



FISCAL YEAR 2025

SERVING OUR COMMUNITY

57,619

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

17,044

Visitors receiving **FREE ADMISSION** through Sponsored Admission, the JMRL Pass Program, Wegmans Wednesdays, Bank of America's Museums on Us, and Blue Star Museums, accounting for **30%** of total admissions.

2,618

Children, ranging from babies to age 10, who participated in VDM's high-quality **PROGRAMS**, which include free Drop-Ins and paid classes with **SCHOLARSHIP OPPORTUNITIES**.



WE ALSO ...

- Learned with **853 VISITORS** at our Kid'Vention science festival at Key Rec Center.
- Welcomed **210 GHOSTS AND GOBLINS** to two nights of our Boo Bash carnival.
- Benefited from the support of **288 VOLUNTEERS**, who gave nearly 4,700 service hours.



P.O. BOX 1128
CHARLOTTESVILLE, VA 22902



DONATE TODAY



the power of JOY and CONNECTION

PROVIDING LEARNING THROUGH PLAY SINCE 1981

For more than 40 years, the Virginia Discovery Museum has offered a safe, welcoming, and child-centric environment for **CHILDREN, FAMILIES**, and **VOLUNTEERS** in Charlottesville, delivering best-in-class exhibits, programs, events, and workforce development opportunities.

YOUR SUPPORT IS MORE IMPORTANT THAN EVER.

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

DEAR FRIENDS,

In September 2025, I celebrated my **10TH ANNIVERSARY** at the Virginia Discovery Museum, an occasion to reflect on all that the Museum has undertaken thanks to the support of partners like you. Whether you are a donor, volunteer, or community partner, I am thankful for your generosity in helping VDM work **TOWARD 50 YEARS OF SERVICE** in Central Virginia — a milestone we will celebrate in just five years. In the past decade, VDM has faced challenges, such as an 18-month closure due to the pandemic, and marked joyful milestones, including:

- **GROWING** admissions from 45,000 to 60,000 annual visitors.
- **EXPANDING** the Sponsored Admission Program from 15 to over 60 community agencies that refer families for free visits, free field trips, and early intervention services.
- **PARTNERING** with the University of Virginia on course instruction and hosting student volunteers and researchers.
- **RENOVATING** the Front Gallery (2016) and Back Gallery (2018) and **RESTORING** VDM's historic carousel (2022).

In addition to supporting children and families in learning through play, the Museum provides young adults, mid-career professionals, and retirees an environment in which to develop workforce skills and foster a sense of community. This summer, high school students in VDM's Teen Internship program participated in Smithsonian's national Democracy in Dialogue program, where they produced a documentary film about the role of the Museum in Charlottesville. You can view the film online at [VADM.ORG/DEMOCRACY-IN-DIALOGUE](https://vadm.org/democracy-in-dialogue).

As we prepare for 2026, please help keep VDM's Sponsored Admission Program and volunteer initiatives thriving. These programs support the well-being of our community members of all ages and require a significant investment of resources. Gifts of all sizes are meaningful and important. Please make a donation today at [VADM.ORG/DONATE](https://vadm.org/donate), through the QR code, or with the enclosed envelope. We are thankful for your support and hope we can count on your continued partnership in this time of growth.

Sincerely,

JANINE DOZIER, EXECUTIVE DIRECTOR



DONATE TODAY!

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



PROGRAMS, EVENTS & FIELD TRIPS

DID YOU KNOW?

Participating in camps, programs, events, and field trips are great ways to support the Museum. Funds raised from these activities benefit VDM's **SPONSORED ADMISSION PROGRAM** and free-with-admission **DROP-IN PROGRAMS**.

MUSEUM CAMPS (AGES 4-8)

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

DATE NIGHT DROP-OFFS (AGES 4-10)

Two-hour Friday evening drop-offs that include activities, gallery playtime, and a break for dinner.

CHESS MATES (AGES 6-10)

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

COMMUNITY PROGRAMS (ALL AGES)

Collaborative programs such as Play It Safe with the Charlottesville Fire and Police Departments, Teddy Bear Clinic with UVA Children's Hospital, and Living Lab offered in partnership with UVA Child Development Labs.

ANNUAL EVENTS (ALL AGES)

Community events like our Kid'Vention science festival and Boo Bash Halloween carnival.

GROUP VISITS & FIELD TRIPS (ALL AGES)

Enrichment opportunities through play for schools, community organizations, and childcare providers.



THANK YOU, DONORS

COMMUNITY ENGAGEMENT

In fiscal year 2025, **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 enriching exhibits, programs, and events.



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

Anna Deater-Deckard
Marketing & Outreach Manager

Emily Percy
Programs & Administrative Coordinator

BOARD MEMBERS

Jennifer Eberline
Chair

Jacqueline Langholtz
Vice Chair

Cliff Moorman
Treasurer

Ashley Howard
Secretary

Meghan Badke
Caitlin Borland
Antoinette Brewster
Katrina Callsen
Kate Heins
Carolyn Gosse
Lila Heymann
Andrea Hubbell
Brian Hunt
Ashley LeFew Falwell
Mary McCall
Jacob Penny
Allyson Pierce
Kennedy Prentiss
Arthur Rogers
Rudi Rudd
Phillip Williams

VISIT US

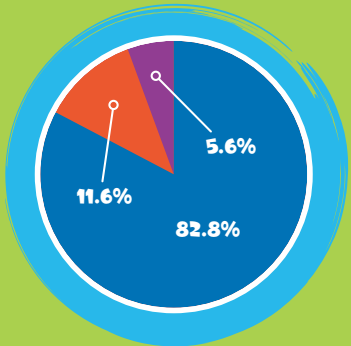
📍 Online: vadm.org

FOLLOW US

📱 @vadiscovery

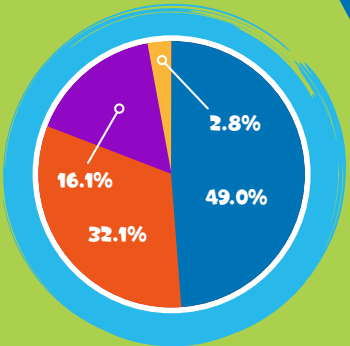
JULY 2024 - JUNE 2025

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 2025, **288 VOLUNTEERS** gave their time to the Museum.

4,695

Hours of service donated to VDM,
UP 587 HOURS from FY 2024