



Overview of

THE CHILDREN'S PLAYHOUSE

400 Tracy Circle, Boone, NC 28607 ♦ www.goPlayhouse.org

828-263-0011 ♦ EIN #27-0065653 ♦ NC Charitable Solicitation License #SL005830

What is the mission of The Children's Playhouse?

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. Stimulating programs, enticing play areas and exhibits, and informative parenting resources all support this mission.

What is the History of The Playhouse?

The Playhouse was founded in 2002 by a group of local citizens. We are a 501c.3 nonprofit and belong to the Association of Children's Museums.

How many visitors does The Playhouse get a year?

The Playhouse receives close to 10,000 visits per year. We currently have over 1,300 adult and child members in over 240 membership families. We also attract numerous out of town visitors looking for fun activities for young children, particularly on rainy days. The Children's Playhouse is open Tuesday-Saturday, 51 weeks per year.

Who uses it?

Families with children from birth to age eight. Open Tuesday-Saturday, The Children's Playhouse serves working and stay at home parents. We also are very popular with grandparents and out-of-towners looking to entertain young children.

We attract a wide cross-section of High Country families representing a wide 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 working with at-risk families. Our space is also used after hours monthly by foster respite care and a Parent to Parent support group.



"I don't always take the time at home to stop and watch my children actually play and it is good for me to see and learn more about engaging them. . . . I love watching my kids' 'imagination at work' at The Playhouse." —Survey comment





How Do We Serve Families?

- ◆ Provide **1,800 hours of open play** per year in **six indoor** and **two outdoor** play and learning areas.
- ◆ **Programming for kids.** In addition to the exhibits and art activities that are available daily, over 50 special workshops and classes are offered throughout the year on topics such as Kids Can Cook, Infant-Toddler Music, and Kitchen Science.
- ◆ **Support for parents.** We have a circulating Family Resource Library with over 200 volumes in on topics ranging from child development to parenting kids with special needs to treehouses. Our executive director is trained in Triple P Positive Parenting Level 2 care and is available to help parents with common parenting challenges.

Impact on Families

In a 2014 survey of Playhouse members and visitors:

- ◆ 99% of parents strongly agree or agree that visiting The Children's Playhouse is beneficial for their child's development and learning.
- ◆ 99% of parents agree or strongly agree visiting The Children's Playhouse is beneficial to them as a parent or caregiver.

How is it Funded?

The Children's Playhouse's budget is raised from the following sources: grants from foundations, allocations from local government, admissions and membership fees, community events and fund raisers, donations from clubs and individuals.



"The Playhouse offers so many wonderful activities that are both fun & educational; and everything is so very well organized, staffed with such caring & knowledgeable folks, & every room/station we visited was so very clean...what a blessing you all are to everyone, young & old, who come through your doors!!" --email message from a parent

2015 Accomplishments

- ♦ Awarded **55 free scholarships** to low-income families, 5 given to agencies serving children needing special services including the Children's Developmental Services Agency (CDSA), the Department of Social Services, and the Watauga County Schools.
- ♦ Provided **high quality Melissa and Doug toys to 30 special needs children** served by Watauga County Schools and the Children's Developmental Services Agency a two Summer Kick-Off pizza parties, with help from The Ethel and W. George Kennedy Family Foundation/ Kennedy-
- ♦ Held the 2nd annual **BuildFest**, a Science, Technology, Engineering, Art, and Math (STEAM) festival for kids 2-12, on April 12, 2015 which had over 800 attendees, involved more than 100 volunteers, and featured more than 35 hands-on activities related to STEAM.
- ♦ Honored 19 "Hometown Heroes" with the **Great Friend to Families Awards** on March 21, 2015 in three categories: **Helping Hands, Helping Hearts, and Young Hearts** awards.
- ♦ Provided a **week of free admission** and special activities in celebration of the museum's **13th birthday** in November.
- ♦ Expanded parenting support offered by executive director by achieving accreditation in Level 2 **Triple P Positive Parenting Program** thanks to a Triple P grant awarded the Appalachian District Health Department and the High Country United Way.
- ♦ **Expanded parent resource library** by over 100 books on a wide variety of topics of interest to parents such as learning differences.
- ♦ Offered **36 Summer programs** ranging from Kitchen Science to Snakes and Salamanders.
- ♦ Offered infant and toddler **music classes** weekly year round and four weeks of free classes in November.
- ♦ Offered free classes **Kids Can Cook, Angel Bear Yoga, and Kids and Clay** monthly.
- ♦ Offered one six week session of Fundamentals of Martial Arts.

"In our crazy life The Playhouse has allowed my child to just go be a child and forget about 'Big People' problems." —survey



"The Playhouse has helped our little one in so many ways. It has encouraged better social skills, creativity, gross and fine motor, as well as a friendly and loving environment. Our little one gets so excited when we arrive; he signs 'Play!'"
--parent of a child with



"It gives me a safe place to get out of the house when I feel depressed."
—Survey comment.