

Impact Report

2021-2022



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Letter from Our Director



Play is what kids do best! So why are so many kids missing daily play in their lives? Is it because they're too busy? Or because they're given a screen to look at? Maybe. Or maybe it's that the world doesn't place enough emphasis on the importance of play in a child's life. Our children are the future. They will grow to be adults. They will have tons of responsibilities, stress and maybe even families of their own to worry about. For those long days and short years, play will be there for them. Play will shape them, inspire them, and create adults with a strong foundation in the love of being fun and carefree, even if just for a few minutes. Every child needs play.

One thing that will hopefully come to mind when kids want to play is LaunchPAD! Through many hours of researching, developing, and testing programs and exhibits, staff works hard to Launch a child's love of learning through play and discovery. Learning through play can be a substantially effective way to teach kids skills they'll need all throughout their lives. LaunchPAD continues to seek support so that every child has access to play.

This year, LaunchPAD has seen struggles that affect our mission. Whether they're struggles with a lifting pandemic, the volatile economy, or many families having to reprioritize their time and income. Because of the support and generosity of our community, LaunchPAD has and will continue to make sure that play is still in the child's life affected by any struggle. Through outreach programs started this year, our team has made play mobile and attended many kid-centered events. This is just the beginning of our goals towards a strong connection with other agencies providing service to children.

LaunchPAD has exciting dreams becoming reality soon. Just a few of those include:

- New, high play value, interactive exhibits. Coming late fall 2022, LaunchPAD Reimagined will be full of amazing hands-on exhibits for kids of all ages!
- Community outreach events and appearances with an emphasis on diversity. Staff are working to create programming to present to local service agency children that is engaging and fun!
- Corporate membership program. A program for Siouxland employers to provide a benefit to their employees while supporting access to play for all children.
- Special celebrations all year long! LaunchPAD is excited for any celebration, but we also want to make sure these celebrations are available for every child! Community members can underwrite these events.
- Consistent messaging and expression of goals and mission to the entire community. Putting passion behind what we do every day for our staff, board of directors and key stakeholders will be refreshed this year.

LaunchPAD's dreams are born every day. Working together with our community, we will make those dreams into plans and Launch a child's love of learning through play and discovery.

A handwritten signature in dark blue ink that reads "Carrie Linn". The script is fluid and cursive, with a large, stylized "C" at the beginning.

Who We Are



OUR MISSION

LaunchPAD Children's Museum strives to launch a child's love of learning through play and discovery to all children in the Siouxland Community.

OUR VALUES

- Play
- Discovery
- Creativity
- Engaging
- Educational
- Diverse



"Play is our brain's favorite way of learning."

Diane Ackerman

The Faces of LaunchPAD

LaunchPAD Children's Museum is proud to have a staff and board who work hard to support the mission and values of the museum. LaunchPAD would not be where we are today without the dedication and commitment of all involved.

Staff

Carrie Lebowich
Executive Director

Sara Bunker
Education Director

Alyssa Miller
Museum Manager

Shelby Schroeder
Education Manager

Krimson Verdin
Volunteer Coordinator

Javier Perez
Outreach and Inclusion Coordinator

Corina Maldonado
Guest Services

Cooper VonSeggern
Maintenance Manager

Fun Fanatics
Marina Bertrand
Shelby Campbell
Noah Elder
Madison Evans
Aayden Harris
Morgan Ivener
Giapsy Morales
Aubrey Trometer
Nicole Zuehl

J & S Cleaning



Board

Nick Rol
President

Beau Streck
Vice President

Abby Persinger
Secretary

Tyler Zellmer
Treasurer

Alexcia Boggs

Rachel Diemer

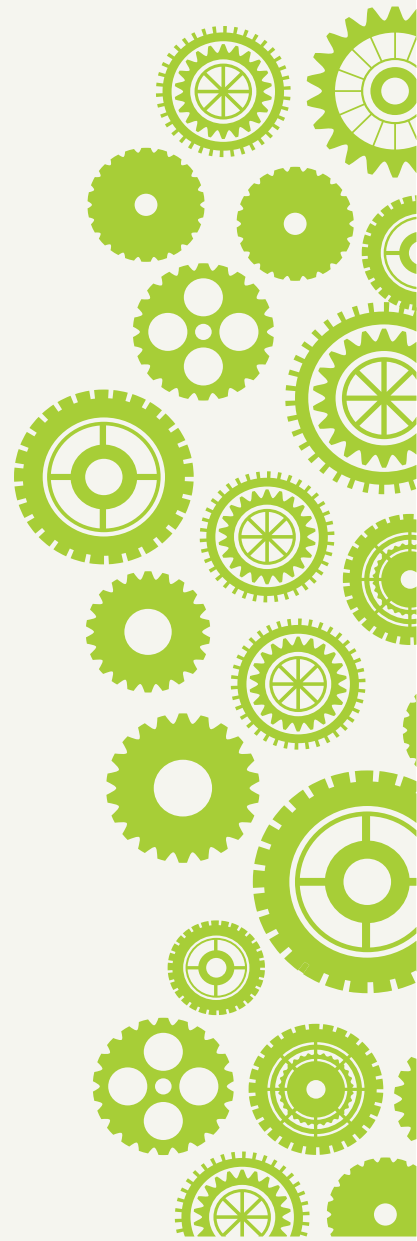
Karrie Hruska

Emily Mills

Colin Tague

Matt Thompson

Dustin Wenham



2021 - Our Story



October

Hush Hush

Hush Hush 2021 was a success with 80 auction items and 188 bidders who helped us reach our fundraising goal.

Halloween Spooktacular

LaunchPAD's Halloween Spooktacular featured treats, games, crafts, and even a green-screen costume contest. We had over 200 spooky friends attend.

November

Kitchen Chemistry

Day out Camps were a new program created by LaunchPAD's Education Team, which allowed children to attend camps at LaunchPAD on the days where there was no school. Kitchen Chemistry taught campers about healthy food options and how to make their own lunch.

Adult Craft Night

Proving that play is important for all ages, LaunchPAD held our first ever adult craft night. Participants created their very own string art holiday trees.

December

Sweet Treats with Santa

Back for a second successful year, Sweet Treats with Santa provides families with a chance to take photos with Santa while decorating a cookie treat. This year we had 90 children attend.

Teddy Bear Tuck-In

A sneak peek into the museum at night, Teddy Bear Tuck-in is a sleepover for stuffies. Children check in their furry friends than follow their shinanigans during the night on LaunchPAD's social media.

2022 - Our Story

January

Lego Maniacs

New in the 2021-2022 school year, LaunchPAD began after school camp. The first 3 Mondays every month campers would join LaunchPAD staff in exploring new educational themes such as Legos.

Sensory Friendly Night

Sensory Friendly Nights are unique and fun-filled events that welcome any children with special sensory needs and their families. These events provide free admission and a free evening meal, made possible by the generosity of donations from community sponsors.



February

LaunchPAD's 6th Birthday

LaunchPAD celebrated 6 years of being open with a giant board game birthday party. Guests were able to play giant Candyland, Hungry Hungry Hippos, and more!

Siouxland Choice Awards

LaunchPAD was honored to once again be nominated for and awarded the Siouxland's choice award for Best Family Entertainment.

March

LaunchPAD Lab Grand Opening

In March, LaunchPAD celebrated our first major new exhibit since opening, The LaunchPAD Lab. The lab allows guests to participate in fun, messy, and educational activities in a safe space with child friendly equipment.

Yuck Bins

A new addition to the museum floor is the Yuck Bins. While parents do try to keep toys out of the mouths of their kids, it is bound to happen from time to time. The yuck bin allows parents to add those toys into the bin for extra sanitizing.

2022 - Our Story

April

Springtacular Crafting

Spring was in the air at LaunchPAD as children hydro-dipped eggs and their choice of a spring flower pot. The museum had 24 participants in this first time program.

Music Makers

LaunchPAD staff launched a new spring program all about music, movement, and sound. Music Makers allowed children to dance, sing, and play instruments to their favorite songs.

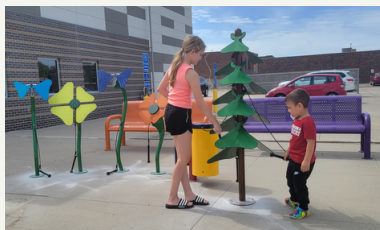
May

Deep Clean

LaunchPAD is proud to offer guests a clean safe place to play at all times. During holiday closure, staff took the opportunity to deep clean the museum to ensure those high standards are met.

Sound Garden

Thanks to the Briar Cliff University's Children's School LaunchPAD was able to create the Sound Garden. The museum also added an interactive walk way and flower beds. Through these additions, LaunchPAD has been able to create a welcoming environment of play as soon as the children arrive.



June

Diggin in the Dirt Summer Camp

Campers were ready to get dirty. They explored the world below our feet. Through hands-on activities campers were experimenting, creating, and learning about insects, gems, plants, and dirt! Digging in the Dirt had 35 registrations.

Tech Takeover Summer Camp

Technology has taken over LaunchPAD! Campers us learned about coding and robots in simple and fun ways! Campers got creative as they created their own stop motion videos. Technology has never been more fun! Tech Takeover had 22 registrations.

2022 - Our Story

July

Sloppy Science

Things got messy during our fan favorite Sloppy Science camp! Foam, slime, reactions. What more could campers ask for as we learned and experimented with matter? Sloppy Science sold out with 50 registrations.

Animal Planet

Mammals, birds, and reptiles oh my! Campers created, explored, and experimented with different classes of animals. There were even some furry and feathered special guests. Animal Planet sold out with 49 registrations.

August

Crazy Art

Campers went coo coo for crayons at Crazy Art Camp. They explored new ways to create crazy art, make magnificent masterpieces, and dove into a world of color. Crazy Art sold out with 49 registrations.

H2O Whoa!

Campers ended summer with some fun water play! Water and Ice were their focus as they played, experimented and completed challenges. H2O Whoa! had 45 registrations.

September

Family Night

Family Night: Let's Glow Play! kicked off back to school season at LaunchPAD. Family Night is a monthly Thursday Night programming to welcome families that are in school during the day.

LaunchPAD Reimagined

As fall approaches LaunchPAD begins prep for exhibit installation. This includes carpeting floors, painting walls, and material prep. During this time of change, the goal of the museum is to keep a high-standard of play. Guests enjoyed giant building sets and rotating temporary exhibits.

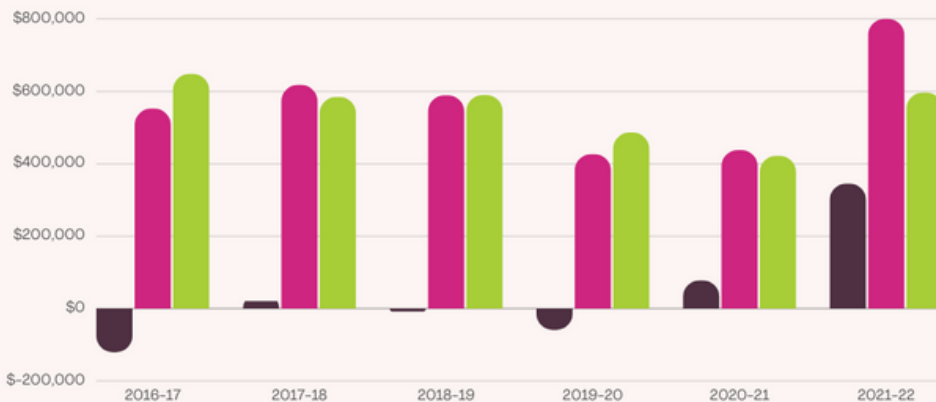


By the Numbers

INCOME & EXPENSES SINCE OPENING



● Net Income
● Revenue
● Expenses



1,269

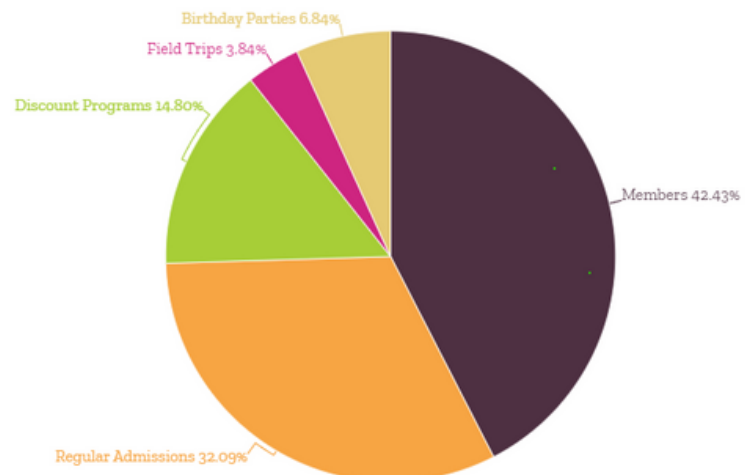
Active Family
Memberships

61,477

Guests visited the
museum during the
2021-22 fiscal year

14%

of admissions are through discount
programs such as Agency
Memberships, Access Memberships,
Museums for All, Military or
Educator Discounts



2021-2022 Financials

Operating Revenue

Admissions	\$262,323.50
Education	\$20,807.38
Memberships	\$172,621.50
Birthdays and Rentals	\$42,532.00
Contributed Revenue	\$250,137.06
Retail	\$42,532.00
Total Revenue	\$790,953.44

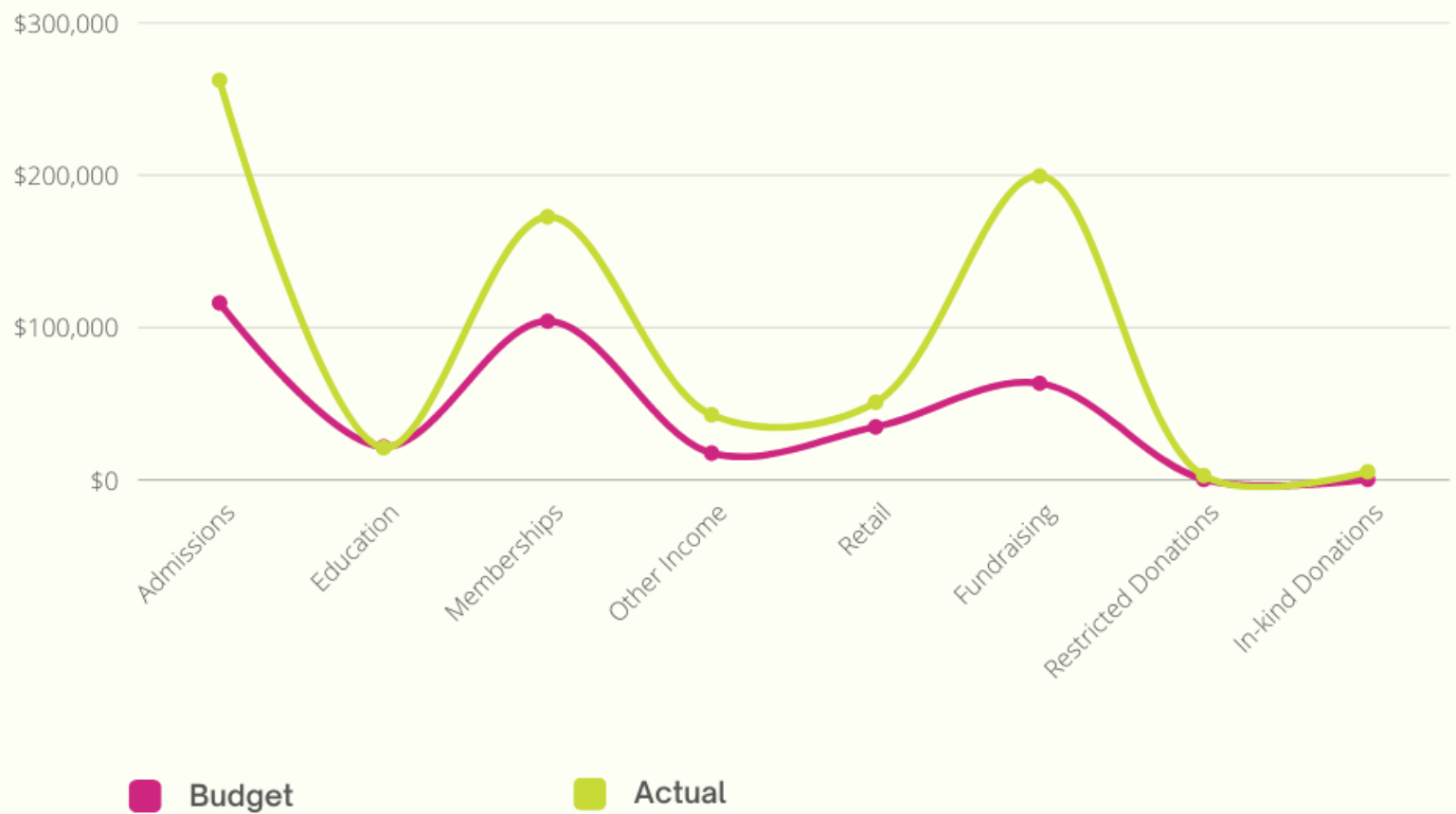
Operating Expenses

Staffing	\$313,188.71
Utilities, maintenance, and Insurance	\$174,299.14
Education, Exhibit Consumables, and special Event	\$75,736.18
Professional Fees and Services	\$32,169.45
Total Expenses	\$595,393.48



Total Revenue: \$790,953.44
Total Expenses: \$595,393.48
Net Revenue: \$195,559.96

Budgeted vs Actual Income



84%

increase in admission
to previous year

903

New memberships
joined during the
2021-22 fiscal year



\$10,000+

The Children's School
Regina Roth
Small Business Associates

\$5,000- \$9,999

Norman Bernstein
Canon, Moss, Brygger, and Associates
Travel Iowa
United Way of Siouxland
Anne Westra

\$1,000- \$4,999

First Premier Bank
Zachary Gansebom
Betty Garwood
Good Coin Foundation
Great West Casualty Company
Carrie & Josh Lebowich
McClure Engineering Co.
MidAmerican Energy Foundation
Persinger Family
Mark Peterson
John Roberts
Siouxland Community Foundation
Siouxland Urology
Siouxland Youth Foundation

\$500- \$999

Blackbaud
Bridget Berger
Amy Daniels
Farm Credit Services of America
Fibercomm
Greenburg Foundation
Kalins Indoor Comfort
Allison Kletschke
Kletschke Wealth Management Group
Ronald Krage
Janice Lebowich
Scott Plambeck
Nick Rol
Security National Bank
Jessica Shook
Sioux City Police Officers Association
Suter Services
Thompson Electric
Walmart

\$100- \$499

Ken Beekley	Alice Mollet
Alexcia Boggs	Erin Nilges
Sara Bunker	Marvin Pottebaum
Virginia Ericson	Coleen Rose
Marcias Hoffman	Roten Sela
Heather Jensen	Emily Sweitzer
Alyssa Miller	US Bank
Melissa Miller	Krimson Verdin
	Rose Warner

*Some donors may be anonymous

Thank you to our donors and grant supporters!



12

Average number of
hours per volunteer a
year.

427

Volunteered hours
during the 21-22 year

67%

increase in volunteer
hours compared to
previous year

Volunteers

LaunchPAD Children's Museum is able to
provide additional programming and
activities due to the wonderful support we
receive from our volunteers.



Community

During the summer of 2022 LaunchPAD Children's Museum has been able to increase our presence in the community through outreach events.

In addition to once again attending Art Splash, LaunchPAD staff hosted activities at Saturday in the Park, Unity in the Community, and Celebrate Siouxland.

LaunchPAD is excited to continue to support other local organizations and non-profits while also sharing our mission with all of Siouxland.

LaunchPAD also hosted two Community Nights at the Museum this summer. A big thank you to Sioux City Fire and Rescue and Wells Blue Bunny for helping make these nights a big success.



LaunchPAD Reimagined

LaunchPAD will be updating four major exhibit areas in the fall of 2022.

LaunchPAD hopes to increase open-ended play value for all ages of children that enter the museum.



Little LaunchTown

A town just big enough for kids. Experience different types of careers and cultures in our Little LaunchTown.

Produce Truck

Make way, delivery coming thru! Veggies can be delivered in our farm truck. Kids will enjoy loading up food into the back of this truck.





LaunchPAD Backyard Treehouse

Our backyard treehouse is a secret clubhouse for boys and girls where grown-ups dare not venture. The treehouse features two levels of nature inspired fun. A loft with skylight and lookout telescope warns of your approach. Quickly escape intruders down the twisty slide!

LaunchPAD Backstage

Lights, camera, action! Kids can do their make up, put on costumes and possibly make their own props in this new backstage area.



LaunchPAD Stables

Old McDonald has his animals in our barn! Kids will love taking care of horses, rabbits, and chickens. They will also learn about where milk comes from and help feed the pigs.



Tractor

This John Deere Tractor is every little future farmer's dream. The engine is popped open so they can get the best view of the problem and see what needs to be repaired. The tractor comes with removable engine parts so that kids can dive in and find the source of the problem. Tell your little mechanic that you are having some engine difficulties that only they can fix, but don't be too disgruntled when they hand you the bill!



Launchpadmuseum.com

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