WONDERSCOPE FOR ALL
Wonderscope’s mission is to spark a lifelong love of learning through the power of play.

We provide fun, dynamic exhibits and programs that integrate STEAM (Science, Technology, Engineering, Arts and Math) learning for children eight years of age and younger, their parents, caregivers and teachers.

Learn*Play*Grow communicates our belief that children learn best through play and that fun, imaginative hands-on learning, can help them grow to their fullest potential. Interactive learning experiences with family and friends engage children’s natural motivation to learn and discover their world.

On any given day hundreds of parents and children walk through our doors to explore, discover, create and learn through play. With all these visitors, we know that there are still families who have not or cannot experience the joy that is Wonderscope. So, during 2018 we focused on how we can make the museum financially accessible to as many friends as possible. We wanted to clear the way so that every child had the opportunity to spark a lifelong love of learning through the power of play!

For many years we have provided a scholarship for Title 1 schools for field trips to Wonderscope. Last year we expanded that fund to include subsidized memberships for low-income families. We joined the national initiative led by the Association of Children’s Museums – Museums for All. This initiative strives to engage families to develop a lifelong love of museums by making admission affordable. At Wonderscope, any family in receipt of EBT, SNAP or WIC benefits can visit the museum for $3 per person for up to six people. We continue to be part of the Blue Star Program, offering free admission to our military families through the summer and discounted the rest of the year. During the federal government shutdown, we opened the doors of the museum to federal employees and their families with free admission!

In addition to these programs, we also launched our Road to Readiness, a kindergarten readiness program that is free of charge. This is a comprehensive readiness program utilizing the DRDP (Desired Results Developmental Profile) assessment tool to help families make sure their child or children are ready to find success when they start school.

All of these new initiatives coupled with our daily programs are providing children with unique opportunities to learn. These are all made possible as a direct result of your support, generosity, and belief in our work and our mission. We are grateful to each of you for believing in the power of learning through play and for supporting our next generation of leaders and influencers.

The coming year will bring lots of celebrations to Wonderscope; our 30th Anniversary, construction beginning with our new place for play and so much more.

At Wonderscope, there is always so much more to come!

Roxane Hill
Executive Director
An important goal at Wonderscope is ensuring that all children and families may attend the museum no matter their ability to pay. Through special membership and admission programs, we are committed to accessibility and diversity. The Wonder Fund is a donor-supported program that allows families who meet federal poverty guidelines to qualify for reduced annual memberships. In addition, Title I schools in Cass, Jackson, Clay and Platte counties in Missouri and Johnson, Wyandotte and Leavenworth in Kansas are eligible for Wonder Fund field trip assistance.

Launched at Wonderscope in July, Museums for All is a national initiative sponsored by the National Endowment for the Arts and the Department of Defense. It allows underserved families on public assistance to visit museums, such as Wonderscope, at a reduced price.

We also recognize the importance of supporting military families with discounted and free admission programs. On Veteran’s Day and from Memorial Day through Labor Day, more than 1,530 active duty military personnel, Blue Star members and their children received free admission to Wonderscope.

*"We the kids of Wonderscope believe that ALL kids are equal and deserve a safe place to learn, play and grow.*
As a part of the capital campaign to build “A New Place for Play,” Wonderscope held a ceremonial groundbreaking on March 19 that quickly became the buzz around town. The festive event included Mizzou Forte choir; children with hardhats and shovels, symbolizing Wonderscope’s mission of sparking a lifelong love of learning through the power of play; Kansas City Missouri Mayor Sly James and other public officials; and board members and volunteers.

At year-end, Wonderscope has reached the three-quarter mark to raise $15 million. Thanks to a generous matching gift of up to $4 million by the Regnier Family Foundation, Wonderscope is closer than ever to building a premier children’s museum.

The museum’s new home will feature leading-edge exhibits housed in interactive spaces with a more fluid floor plan. An outdoor exhibit space will expand the diversity of experiences for visitors. Focusing on STEAM experiences, the environment will foster children’s creativity and confidence with parents and caregivers learning right along with them!

**STEERING COMMITTEE**

Thank you to the following volunteers for their leadership:

- Bob Regnier, Chair
- Lauren and Pat Amey
- Kate Bender
- Mary Birch
- Owen Buckley
- Linda Endecott
- Jocelyn Gaddie
- Sylvia Haverty
- Matthew Heimsoth
- Jill Jolicoeur
- Sandy Kessinger
- Patty and Don Kincaid
- Jean Klosterman
- Melinda Mehaffy
- Craig Novorr
- Joe Prenger
- Aaron Siders
While a regular weekly schedule of programming promotes a structured curriculum, this year we pumped-up the pop-up activities to enhance the museum experience and increase the element of surprise. The museum went from offering one or two pop-ups each day to three or more activities per day and significantly increasing the diversity of topics. With each visit, guests experience an opportunity to learn something new and memorable.

Pop-ups, more than anything else, make guest visits to Wonderscope a spontaneous and unique experience. Never knowing what learning activities are in store for that day brings regular visitors back and adds a layer of excitement to first-time attendees. This small group, learning opportunities offer a fun and interesting element of participation between parents and children and allow them to interact with long-running exhibits in new and different ways. For staff, pop-ups provide creative expression and allow them to adapt to Wonderscope’s daily needs as they enhance the guest experience.

Children delighted in dancing down the hallway to the Conga and Limbo dances or stirring up a chemical reaction at Wizard’s Brew in ArtWorks. Longtime favorites include kinetic sand building, the obstacle course in the Wonder Gym, and Little Explorers at the Wonder Why Garden. Even toddlers got into the action with Whisks for Small Wonders where young children were instructed to pick out colorful cotton balls from whisks using their fine motor skills.

Special events throughout the year enhanced the museum experience, cultivating a love for music, performing arts and a lifelong love for learning.

**BATTLE OF THE BOXES**
This year, we introduced Battle of the Boxes sponsored by Lowe’s in July to encourage children and adults to use their creative abilities for planning, design and construction – all major STEAM concepts emphasized regularly at Wonderscope. The event was a big hit as teams of children and adults “battled it out” to build cardboard creations under a time limit. Local judges from McCownGordon Construction and Populous selected a winner and a best of show in three categories: Tallest Structures, Things that Go, and Wearables and Costumes.

**WONDERPALOOZA**
The WonderPalooza Concert Series was back by popular demand bringing children’s musical talent to our young fans at the museum. The Kansas City Symphony, Kansas City Ballet, Theatre for Young America, Allegro Children’s Choir and Mr. Stinky Feet were all featured concerts. As a part of our mission to bring quality programming to all children, the events were free to museum members and included in the price of admission.

**WONDEREVE**
We experienced a record-setting crowd this year at WonderEve, where families could ring in the “Noon Year” by celebrating New Year’s in a safe and kid-friendly place. More than 600 guests played in the museum in the morning followed by a concert by Mr. Stinky Feet. The celebration ended with a countdown to noon, confetti canons and noise makers.
Thanks to the generous in-kind support and volunteer commitment, Wonderscope provides a more enriching experience. Highlights of these partnerships included:

- Associated Wholesale Grocers and Acosta PMI donated new food packaging items for the grocery store area of the Farm to Market exhibit.
- Donutology KC provided monthly cooking demonstrations and free donuts. Wonderscope friends each received a freshly cooked donut to decorate and eat. In addition, they sponsored the Birthday Room, provided donuts for Ultimate birthday party packages, and free mini donuts with a purchase to new and renewing members.
- Nurses from the Pediatric Center at HCA’s Overland Park Regional Medical Center and the veterinary staff at Banfield Animal Hospital visited Wonderscope in the summer months and provided enriching activities for Wonderscope guests as a part of the Summer Wonder Program. In addition, the medical center’s pediatric physicians and specialists write a monthly health blog for our e-newsletter.
- Kansas State Research & Extension and the Master Gardeners continued to maintain the Wonder Why Garden to help teach children about plants and foster a love of nature.
- KCPT-TV produced a public service announcement about Wonderscope that aired on KCPT Kids.
- The Independent provided year-round editorial and advertising space for Wonderscope to share news and promote events.
- Kiewit Power came on board this year by sponsoring the water tower displays in the H2Oh! exhibit.
- Lowe’s donated the cardboard boxes and other materials for the new Battle of the Boxes event.
- Pruitt Home Services and Regents Flooring helped upgrade the Raceways and Farm to Market exhibits by installing wood laminate flooring and donating the carpet respectively.
- Student volunteers from Cristo Rey, Shawnee Mission North and Pembroke Hill helped with programming and exhibit maintenance.
Kindergarten is a significant milestone for any child and family, and at Wonderscope, we want to be the learning partner for all families. In August, we launched "Road to Readiness," a new program designed to prepare children for kindergarten using a customized curriculum with a series of intentional Wonderscope learning experiences for children and their parents who attend the museum regularly.

Developed by our Education Committee, which is made up of early childhood educators, therapists and administrators, and staff, the program utilizes the Desired Results Developmental Profile (DRDP) – an assessment tool that focuses on the acquisition of knowledge, skills, or behaviors and is a development continuum from early infancy to kindergarten entry.

The program is comprehensive and yet can be completed in as little as eight weeks. It is divided into eight sections identified by each Wonderscope exhibit. We carefully aligned each component with DRDP domains in a colorful, easy to follow booklet that allows parents to capture activity, through pictures, drawings or examples of work that ultimately becomes a comprehensive portfolio of the child's progress. At the completion of the program, Wonderscope will host a “graduation,” where children receive their diploma and school supplies for the first day of kindergarten. Parents also have the Road to Readiness booklet completed with their child’s work.
REVENUE AND EXPENSES

2018 FINANCIAL REPORT

Wonderscope, like all non-profits, relies on a variety of funding sources to continue providing the many learning opportunities for children and families.

During 2018 the focus was on increasing memberships, attendance, field trips, and birthday parties while improving programming efforts and programming quality.

For every non-profit finding a strong balance between contributed and earned revenue is an ongoing focus together with keeping tight controls on administrative and fundraising costs.

2018 brought continued growth for Wonderscope. We saw steady growth in memberships, attendance, and contributions. We welcomed many volunteer groups and in particular, a great partnership with Lowe’s.

In the coming year, as Wonderscope prepares to commence construction on its new building, the focus will be to increase individual, corporate, and foundation giving. In concert with the growth in contributed funds, increasing earned revenue will also be tackled with increases in attendance and membership. These increases will position Wonderscope to move to the larger space and increased attendance with success.

NOTES ABOUT 2018

Revenue – In 2018, we expanded the WonderFund, joined Museums for All, and launched a new kindergarten readiness program. Grants from foundations supported all programs. The majority of exhibits now have corporate sponsors that have and will continue to provide opportunities for upgrades and additions.

Expenses – Expenses in 2018 reflected the many upgrades made to the museum and the exhibits. In addition, additional staff was added to provide more educational programming opportunities.

REVENUE TOTAL

Earned Revenue . . . $340,991.00
Contributed . . . . . . $1,097,688.00

Total . . . . . . . . . . . . $1,438,679.00

EXPENSES

Programs + Membership $728,739.00
Fund Development . . . . $41,506.00
Administration. . . . . . $231,140.00

Total . . . . . . . . . . . . $1,001,385.00

Thank you

MAJOR DONORS & LEADERSHIP

$50,000+
V&H Charitable Foundation

$25,000 - $49,999
The Stanley H. Durwood Foundation

$10,000 - $24,999
Herb Buchbinder
Ronald D. Deffenbaugh, Sr. Foundation

$2,500 - $9,999
Burns & McDonnell Foundation
Francis Family Foundation
Mariner Foundation Fund
MetroAir
Oppenstein Brothers Foundation
Sam Price Family Foundation
Allison Smith
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$500 - $2,499
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ARC Physical Therapy Plus
ArtsKC - Regional Arts Council
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The Independent
Lowe’s
Eric Newell
Overland Park Regional Medical Center
Pruitt Home Services
Regents Flooring

2018 OFFICERS
Kate Regnier Bender, Chair
Senior Analyst, City of Kansas City, Missouri

Aaron Siders, Chair Elect

Pruitt Home Services
Regents Flooring

2018 FINANCIAL REPORT

You make the dream of Wonderscope a reality.
Thank you!

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Thank you!

WONDER SQUAD
Allison Smith, president
Katie Longhauser, board representative
Lindsay Baker
Lauren Bauer
Lauren Blazar
Kelly Buckley
Emily Fehsenfeld
Betsy Johnson
Megan Marshall
Molly McIntyre
Allison Palmer