



2021

ANNUAL REPORT



OUR MISSION

To provide a multi-faceted museum for children to explore culture, history, and the natural sciences through internal and external exhibits, programs, and experiences.

OUR VISION

Our vision is one of a world that honors all children and respects the diverse ways in which they learn and develop.

We believe that children's museums are a unique community institution where the pursuit of equity and inclusion is an institutional best practice that reflects a commitment to serving all children and families.

OUR BOARD & STAFF

Board of Directors

Edward Widofsky, President

Associate Senior Project Manager,
Tecton Architects

Andrea Williams, Vice President

Chief Executive Director,
ConnectiKids

Michael Purcaro, Treasurer

Town Administrator, Vernon, CT

Kevin Sullivan, Secretary

Director, Douglas Library

Amy Radikas, Ed.D.

Deputy Superintendent,
Manchester Public Schools

Candice Server-Irwin

Curriculum Specialist,
S. Windsor Public Schools

Tracy Patterson

Director, Traveler's

Jay Moran

Mayor, Town of
Manchester

Administrative Staff

Patricia Buxton, Ed.D.

Executive Director

EXECUTIVE LETTER

Dear Friends,

We are delighted to share our 2021 Annual Report, celebrating the Lutz Children's Museum's many successes in what was a year of transition. We are so grateful for your support and all that it has allowed us to accomplish together.

This year we welcomed Dr. Patricia Buxton as the new executive director. An assistant professor of education at the University of Bridgeport and a Vernon school board member, Dr. Buxton has led fundraising, marketing and community engagement efforts.

With the support of her team, the museum now offers new outreach programs, classes, and special events. Archival items from the museum collection, that having spent decades in storage, are now on display at the Shoppes at Buckland Hills – a monumental task undertaken by volunteers and our resident artist.

Volunteers are the backbone of the Lutz Children's Museum. They help care for our animal ambassadors, offer special Friday activities, maintain our gardens, keep the gallery train running, address facility needs, run errands, and so much more! Many of the support staff at Farm Day, Egg Day and Truck Day are volunteers.

As we prepare for the upcoming new fiscal year the Lutz Children's Museum has been honored to be selected as 1 of 12 participants by the Hartford Foundation for Public Giving for an 18 month long project to Build Evaluation Capacity (BEC). Our goal this year will be to determine the difference the Lutz Children's Museum makes in our community. Participation in BEC is just one example of how the Lutz Children's Museum engages in best practices for nonprofit development.

Last but not least, due to the efforts of our Board of Directors and community of supporters, the Lutz Children's Museum continues to be a vital regional resource. We thank you for your time, talent, and financial support.

Warm regards,

Patricia Buxton, Executive Director
Eddie Widofsky, Board President





ACM RECIPROCAL NETWORK

Children's museums are places where children learn through play and exploration in environments designed just for them. Reflecting their diverse communities, children's museums create playful, interactive learning experiences. In an increasingly complex world, children's museums provide a place where all kids can learn through play with the caring adults in their lives.

Many children's museums are located in major travel and tourism destinations. More and more families visit children's museums each year for unique, face-to-face fun, enlightenment and shared experiences not found in traditional museums or other popular destinations.

The ACM Reciprocal Network is a voluntary group of ACM member museums open across the U.S. and Canada that reciprocate discounted admission to each other's members. Two hundred museums participate in the network and reciprocate 50% off general admission for up to six (6) people. The card holder must be present for discounted admission.



New England Museum Association (NEMA) is a member service regional organization representing museum professionals and the museum community in New England. It is associated with the American Alliance of Museums (AAM). The group's headquarters are in Arlington, Massachusetts.

NEMA inspires and connects people engaged with the museum field, provides tools for innovative leadership, and empowers museums to sustain themselves as essential to their communities.

The Lutz Children's Museum is a proud member of both ACM and NEMA.

COMMUNITY IMPACT

Charitable nonprofits provide a way for people to work together for the common good, transforming shared beliefs and hopes into action. They foster civic engagement and leadership, drive economic growth, and strengthen the fabric of our communities.

The Lutz Children's Museum is Connecticut's second oldest children's museum, having been established as a non-profit in 1958. Located in the Town of Manchester, the museum has a long legacy of remaining true to the vision of our founder Hazel Lutz.



- Provided **free community events** such as: Halloween Spooktacular, Groundhog Day, and Truck Day that help create a sense of community.
- Teamed up with Manchester Early Childhood Collaborative at the Early Childhood Fair to **highlight high quality programs** for young children and families.
- Created **new museum classes** such as Junior Keepers, and Animal Enrichment that let children learn and explore how to care for our animal ambassadors.
- Developed **free virtual activities** such as: Love Your Pet Day, If Cats Had Opposable Thumbs, and Save a Spider Day that challenge guests to post a story, video or photo on Facebook or Instagram.
- Collaborated with The Shoppes at Buckland Hills and CT Humanities to host a **Community Read**.

7,509

Followers on Facebook



420

Followers on Instagram

OUTREACH IMPACT

The Lutz Children's Museum offers engaging history, culture, and natural science educational experiences to students across the state of Connecticut by providing hands-on learning opportunities that prepare students for academic success. Our programs make learning a positive experience for students – they touch natural artifacts, conduct science experiments, create unique art projects, and meet live animals. These programs are a great supplement to existing lessons that brings additional resources into the classroom.



UPDATES TO OUTREACH

- Redesigned teacher newsletter to **better illustrate** program offerings.
- Differentiated program offerings **by grade level** (PreK-2 & 3-5).
- Aligned program offerings to local school board's **units of study**.
- Developed **new programming**, for example: *Science by the Shore* where students take an “imaginary” field trip to the Connecticut shoreline to explore the abundant natural history and life science there.
- Established **formal lesson plans** for program development and delivery.
- Realigned existing staff and job functions to execute **new program development practices**.

Really great program, great/friendly educators who handled our group great. Really enjoyed the program and how it was broken up. Thank you so much for sharing! We will be doing more with you in the future.

-JF, Outreach Program Contact

1,352

Children served
in outreach
programs



90

Outreach
programs
offered

MEMBERSHIP

A TRADITION OF PLAY



Just imagine! A bank, schoolhouse, and store transform into a late 1940s rendition of Main Street, Manchester. Above it all sits a one bedroom studio apartment waiting for a child to bring it all to life.

It is this type of imaginative play that fosters creativity; for example, a 5-year-old who cannot go to a store without her parents can, through imaginative play with a friend, create a pretend shopping trip.

MEMBERSHIP BENEFITS

- \$175 Reciprocal Membership offers free or reduced admission to the Lutz and other children's museums nationwide.
- Discounted trips, parties and events.
- Quarterly newsletters emailed directly to your inbox.



2021 MEMBERSHIP DATA



204

total # of members



105

of renew members



2,282

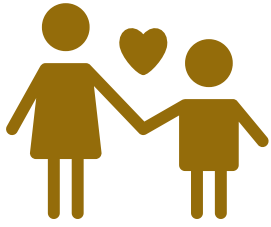
of visitors members brought in



\$26,184

total membership fees

2021 ACCOMPLISHMENTS



10,384

walk-up visitors



735

children served
through our
birthday party
programs



1,626

people reached
through special
events

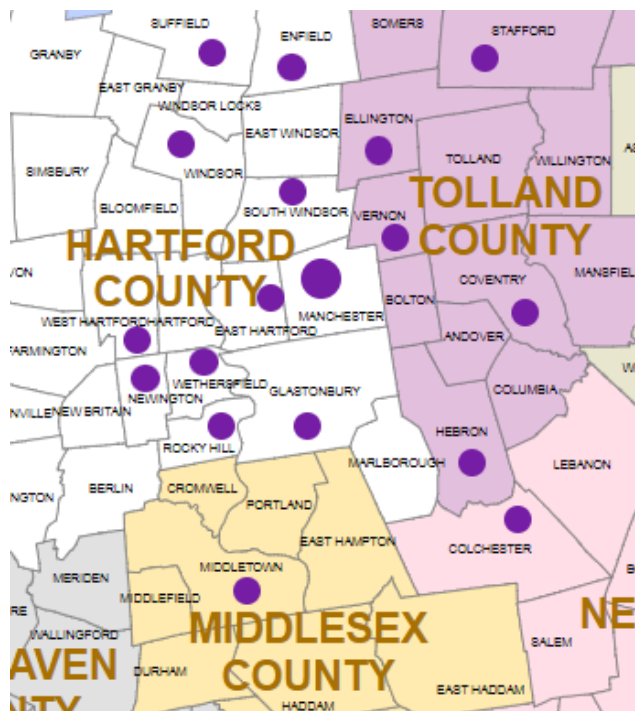


2,000+

hours of volunteer
service contributed
by our dedicated
volunteers

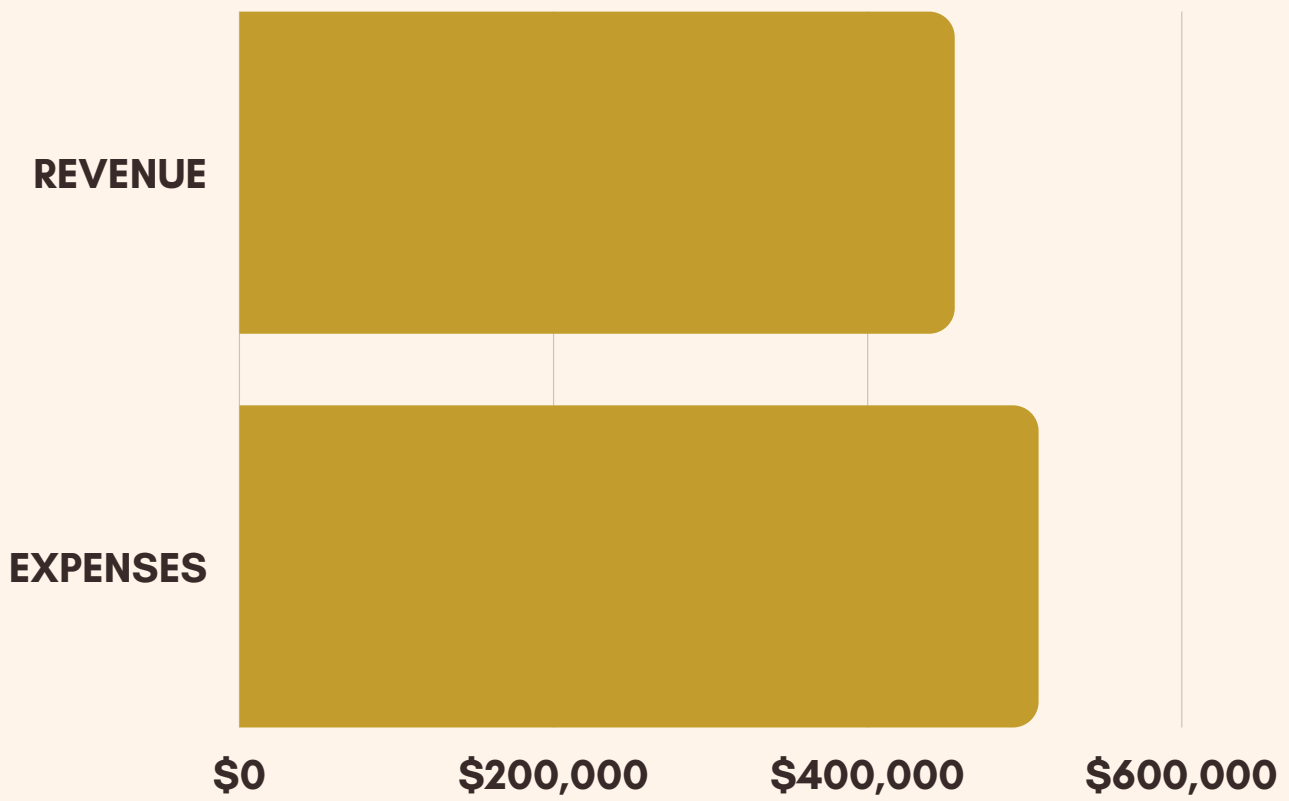
2021 VISITORS BY COUNTY

61%
HARTFORD
COUNTY



27%
TOLLAND
COUNTY

2021 FINANCIALS



TOTAL REVENUE: \$455,339
TOTAL EXPENSES: \$508,763

IT TAKES A VILLAGE

The Lutz Children's Museum takes great pride in our financial stability, which is underpinned by sound financial management and a commitment to meeting the ever-evolving needs of our community. As a result of new leadership and the support of the community, we have rebounded – found strength in our adaptability and forged new connections with supporters who champion our mission.

Lutz Children's Museum's 990 form is available upon request.

2021 DONORS

\$100,000+

Estate of Nancy Ballard

\$5,000-\$9,999

Turn to the Wonderful Foundation

\$1,000-\$4,999

Manchester Rotary Club

Metzger Family Foundation

\$500-\$999

Amanda Brown

Barthen Family

Robert Rodner

Unitarian Universalist Society

\$100-\$499

Anonymous Donor

Jerry Bujaucius

Michael Balon

Click Bond Community Outreach

Pediatric Dental Associates

Perennial Planters Garden Club

James Somers

Frank Strano

Kevin Sullivan



Department of Economic and
Community Development

Office Of The Arts

UP TO \$100

Anonymous Donor

America Eagle Federal Credit

Union

Sarah Atwell

Sara Berry

Justin Bogli

Edward Bulewich

Jeff Chisholm

Steve Hall

Richard Joerres

Jodie LePlante

Geoffrey Naab

Shanna Polan

Bob Rainville

Lucia Russo

Josh Slopak

SFFEA

The Scripps Family Fund for Education and the Arts

COX Charities

CThumanities



Charitable Foundation

IN-KIND & LOCAL BUSINESS DONORS

City Fish
Fish Family Farm
Fountain Village Rental Office
Fallen Craftz
Highland Park Market
Historical Society of Glastonbury
How Charming
Karen's Creations
Kathy's Creations
Kramer Restoration
Manchester Historical Society
Manchester Ice and Fuel
Manchester Fire Dept., 8th District
Marcus Communications
Measured Twice Handyman, LLC
MMNT, LLC
Nola Fiber Creations
P&P Auto Repair
Pediatric Dental Associates
Simonize USA, Inc.
Smithland Agway
State Farm Insurance
Tastfully Simple
The Modern Milkman
W.J. Irish Insurance
Wonderland Parties

GET INVOLVED



DONATE

Make a monetary contribution or sign up to give monthly.



VOLUNTEER

Give the gift of your time by helping us with projects, events, or serving on a committee or our board.



PARTNERSHIP

Support the museum by partnering on an exhibit, program, or event.



IN-KIND GIFTS

Donate an item, product or professional service from our wish list.



CONNECT

Connect with us on social media or sign up for our email list.

If you see any errors or omissions in this list, please notify us and kindly accept our sincere apology.

LUTZ
CHILDREN'S
MUSEUM



We've been coming to the Lutz often as we live nearby and we love letting our daughter walk around to explore, play and interact with other kids. Business varies, but it's always great. She loves going into the back, coloring and seeing the animals. The staff is super friendly and all the other parents/kids are nice.

- FM, Visitor Google Review

Our children absolutely adore this amazing facility. A great place to spend a few hours for a nominal fee. A true value in todays world. Thank you for staying as wonderful a place as it was when I visited as a child.

- AM, Visitor Google Review

**Lutz Children's Museum
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(860) 643-0949
lutzmuseum.org**