



2018 Overview

THE CHILDREN'S PLAYHOUSE

400 Tracy Circle, Boone, NC 28607 ♦ www.goPlayhouse.org ♦ 828-263-0011
♦ EIN #27-0065653

The Children's Playhouse celebrated its 16th birthday in 2018. It was an exciting year which saw many improvements thanks to generous gifts from donors including **The Celia Lipton Farris & Victor W. Farris Foundation**, and **Home Community Fund**, the Clabough Foundation, the Kennedy-Herterich Foundation, and the Barnickel Foundation.

Thanks to these gifts and the hard work of volunteers, we **expanded our facility, created new exhibits, increased our programs, and expanded our professional staff**. All changes increased our capacity to attract and serve more families while maintaining our commitment offer high quality, educational play experiences for children and friendly support to parents in a community-oriented facility that feels intimate and calming.

2018 By the Numbers

Member visits 10,423 (up 33% from 2015)
Nonmember visits 4,264 (up 27% from 2017)
Total visits 14,687

65 scholarship memberships for low-income families and agencies.

279 total programs (a 84% increase over 2017) Plus:

- 2 six week Bright Beginnings for Toddlers classes
- 1 six week Brains and Babies class
- 4 week long thematic programs and exhibits (e.g., Space Week)

New Spaces for Play and Work

- New classroom created
- New offices created
- Storage spaces revamped

New Exhibits and Play Opportunities

- Water Exhibit
- Magnetic wall
- Blocks and Roads
- Space Exhibit
- Winter Exhibit

New Professional Staff

- Program Director
- Operations Manager

5th Annual Playhouse BuildFest

April 14, 2018

- Over 50 hands-on STEAM activities
- Giant Cardboard City
- Physics show
- 215 volunteers
- 1300 attendees

Our Mission

Our mission is to provide children from birth to age eight with an enriching, educational play environment while at the same time offering their parents and caregivers friendly support in the important job of raising children. Parents and caregivers stay and play with their children.





Who uses The Children's Playhouse?

Open Tuesday-Saturday, The Children's Playhouse serves working and stay at home parents and is also very popular with grandparents and out-of-towners. We have close to 15,000 visitors per year.

We attract a wide cross-section of families representing a range of social- economic, educational, and religious backgrounds. We attract fathers as well as mothers. Over 25% of our members get free memberships based on low income. We provide agency memberships for social workers and family intervention specialists

A New Room for Programs and New Offices

The new classroom and new offices were carved out of unfinished storage space. The new classroom is multipurpose. It enables us to offer activities that such as STEM classes for older kids, birthday parties, and small exhibits such as blocks and roads.



A Custom Water Exhibit

The three level feature designed by Rodney Underwood, Kathy Parham, and Jim Stoudt and hand-built by Underwood includes a working pump and many water moving challenges to intrigue and delight.



Stimulating Programs for Every Age

We tickled babies' brains and challenged big kids to investigate and invent. Music, art, animals, and science were all highlights and we had more programs than ever before.



Professional Staff Serve Families

New positions of Program Director and Operations Manager focus on creating quality visitor experiences.

Looking Ahead to 2019 and Beyond

This year The Playhouse launched the **\$100,000 Imagine Campaign** which invites you to invest in a strong future for The Children's Playhouse by pledging to give yearly for multiple years. Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 919-814-5400

