



Making a Difference

OUR MISSION

To spark imagination and foster learning for children of all backgrounds and abilities and to build strong connections within the East End community by providing playful experiences.

OUR HISTORY

Believing the East End of Long Island was in critical need of an educational resource serving families of all backgrounds, eight local moms founded the Museum in 1997. Initially, the Museum offered programs at different locations across the East End. The response was incredibly positive, which led the Museum to open a permanent home in Bridgehampton in October 2005. Now with over 7,000 square feet of exhibit and program space, the Museum welcomes almost 80,000 visitors annually.

OUR COMMUNITY

The East End's year-round communities are among the most diverse in New York. Of Long Island's 13 towns, East Hampton, Southampton and Riverhead (all on the East End) have the highest rates of poverty. The proportion of immigrants is also higher than elsewhere on Long Island. While they compose 16% of Suffolk County's population, the percentage living on the East End is almost 25%. During the most recent school year, the percentage of Latino students was over 50%.

OVERCOMING MISCONCEPTIONS

A common misperception of the Children's Museum - based largely on our "Hamptons" address - is that it is an exclusive for-profit institution serving the well-to-do. To combat this misconception, we count on Board, staff, and community members to serve as Museum ambassadors, communicating our effort to ensure that all children in the region – regardless of background, ability or economic means – can access the Museum.

MAKING A DIFFERENCE FOR THE LOCAL COMMUNITY

The Children's Museum's Strategic Plan explicitly commits the Museum to achieving three objectives:

1. Provide equal access to the Museum's exhibitions and programs regardless of abilities, background, or income level;
2. Increase opportunities for young children and families to be creative and learn together;
3. Collaborate with aligned community organizations to support the development of children on Eastern Long Island.

To that end, the Museum has made great strides and continually looks for ways in which we can further serve the community:

- The Children's Museum is one of only two museums in the nation to serve as a Head Start Center.



- To serve families who can't visit the Museum due to lack of transportation, income, or language barriers, the Children's Museum recently launched "Creating in the Community" to deliver ongoing programming to the Shinnecock Reservation, Stony Brook Children's Hospital and Riverside Rediscovered.
- To serve the growing Spanish-speaking population in the community, the Children's Museum developed a range of programs for children of different ages. Parents and children ages 6 months to 4 years old participate in *Cantemos*, the only Family Literacy program in the East End. Families with school-aged children attend *Ciencia en CMEE*, an afterschool science program for Spanish speaking families. These programs were developed under the aegis of the Museum's Latino Parents Advisory Council, a volunteer group of Spanish-speaking parents who recommend ways for the Museum to serve the needs of families in the community.
- To help promote STEAM (science, technology, engineering, art and math) education, Museum educators developed the *Century Arts Coding Club*. Building on the *Ciencia* program, this afterschool program – hosted this coming school year at the Museum and at Project Most in East Hampton – brings together a diverse array of families to learn computer coding.
- During the past year, over 700 low-income children and families visited the Museum for free using an Electronic Benefits Transfer (EBT) card. EBT cards are used by families enrolled in the Supplemental Nutrition Assistance Program to make food purchases instead of needing food stamps.
- To assist families affected by domestic violence, the Children's Museum partnered with the Retreat, a local domestic violence shelter to host "Take Charge." While mothers receive job skills training in the Museum's classroom so they can obtain financial independence, their children participate in play and art therapy in the exhibition galleries.
- Expanding on the Museum's power as a therapeutic environment, Museum staff partnered with "Katy's Courage" on a bereavement program to provide play therapy for local children grieving the loss of a loved one.

BUDGET AND STAFFING

Annual Budget - \$1.5 million

Revenue Sources:

- Earned income: (45%) admissions, memberships, programs, rentals.
- Unearned income: (55%) Contributions, fundraising events, and grants.

Full-time Staff: 9

Part-time Staff: 30

Volunteers/Interns: 71