It is with immense pleasure that I am introducing The New Children’s Museum’s 2021 Annual Report. As someone who has dedicated my career to supporting the work of contemporary artists, educators, and arts education programming in museums, I am proud to share the impactful work of this organization.

The New Children’s Museum reopened to the public on May 21, 2021, with a ribbon cutting including elected officials, multiple television stations and a line of visitors extending around the building. With the health and safety of our staff and visitors in mind, we launched a phased reopening that incorporated expanded outdoor activities and a gradual reopening of our indoor spaces. Our collaborations with contemporary artists during the closure enabled us to have an exciting line-up of new installations and programming throughout the year.

You will read in this report about several new contemporary art installations that opened in 2021: a colorful mural by Katie Ruiz; an outdoor garden by Wes Bruce; an immersive space by Panca; an outdoor installation by Risa Puno; and an imaginative theatre by David Israel Reynoso. We were also pleased to welcome our 2 millionth visitor since opening in 2008 and to launch a prototype stand-alone location in North County.

As the Executive Director and CEO of The New Children’s Museum, I’m honored to lead this truly exceptional and innovative arts organization in the next phase of its development. We recently completed a three-year strategic plan that builds on our commitment to developing increasingly more diverse, equitable, inclusive, accessible experiences for communities inside and outside of the Museum. Next year will be our 40th year in San Diego and our 15th year as The New Children’s Museum, and it is shaping up to be the biggest in our history.

On behalf of The New Children’s Museum’s Board of Directors and leadership team, I want to thank our members, donors, supporters, and friends for your continued support. Your involvement is critical to helping us continue to be an innovative and creative resource for the San Diego community and beyond.

Sincerely,

Elizabeth Yang-Hellewell, Executive Director + CEO

ribbon cuttings in 2021

Downtown Reopening, May 2021

After a 14-month closure, the Museum reopened on May 21, 2021 with a ribbon cutting attended by local officials and multiple television stations. Our continued collaborations with artists throughout the closure enabled us to open new installations and programming throughout 2021. A total of five new installations were unveiled last year (see inside pages) that helped bring children and families back to the Museum to think, play and create.

Art + Play Space Opening, August 2021

In addition to reopening our downtown location, we opened a second location in North County called the Art + Play Space. Targeting primarily children 5 and under, the new space features an interactive art installation, makerspace, small store and several hands-on activities. As our first satellite location, we are prototyping programming including toddler classes, after school classes, summer camps and birthday parties.

2021 by the numbers

- 114,388 Attendance + Outreach
- 6,041 Member Households
- 13,618 Art Learning Kits
- 6,595 Virtual School Visits
- 20 Community Organizations
- 33% Free/ Discounted Access
highlights of 2021

BRIAN AND THE BUGS
KATIE RUIZ, APRIL 2021

Inspired by the artist’s book Brian and the Wildflower, this colorful mural is a visual story of connectedness greeting visitors as they enter the Museum.

THE WONDER SOUND GARDEN
WES BRUCE, MAY 2021

An extension of the original installation, The Wonder Sound Garden provides fresh air, seating and calm amidst drought-resistant plants.

EL MÁS ALLÁ
PANCA, AUGUST 2021

This colorful and imaginary world on the Museum’s Lower Level includes a giant 40-foot slide, vibrant, wall-length murals, foam blocks and geometric sculptures.
IN THE BALANCE
RISA PUNO, SEPTEMBER 2021

This temporary outdoor installation was designed for open-ended play with long wooden balance beams interlaced throughout the triangular grass area in the Museum Park. Closed February 2022

2,000,000TH VISITOR
JULY 2021

Shortly after reopening, the Museum welcomed its 2,000,000th visitor and entourage, all whom were given free admission for the day, free lunch at Bean Sprouts Café and special gifts from the Museum store.

2021 community partners

Autism Tree Foundation  
Barona Cultural Center and Museum  
Barrio Logan College Institute  
Casa Familiar Civic and Recreation Center  
City Heights/Weingart Library  
Family Justice Center/Camp Hope  
Father Joe’s Villages  
First 5 San Diego  
Lindsay Community School  
Migrant Education  
Monarch School  
One Paseo  
Paradise Hills at Skyline Hills Library  
Ronald McDonald House Charities  
San Diego Center for Children  
San Diego Public Library, Central Branch  
SBCS  
Seaport Village/Studio by the Bay  
Solutions for Change  
Southern Indian Health Council  
Support the Enlisted Project  
The San Diego LGBT Center  
USO San Diego  
Vista Hill  
Voices for Children  
Words Alive
2021 budget $4.2M

BALANCE SHEET

ASSETS
Cash $346,972
Grants and Other Receivables $384,510
Investments $3,388,513
Building and Equipment $17,736,622
Inventory and Prepaid Expenses $63,928
TOTAL $21,920,545

LIABILITIES
Current Liabilities $670,130
Non-Current Liabilities $1,649,211
Undesignated Assets (and board funds) $18,667,614
Donor Restricted Assets $933,590
TOTAL $21,920,545

2021 REVENUE
2021 EXPENSES

WELCOME TO OUR BOARD OF DIRECTORS (AS OF 8/1/2022)

Thanks you to our generous 2021 Donors ($1,000+)

you make new possible

$50,000+
Albatross Foundation
Brutten Family Foundation
California Governor’s Office of Emergency Services
City of San Diego
Lynn Gorguze and Hon. Scott Peters
Institute of Museum and Library Services
The Rosso Family Foundation
US Small Business Administration

$25,000+
California Office of the Small Business Advocate
Dr. Seuss Fund 2 at San Diego Foundation
Epstein Family Foundation
Samuel H. and Katherine Weaver French Epstein Family Foundation
National Endowment for the Arts
Maryanne and Irwin Pfister Fund

$15,000+
Charles and Ruth Billingsley Foundation
California Arts Council
Cox Communications
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Lockheed Martin Corporation
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National Endowment for the Humanities QualCOMM
Elian Browning Scripps Foundation
Seth Sprague Educational and Charitable Foundation
Solar Turbines

$5,000+
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California Office of the Small Business Advocate

$1,000+
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Cristina and Tony Yahyai

$2,500+
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Laurie Mitchell and Brent Woods
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Jennifer and Reed Vickerman
Elizabeth Yang-Hellewell

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Jamie and Brian McCarthy
Mutual of America
Network For Good
Erica and Keith Opstad
Caroline Perry and Adam Ith
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The Arthur P. Pratt and Jeanette G. Pratt Memorial Fund
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Judith Sedler
Tina and William Shen
Fern Steiner
Natalie and Grant Webster
Fernanda Whitworth

Includes cash and in-kind donations of $1,000 or greater from January 1, 2021 through December 31, 2021

*Generously donated through the San Diego Foundation

**Generously donated through The Jewish Community Foundation

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