

BACK TOGETHER AGAIN.



vadm.org | 434.977.1025 | 524 East Main St. | P.O. Box 1128, Charlottesville, VA 22902

GIVE TODAY FOR THE VIRGINIA DISCOVERY MUSEUM'S 40TH BIRTHDAY

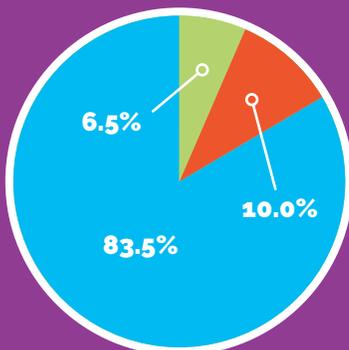


"We love this children's museum so much. My daughter is 19 months old and has so much fun here. The people who work here are so compassionate and really care about kids and the community. They are also very responsible in regard to COVID, it is one of the few indoor spaces where I always feel safe, even with my daughter being too young to be vaccinated." – Visitor, August 2021

FINANCIAL PROFILE

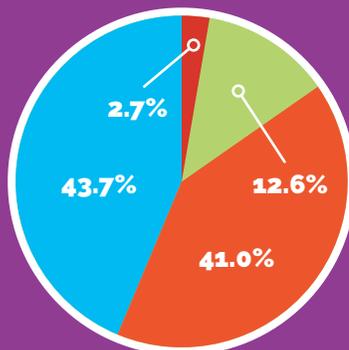
EXPENSES

JULY 2020-JUNE 2021



REVENUE

JULY 2020-JUNE 2021



EXPENSES

- Program Services
- Administrative
- Fundraising

REVENUE

- Donations
- Grants
- Programs
- Other

In 2021, over 200 individuals, businesses, organizations and foundations generously contributed to the financial health and vitality of the Virginia Discovery Museum.

A COMPLETE LIST OF THE MUSEUM'S SUPPORTERS IS AVAILABLE AT VADM.ORG



RECOVERING.

The COVID-19 pandemic presented extraordinary challenges for a hands-on children's museum, forcing the Virginia Discovery Museum to close its doors for 18 months. Without daily admissions, field trips, birthday parties, and events, *the Museum forfeited over \$400,000 in projected income.*

But, recovery for the Museum is not only restoring the financial health that will enable it to bring back beloved programs and events. Recovery is also supporting the social and emotional learning of young children, a group that was particularly hard-hit when it was not safe to gather and play. Your gift today will help bring back joy to our community's children, including the 11% of the Museum's visitors who visit free of charge through partnerships with 54 community agencies. Learn more about this program at vadm.org/sponsored-admission-program.



RENOVATING.

This year, the Museum celebrates 40 years of consecutive service to the Charlottesville community, a milestone marked with the *restoration of its historic 1910 carousel* on the Downtown Mall, which has provided thousands of rides to delighted children over the years. The Perry Foundation has offered a generous matching grant opportunity for this project; please make a gift today at vadm.org/donate.

Since reopening in September, Virginia Discovery Museum has *welcomed over 5,000 visitors*, seen memberships climb, and reinstated beloved events like the Boo Bash Halloween carnival. Your support today will ensure that the Museum will be able to continue to add programs and events in the new year.



REBUILDING.

Your support is vital to the Museum's ability to return to a full schedule of events and to look toward layering in new programs in 2022. Your donation today will immediately go to work in underwriting the Sponsored Admission Program, funding scholarships, and keeping the Museum's exhibits safe, well-stocked, and refreshed.

The Virginia Discovery Museum has been Charlottesville's favorite place to play for 40 years. *Making a gift ensures that the children riding the carousel, playing in the galleries, and being back together today will have a special place to bring their own children tomorrow.*

