

2022 IN REVIEW



31,300
VISITORS

The Virginia Discovery Museum welcomed over 31,300 visitors, making it one of the most-visited family attractions in Central Virginia.

FREE ENTRY
FOR **6,289**

20% of visitors came to the museum free of charge through VDM's Sponsored Admission Program and local and national partnerships like JMRL's Pass Check-Out, Wegmans Wednesday, Bank of America's Museums on Us, and Blue Star Museums.

1,866 KIDS

Nearly 2,000 children participated in VDM's high quality programs which include indoor and outdoor and free and paid options.



WE ALSO ...

Executed a **full restoration** of our 1910 carousel on the Downtown Mall

Welcomed **250 ghosts and goblins** to three nights of our Boo Bash Carnival

Experimented with **657 visitors** at our Kid*vention Science Festival

Launched our **first outdoor summer camp** at St. Anne's-Belfield School



PO. Box 1128
Charlottesville, VA 22902



DONATE TODAY!

JOY. LEARNING. BONDING.



These three pursuits have never been more critical to the resilience and well-being of our community's families. For over 40 years, the Virginia Discovery Museum has fostered intellectual curiosity and development for all families in our community, but we can't do this without your help.

YOUR SUPPORT
of the Virginia Discovery Museum is more important than ever as our community works to support local families in learning and finding joy. To learn more about the Virginia Discovery Museum's nationally recognized programs, exhibits and events and learn how you can get involved, please visit: www.vadm.org.



DEAR FRIENDS,

Fiscal Year 2022 brought over 31,300 visitors to the Virginia Discovery Museum, a return of old friends and introduction of new friends, and a welcome to newcomers to Charlottesville and babies born during the pandemic.

It has been a year of rebuilding at the Virginia Discovery Museum and witnessing the resilience of children as they develop the social and emotional learning skills interrupted by the pandemic. The hands-on learning opportunities the museum facilitates matter more than ever, because families with young children were hard hit when childcare and preschool providers shut down in the pandemic. In 2022, the museum saw usage of the Sponsored Admission Program grow from 10% to 11% of the museum's total admissions, also indicating increased need and interest in the museum from underserved families who work with the 56 agencies that participate in the program.

In this year of beginning again, the Museum has seen a marked increase in requests for free field trips from childcare centers and programs designed to address social and emotional learning needs. **Funds raised in the 2022 annual fund will be directed to the Social and Emotional Learning Scholarship Fund**, through which field trips and scholarships for Sponsored Admission Partner visitors will be funded. It is the museum's goal to raise \$25,000 to create this program. Please make a gift today at vadm.org/donate or through the enclosed envelope.

We are very thankful for your support of the Virginia Discovery Museum's work in the Charlottesville community and hope we can count on your continued partnership in this time of rebuilding and recovering.

Sincerely,
Janine Dozier, Executive Director

Programs, Camps and Events

Attending Museum drop-off programs, camps and events is a great way to support VDM. A portion of the funds raised from these activities supports the Sponsored Admission Program and VDM's free-with-admission drop-in programs.

DISCOVERY WORKSHOPS

Mini drop-offs for ages 4 and up. Incorporates interactive games, science experiments, art and collaborative challenges.

COMMUNITY PROGRAMS

Collaborative programs led by community partners such as Living Lab, offered in partnership with UVA Child Development Labs, and Meet the Symphony Musician with our local Charlottesville Symphony.

DATE NIGHT DROP-OFFS

Two-hour Friday evening drop-offs for children ages 3 to 10. Includes activities and playtime throughout the museum.

CAMPS

Camps for ages 4 to 8. Available on select Teacher Workdays throughout the school year and on spring and summer breaks.

ANNUAL EVENTS

Community events like our Kid*vention Science Festival, Boo Bash Halloween Carnival, and Holly Days at Highland.

MULTI-CLASS SERIES

Chess Mates teaches kids the timeless game of chess, and Artists Playground explores different artistic mediums.



THANK YOU TO OUR COMMUNITY

In 2022, over 165 individuals, businesses, organizations and foundations generously contributed to the financial health and vitality of the Virginia Discovery Museum. VDM relies on the generosity of our community to offer its high-impact programs, events and exhibits.

A complete list of donors is available at vadm.org/donate.

Museum Staff

Janine Dozier
Executive Director

Lindsay Jones
Director of Operations

Matt Berman
Visitor Services Manager

Lara Musser
Education Manager

Jade Dickinson
Gallery Manager

Board Members

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Taryn Spence

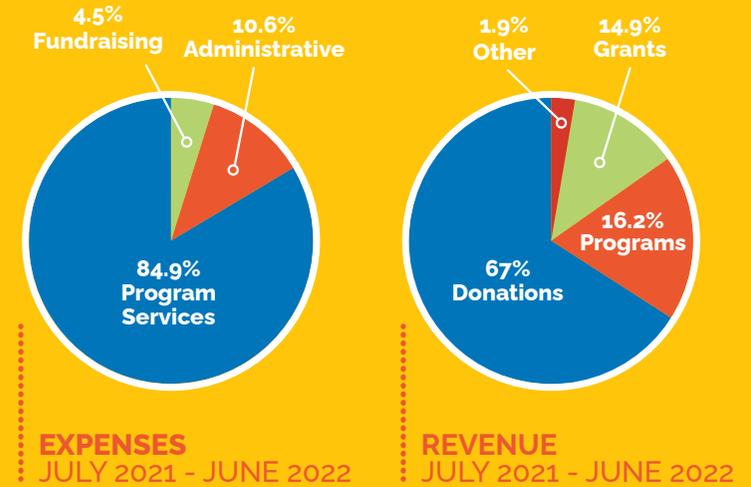
Phillip Williams

FOLLOW
VDM



@vadiscovery

FINANCIAL OVERVIEW



VOLUNTEER SUPPORT

VDM relies on the support of community volunteers who range in age from 13-85 and share their time and talents by assisting in our galleries, staffing our front desk, running popular programs and events and helping to maintain our innovative exhibits.



172
volunteers
donated
2,800+
hours of
service
in 2022