

fiscal year 2020

Annual Update



VDM STAFF

Janine Dozier
Executive Director

Beth Solak
Executive Director

Lindsay Jones
Director of Operations

Matt Berman
Marketing Manager

Frankie Szynskie
Education Manager

Megan Smead
Education Manager

Emily Yu
Front Desk Manager

Reed DeLoach
Birthday Party Manager



VDM BOARD

Meghan Badke

Shannon C.M. Banks
Co-Chair

Katrina Callsen

Chris Cullinan

Chris Heins
Co-Chair

Lila Heymann

Ashley Howard

Andrea Hubbell

Julie McClure

Jessica Phillips
Vice Chair

Kennedy Prentiss
Secretary

Arthur Rogers

Jill Simandl
Treasurer

Dear Friends,

Two thousand twenty was a year of unprecedented challenges but also remarkable resilience for the Virginia Discovery Museum. As of the first week of March, the Museum had welcomed 50,994 visitors, 25 percent of whom had visited free of charge through VDM's Sponsored Admission Program and other underwritten programs. Based on these statistics for the first nine months of its fiscal year, the Museum was on track to welcome over 70,000 visitors and prepared to celebrate the 30th running of the Discovery Dash, VDM's biggest annual fundraiser and a beloved Charlottesville family tradition.

By mid-March, however, the COVID-19 pandemic had reached Virginia, and VDM closed its doors to help stem the spread of the virus. What our board and staff hoped would be a short time of closure, turned into the remainder of the 2020 calendar year, as we focused on protecting the health and safety of our community. For a mission-driven organization focused on hands-on learning, it has been difficult to see the Museum's galleries silent and empty and our beloved carousel chained shut day after day.

Still, these many months of closure have also been a time of resilience for the Museum, supported by community members who have made donations, purchased Box Kits, joined 12 weeks of virtual camp, and even participated in a generation-spanning virtual Discovery Challenge, which substituted for the Discovery Dash. Over 1,800 children have connected with VDM virtually or through socially distanced activities, filling our screens with their smiles and jumping with joy when we dropped kits off on doorsteps. The Museum's board and staff are deeply thankful for the support of our community and for the partnership of fellow nonprofits like the Boys and Girls Clubs of Central Virginia, City of Promise, Community Climate Collaborative, Elk Hill, Friendship Court, UVA Children's Hospital, and Wildrock, with whom VDM partnered during this challenging time to offer programs in support of our community.

Museums around the world have been severely impacted by the ongoing pandemic. The American Alliance of Museums predicts 30 percent of America's museums will permanently cease operations by the end of 2020. Thanks to the support of our community and a recent grant from a national foundation, VDM will endure this challenging time to celebrate its 40th anniversary in 2021. Whether you offered words of support, made a community connection or enrolled your child in a program, you are the reason the Virginia Discovery Museum has been able to navigate this difficult time, and we thank you.

Janine Dozier & Beth Solak

Executive Directors, Virginia Discovery Museum

a look back at 2020

By the Numbers



VISITORS

NEAR & FAR

50,994

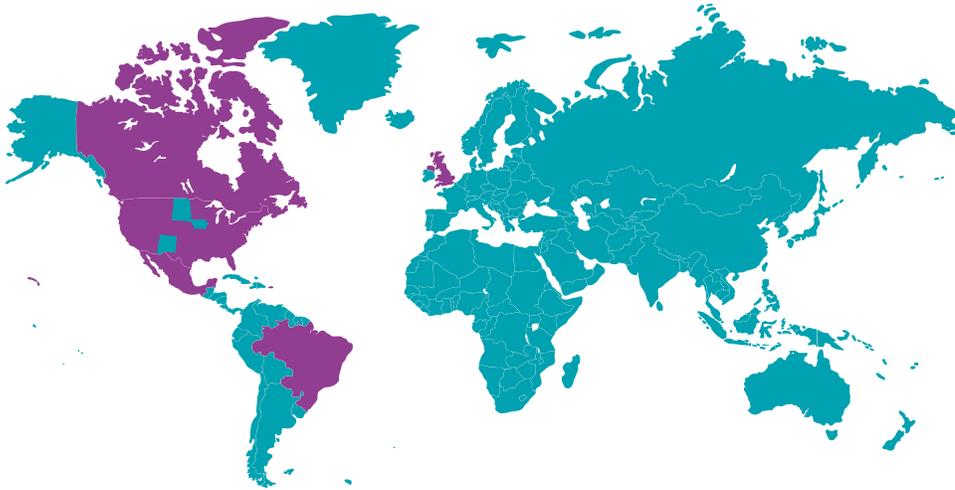
Visitors Welcomed Before VDM Closed in Response to COVID

45

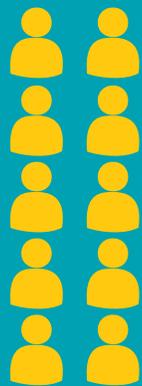
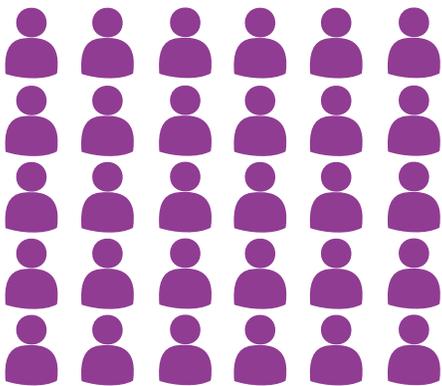
States + Puerto Rico Represented

4

Foreign Countries Represented



Before closing in March in response to the COVID-19 pandemic, the Virginia Discovery Museum had welcomed 50,994 visitors just nine months into its fiscal year. VDM is one of Charlottesville's most popular tourist attractions and, with visitors from 45 states and 4 countries, one of the most-visited stops in Central Virginia.



25%

Visited free of charge

- VDM's Sponsored Admission Program, in partnership with 54 community agencies
- Bank of America's Museums on Us
- Wegmans Wednesdays
- Jefferson Madison Regional Library Pass Program
- Blue Star Museums

VOLUNTEERS

GIVING BACK



246

Volunteers



2,798

Hours

- **Young & Young at Heart:** Volunteers range in age from 13 to 83.
- **First Work Experience:** Each year, high school and college students gain their first work experience at VDM, learning critical skills like reliability, responsibility, and interpersonal skills.
- **Important Research:** For over five years, graduate students from the UVA Department of Psychology and UVA School of Education have conducted ongoing child development research at the Museum through Living Lab and Learning Lab. Both programs are designed to build children's creativity and resilience while providing important data on how children learn.

DONORS

>> JULY '19-JUNE '20

In 2020, **over 200** individuals, businesses, organizations, and foundations generously contributed to the financial health and vitality of the Virginia Discovery Museum. VDM relies on the generosity of our community to offer its high-impact programs, events and exhibits.

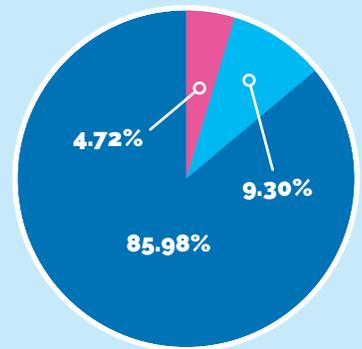
FULL DONOR LIST

(Click to View)



EXPENSES

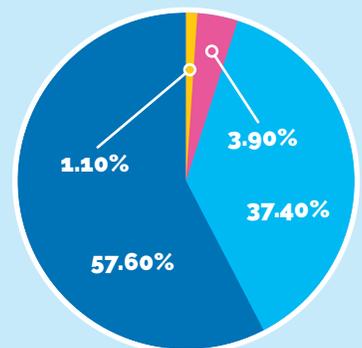
>> JULY '19-JUNE '20



- Program Services
- Administrative
- Fundraising

REVENUE

>> JULY '19-JUNE '20



- Donations
- Programs
- Grants
- Other