

THE CHILDREN'S MUSEUM AT SARATOGA

We invite you to explore our recent achievements and milestones. We are proud to highlight a year marked by remarkable growth in attendance, a surge in membership, and extensive media coverage that celebrated our mission. Our commitment to fostering creativity, curiosity, and learning in young minds has resonated deeply within the community, drawing more visitors than ever before.

CMAS IN THE COMMUNITY

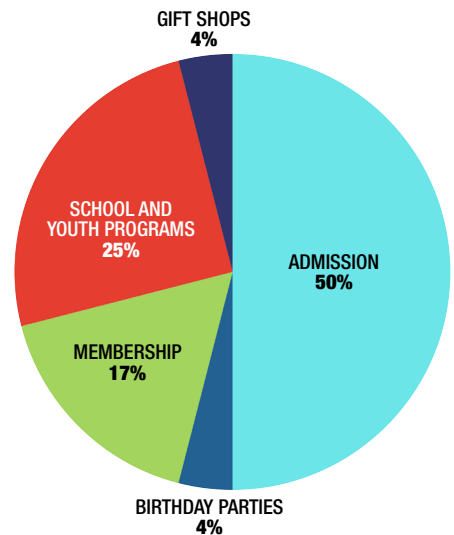
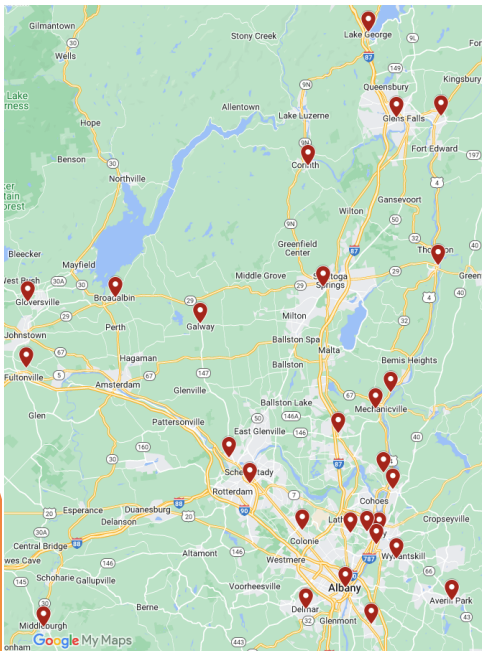
Beyond our traditional museum setting, we actively engage in your community by delivering enriching programming at schools and various community events. We take pride in our commitment to accessibility, ensuring that the wonders of education and play are brought directly to the children, especially those with transportation challenges. Our outreach efforts have successfully reached a total of 20,000 individuals, including 6,000 participants engaged in six counties through community events, plus another 14,000 in schools etc. This has effectively created a stronger bond between CMAS and the diverse members of your community.



Click here or follow QR code to hear more about CMAS from **Sarah Smith**, Executive Director

MUSEUM INCOME

Where does the money come from to operate the Museum? As a non-profit the Museum relies on three types of revenue. One part of our budget is paid for by grants, one part of the budget comes from donations and the third comes from earned revenue. Earned revenue is the money that comes from admissions, membership and educational programs for children, birthday parties and gift shop sales.



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65 SOUTH BROADWAY | SARATOGA SPRINGS, NY 12866

The Museum is an invaluable resource to the people of Saratoga and the entire Capital Region. Your contribution allows the Museum to remain a trusted source for play based learning and children's education. Your donation helps create interactive exhibits (and repair the ones that are loved a lot) and educational programs that foster creativity and imagination.



Click here or follow QR code to hear more about CMAS from **Katelynn Ethier**, Board President

TRANSFORMING CHILDREN'S LIVES THROUGH YOUR SUPPORT

The Children's Museum at Saratoga is a non-profit organization which is supported by the generosity of the community, friends, members, and people who value the importance of play in a child's developmental and educational growth.

INVESTING IN YOUR MUSEUM: INSPIRING A GENERATION OF LEADERS

By investing in your museum, you can bring the joy of discovery, exploration, and imagination to each child who walks through the doors. Maintaining exhibitions, developing new experiences, and creating interactive programs all contribute to the growth and development of children and their caregivers.

Learning through play and interaction with others build self-confidence, curiosity, and positive change. We are committed to nurturing a new generation of leaders through play. Join us in our effort to change the world, one child at a time!

OUR MISSION IN ACTION: BY THE NUMBERS

Since 1990, we have delivered opportunities for active parent involvement in children's learning, serving as a resource for school districts in the area, and ensuring that our programs and services are accessible to all children.



979

members Strong (+45%)



13%

of Museum visitors qualify for free & reduced fee admission programs (+2%)



117

volunteers helped the Museum this past year (+2%)



6,316

people seen at community events



More than

72,000

people visited the Museum or attended an outreach program (+275%)