Greetings from the PlayHouse!

Since joining the PlayHouse in July of 2022, I’ve been grateful for the warm and welcoming PlayHouse community. This past year, we focused on engaging all children and their families, to be as inclusive as possible. I’m happy to report on the PlayHouse achievements during this time.

Our programming expanded greatly to support all kids of all ages in the Peoria Community. We began our Adaptive Learning Nights and Parent and Baby Socials in order to support kids of all ages and abilities and their caregivers. We worked diligently with other organizations for our cultural, outreach, and wellness programs. Thanks to our community partners, we were able to celebrate Tu Bishvat, Black History Month, Dia de los Ninos, and more.

Taking our goal to the next level, we added a “Foster Family Membership” at a reduced rate for any licensed Foster Family residing in Illinois. We were also able to increase our Explorer Memberships, which support lower-income families, from 290 in 2021 to 585 in 2022.

In addition to all of our progress toward the Peoria community, we were able to improve a lot of our amazing exhibits and add some new ones. We were honored to display Gabriel Beatty’s collection of rocks, fossils, shells, and arrowheads! In November, we were able to add a light wall outside of our Sci-Lab. Everything we’ve worked on in our exhibits has been for our community and we’ve loved your unwavering support and investment in the explorers and creators of tomorrow.

I’m beyond grateful for all of our advisory board members, donors, community partners, volunteers, and members that have supported the PlayHouse mission. Whether you attended a fundraiser, donated online, or spread the word to the community about the PlayHouse, we recognize the special effort you made to help us serve children. I’m beyond excited to see the PlayHouse continue to grow, support and inspire the next generation.

Sincerely,

Melissa Sierra, Director
Peoria PlayHouse Children’s Museum
We PLAYED Like Never Before

Entering the 2022 year, we were ready to hit the ground running with new programs. The PlayHouse administrative team came together to discuss new programming that would further reach the Peoria community.

In the fall, we hosted our first Parent and Baby Social. With Family Connects of Illinois, we have provided a welcoming space for new caregivers and their babies. Our Parent and Baby Socials is now a free regular program held every Thursday from 9:30 to 11:30 am.

Then, we looked at ways to be more accessible to children of all abilities. Our Adaptive Learning Nights became the talk of the town by featuring dimmer lights, less noise, and sensory toys. We transformed this program for the 2023 year and created “Sensory Inclusion Nights” that take place biweekly on Thursday from 4:30 to 6:00 pm.

12,119 Program Participants
90 Free Programs
68 Paid Programs
The PlayHouse believes in community and collective strengths. Our collaborations with local therapeutic service providers and experts are committed to providing accessible programming, an ongoing support system, and an active community of advocacy and education to all. We proudly embrace children of all needs and abilities and their families.

This past year, the PlayHouse had the opportunity to form meaningful community relationships. Our partnerships allowed us to support the Peoria community on a greater level and cater to all groups of people. We’d like to thank all of our community partners for this past year, including:

- Association of Latin American Students
- Bradley University
- Family Connects Illinois
- Islamic Center of Peoria
- Islamic Foundation of Peoria
- Jewish Federation of Peoria
- Kappa Alpha Psi
- Peoria Chinese Association
We UPGRADED Our Exhibits

The PlayHouse had several small editions to our exhibits, such as bookshelves in each exhibit, birdfeeders, and Keva Creations.

In addition, we made major updates to Motion Commotion and the Sci-Lab. In Motion Commotion, we replaced our large ball baskets with smaller ones to ensure younger children can participate in the fun! We also added a Plinko wall as well as aluminum roller tracks for more exciting play. In the Sci-Lab, we replaced the Duplos with Tegu blocks allowing for larger creations.

The most exciting update to the PlayHouse was our new Light Wall outside of the Sci-Lab. Our new Light Wall helps children experiment, explore, and play with the different properties of light, like how light can split into different colors using prisms.

54,850 Visitors
11,500 Visitors to Real Tools
7,850 WIC/LINK Visitors
KID SPOTLIGHT: Gabe Beatty

The Peoria PlayHouse Children’s Museum had the honor of featuring Gabriel Beatty’s rock collection in Fossils Rock during the 2022 year.

Gabe began his collection at Tanner’s Orchard, where he found arrowheads. Soon after, he began going on nature walks and beaches to find more for his collection. His collection includes many types of rocks, fossils, minerals, and shells. His favorite part of his collection looks like a quartz rock with a shimmery crystal inside.

The PlayHouse thanks Gabe and his family for their contribution to our museum.
Our Membership FAMILY Grew BIGGER than Ever

The PlayHouse is committed to giving every child the opportunity to be an explorer and creator of the world. In 2022, we added our Foster Family Membership, which gave children, regardless of circumstance, the opportunity to learn and play.

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>2021</th>
<th>2022</th>
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<tbody>
<tr>
<td>Basic Family</td>
<td>1,067</td>
<td>1,094</td>
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<tr>
<td>Premium Family</td>
<td>264</td>
<td>248</td>
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<tr>
<td>Basic Grandparent</td>
<td>146</td>
<td>137</td>
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<tr>
<td>Premium Grandparent</td>
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<td>Explorer</td>
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<td>585</td>
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<td>Foster Family</td>
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<td>9</td>
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<tr>
<td>Supporting/VIP</td>
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<td>8</td>
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<tr>
<td>Organizational</td>
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<td>4</td>
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<tr>
<td>Staff</td>
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<tr>
<td>Coach</td>
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<td>Total Memberships</td>
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# Finances

## Expenses

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<th>Category</th>
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<td>Staff</td>
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<td>Administrative</td>
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<td>Supplies and Equipment</td>
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<td>Facility and Exhibits</td>
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<td>Marketing and Promotion</td>
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<td>Utilities</td>
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<td>Fundraising</td>
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<td><strong>Total Expenses</strong></td>
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## Revenue

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<td>Rentals</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>$798,867.42</strong></td>
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THANK YOU 2022 SUPPORTERS!

Thank you to all our supporters in 2022! We could not exist without you. Our corporate and foundation partnerships are something we value and are grateful to join forces to create a special and unique place for the children of Peoria. And to our individual donors, we thank you for showing your support and are humbled by your generosity.

Please inform us of any errors or omissions found by contacting us at PlayHouse@PeoriaParks.org or (309) 323-6900. Again, thank you from the bottom of our hearts for being a part of the PlayHouse family.

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