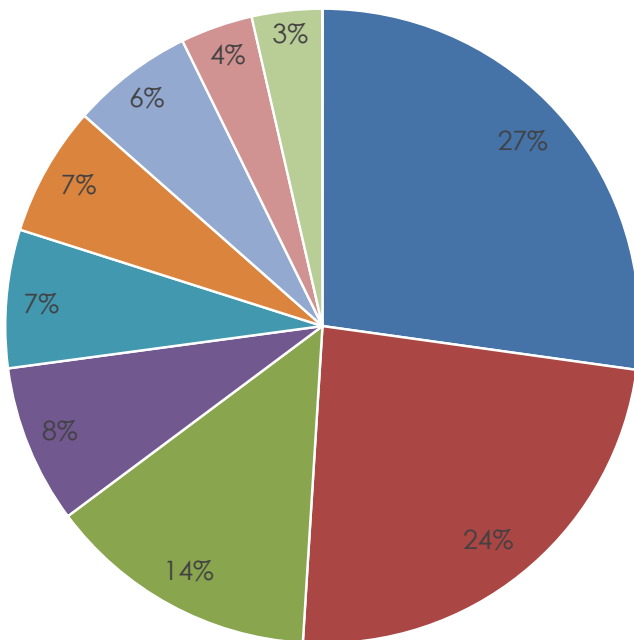


# 2017 Expenditures - \$698,106.04



- Staff - \$412,617.07
- Administrative Expense - \$96,414.93
- Facility and Exhibits - \$55,734.26
- Supplies and Equipment - \$51,672.94
- Marketing and Promotion - \$41,525.28
- Utilities - \$28,152.39
- Fundraising - \$11,989.17

# 2017 Revenue - \$698,106.04



- Memberships - \$189,867.50
- Admissions - \$166,029.07
- Park District Tax Revenue - \$96,471.44
- Donations - \$56,339.83
- Grants - \$49,133.07
- Events - \$46,088.33
- Rentals - \$43,501
- Programming - \$25,684.80
- Retail - \$24,991



# 2017 PlayHouse Supporters

Thank you to the organizations and individuals who donated during 2017

## INDIVIDUALS

### \$1,000 and above

Anonymous  
Polly Barton  
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Illinois Science & Energy Innovation Foundation (ISEIF)  
Institute of Museum and Library Services (IMLS)  
The Monticello College Foundation  
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### \$5,000 - \$9,999

Caterpillar Foundation  
CEFCU  
Just Kidz Dentistry  
Roth Armstrong Hayes Foundation

### \$1,000 - \$4,999

Alpha Media  
Ameren Illinois  
Community Foundation of Central Illinois  
Communication Junction  
Greater Peoria Economic Development Council  
Growing Smiles Pediatric Dentistry  
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Illinois American Water  
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Martin One Source  
McDonald's of Peoria and Bartonville  
The Cookery

### \$500-\$999

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Peoria Disposal Company  
Walmart  
Williams Brothers Construction Company

### \$100-\$499

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Kellehers Irish Pub & Eatery  
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*Just Kidz Dentistry*  
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*CEFCU*  
Lisa Vondale  
*Community Volunteer*

**Thank you to all our volunteers  
and to those community  
members who have donated  
materials to Real Tools.**