



FISCAL YEAR 2024

YEAR OF **GROWTH**

64,336

Visitors welcomed to the Museum this year, supporting the **LOCAL ECONOMY** and making VDM one of Central Virginia's **MOST VISITED** family attractions.

18,036

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, accounting for **28%** of total admissions.

2,461

Children, ranging from infants to age 10, who participated in VDM's high-quality **PROGRAMS** which include free and paid options as well as **SCHOLARSHIP OPPORTUNITIES**.



WE ALSO ...

- Learned with **1,050 VISITORS** at our Kid*vention science festival at Ting Pavilion.
- Welcomed **324 GHOSTS AND GOBLINS** to two nights of our Boo Bash carnival.
- Connected with **291 BABIES AND CAREGIVERS** through Baby Buds playgroups.



P.O. BOX 1128
CHARLOTTESVILLE, VA 22902



DONATE TODAY



where we
connect, learn

& thrive

MORE THAN 40 YEARS OF COMMUNITY CONNECTION

For over four decades, the Virginia Discovery Museum has offered a safe, welcoming, and child-centric environment for **FAMILIES** to learn, find joy, and connect. Of equal importance to educating young **CHILDREN**, VDM also provides an inclusive place for teen and adult **VOLUNTEERS** 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 discover how you can get involved at VADM.ORG

DEAR FRIENDS,

Two thousand and twenty-four has been a busy and exciting year at the Virginia Discovery Museum filled with community partnerships, exhibit renovations, and lots of learning, joy, and growth.

Through collaboration with the **RODMAN SCHOLARS PROGRAM** at the University of Virginia and **UVA FACILITIES MANAGEMENT**, VDM renovated and relaunched its popular **SENSORY STUDIO** and **KINETIC CARS** exhibits. Visitors love exploring the new exhibits, and we are thankful to the volunteers who worked creatively and intensively with Museum staff to bring the exhibits to fruition.

Now, VDM needs your help with **TWO KEY OBJECTIVES** in the year ahead:

1. EXPANDING COMMUNITY OUTREACH

The Museum seeks to expand its reach in the community by raising funds to offer more on-site programming in schools and at community partner organizations, particularly in support of babies and new families, a **GROWING DEMOGRAPHIC** in our region.

2. SUPPORTING SPONSORED ADMISSION

The Museum is working to ensure that it remains a resource for all families by raising funds for its Sponsored Admission Program, which grew from 12% to 16% of VDM's overall admissions in FY 2024. This marks the **BIGGEST INCREASE** in program usage in the Museum's history, and is an indicator of how vital VDM is to the 63 community agencies that refer families for free-of-charge learning and childhood development support.

Gifts of all sizes are meaningful and important to the Museum. Please make a donation at [VADM.ORG/DONATE](https://vadm.org/donate), through the QR code in this report, or with the enclosed envelope. We are thankful for your support, and we hope that we can count on your continued partnership in this time of growth.

Sincerely,

JANINE DOZIER, EXECUTIVE DIRECTOR

 **DONATE:** Scan the QR code, use the enclosed envelope, or visit [VADM.ORG/DONATE](https://vadm.org/donate).



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 activities, gallery playtime, and a break for dinner.

DISCOVERY WORKSHOPS (AGES 4-8)

Hour-long drop-offs that incorporate science experiments, art, and collaborative challenges and games.

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 weekdays and during spring and summer breaks.

ANNUAL EVENTS (ALL AGES)

Community events like our Kid*vention science festival and Boo Bash Halloween carnival.

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 2024, **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

Amy Griffith
Education Manager

Anna Deater- Deckard
Marketing & Outreach Manager

Sabrina Collins
Gallery & Programs Manager

VISIT US

 **Online:** vadm.org

FOLLOW US

  **@vadiscovery**

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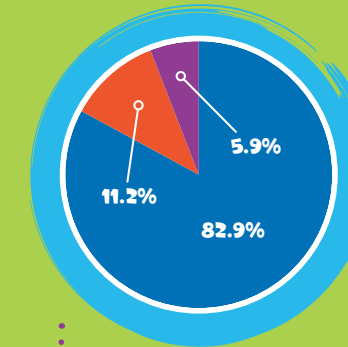
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Taryn Spence
Phillip Williams

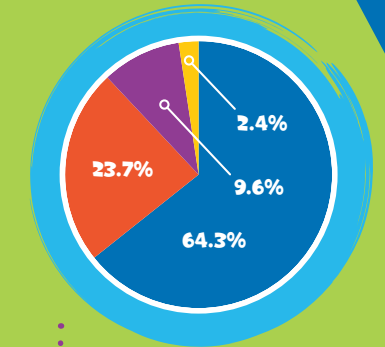
JULY 2023 - JUNE 2024

FINANCIAL OVERVIEW



EXPENSES

- Program Services
- Administrative
- Fundraising



REVENUE

- Donations
- Programs
- Other
- Grants



HELPING HANDS

VOLUNTEER SUPPORT

VDM relies on the support of volunteers who range in age from **13 TO 85** and organize our galleries, staff our front desk, assist with programs and events, and help build and repair our innovative exhibits. In FY 2024, **290 VOLUNTEERS** gave their time to the Museum.

4,108

Hours of service donated to VDM,
UP 1,304 HOURS from FY 2023