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For more information on our sister museum the Fort Bend Children’s Discovery Center visit www.childrensdiscoveryfb.org

Children’s Museum of Houston • www.cmhouston.org • 1500 Binz, Houston, TX 77004
As the Children’s Museum of Houston approaches 40 years of operation, we are recognized as one of the world’s leading children’s museums. More important than this standing is the measurable impact we have on our community as we use each day to fulfill our mission to transform communities through innovative, child-centered learning. This annual report recaps 14 programs and 13 exhibits that are our means to achieve the results your support makes possible. Thank you!

Despite the negative challenges caused by Hurricane Harvey, our operational and financial story continues to be one of success. Over the past 5 years, our total number of visits by year has increased by 26% for an increase of about 4.7% annually. Combining onsite attendance at CMH and at our sister museum the Fort Bend Children's Discovery Center, together with offsite participation in outreach programs, we served 1.3 million this past year. More than 30% of onsite visits are non-paid through provision of free admission tickets to constituents of 980 social service agencies serving low income families. In addition, families participating in CMH outreach programs throughout the year did so at no cost to them at over 430 locations. Overall visits and participation reflect Houston's area demographics: 48% Hispanic/Latino, 23% African American, 21% Anglo American and 7% Asian American. Our highest impact is occurring in the lowest income communities.

Financially, while affected by Harvey, our five-year story remains positive. Annual revenue grew 5.3% per year as a result of earned and contributed income. Net income has been positive each year. The CMH Balance Sheet has strengthened with Endowment growing 6.0% per year, and the Board Designated Reserve growing 12.4% per year, all the while maintaining strong Working Capital and zero Debt balance. This year Steve Daniel, CMH Board member and VP of Strategic Planning on our Executive Committee, led the process to study CMH’s impact and priorities for our strategic plan update. Extensive data and feedback from community voices, CMH members and program participants, partner organizations, educational leaders, elected officials, corporate and foundation donors, and other board members informed this work.

The consensus confirmed that CMH is well positioned to address important expectations and needs of our community as we enter our next decade. CMH is considered a pioneer in personalized, out-of-school learning. CMH creates powerful learning experiences that access hard to reach populations (physically and emotionally); and CMH is effectively multi-cultural and multi-lingual. CMH has proven results in reaching and promoting positive parenting skills. CMH levels the learning playing field by providing essential resources in locations that are typically resource constrained. CMH is a trusted place. The plan for CMH’s future is a 10-year road map to ensure these valuable contributions can continue and be extended to reach more families with young children. We owe our sincere thanks to Steve and the others who served on the strategic planning committee for these bold, exciting ideas.

We are also proud to thank the three outstanding individuals who were awarded CMH’s highest recognition for service this year. They are exemplars of the commitment needed to deliver on our mission. It is our privilege to work with them on behalf of the children served by CMH.

Geoffrey H. Bracken  
President 2015–18

William Toomey II  
President 2018–2019

Tammie Kahn  
Executive Director
Addressing Community Needs

COMMUNITY NEED #1
Foster the development of Houston’s significant child population

CMH RESPONSE:
Provides experiential learning through 13 bilingual hands-on exhibits, high quality early education programming and an onsite branch of the Houston Public Library System.

COMMUNITY NEED #2
Increase and support parents’ engagement in their children’s learning

CMH RESPONSE:
Provides 7 different bilingual programs focused on increasing parents’ engagement in their children’s learning. To further CMH’s commitment, the Institute for Family Learning develops and delivers curricula and programs to enhance parents’ roles as their children’s first and most important teachers.

COMMUNITY NEED #3
Provide learning experiences that reinforce and supplement school classroom instruction

CMH RESPONSE:
Offers 7 out-of-school and summer programs to engage students in educational activities that can be tailored to their own learning interests and needs. These programs offer students the opportunity through self-initiated and facilitated projects, educational games and activities to strengthen their science, math and literacy skills.
CMH connects children and families with experiences that they can customize to suit their own learning interests. These experiences are designed to offer foundational learning opportunities, provide parents with the support they need in their role as the first teachers of their children, and reinforce learning that occurs in school. In an effort to ensure the broadest access, the Museum partners with 980+ community agencies that serve low-income communities and develops and delivers exhibits, programming and facilitation in English and Spanish. Equally important are ongoing efforts to remain accessible and welcoming to those with special needs.

COMMUNITY NEED #4
Reduce the effects of poverty on learning

CMH RESPONSE:
Provides 7 bilingual early education programs dedicated to increasing access and engaging low-income children and families. Attendance of 472,000 children and parents was recorded this past year in 430+ community spaces, with free admission and resources provided to the constituencies of 980+ community-based partner organizations.

COMMUNITY NEED #5
Serve a multicultural, multilingual population

CMH RESPONSE:
Provides all exhibits, website, programs and facilitation in English and Spanish. The Museum presents a range of multicultural exhibits and programming that encourages visitor exploration, helping cultivate an understanding and appreciation of the cultural traditions of diverse communities. 60% of the Museum’s public contact staff speak Spanish, the second-language in greatest demand in Houston. All of CMH’s outreach programs can be delivered in Spanish.

COMMUNITY NEED #6
Promote workforce preparedness through the development of 21st century skills

CMH RESPONSE:
Bases exhibits and programming on “Building Blocks” learning objectives that ensure strategic connections between the Museum’s offerings, 21st century workplace skills, and school-based standards. All of the Museum’s exhibits undergo intensive testing and ongoing evaluations to ensure CMH objectives are achieved.
Overview: The Museum facilitates experiential learning with 13 bilingual exhibits, high-quality early education programming, and the operation of an on-site branch of the Houston Public Library. CMH also provides seven out-of-school and summer outreach programs, delivering services at 208 locations where children with the highest levels of need live. This service is supported by strategic partnerships formed with 980+ community-based organizations that include schools, afterschool centers, community centers, low-income housing apartments, health clinics, faith-based organizations, homeless shelters and library branches. Partners bring children and families to the Museum and host our out-of-school and summer programs, reducing barriers to participation and contributing to community revitalization. CMH provides all programming in bilingual (English/Spanish) formats in service to the 38% of Houstonians who use Spanish as their primary language at home and obtain interpreters as needed to serve immigrants from Asia, the Middle East and Africa.

CMH served 742,000 visitors at the Museum in FY18 operating at 16% over annual capacity despite impacts of Harvey on attendance. CMH provided new offerings daily, aligning programming with the theme of each successive WonderWeek and based on standards promoting lifelong learning skills and knowledge acquisition. Every week all year long there were Storytimes in our Parent Resource Library; performances and cultural presentations in the Brown Auditorium; and activities in our galleries and on the Junktion Tables in our John P. McGovern Kids’ Hall.

CMH provides seven out-of-school and summer programs, with attendance of 150,000 in FY18. All of our out-of-school-time programming is provided free of charge to participants. All programming is delivered within collaborations, leveraging relationships with partners who maintain relationships with low-income children who can be most readily engaged at locations close to their homes – including afterschool centers, community centers, healthcare clinics, summer camps, and library branches.

1 A’STEAM provides weekly science and math exploration throughout the school year and serves low-income, predominantly non-Anglo children enrolled in afterschool and early childhood education programs at YMCAs.

Program attendance totaled to 88,000 children in FY18, an increase of 4% as compared to FY17.

A major expansion initiated in FY17 more than doubled the number of locations to 125, with expansion to 154 sites completed at the beginning of FY19. Curricula features 28 project-based activities and experiments grouped into units of four, with each unit oriented to a different aspect of STEAM learning and ranging from topics such as aeronautics to zoology.

OUTCOMES:
Tests results of children in the A’STEAM program increased by an average of 16% across the 2017-18 school year, while the results of a control group decreased by a factor of 20% despite the concurrent impacts of school-based instruction. These results highlighted the need for the hands-on understandings of STEAM concepts that the program provides, grounding “book knowledge” with real world experience. Feedback provided by the YMCA counselors at the end of the school year was also positive, with 97% indicating they were fully satisfied with the training provided by our educators. Counselors found that the A’STEAM program helped their children practice scientific inquiry, develop problem solving and critical thinking skills, and work collaboratively.

2 Houston’s Kids compliments A’STEAM and is performed in collaboration with Alief ISD at seven YMCA afterschool centers with the support of the United Way. The afterschool centers provide 10 hours of programming a week, per site. The program serves children in impoverished areas west of Beltway 8, including some of Houston’s most rapidly increasing low-income neighborhoods of immigrants. FY18 attendance for Houston’s Kids totaled to 6,992, with a slight decrease of 1% as compared to FY17 caused by impacts of Harvey at the start of the school year.

OUTCOMES:
Evaluations indicated that Houston Kids children outperformed those in a control group with respect to STAAR pass rates for reading and math, reading test scores, and math test scores.

Parents (English speaking/Spanish speaking) gave high ratings:

a 90%/96% of parents indicated that they had developed a better relationship with their children

b 94%/96% of parents stated that their children felt better about themselves as a result of participation in Houston’s Kids

c 94%/96% reported that their children gained more close friends while in Houston’s Kids
63,689 hours of A’STEAM afterschool resulted in measurable knowledge gains for participating students.

Pre to post increase in knowledge for A’STEAM participants: +16%

Pre to Post decrease in knowledge for non-participants: -20%

Source: School Year 2017-18 A’STEAM Pre/post Survey Data
d 89%/100% indicated that their children went to school better prepared since starting Houston’s Kids.

e 18%/52% indicated that science is a subject their children have difficulty understanding.

f 94%/96% stated that school had become more important to their children.

g 96%/92% stated that their children want to do well in school.

h 86%/96% indicated that their children’s reading skills had improved.

i 77%/96% said their children had become much better at math.

j 82%/92% said their children had become much better at doing science.

3 Summer of Learning (SōL) serves low-income, predominantly Hispanic children and other immigrants with ESL needs to extend the school-year benefits of A'STEAM and reverse the typical trend for summer learning loss. SōL expanded operations to 21 locations in summer 2018, with weekly sessions performed from June through August engaging children in project-based activities that achieved a total attendance of 15,835, representing a 52% increase as compared to FY17.

OUTCOMES:
Results from the summer 2018 evaluation indicated a 20% gain in STEAM knowledge associated with the ten-unit curriculum. Parents rated the program favorably: a) 80% of parents stated that their children had talked with them about the SōL activities; b) 78% stated their children had been excited about science, math, and art throughout the summer; c) 89% found that their children had used problem solving and critical thinking skills within SōL; and d) 80% indicated that the camp activities had helped to prepare their children for the return to school.

4 The Summer MATH Camp of the United Way of Greater Houston uses CMH math activities for four-week summer camps at 10 elementary schools. CMH provide the math kits and train Americorps volunteers to facilitate our math activities daily for 3rd – 5th graders. The camps achieved total attendance of 15,360 children in June 2018.

OUTCOMES:
Results of pre- and post-tests are being assessed by a researcher at Texas A&M and will be made available when an evaluation report is completed in 2019. The tests assess understandings of basic operations, place value, denominations, fractions, geometry, and graphing.

5 Count Me In engages children at community centers with kit-based activities with staff trained to deploy the program. Partner staff borrow the kits CMH creates and restocks with instructions and all required supplies for project- and game-based activities that most often feature mathematics. These kits were used at 45 locations in low-income, predominately African American and Hispanic neighborhoods in FY18, with attendance totaling to 16,259, an increase of 27% as compared to FY17.

OUTCOMES:
CMH initiated a pilot in FY18 to determine if we could extend the Count Me In program into new locations where the Houston Food Bank provides hot meals via their Kids’ Café program. CMH created 45 additional kits (bringing our inventory to 205) and added 25 Kids’ Café partners.

6 Camp Adventure! is produced and directed by CMH for the Barbara Bush Houston Literacy Foundation and the Houston Area Urban League. Camp Adventure provides a full slate of our literacy and STEAM programming, with additional programming related to music, theater, nutrition and literacy provided by the Houston Astros, Houston Symphony, Theater Under the Stars, American Heart Association and the Houston Food Bank. Two, two-week sessions of Camp Adventure provided seven hours of activity daily (Monday through Thursday) for HISD students who attend Title I schools. A total of 333 children achieved attendance of 2,385. The first session was hosted by Codwell Elementary in Houston’s South Acres/Sunnyside community, with the second hosted by Atherton Elementary in the Fifth Ward.

OUTCOMES:
At the close of the camps, 90% of K-2nd grade children identified reading as their favorite subject, for a gain of 6%; and 90% found that they could easily make new friends, a gain of 14%. Among 3rd-5th grade children, 81% were associating reading with having fun by the end of camp, for a gain of 10%; and 88% realized they could depend on the support of friends, a gain of 8%. Every parent who completed a survey indicated that their children had talked about what they were learning at camp, and 98% stated that their children enjoyed camp.
Camp Adventure! summer camp increases love of reading and builds social and emotional bonds between campers.

Source: Summer 2018 Camp Adventure! Camper Pre/Post Survey Data
Parent Stars

uses the Family Learning Events and Parent Workshops CMH educators facilitate at schools to demonstrate how parents can facilitate learning at home. All activities in each of the 12 bilingual Family Learning Activity guides are directly aligned to objectives of the Texas Essential Knowledge and Skills (TEKS) standards in support of school-based learning. In FY18, CMH facilitated 222 Parent Stars events at 85 schools across 11 school districts, which achieved total attendance of 27,100 children and parents/caregivers.

OUTCOMES:

Parents indicate that:

a 98% gained ideas about how they could incorporate teaching and learning into everyday activities

b 97% gained a better understanding of the importance of reading with their children

c 92% felt more confident about teaching their children as a result of participation

d 96% of parents found the events helped them feel more prepared to help their children in school

e 97% gained new ideas about supporting learning at home

Para los Niños

features parent and infant/toddler workshops facilitated by CMH educators and by librarians in the Harris County and Fort Bend County Public Library systems. In FY18, 216 workshops were facilitated at 34 library branches, Head Start centers, community centers and low-income apartment complexes for 7,000 parents and children. The workshops reach low-income parents of children who are too young to be accessed through school systems.

CMH provides 11 workshop themes, assisting low-income parents to acquire new understandings regarding child development and parenting, while also becoming better equipped to facilitate learning regarding literacy and STEAM. In FY18, CMH developed six of these workshops in collaboration with the Children's Learning Institute (CLI) with the support of a grant from the Department of Education. Six additional workshops will be developed within the CLI collaboration with the support of a four-year grant from the National Science Foundation that was awarded in FY19.

OUTCOMES:

100% of parents stated they now understood the importance of reading with their children; b) 98% gained ideas for activities they could do at home to support their children's learning; c) 93% gained ideas for improving their children's enjoyment of reading; d) 87% gained ideas for incorporating math into daily activities; e) 90% gained ideas of how to use science in daily activities; e) 96% gained ideas for activities that encourage positive behaviors; f) 94% received suggestions to improve communication with their children; g) 94% became more aware of their children’s learning style and pace; h) 96% ended the workshop with more confidence in their parenting skills; and i) 91% ended the workshop with self-confidence in their ability to teach their children.

Houston's Basics

features three parent and infant/toddler workshops created and piloted by CMH educators to enhance the Houston Basics project led by My Brother’s Keeper Houston and the Houston Health Department. Houston Basics is a component of the national expansion of Boston Basics, a project of Harvard University’s Achievement Gap Initiative, to support early brain development through simple activities facilitated as part of everyday interactions with infants and toddlers.

Grants from the Episcopal Health Foundation, Institute of Museum and Library Services and Herman H. Fleishman Foundation are enabling CMH and its partners to reach parents of infants in Gulfton, Near Northside and Third Ward communities.

In addition to on-site programs, CMH facilitates seven bilingual (English/Spanish) Parent Engagement programs, with services provided at 120+ locations achieving attendance of 35,500 in FY18, and with additional literacy-focused resources a) circulated by 39 branches of the Houston Public Library; b) used within reading programs at 54 low-performing HISD elementary schools; and c) distributed to low-income parents at locations where they receive social service assistance and medical care. All of our Parent Engagement programs are provided free of charge to participants.
Parents who received Welcome Baby resources changed their beliefs, knowledge and behaviors related to their baby’s literacy development.

- Revised beliefs about when literacy development begins: 69%
- Gained new ideas for engaging their infant: 76%
- Increased reading frequency: 28%

Source: March 2018 Welcome Baby Pilot Report (n=219 matched pre/post pairs)

FLIP reached all-time usage high, even in light of library closures and temporary materials losses caused by Hurricane Harvey.

<table>
<thead>
<tr>
<th>FY18</th>
<th>FY17</th>
<th>FY16</th>
<th>FY15</th>
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<tbody>
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<td>42,740</td>
<td>39,562</td>
<td>32,200</td>
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- Replaced 400 Hurricane Harvey FLIP Kit Losses
- Also distributed 500 FLIP Keep It Kits
- Expanded FLIP into 3 additional HISD schools
- Expanded FLIP into 10 additional HISD schools
- Expanded FLIP into 40 additional HISD schools

Source: Houston Public Library Circulation Data (ave. 2.5 users per FLIP kit loan)
Parents indicated that a) 91% learned how to include counting, grouping, or comparing in everyday activities with their babies; b) 89% gained new ideas on ways to incorporate singing to their babies; and c) 83% learned how to discuss stories by using illustrations while reading to their babies.

Welcome Baby involves the distribution of resources by community-based “persons of trust” to 1,000 low-income parents of infants ages 2-9 months. Goals of the program are to provide new parents with ready access to information, resources and materials that will equip them to support their child’s early learning. Advisors and distribution partners included AVANCE, Baylor College of Medicine, DePelchin Children’s Center, the Houston Health Department’s WIC Centers, Houston Public Library, Lamar CISD’s Project LEARN program, Legacy Community Health, New Hope Housing, Santa Maria Hostel, Texas Children’s Hospital’s upWORDS program, and Westfield High School’s Early Learning Academy in Spring ISD. Sponsored by The Powell Foundation, Herman H. Fleishman Foundation and Barbara Bush Houston Literacy Foundation.

Family Literacy Involvement Program (FLIP) features 240 different FLIP Kits, each of which includes a children’s book specifically appropriate for a child 0-3rd grade and the directions and supplies needed to pair reading with an activity that further engages children in explorations of the book’s theme. Use of the FLIP Kits strengthens key literacy skills and ongoing interest in reading. The Houston Public Library (HPL) circulates 2,400 copies of CMH FLIP Kits (about ten copies per title) at 39 branches, with 1,900 additional copies of the FLIP Kits used at 54 HISD elementary schools by first graders and their volunteer mentors as a feature of the Read Houston Read initiative. Kits are made available in editions that feature English, English/Spanish, Spanish, Vietnamese, Simple and Traditional Chinese, Arabic and Urdu.

The kits at HPL branches achieved circulation of 17,000 in FY18, with the increase of 8% as compared to FY17 made more remarkable by the need to replace approximately 400 kits that were lost as a result of flooding at HPL branches and in homes.

Mind in the Making workshops involve an eight- or nine-session series of small-group workshops that achieved attendance of 138 parents and caregivers. The workshops use a research-validated approach developed by the Families and Work Institute with the support of the Bezos Family Foundation, equipping parents to adopt parenting approaches that will help their children develop Executive Function and socioemotional skills that have been demonstrated to reduce educational disparities associated with the experience of poverty. In FY18 we partnered with the Houston Housing Authority’s Kennedy Place Apartments and with New Hope Housing, improving the knowledge and skills of very low-income parents and grandparents who are prone to resist engagement in multi-session parenting workshops.

2,000 My Keep It Kits were provided through a partnership with the Barbara Bush Houston Literacy Foundation.

Distribution prioritized neighborhoods in which many homes had Harvey flooding, with the introduction to the My Keep It Kits making families more aware of the “regular” FLIP Kits they could borrow from their branch libraries.

Parents indicated that a) 92% of parents used the FLIP Kits as intended to involve parent-child interactions, while 8% had their children use the Kits independently; b) 93% found that the FLIP Kits had given them new ideas about how they could support their children’s learning at home; c) 90% stated that the FLIP kits had taught their children something new; d) 92% had used the FLIP Kits to have their family spend more time reading together; and e) 97% planned to check out another FLIP Kit within the next three months.

100% of parents found that the workshops had helped them improve their ability to teach their children, while also increasing their confidence levels and making them want to learn more.
CMH parent and family engagement programs gave parents new understandings, strategies and confidence to help their children learn and succeed in life.

**Understanding of their child’s learning needs:**
- 94% gained awareness of their child’s learning style and pacing needs

**Strategies for increasing learning engagement at home:**
- 94% gained new ideas for improving communication with their children
- 98% gained new ideas for how to incorporate teaching and learning into everyday activities

**Confidence in teaching their children:**
- 94% gained a firm belief in their abilities as a parent
- 91% gained self-confidence about how to teach their children at home

Source: School Year 2017-18 Cross-program Survey Data
The Museum’s thirteen exhibits and seven out-of-school and summer programs engage children in educational activities that are directly aligned with the Texas Essential Knowledge and Skills (TEKS) standards that structure education in the public-school system. Within these exhibits and programs, children enjoy on-going participation in facilitated and self-initiated projects that challenge them to synthesize and apply what they have learned in school to a wide variety of real-world contexts. Parents and teachers value the impact of our exhibits and programs, reporting that engagement creates excitement for engagement in STEAM and literacy-based activities, increases content knowledge, improves levels of self-esteem and confidence, motivates children to pursue challenging coursework, and enables children to envision themselves within a variety of career paths.

**Community Need #3:**

**Provide learning experiences that reinforce and supplement school classroom instruction**

1. **Cyberchase:**
   - The Chase is On!
   - National Science Foundation in partnership with WNET in New York.
   - In Cyberchase, families take on roles from the popular PBS series, using real world applications of critical thinking skills and mathematics to solve mystery challenges. Sponsored by Ernst & Young, LLP, National Science Foundation.

2. **EcoStation**
   - developed with the support of a group of environmental experts who provide ongoing input regarding use of the exhibit’s programming, pond and wildscaped areas. In EcoStation, families investigate elements of native ecosystems, discover how scientists study the environment, practice skills related to wildlife identification, and learn how they can engage in eco-friendly practices. Sponsored by Strake Foundation.

3. **FlowWorks**
   - developed with the support of an engineer, a Rice University professor and an HISD science master teacher. FlowWorks demonstrates the ability of water to do work and provides children with opportunities to alter how water is channeled through a series of dams, locks, aqueducts, and other machines. Sponsored by Ruth and Ted Bauer Family Foundation.

4. **The How Are We Alike Cultural Gallery**
   - which hosts a rotation of four exhibits created with the support of experts from the South Carolina Sea Isles (Cum Yah Gullah), Oaxaco, Mexico (the Yalálag exhibit), Viet Nam (Dragons and Fairies), and Korea (Heart and Seoul). These exhibits immerse families in explorations of the traditions, values, performing arts and daily life of people from places outside of Houston, demonstrating how similarities exist despite differences. Sponsored by The Freeman Foundation and Samsung.

5. **Flint Hills Resources How Does It Work?**
   - developed in partnership with the Exploratorium and the MIT Media Lab.
   - In How Does It Work, families manipulate simple machines, build structures and configure electrical devices, also taking part in facilitated experiments during all hours of operation at the exhibit’s Science Station.

6. **The David and Jean Wiley Foundation Invention Convention**
7. **& the Chevron-Houston Texans Maker Annex**
   - developed in partnership with a community of makers, including those of the national Maker Education Initiative and the members of its Maker Corps, along with local makers including those of TX/RX Labs. In these two exhibits, families design, build, and test objects that increase in complexity from simple air-powered rockets to complex robotic devices designed on the Arduino and Lego Mindstorm computer-based platforms, also crafting parts using design software, laser cutters, vertical mills and 3D printers. Facilitation is provided by members of the national Maker Corps who are seeking to make positive differences in children’s lives as they work toward degrees in the STEAM fields.

8. **The John P. McGovern Kids’ Hall Gallery**
   - which hosts a series of art and cultural exhibits, with each year’s offerings including an exhibit curated by the National Center for Children’s Illustrated Literature that features the work of an acclaimed children’s book author and illustrator, a holiday-themed exhibit that features seven celebrations and observances practiced by families around the world, and one or more exhibits created by children. Kids’ Hall also hosts a series of Junktion Tables that serve as the first place where visitors encounter each week’s WonderWeek theme, with a series of related activities presented at locations across the Museum so that visitors may explore a single issue from a series of lenses.

9. **Bank of America Kidtropolis USA,**
   - a city run by kids for kids that features an art academy, seven businesses, a civic center and municipal building. Kids fill all the roles in the city, exploring positions
that range from artists to veterinarians, while also shaping plans for legislation and elections. Programming links all components of the exhibit into real world scenarios – many of which feature financial literacy – with children earning wages, developing plans for actions they may take as business managers, and securing the loans required for these projects. Sponsored by The Stanford and Joan Alexander Family Fund, The Adler Foundation, Brass Family Foundation, Hearst Foundations, H-E-B, Houston Livestock Show and Rodeo, William J. Hill, JP Morgan Chase, Richard Warren Mithoff Family Charitable Foundation, Niko Niko’s, Perry Homes, PriceWaterhouseCoopers LLP, Reliant, an NRG Company, Banfield, The Pet Hospital

The Holthouse Foundation for Kids Matter Factory
designed in collaboration with Rice University’s Center for Environmental and Biological Nano-technology, the University of Houston’s Smart Materials Lab, and the Nanoscale Informal Science Education Network. In Matter Factory, families explore the properties of matter; assess and sort materials based on their characteristics; investigate the differences between solids, liquids and gases; and are introduced to the basics of nanotechnology.

PowerPlay
developed in collaboration with Baylor College of Medicine with the support of the National Institutes of Health. PowerPlay engages families in physical challenges that help them assess how their bodies react to exercise and then form plans for increasing flexibility, balance, strength, speed and conditioning. At the exhibit’s Texas Children’s Hospital PowerScience Lab, families take part in facilitated experiments that highlight key aspects of biology and nutrition. Sponsored by Texas Children’s Hospital, Albert and Margaret Alkek Foundation, H-E-B.

Tot*Spot
developed with reference to the research of two generations of experts in the field of child development, beginning with Dr. T. Berry Brazelton and Dr. Susan Landry, and now incorporating the practices of Ellen Galinsky, President and Co-Founder of the Family and Work Institute. In Tot*Spot, our youngest visitors engage in activities that encourage exploration, increase confidence, and stimulate the development of language and motor skills, while their parents/caregivers benefit from interactions with the Tot*Spot Educator, Discovery Guides, videos and visitors.

What’s New? Gallery
created to serve as an R&D lab through which CMH develops and presents a series of temporary exhibits, elements of which are subsequently added to other exhibits. Three exhibits are presented each year. The current exhibit – Paper Engineering – was developed in collaboration with paper engineer Bruce Foster and engages visitors in paper design play that enable explorations of physics, geometry and engineering. Sponsored by William Stamps Farish Fund, Occidental Petroleum.
Community Need #4: Reduce the effects of poverty on learning

Overview: Children who live in poverty have less access to educational resources than their more advantaged peers. Our efforts to reduce the impacts of poverty on learning extend well beyond our penetration of low-income neighborhoods, where 100% of programming is provided at no charge to participants. CMH works with 980+ community partners who distribute our free Open Doors Museum admission passes to the low-income families they serve. Every family who lives within the 500 square miles within Beltway 8 resides within two miles of a partner who hosts CMH programming and/or distributes our Open Doors passes. CMH also makes every effort to ensure that our Family Learning Activity Guides, downloadable curriculum and activity recommendations, emphasize the use of inexpensive materials and supplies that families have at home or can pick up at a local “dollar store.” In addition, CMH honors and emphasizes the role that parents can play regardless of their own levels of education, explaining rationales, using fully accessible language, and remaining sensitive to cultural beliefs and preferences. CMH also emphasizes service for recent immigrants, using English/Spanish facilitation in all of our programs and arranging for interpretation in additional languages as needed. Integrated into all approaches is the understanding that parents serve as their children’s first and most influential teachers, with every parent – regardless of income or educational level – having the capacity to maximize their children’s learning and enhance their outlook on learning from the day of birth forward.

Outcomes: To address disparities, CMH provides the most inclusive admission practices of all of the nation’s children’s museums, with 33% of Museum visitors admitted free of charge and with 100% of CMH community-based programming provided at no charge to participants totaling to 472,000 in FY18. Free admission to the Museum was provided to 243,700 visitors in FY18, who a) visited on our weekly Free Family Nights, which achieved attendance of 90,700; b) redeemed many of the 132,000+ Open Doors family passes that partners distributed to low-income families at 980+ locations across the Greater Houston area; and/or c) made use of free admissions provided to families who receive state welfare benefits. After Harvey, CMH expanded these free admission offerings to include families who had applied for FEMA benefits.
Every family within the 500 square miles of Beltway 8 lives within 2 miles of a partner that distributes the Museum’s Open Doors passes and/or hosts the Museum’s community-based programming.
Community Need #5

Serve a multicultural, multilingual population

Visitors to the Museum mirror the demographics of the Greater Houston area, and CMH community-based programming participants reflect the racial and ethnic characteristics of the low-income neighborhoods CMH serves. CMH provides all exhibits, curriculum and programming in bilingual (English/Spanish) formats and employs a team in which more than half of public contact staff are bilingual in Spanish and uses web-based tools and interpreters to ensure accessibility in additional languages as needed. CMH rotates a series of four exhibits that highlight the people and culture of Southern Mexico, South Korea, Vietnam and the Sea Islands region of the U.S. which highlights the cultural influence celebrated in American culture today that were brought by Africans during slavery, and supplement these exhibits with a fifth exhibit presented every fall/winter to highlight seven celebrations/observances shared by people around the world. In encouraging visitors to consider how they are both the same and different from people in different regions of the world, CMH extends the reach of its exhibits by incorporating cultural themes into many of our WonderWeek activities, celebrating holidays that include Martin Luther King Jr. Day, Lunar New Year, Fiesta Patrias, Cinco de Mayo, Independence Day, Mid-Autumn Festival, Halloween, Thanksgiving, Christmas, Hanukkah and Ramadan.

▼ OUTCOMES:

Our use of bilingual (English/Spanish) facilitation and our approach to multi-culturalism make it possible for our visitors to represent the full range of the region’s racial/ethnic demographics, with

48% of our on-site visitors are of Hispanic/Latino descent

followed by

African Americans

23%

Anglos

21%

Asian Americans

7%

others

1%
Demographics shift within outreach, reflecting the non-Anglo demographics most impacted by poverty, with people of Hispanic descent representing 84% of participants.
The Science Workshop was created to serve as an out-of-school and summer session program on the grounds of Edison Middle School in Houston’s East End, a semi-industrialized, predominately Hispanic neighborhood having a high rate of poverty. More than 100 students enroll each year, achieving attendance of 3,502 during the 2017-18 school year and 737 in summer programming, with the decrease of 35% as compared to FY17 due to the delayed start of school and other impacts of Harvey. Students pursue a wide range of facilitated and self-initiated projects that involve woodworking, habitat restoration, electronics, programming, robotics and digital design, with the summer session also featuring field trips. Students’ involvement in the Science Workshop produces benefits that include increased levels of self-esteem, improved relationships with teachers and peers, greater insight into the college and career paths they may pursue and increases in STEAM knowledge and skills.

**OUTCOMES:**

Students make substantial gains while participating in the Science Workshop, overcoming impacts of poor levels of prior academic performance, high rates of poverty, and for many, the need for ESL coursework. Results are assessed in part through comparison of the 8th grade STAAR test results of Science Workshop participants and a control group of non-participants. In 2017,

- **22%** of the Science Workshop students left Edison prepared to take Advanced Placement (AP) courses in science as 9th graders, compared to only 1% of non-participants. Similarly,
- **28%** of Science Workshop students were prepared to take AP courses in math as 9th graders, compared to only 3% of non-participants. These results indicate that the Science Workshop is attracting children who want to learn and is preparing them for high school, college and careers while minimizing impacts of life within an under-resourced neighborhood in which less than
- **34%** increase in scores, with the test questions oriented to biology, environmental science and physical science.
- **96%** of students reported that engagement in the summer program had helped them feel good about the work they were doing;
- **92%** agreed that the program helped them have a sense of belonging to a team;
- **92%** reported that they believe their knowledge of math and science will allow them to invent useful things; and
- **88%** found that engagement in the program has made them more sure of themselves.

- **50%** of adults have earned a high school diploma or GED and
- **85%** of students are considered to be at risk of school dropout. Additional results were obtained by asking students to complete a pre- and post-test during the summer session. Those who completed the six-week session achieved a

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The Museum promotes the development of interest-driven knowledge and skills through involvement in realistic, real-world, project-based learning activities in all of our exhibits and programs. Ongoing evaluation of exhibits and programs assess Building Blocks Learning Objectives CMH created to measure strategic connections between our offerings, 21st century workplace skills and school-based standards. Priorities include the development of literacy skills early in life and the ongoing exploration of the STEAM disciplines of Science, Technology, Engineering, Arts/design and Mathematics. This focus on applications of literacy and STEAM is used to help children envision and prepare for careers that will enable those who pursue college – and also those who may not – to earn wages with which they may confidently support a family. These efforts to equip children to take on skilled and semi-skilled positions within STEAM-dependent fields represent the single best option for addressing the region’s high levels of poverty and the need for an adequately prepared workforce. A prime example of this programming involves:
Science Workshop 8th graders outperformed their peers on the state STAAR test, notably within the top category of “Mastered.”

<table>
<thead>
<tr>
<th>Category</th>
<th>Science Workshop 8th Grade: Science Scores</th>
<th>Edison 8th Grade: Math Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mastered or Met Standard</td>
<td>![Chart showing 44%] 17%</td>
<td>![Chart showing 50%] 44%</td>
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<tr>
<td>Approaching or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did Not Meet Standard</td>
<td></td>
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</tr>
</tbody>
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Source: School Year 2016-17 HISD STAAR Data (STAAR data is received 6 months after school year conclusion)
A'STEAM
Within the A'STEAM program, our educators create the curriculum and provide the training and supplies that equip the YMCA's afterschool counselors to facilitate design challenges for children on a weekly basis throughout the school year. The A'STEAM program and its results is highlighted within our response to Community Need #1 of this report.
Participants Served: 87,901 at 155 sites

Bilingual Family Learning Guides
We have published eleven bilingual Family Learning Guides to provide parents with the instruction and insight needed to facilitate activities that build children's knowledge and skills. Each guide features at least 25 activities grouped by a theme, including early literacy, mathematics, science, nutrition/fitness and social studies. All required supplies can be purchased at dollar stores and grocery stores, with most items generally kept on hand in families' homes.
Learning Guides distributed to families: 8,895
Sponsors: Barbara Bush Houston Literacy Foundation, Brown Foundation, Inc., George and Mary Josephine Hamman Foundation, Phillips 66

Bilingual Programming and Signage
We provide bilingual facilitation and resources to accommodate families who use Spanish as their primary language. All exhibit signage is bilingual, as are 50% of our public contact staff and 100% of our outreach educators. In addition, Spanish-language resources account for approximately 20% of the books and media in our Parent Resource Library, with the Google Translate function on our website making its information available in 90 languages.
Visitors and Participants Served: 742,000
Sponsor: Bank of America Kidtropolis, USA

Camp Adventure!
Produced and directed by CMH for the Barbara Bush Houston Literacy Foundation and the Houston Area Urban League, Camp Adventure! provides a full slate of our literacy and STEAM programming, with additional programming related to music, theater, nutrition and literacy provided by the Houston Astros, Houston Symphony, Theater Under the Stars, American Heart Association and Houston Food Bank. In summer 2018 two, two-week sessions of Camp Adventure provided seven-hours of activity daily for HISD students free of charge who attend Title I schools.
Participants Served: 333 kindergarten through 5th grade children zoned to Title I HISD schools in South Acres, Sunnyside, Fifth Ward and surrounding areas.
Sponsor: Barbara Bush Houston Literacy Foundation

EcoStation
Our EcoStation exhibit combines wildscaped areas and a pond teeming with life with a rustic Research Pavilion where families perform activities that help them discover how scientists study the environment and how they can engage in eco-friendly practices. A Discovery Guide is often on hand, facilitating activities that change weekly to reference our WonderWeek themes.
Visitors Served: 445,000
Sponsor: Strake Foundation

Family Adventures
To overcome the hesitancy of families from low-income communities to make their first visits to the Museum, we invite entire school communities to make the trip together, providing transportation, free admission and special activities. We make the Family Adventures available to Title I schools throughout the school year, and invite all participants to return regularly on Free Family Nights and via the use of our Open Doors passes.
Visitors Served: 6,605 children, parents and caregivers
Sponsors: The Junior League of Houston, Inc., Albert and Ethel Herzstein Charitable Foundation

Bank of America Kidtropolis, USA
Kidtropolis, USA is a city run by kids for kids, featuring eight businesses, a civic center and municipal building. Kids fill all the roles in the city, holding positions that range from artist to veterinarian, and shaping the plans for legislation and elections. Civic engagement and financial literacy are at the core of the exhibit, with financial interactions supported by the exhibit's Bank of America branch and ATMs.
Visitors Served: 742,000 children, parents and caregivers
Title Sponsor: Bank of America

BASF Kids' Labs
Children become immersed in the adventure of science through interactive hands-on learning and each lab experience supports standards-based chemistry curriculum and multiple learning styles. In addition, this flexible method of delivery encourages focused discussions on technical and scientific careers in chemistry, and science in general.
Participants Served: 467 children
Sponsor: BASF Corporation

Cyberchase: The Chase is On!
We created the Cyberchase exhibit in partnership with WNET (New York's Public Media station) with children taking on the roles of characters from this popular television show as they save Cyberspace and defeat Hacker, the dastardly villain. Each challenge requires real world applications of mathematics and critical thinking skills.
Visitors Served: 296,000 children, parents and caregivers
Sponsors: Ernst & Young LLP, National Science Foundation

Discovery Squad
The Discovery Squad is our youth leadership volunteer program that mentors energetic, out-going and committed young adults ages 14-17 years old. Members are asked to commit to a minimum of 75 hours throughout the term. Over 60% of our members qualify to receive the Presidential Service Award.
Participants Served: 140 active students who volunteered over 12,000 hours of service

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Visitors Served: 445,000 children, parents and caregivers
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Family Adventures
To overcome the hesitancy of families from low-income communities to make their first visits to the Museum, we invite entire school communities to make the trip together, providing transportation, free admission and special activities. We make the Family Adventures available to Title I schools throughout the school year, and invite all participants to return regularly on Free Family Nights and via the use of our Open Doors passes.
Visitors Served: 6,605 children, parents and caregivers from 49 elementary schools in 11 school districts
Sponsors: The Junior League of Houston, Inc., Albert and Ethel Herzstein Charitable Foundation

Cyberchase: The Chase is On!
We created the Cyberchase exhibit in partnership with WNET (New York's Public Media station) with children taking on the roles of characters from this popular television show as they save Cyberspace and defeat Hacker, the dastardly villain. Each challenge requires real world applications of mathematics and critical thinking skills.
Visitors Served: 296,000 children, parents and caregivers
Sponsors: Ernst & Young LLP, National Science Foundation
Family Literacy Involvement Program (FLIP) Keep It Kits
We have taken every opportunity to expand the reach of the FLIP Kits through the creation of a giveaway model for delivery to families at multiple locations in neighborhoods with high levels of poverty. Work began with the 2016 pilot of Mystery at the Market, which involved the creation and distribution of inexpensive packets of supplies used by parents to engage their children in literacy-related explorations during trips to the grocery store. The pilot continued in the summer of 2017 via the creation and distribution of FLIP Keep It Kits at multiple locations in the Sharpstown and Hobby Airport areas.
Participants Served: 2,000 children, parents and caregivers
Sponsors: Barbara Bush Houston Literacy Foundation, Phillips 66

FlowWorks
This outdoor exhibit features the ability of water to do work and provides children with opportunities to alter how water is channeled through a series of dams, locks and aqueducts. The exhibit was created with the support of an engineer from ExxonMobil, a professor from Rice University, and a science master teacher from HISD to provide children with the ability to consider how moving water serves as a metaphor for many types of energy flows.
Visitors Served: 445,000 children, parents and caregivers
Sponsor: Ruth and Ted Bauer Family Foundation

Free Family Nights
Every Thursday evening from 5 to 8 p.m., we open our doors for a Free Family Night. Near capacity audiences fill the Museum, exploring our exhibits, taking part in activities facilitated by staff and volunteers, and enjoying live performances and our Houston Pi Beta Phi Storytimes. These evenings are also a favorite of partners who come to provide free resources and services, including the back-to-school inoculations of the Texas Children’s Mobile Clinic Program.
Visitors Served: 90,700 children, parents and caregivers

Free Houston Pi Beta Phi Foundation Storytimes
Every Thursday night in our Parent Resource Library we host bilingual storytimes at 5:15, 6:00 and 7:00pm. Every child attending receives a free book to help build their home library.
Participants Served: 14,581
Sponsor: Houston Pi Beta Phi Foundation

Free Inoculations
Committed to creating a community of healthy children, CMH makes it possible for all children under 18 needing immunizations to have the opportunity to receive free vaccinations. We partner with Texas Children’s Hospital Mobile Clinic Program to administer immunizations and flu shots September through May as well as back to school vaccinations every Thursday Free Family Night in August.
Participants Served: 1,050
Partner: Texas Children’s Hospital

Institute for Family Learning
All of our outreach programs, curriculum development activities, and professional development offerings function under the umbrella of our Institute for Family Learning, which was established to prioritize the Museum’s focus on family learning and parental support. Attendance at Outreach Programs: 472,000 children, parents and caregivers
**Jhun Family Volunteer of the Year Award**

The Jhun Family Volunteer of the Year is awarded annually to a volunteer who embodies the enthusiasm that Susan Jhun and her family demonstrate for our mission and for service to many generations of children. In 2018, we honored Juan Aguilar a senior at Austin High School for his commitment as a volunteer at Edison Middle School Science Workshop.

**Sponsor: The Jhun Family**

**John P. McGovern Tot*Spot**

Our John P. McGovern Tot*Spot exhibit provides a special space for children under the age of three, engaging them in activities that encourage exploration, increase confidence, and stimulate the development of language and motor skills. Parents and other caregivers learn as they play, receiving new information through engagement with their children and via interactions with the Tot*Spot Educator, Discovery Guides, videos and visitors.

**Visitors Served: 260,000 children, parents and caregivers**

**Sponsor: Kathrine G. McGovern/McGovern Foundation**

**Kids Committee**

Since our official opening in 1985, the Museum has had a volunteer board of 20-25 children called the Kids’ Committee. As expert advisors on kid related topics, the Kids’ Committee has been indispensable in helping the Museum keep pace with children’s needs. The Kids’ Committee also serves as an introduction to community service for the children involved by helping them to develop into strong community supporters. Members are between 8 and 13 years old and serve a 2-year term. This group provides a kid’s perspective for the museum on everything from exhibit development to programming.

**Participants: 24 children from 8 to 13 years old**

**Illustrated Literature**

With the latter bringing attention to award winning examples of children’s literature.

**Visitors Served: 742,000 children, parents and caregivers**

**Sponsors: Kathrine G. McGovern/McGovern Foundation, CFP Foundation**

**Kit-Based Afterschool Program**

We created this afterschool program with the support of a National Leadership Award from the Institute of Museum and Library Services. Within the program, we provide activity kits and training to the staff of afterschool centers in low-income neighborhoods so that they may facilitate selections from a set of 112 games and activities that most often feature mathematics.

**Cumulative Attendance: 16,717 at 42 sites**

**Sponsors: The W.T. and Louise J. Moran Foundation**

**Lois Drutz Boiarsky Award**

We honor the memory of Lois Drutz Boiarsky with an annual award that celebrates the contributions of staff persons who like Lois, exemplify a passionate commitment to our work. Lois was the first paid employee of the Museum and helped establish and foster a cultural expectation for excellence throughout her eleven years with us. In 2018, we honored the contributions of Jason Hammond, A'STEAM Manager.

**Sponsor: Lydia and David Drutz**

**Magnificent Math Moments**

Serving as the foundation of our math offerings, the Magnificent Math Moments involve a set of 175 games and activities that reinforce key math concepts for children in preschool through 6th grade. To reach a large and diverse audience, we facilitate these Math Moments onsite at our ExxonMobil Math Cart, and incorporate the activities in professional development workshops and through outreach programming provided across the Greater Houston area.

**Participants Served: 20,900 children, parents, caregivers and teachers**

**Sponsor: ExxonMobil**

**Matter Factory**

We developed the Matter Factory exhibit with the support of Rice University’s Center for Environmental and Biological Nanotechnology, the University of Houston’s Smart Materials Lab, and the Nanoscale Informal Science Education Network. Visitors explore the properties of matter; test and sort materials based on their characteristics; investigate the differences between solids, liquids and gasses; and are introduced to the basics of nanotechnology.

**Visitors Served: 630,000 children, parents and caregivers**

**Sponsor: Holthouse Foundation for Kids**

**Mind in the Making**

Educators facilitate small group workshops developed by the Families and Work Institute equipping parents to adopt parenting approaches and related social and emotional learning skills that will help their children develop Executive Function skills that have been demonstrated to reduce educational disparities associated with the experience of poverty.

**Participants Served: 138 parents and caregivers at 16 workshops**

**Sponsor: Hearst Foundations, Cyvia and Melvyn Wolff Family Foundation**

**Partners: Houston Housing Authority (HAA)**

**Mommy Mingle**

On the first Wednesday of each month, we host a Mommy Mingle in a meeting space adjacent to the Tot*Spot exhibit, providing parents and caregivers with an opportunity to meet, mingle and share experiences related to the care of infants and toddlers. Our Tot*Spot Educator and Discovery Guides are on hand to provide support and introduce new visitors to the Tot*Spot’s resources.

**Visitors Served: 1,510 children, parents and caregivers**

**Museum Field Experiences**

Schools from across the Greater Houston area come to the Museum throughout the school year to take part in two-hour, fully facilitated experiences that are aligned with the Texas Essential Knowledge and Skills (TEKS) standards. These field experiences provide students with hands-on challenges and inquiry exercises that ground and reinforce the knowledge and skills they acquire in their classrooms.

**Visitors Served: 59,897 students from 469 schools, including 5,428 from 66 Title I schools who received $1 admission**

**Sponsors: The Cullen Foundation, Wells Fargo, The Wortham Foundation**

**Open Doors**

We partner with 980+ neighborhood-based organizations that serve low-income across the Greater Houston area, providing them with the ability to distribute an unlimited number of free family passes to their clients. We also provide Open Doors admissions to patients of the Harris Health System and to families who receive welfare benefits. The location of our Open Doors partners is displayed in our response to Community Need #4.

**Visitors Served: 118,195 children, parents and caregivers**

**Sponsors: Laura and John Arnold, CFP**
Foundation, Dottie and Dr. Robert H. McCullister, Tapeats Fund, Credit Suisse Securities LLC.

Overnight Adventures
We remain open around the clock when we host the Overnight Adventures for at-risk 4th grade girls from local schools, who are treated to an educational, memorable and confidence-building sleepover facilitated by volunteers from the Junior League of Houston.

Participants Served: 576 girls from 23 schools at 7 events
Sponsor: The Junior League of Houston, Inc.

Para los Niños
Within the Para los Niños program, we provide a series of 11 workshops for families that feature the basics of early childhood development and the ways in which parents can support learning throughout the pre-school years. Workshops are targeted to Hispanic parents from low income communities who use Spanish as their primary language. We facilitate these workshops at library branches, community centers and low income apartment complexes. An overview an results can be found within our response to Community Need #2.

Participants Served: 6,970 children, parents and caregivers at 34 locations
Sponsors: Institute of Museum and Library Services, The Powell Foundation, KPMG

Parent Resource Library
The Museum includes our Parent Resource Library, a circulating branch of the Houston Public Library. The Library provides more than 5,000 print and media resources, with approximately 20% in bilingual or Spanish formats and an additional subset of the collection featuring resources for parents who are addressing special needs. We keep the Library staffed during all hours of operation so that we may provide recommendations and assist families to access additional resources via the Library’s computers.

Visitors Served: 72,637 children, parents and caregivers
Sponsors: Institute of Museum and Library Services, Kathryn and Richard Rabinow, The Samuels Family Foundation, Phillips 66

Parent Stars
We provide the bilingual Family Learning Events and Parent Workshops of the Parent Stars program at schools and community centers to demonstrate how parents can use our Family Learning Guides and activities to facilitate learning at home. The program targets low-income parents who may not be confident in serving as their children’s most influential teachers, with an overview and results within our response to Community Need #2.

Participants Served: 27,100 parents and children at 85 schools across 11 districts and community centers

PowerPlay
We developed this high-energy exhibit with a grant from the National Institutes of Health in partnership with Baylor College of Medicine. The exhibit engages visitors in physical challenges that help them assess how their bodies’ react to exercise and then form plans for increasing flexibility, balance, strength, speed and conditioning. The exhibit also features the PowerScience Lab, where visitors take part in experiments that highlight key aspects of biology and nutrition.

Visitors Served: 445,000 children, parents and caregivers
Sponsors: Albert and Margaret Alkek Foundation, H-E-B, Target

Professional Development Workshops
We provide ongoing training for teachers and childcare providers, featuring Museum-developed approaches and activities related to the development of early literacy, financial literacy, the STEM disciplines, nutrition/physical activity, and the incorporation of mobile devices into classroom instruction.

Participants Served: 3,128 teachers and childcare providers
Sponsors: Bank of America, Phillips 66, ExxonMobil

Read Strong All Year Long!
CMH’s annual literacy initiative, Read Strong All Year Long! kicks off in September during National Literacy Month and provides twelve months of literacy activities and events to instill a lifelong love of reading in children. Events include special guest story times with local celebrities and community leaders, spotlight performances, free book giveaways and more.

Participants Served: 742,000
Sponsor: Phillips 66

S.E.C.R.E.T
This interactive secret agent experience takes a child’s museum visit to the next level, where their knowledge, skills and creativity all come into play to save the day. Kids report to duty and are assigned to go on secret missions throughout the Museum. Using state-of-the-art technology, agents gear up to solve puzzles, discover hidden clues and thwart the villains’ schemes.

Participants Served: 9,481

Sensory Friendly and Explore Abilities Days
We provide six Sensory Friendly Days each year for families whose children would be overwhelmed by inputs on a standard day of operation due to the impact of Autism Spectrum Disorders and Sensory Processing Differences. Guests tour our exhibits, which we modify to temporarily reduce sensory stimulation, and network with one another and with treatment providers. Invitations to the events are online at www.cmhouston.org/sensory-friendly.

People Served: 1,137 children, parents and caregivers Sensory Friendly Day Sponsors: The Stanford and Joan Alexander Family Fund, Bank of Texas
Explore Abilities Day Sponsor: The Stanford and Joan Alexander Family Fund

PowerScience Lab
Where visitors take part in experiments that highlight key aspects of biology and nutrition.
Science Workshop
We operate the Science Workshop as an after-school and summer program of Edison Middle School in Houston’s East End. Within the Science Workshop, students create projects of their own choosing, with the tools at their disposal ranging from the basic hand and power tools associated with woodworking, to the software and equipment required for projects involving the use of Arduino microcontrollers and 3D printers.

Cumulative Attendance: 4,239 student visits during the school year and 2018 summer session

Spotlight Performances
We stage live performances of theater, dance, music, magic and storytelling for our visitors on Free Family Nights, Saturday afternoons and holidays, hosting most in our 166-seat Brown Foundation Auditorium. The demographics of the performers are extremely diverse, with many featuring cultural performances that are new to our visitors. Roughly one-fifth of the performers are children, helping our visitors see that their involvement in the arts can begin now.

Visitors Served: 7,781 children, parents and caregivers attended 86 performances
Sponsor: The Wortham Foundation, Inc.

Summer of Learning (SōL)
We developed this program in partnership with the YMCA of Greater Houston to combat learning loss during the summer months. Each year, we create a new set of kits for summer camp participants, with a twenty-unit curriculum engaging children in learning related to experimentation, water, wind, engineering and inventions. Complexity levels build throughout, with a capstone project involving a challenge that draws together the primary learning messages.

Cumulative Attendance: 15,835 students at 21 community centers during the 2018 summer session
Sponsors: The W.T. and Louise J. Moran Foundation, United Way of Greater Houston, Hearst Foundations

The David and Jean Wiley Foundation Invention Convention
We created the Invention Convention exhibit to provide children of all ages with the ability to design, create and test inventions. The exhibit features three discrete areas, with the first challenging families to create any of about a dozen simple projects. The second area features the fully facilitated Inventor’s Workshop, where families take on a series of weekly engineering challenges. The third area – the Chevron-Houston Texans Maker Annex – is described in a separate entry.

Visitors Served: 519,000
Sponsor: The David and Jean Wiley Foundation, Total

Welcome Baby
The Welcome Baby program was piloted in 2017 with the distribution of packets of resources that equipped low income parents of infants ages 2-9 months with strategies for engaging their infants in activities that will advance early literacy development. The program has continued into 2018 with the goal of parents to immediately become more aware of the need to establish the foundation for literacy development during the first months of their infant’s life and confidently facilitate activities that research has demonstrated to be effective.

Participants Served: 1,000 families
Sponsors: The Herman H. Fleishman Foundation, Barbara Bush Houston Literacy Foundation, Phillips 66, ECMC Foundation, Dr. Kelly Coleman
Partners: Avenue CDC, AVANCE, Collaborative for Children, First3Years, Gulfon Super Neighborhood Council, Houston Food Bank, Houston Health Department MBK, Houston Health Department’s WIC Centers, Houston Public Library, Legacy Community Health, Texas Children’s Hospital’s UpWORDS program

What’s New Gallery
We use this gallery to host temporary exhibits and prototype new exhibit components. In FY18 the gallery hosted Shocks and Jolts, an exhibit that allowed families to safely examine concepts about electricity and electromagnetism through hands-on immersive experiences that helped to answer the questions about the nature of electricity, ad how it is generated, measured, harnessed and utilized; Made In Your Mind, featuring do-it-yourself (DIY) activities to build and test a series of toy-inspired projects; and Coding Hangout, a hands-on exhibit focused on exploring coding and computational thinking through activities involving manipulation, critical thinking and experimentation.

Visitors Served: 519,000 children, parents and caregivers
Sponsors: Charlene Pate, William Stamps Farish Fund, Occidental Petroleum

XCL and the More CMH app
We are the lead member in a collaborative that has developed an app that provides children’s museums and science centers with a platform for digital interfaces to be linked to exhibit components. The More CMH app provides visitors with opportunities to be coached on interactions with exhibit components, participate in exhibit-based experiments, learn more online, and engage in experiments at home.

Partners: New York Hall of Science; the Oregon Museum of Science and Industry; the Sciencenter; the Museum of Life and Science; and The Lawrence Hall of Science at the University of California, Berkeley
Sponsors: Institute of Museum and Library Services, Pariveda Solutions
CMH is grateful for broad-based support from many parts of the philanthropic community. Generous donations from corporations, foundations, public agencies and individuals provide funding for the Museum’s outreach programs, operations, exhibits, program development and endowment with $4,878,454 contributed for the 2017-2018 fiscal year.

Gifts made to benefit our four primary fundraising events are listed on the following pages, while gifts made in direct support of CMH’s general operations, exhibits, programs and endowment are featured below.

### DONORS

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Special thanks to our generous donors for providing support for CMH Hurricane Harvey Relief efforts

- Barbara Bush Houston Literacy Foundation
- Charlotte Christman
- Lydia and David Drutz
- The George Foundation
- Barbara and John Gold
- Hermann H. Fleishman Foundation
- Margaret and Thad Hill
- Leslie Miller
- Roland Miller
- Denise Monteleone
- Sara and Bill Morgan
- Susan and Michael Plank
- Kathryn and Richard Rabinow
Guests arrived in style for a hot night in South Beach! The Children’s Museum of Houston’s "Miami Vice Gala" raised a staggering $975,000 on Saturday, Oct. 14, 2017 at The Corinthian. Event chairs Gina and Dr. Devinder Bhatia and Molly and Matt LaFauci hosted a lively evening benefiting the Museum’s educational and outreach programs. A portion of the Gala’s Live Auction proceeds were devoted to a partnership with the Houston Food Bank, in support of community centers affected by Hurricane Harvey. Underwriting was co-chaired by Caroline and John Harrell and Rachel and Sebastien Solar while the live and silent auction was chaired by Kelly Sklar. Millette and Haag Sherman were recognized as honorary chairs.

Ocean Drive
Nancy Allen, Laurie & Randy Allen, Chinhui & Eddie Allen
Katharine G. McGovern / McGovern Foundation
Occidental Petroleum

Little Havana
Gina and Dr. Devinder Bhatia, Millette and Haag Sherman

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Tiffany and Rick Smith, Gina and Mario Elie
Alex and Bobby Stillwell, Mary Catherine and Bailey Jones
Texas Capital Bank
Emma and James Tramuto, Katie and Chad Lyons, Jessica and Travis Graham, Georgia and Rick Harmon, Kelli Kickerillo and Todd Forester
Candace and Brian Thomas, Melissa and Jed Lowrie, Jenn and Josh Gravenor
Scott Waldo – Platinum Pools
Cynthia and Mac Walker

2018 Fort Bend Spring Brunch

Chaired by Lynn Halford and Dee Hinkle and hosted in the home of Mary Margaret Sims, the 15th Annual Fort Bend Spring Brunch Hats, Gloves, Boutonnieres, raised a record breaking $53,000 for educational outreach programming in Fort Bend County.

2017 Miami Vice Gala

Gala Chairs Gina and Dr. Devinder Bhatia and Molly and Matt LaFauci

Miami Vice Gala Sponsor

PHILLIPS

Testarossa Avenue
Laura and John Arnold
In Support of Free Family Programming

South Beach
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Official Airline of the
Children’s Museum of Houston
2018 Friend and Families Luncheon

Chaired by Kelly Sklar and Cynthia Walker, the 2018 Friends and Families Luncheon was held at River Oaks Country Club on March 6, 2018. Guests enjoyed Keynote Speaker Dr. Jennifer Arnold, who is best known for starring in TLC’s “The Little Couple”, featuring her husband Bill and children Will and Zoey. Having faced some of life’s biggest challenges – prejudice, medical scares, and the uncertainty and daily pressures of life with specials needs children – she has found a way to persevere and live out her philosophy to triumph over adversity and to “think big.” Dr. Arnold delivered a powerful message – encouraging parents and children alike, how we all can overcome obstacles with optimism and to “think big.” The luncheon raised over $149,000 for the Museum’s educational outreach and programming.

Patrons:
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Cynthia and Mac Walker

2018 Spring Golf Classic

On Tuesday, April 10, 2018, the Children’s Museum of Houston held its 2018 Spring Golf Classic at Memorial Park Golf Course. With 120 golfers in attendance, the tournament raised over $75,000 in support of the Museum’s free admissions programs. A special thanks to our event chair Rick Harmon.

Eagle
Randy and Laurie Allen / The Green Tree Fund
Polly and Murry Bowden, Kathy and Marty Goossen

Birdie
Angler Construction
Geoff Bracken
Jeb Bowden
Matt Goossen
Rick Harmon, Jr.
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Aaron Thielhorn
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Westside Lexus

Golf Chair Rick Harmon with Jonathan Moseley, Ryan Sweeney, and Louis Macey

Brenda Schroeder
Sarah and Duncan K. Underwood
Kara Vidal
Chelsie Windham
Mitra Woody
Lyndsey Zorich
Service to Low-Income Families

With 45% of children in Harris County living in low-income households and more than 27% of children living below the federal poverty line (Children at Risk, 2014-2016), CMH realizes the importance of reaching those most in need of educational opportunities. CMH engages low-income families by providing free and reduced-fee admissions to 72% of our visitors (through our 980+ Open Doors community partners and our designated free days and times) and free community-based programs to another 472,000 individuals.

Visitor Demographics

CMH serves one of the most socioeconomically and culturally diverse populations in the county. Our Museum visitorship this past year was 48% Hispanic/Latino, 23% African-American, 21% Anglo, 8% Asian 7%, and 1% other, while our visitors during free times were 55% Hispanic, 26% African-American, 12% Anglo, 6% Asian, and 1% other.

Finances

The total operating revenue and releases from restrictions for the 2017-2018 fiscal year was $12,522,833, down $1,895,291 from the prior year due to the impact of Hurricane Harvey on Earned Income and Contributions and unrealized losses in the investment portfolio. Total expenses for the same period were $13,599,036, down $235,293 from the prior year. Excluding depreciation of $1,952,674, total expenses are $11,646,362. Year-end net assets totaled $38,139,535.