



FISCAL YEAR 2023

A LOOK BACK

60,835

Visitors welcomed to the Museum this year, nearly **DOUBLING ATTENDANCE** from last year and making VDM one of the **MOST VISITED** family attractions in Central Virginia.

14,976

Visitors who received **FREE ADMISSION** from Sponsored Admission, the JMRL Pass Program, Wegmans Wednesdays, Bank of America's Museums on Us, and Blue Star Museums.

2,956

Participants in VDM's high-quality **PROGRAMS** which include indoor and outdoor and free and paid options as well as **SCHOLARSHIPS**.



WE ALSO ...

- Learned science with **1,459 VISITORS** at our Kid'vention science festival.
- Welcomed **244 GHOSTS AND GOBLINS** to two nights of our Boo Bash carnival.
- Offered our **FIRST HOLLY DAYS** winter festival at James Monroe's Highland.



P.O. BOX 1128
CHARLOTTESVILLE, VA 22902



DONATE TODAY



where we
all come
together



OVER 40 YEARS OF LEARNING, JOY & CONNECTION

For over 40 years, the Virginia Discovery Museum has provided a safe, welcoming, and child-centric environment for **FAMILIES**. Of equal importance to educating young **CHILDREN**, VDM also offers an inclusive place for **TEENS** and **COLLEGE STUDENTS** to build workforce skills and supports the economic vitality of **DOWNTOWN CHARLOTTESVILLE**.

YOUR SUPPORT IS MORE IMPORTANT THAN EVER.

Learn more about the Virginia Discovery Museum's nationally recognized programs, exhibits, and events and find out how you can get involved at VDM.ORG

DEAR FRIENDS,

Thanks to your support and partnership, the Virginia Discovery Museum has experienced a year of **RECORD GROWTH** in 2023.

- **ADMISSIONS:** Almost doubled, from 31,300 to 60,835.
- **PROGRAMS:** Nearly 3,000 people joined VDM programs.
- **MEMBERSHIPS:** Exceeded 900 for the first time since 2019.
- **SPONSORED ADMISSIONS:** Usage grew to over 12% of admissions.
- **SUMMER CAMPS:** More than 100 families joined the waitlist.

Through the support of community members like you, the Museum has worked hard to meet demand for opportunities for learning, joy, and family bonding. Our region should be proud that families traveled from 42 states to visit VDM this year. Given the growing demand for the Museum's services, we have **TWO MAJOR INITIATIVES** planned for 2024 with which we need your help:

PILOTING SECOND LOCATION - \$150,000 GOAL

We are excited to explore piloting a second location in Summer 2024, which will enable us to expand our programs to older children. There is a shortage of enrichment programming in our community for upper-elementary-aged children, and through our popular robotics and chess offerings, VDM has established that we can effectively serve this age group. This will be a major financial undertaking, and we hope to raise \$150,000 to cover the cost of this second location pilot.

BOLSTERING SPONSORED ADMISSION - \$50,000 GOAL

Demand for VDM's Sponsored Admission Program grew nearly two percent this year, mirroring the economic instability faced by many families in our area. With over 7,500 free visitors coming through the program and five new referring agencies joining the program this year, we hope to raise \$50,000 to ensure this program continues to be a resource for local families.

Thank you for your support of VDM. Though our fundraising needs are large, gifts of all sizes are meaningful and important. We hope we can count on your continued partnership in this time of growth!

Sincerely,

JANINE DOZIER, EXECUTIVE DIRECTOR

Please make a donation at [VADM.ORG/DONATE](https://vadm.org/donate) or through the enclosed envelope.



PROGRAMS, CAMPS & EVENTS

DID YOU KNOW?

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

DATE NIGHT DROP-OFFS (AGES 4-10)

Two-hour Friday evening drop-offs that include themed activities and gallery playtime.

DISCOVERY WORKSHOPS (AGES 4-8)

Hour-long mini drop-offs that incorporate games, science experiments, art, and collaborative challenges around a themed curriculum.

CHESS MATES (AGES 6-10)

Multi-week series that focus on having fun while building an understanding of chess and developing creativity, executive function, and math skills.

MUSEUM CAMPS (AGES 4-8)

Available on select teacher workdays and during spring and summer breaks.

ANNUAL EVENTS (ALL AGES)

Community events like our Kid'Vention science festival, Boo Bash Halloween carnival, and Holly Days at Highland winter festival.

COMMUNITY PROGRAMS (ALL AGES)

Collaborative programs such as VDM's pop-up StarLab planetarium at JMRL's Central Library and UVA's Living Lab, offered in partnership with UVA Child Development Labs.



THANK YOU, DONORS

COMMUNITY ENGAGEMENT

In fiscal year 2023, **MORE THAN 130** individuals, businesses, organizations, and foundations generously contributed to VDM's financial health and vitality. The Museum relies on the generosity of our community to offer its high-impact programs, events and exhibits.

Full Donor List: [VADM.ORG/DONATE](https://vadm.org/donate)



MUSEUM STAFF

Janine Dozier
Executive Director

Lindsay Jones
Director of Operations

Matt Berman
Visitor Services Manager

Lara Musser
Education Manager

Anna Deater- Deckard
Marketing & Outreach Manager

Sabrina Collins
Gallery & Programs Manager

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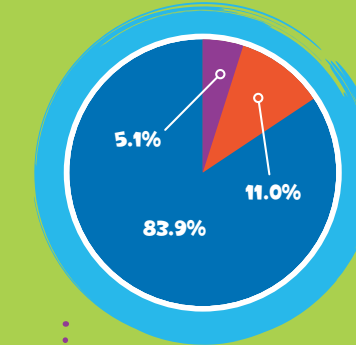
Cliff Moorman
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Taryn Spence
Phillip Williams

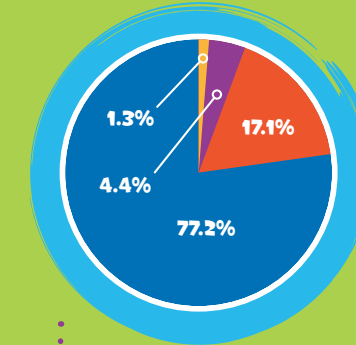
JULY 2022 - JUNE 2023

FINANCIAL OVERVIEW



EXPENSES

- Program Services
- Administrative
- Fundraising



REVENUE

- Donations
- Programs
- Other
- Grants



HELPING HANDS

VOLUNTEER SUPPORT

The Museum relies on the support of community volunteers who range in age from **13 TO 85** and share their time and talents by organizing our galleries, staffing our front desk, assisting with popular programs and events, and helping to build and maintain our innovative exhibits.

2,804

Hours of service donated by **193 VOLUNTEERS** in 2023