

A photograph of two children playing in a blue rope net tunnel. The child in the foreground is a girl with long brown hair, wearing a pink and purple patterned t-shirt and blue jeans, sitting on the net and looking up with an open mouth. The child in the background is a boy wearing a brown jacket with neon green reflective stripes, also smiling. The net is made of thick blue ropes and is suspended in a well-lit indoor space.

Above &
Beyond
Children's Museum

ABOVE & BEYOND
CHILDREN'S MUSEUM

Impact Report

2021

Our story so far

Mission

A special place for children and their families where play and education connect through exploration and discovery.

Vision

We strive to provide a positive learning environment through community partnership with interactive programs and captivating exhibits that exceed children's wildest dreams and imaginations.

Leadership Team

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EXECUTIVE DIRECTOR

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OPERATIONS MANAGER

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EXHIBIT DESIGN & FACILITY
MANAGER

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EDUCATIONS & PROGRAMS
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Dear Friends,

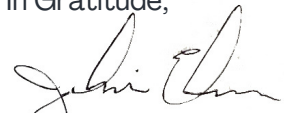
The concept behind Above & Beyond Children's Museum all began with a traveling road show featuring interactive children's exhibits. Next year, we will celebrate 30 years as an organization and beloved community hub for Sheboygan County and beyond.

This year Above & Beyond prioritized responding to the needs of our community and filling essential learning gaps. This led us to plan big projects like the All-Abilities Purple Octopus Playground, scheduled to be completed Summer 2022. The outdoor playground will provide an all-access play space to all who visit downtown Sheboygan. 2021 has also paved the way for our Culture Exchange, coming November 2022, which will incorporate both long-term and short-term focuses on global culture and diversity.

Four new programs were introduced this year to address the need for first-time parent programs, good food education, and mental health resources. These include BYOB-Bring Your Own Baby, Kindermusik/Music for Littles, Good Food Club, and Play is Healing. Our community partners grew to 15 organizations, all of which collaborated with us to create unique experiences throughout Sheboygan County. To combat the child care crisis so many in our County are experiencing, Above & Beyond is actively working with the City of Sheboygan and the Sheboygan Area School District to create in-school field trips and after-hours childcare throughout the week.

Now, we look forward to our next ten years. We're not content to sit back now— in fact, it's full steam ahead. We know there is still so much to discover. More families to welcome, more neighborhoods to reach, and more collaborations with partners ahead. We look forward to continuing to work with the community members, organizations, and companies who share our vision for the children and families we serve.

In Gratitude,



Jackie Erdman

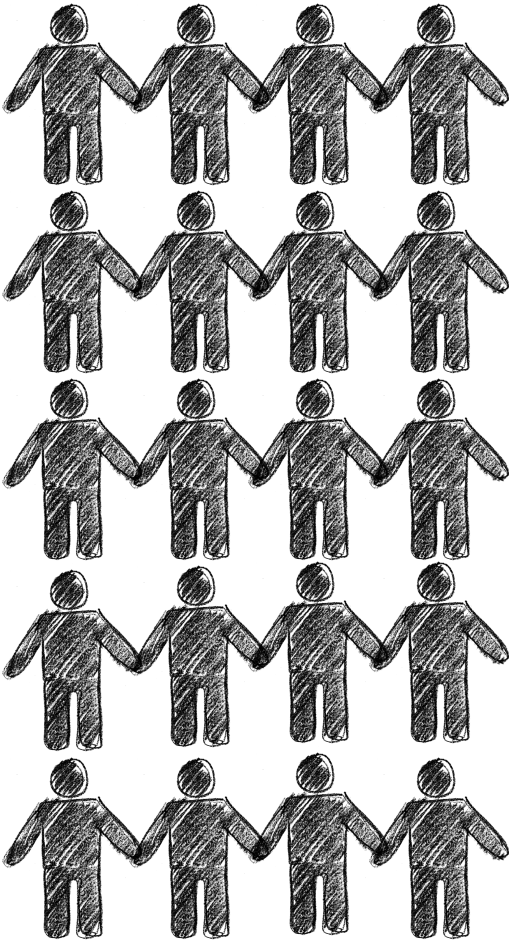
Executive Director



ABCM By the Numbers

20,000+

children and caregivers
visited in 2021



Each figure represents 1,000 visitors.

3,000

Programs
and event
attendees

15

NEW
Community
Partners

4

NEW
partnership
programs

587

Reduced-cost
memberships
through Family
Access program

\$434,200

Raised for All-Abilities
Purple Octopus
Playground

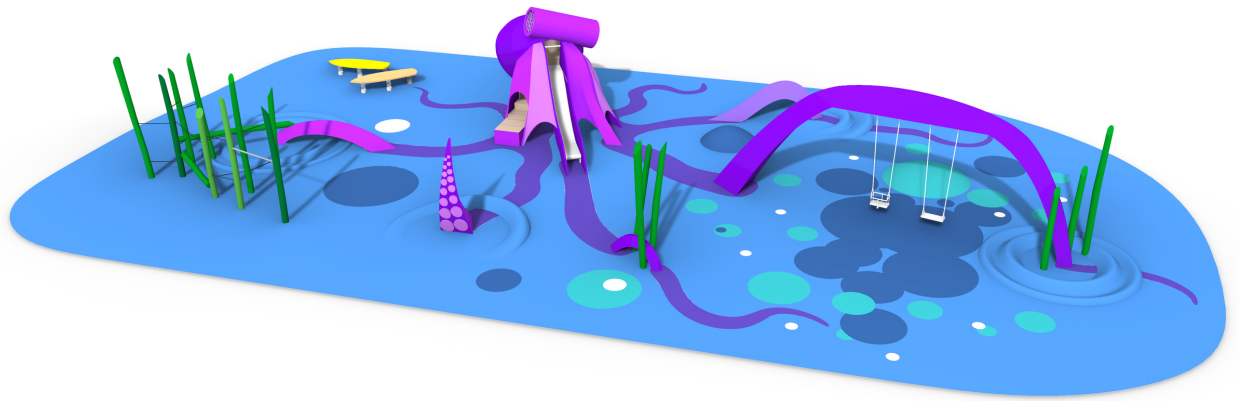
543

NEW
Members

2,000

Member families





Play for All

Bringing the All-Abilities Purple Octopus Playground to Life.

As Above & Beyond Children's Museum continues to grow, we continue to assess how to bring our play spaces out into the wider community. The All-Abilities Playground will be installed Summer of 2022 and is an all-access public outdoor playground that will be located on our green space next to the museum building. The playground has provided us the opportunity to build something that is as beautiful as it is fun to play on. An outdoor exhibit that children of all backgrounds and abilities will have the opportunity to interact with.

Instead of a standard playground, the Children's Museum connected to the other public art pieces around the downtown area to bring something wholly unique to Sheboygan. We found that MONSTRUM, the internationally acclaimed playground company located in Norway, fit with our vision. They have perfected the art of creating playscapes that are artistic in nature, structurally sound, and focused on child development.

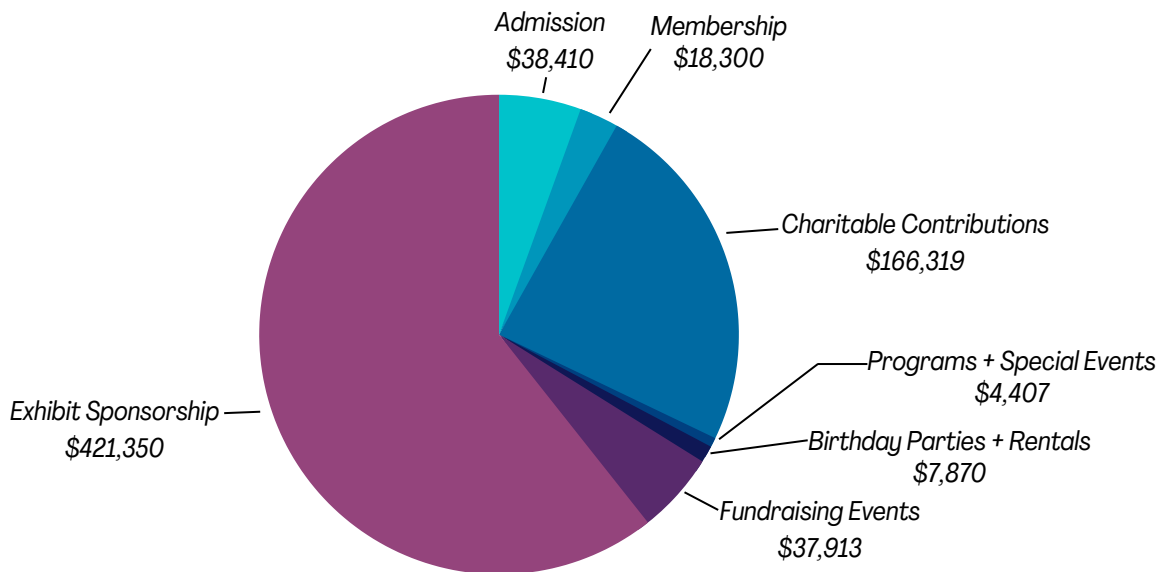
We have brought on Jos. Schmitt Construction to work alongside MONSTRUM to prep the site and install the equipment. Once completed, it will be 90 feet in length and 47 feet wide with landscape designed by Bookworm Gardens.

Downtown Sheboygan does not currently have a public outdoor play space that is specifically ADA-accessible. The playground is being designed with all-access components including a wheelchair transfer platform in the head of the octopus and ground-level accessible equipment and nest swing.

Parks and playgrounds are located some distance away from the main thoroughfare of the city and have to be accessed via transportation. Installing a playground within the Museum's green space allows us to reach people of all socio-economic levels and abilities - whether they are just visiting Sheboygan or are growing up here.

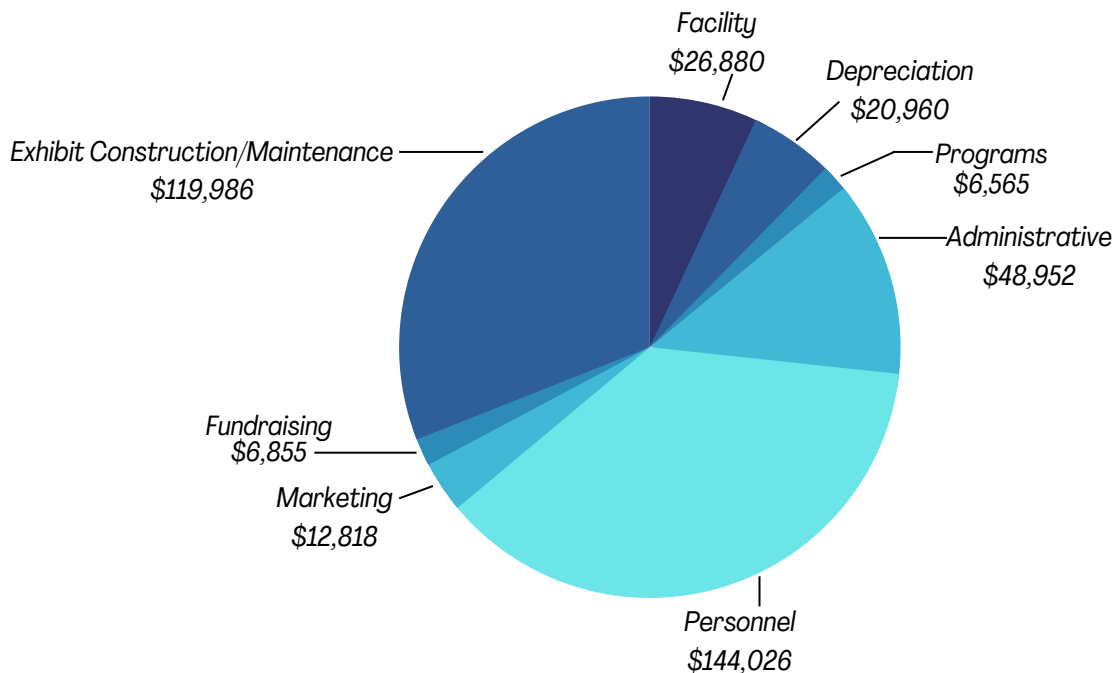
2021 Financials

Operating Income: \$626,493



Earned revenue accounted for 30% of the museum's income in 2021 due to the museum being closed until June. We are deeply grateful for the generosity of community members, whose contributions provided the remaining 70% of the operating income. This includes the amount raised for the All-Abilities Purple Octopus Playground.

Operating Expenses: \$391,611



Museum expenses are focused on serving visitors every day by providing safe, working exhibits; multi-disciplinary programming; and knowledgeable staff and volunteers who facilitate learning, skill-building, and fun.

Above & Beyond Children's Museum's 990 is available upon request.



Play is Healing

Helping heal the community.

In 2021, Above & Beyond Children's Museum (ABCM), Mental Health America (MHA) in Sheboygan County, the Sheboygan County YMCA, and the Sheboygan Community Recreation Department embarked on a campaign centered on mental health and wellness for children and their families in Sheboygan County and beyond. Our organization's educators and leadership staff teamed up to provide playful educational opportunities developed to support our community's overall health and well-being.

The Play Is Healing campaign began with Phase 1 in Spring with virtual sessions entitled "A Mindful Recess." The sessions were guided by a mental health facilitator and recorded in various locations at ABCM and the YMCA locations in Sheboygan and Sheboygan Falls.

The program entered its second phase in summer with the goal to "Bring Back the Fun in 2021!" The Children's Museum educators, alongside MHA, YMCA, and the Recreation Department staff, offered a variety of pop-up play experiences at various participating locations and parks throughout the County. For its third phase beginning in September, the Play is Healing partners moved onsite to their locations throughout the County.

Each Play is Healing session included a variety of structured and unstructured play opportunities geared towards elementary students and their families. Some of these involved gross motor skill building, playground exercises, songs and stretches, mindful story time, and a craft or art-making activity. Through generous sponsors, there was little to no cost to attend and we saw 1,110 families join Play is Healing throughout the year. Our hope for next year is to expand field trip options with the Play is Healing partners and offer multiple location options for school educators.

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Above & Beyond

Children's Museum



Explore. Discover. Learn.

902 North 8th Street, Sheboygan, WI | p 920 458 4263 | info@abkids.org | www.abkids.org