Form **990**

Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter social security numbers on this form as it may be made public.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public Inspection

Department of the Treasury Internal Revenue Service

<u>A</u>	For 1	ne 2017 calend	dar year, or tax year beginning , 2017, and end	ıng			,		
В	Check	if applicable:	С		D Employ	er ident	ification number		
	A	Address change	THE NEW CHILDREN'S MUSEUM		95-	3619	583		
	\vdash	lame change	200 WEST ISLAND AVENUE		E Telepho				
	\vdash	-	SAN DIEGO, CA 92101		1				
	\vdash	nitial return	5111. 21260, 611 92202		619	-233	-8792		
	F	inal return/terminated							
		Amended return			G Gross r				
	Α	Application pending	F Name and address of principal officer: JUDY FORRESTER	H(a) Is this	a group retur	n for sub	oordinates? Yes X No		
			SAME AS C ABOVE	H(b) Are al	l subordinates ' attach a list.	include	d? Yes No		
$\overline{\mathbf{I}}$	Tax	-exempt status	X 501(c)(3)	IT INO,	attach a list.	(see ins	tructions) —		
<u>.</u>			W.THINKPLAYCREATE.ORG	H(c) Groun	exemption nu	ımher 🕨			
		m of organization:	177						
K		3		ation: 198	T INI S	state of i	egal domicile: CA		
Pa	rt I	Summar	y	011TT DDE	137/0 3/77	0 E T T 1	TO 3 NEET		
	1	Briefly descri	be the organization's mission or most significant activities:THE NEW	CHTTDRF	N'S MU	<u>SEUM</u>	_IS_A_NEW		
æ			CHILDREN'S MUSEUM WHOSE MISSION IS TO STIMUI						
핆			ICAL THINKING IN CHILDREN AND FAMILIES THROUG	<u> H INVE</u>	NTIVE I	AND_E	ENGAGING		
Ę			CES WITH CONTEMPORARY ART.						
ĕ	2		if the organization discontinued its operations or disposed of r			net as	sets.		
9	3		ting members of the governing body (Part VI, line 1a)			3	21		
တ	4		dependent voting members of the governing body (Part VI, line 1b)			4	21		
Activities & Governance	5		of individuals employed in calendar year 2017 (Part V, line 2a)			5	109		
.≧	6		of volunteers (estimate if necessary)			6	200		
¥			ed business revenue from Part VIII, column (C), line 12			7a	0.		
	b	Net unrelated	business taxable income from Form 990-T, line 34			7b	0.		
					Prior Year		Current Year		
d)	8		and grants (Part VIII, line 1h)		2,144,9	941.	1,897,118.		
Ž	9	-	rice revenue (Part VIII, line 2g)		1,719,3	319.	2,174,520.		
Revenue	10		ncome (Part VIII, column (A), lines 3, 4, and 7d)	l l	42,6	541.	47,928.		
ď	11	Other revenue	e (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		-107,1	32.	12,332.		
	12	Total revenue	e – add lines 8 through 11 (must equal Part VIII, column (A), line 12)		3,799,7	769.	4,131,898.		
	13	Grants and si	imilar amounts paid (Part IX, column (A), lines 1-3)				_		
	14	Benefits paid	to or for members (Part IX, column (A), line 4)						
	15	Salaries, other	er compensation, employee benefits (Part IX, column (A), lines 5-10)		2,496,2	56	2,952,823.		
ses			fundraising fees (Part IX, column (A), line 11e)				2/302/0201		
Expenses			- ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' '						
ᅑ			sing expenses (Part IX, column (D), line 25) 365,756						
	17		es (Part IX, column (A), lines 11a-11d, 11f-24e)		1,559,5		1,737,542.		
	18	•	es. Add lines 13-17 (must equal Part IX, column (A), line 25)		4,055,8		4,690,365.		
	19	Revenue less	expenses. Subtract line 18 from line 12		-256,0)52.	-558,467.		
0 or				Beginni	ng of Curren	nt Year	End of Year		
set:	20		(Part X, line 16)		1,724,6		21,669,235.		
4 A B	21	Total liabilitie	s (Part X, line 26)		622,9	77.	872,021.		
Net Assets Fund Baland	22	Net assets or	fund balances. Subtract line 21 from line 20	2:	1,101,7	16.	20,797,214.		
	rt II	Signatur	e Block				, ,		
		alties of perjury, I de	eclare that I have examined this return, including accompanying schedules and statements, and irer (other than officer) is based on all information of which preparer has any knowledge.	to the best of r	ny knowledge	and beli	ef, it is true, correct, and		
com	plete. [Declaration of prepa	rer (other than officer) is based on all information of which preparer has any knowledge.						
Sig	n	Signatu	re of officer	D	ate				
He	re	▶ JUD	Y FORRESTER	EXEC	UTIVE I	DIRE	CTOR		
		Type or	print name and title						
		Print/Type p	oreparer's name Preparer's signature Date		Check	X if	PTIN		
Pa	id	JULIE	A. FIRL JULIE A. FIRL 6/22	2/18	self-employ		P00085551		
	epar				1	I			
	e Oi				Firm's EIN	▶ ۵⊑.	-2076568		
	ZOTO CHITINO BEE RIO BOOTH, BOTTE ZOO								
N 4 -	. 41	IDC dia "	SAN DIEGO, CA 92108-3820		Phone no.	р19.	.294.7200		
ivla	y the	IKS discuss th	is return with the preparer shown above? (see instructions)				. X Yes No		

. ui	Check if Schedule O contains a response or note to any line in this Part III
1	Briefly describe the organization's mission:
ı	
	THE NEW CHILDREN'S MUSEUM IS A NEW MODEL OF CHILDREN'S MUSEUM WHOSE MISSION IS TO
	STIMULATE IMAGINATION, CREATIVITY, AND CRITICAL THINKING IN CHILDREN AND FAMILIES
	THROUGH INVENTIVE AND ENGAGING EXPERIENCES WITH CONTEMPORARY ART.
2	Did the organization undertake any significant program services during the year which were not listed on the prior
	Form 990 or 990-EZ?
	If 'Yes,' describe these new services on Schedule O.
_	· · · · · · · · · · · · · · · · · · ·
3	Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes X No
	If 'Yes,' describe these changes on Schedule O.
4	Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses.
	Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.
	and revenue, if any, for each program service reported.
4 a	(Code:) (Expenses \$3,746,932. including grants of \$) (Revenue \$2,174,520.)
	THE NEW CHILDREN'S MUSEUM (THE "MUSEUM") IS A NEW MODEL OF CHILDREN'S MUSEUM WHOSE
	MISSION IS TO STIMULATE IMAGINATION, CREATIVITY, AND CRITICAL THINKING IN CHILDREN
	AND FAMILIES THROUGH INVENTIVE AND ENGAGING EXPERIENCES WITH CONTEMPORARY ART.
	THE THEFTED THOUGH INVENTIVE AND ENGINEERS WELL CONTEST ON THE
4 b	(Code:) (Expenses \$ including grants of \$) (Revenue \$)
4.	(Code:) (Expenses \$ including grants of \$) (Revenue \$)
70	/ (Laponous 4 mondaing grants of 4 / / (Nevenue 4 /)
1 ~	Other program services (Describe in Schedule O.)
40	Other program services (Describe in Schedule O.)
	(Expenses \$ including grants of \$) (Revenue \$)
-	Total program service expenses ► 3,746,932.

Form 990 (2017) THE NEW CHILDREN'S MUSEUM Part IV Checklist of Required Schedules

			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If 'Yes,' complete Schedule A	1	Х	
2	Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)?	2	Χ	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If 'Yes,' complete Schedule C, Part I.	3		Х
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If 'Yes,' complete Schedule C, Part II</i>	4		Х
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If 'Yes,' complete Schedule C, Part III	5		Х
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If 'Yes,' complete Schedule D, Part I	6		Х
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If 'Yes,' complete Schedule D, Part II</i>	7		Х
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If 'Yes,' complete Schedule D, Part III.	8	X	
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If 'Yes,' complete Schedule D, Part IV</i>	9		Х
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? If 'Yes,' complete Schedule D, Part V	10	Х	
11	If the organization's answer to any of the following questions is 'Yes', then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.			
a	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If 'Yes,' complete Schedule D, Part VI	11 a	X	
t	Did the organization report an amount for investments – other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part VII.	11 b		Х
C	: Did the organization report an amount for investments – program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part VIII.	11 c		Х
c	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part IX.	11 d	Х	
e	Did the organization report an amount for other liabilities in Part X, line 25? If 'Yes,' complete Schedule D, Part X	11 e	Χ	
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If 'Yes,' complete Schedule D, Part X.</i>	11 f	Х	
12 a	Did the organization obtain separate, independent audited financial statements for the tax year? If 'Yes,' complete Schedule D, Parts XI and XII	12a	Х	
Ł	Was the organization included in consolidated, independent audited financial statements for the tax year? If 'Yes,' and if the organization answered 'No' to line 12a, then completing Schedule D, Parts XI and XII is optional	12b		Х
	Is the organization a school described in section 170(b)(1)(A)(ii)? If 'Yes,' complete Schedule E	13		Х
	Did the organization maintain an office, employees, or agents outside of the United States?	14a		Х
Ł	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If 'Yes,' complete Schedule F, Parts I and IV	14b		Х
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If 'Yes,' complete Schedule F, Parts II and IV	15		Х
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If 'Yes,' complete Schedule F, Parts III and IV</i>	16		Х
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If 'Yes,' complete Schedule G, Part I (see instructions).	17		Х
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If 'Yes,' complete Schedule G, Part II.	18	Х	
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If 'Yes,' complete Schedule G, Part III.	19		Х

Form 990 (2017) THE NEW CHILDREN'S MUSEUM Part IV Checklist of Required Schedules (continued)

			Yes	No
20a	Did the organization operate one or more hospital facilities? If 'Yes,' complete Schedule H	20a		Х
Ł	If 'Yes' to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b		
21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? If 'Yes,' complete Schedule I, Parts I and II.	21		Х
22	Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? If 'Yes,' complete Schedule I, Parts I and III	22		Х
23	Did the organization answer 'Yes' to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If 'Yes,' complete Schedule J.</i>	23	Х	
24 8	a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If 'Yes,' answer lines 24b through 24d and complete Schedule K. If 'No, 'go to line 25a	24a		Х
I	b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
	c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		
	d Did the organization act as an 'on behalf of' issuer for bonds outstanding at any time during the year?	24d		
25 a	a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If 'Yes,' complete Schedule L, Part I	25a		Х
ı	b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If 'Yes,' complete Schedule L, Part I	25b		Х
26	Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? If 'Yes,' complete Schedule L, Part II.	26		Х
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If 'Yes,' complete Schedule L, Part III.</i>	27		Х
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):			
ä	A current or former officer, director, trustee, or key employee? If 'Yes,' complete Schedule L, Part IV	28a		Х
ı	b A family member of a current or former officer, director, trustee, or key employee? If 'Yes,' complete Schedule L, Part IV	28b		Х
(c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If 'Yes,' complete Schedule L, Part IV	28c		Х
29	Did the organization receive more than \$25,000 in non-cash contributions? If 'Yes,' complete Schedule M	29	X	
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If 'Yes,' complete Schedule M</i>	30		Х
31	Did the organization liquidate, terminate, or dissolve and cease operations? If 'Yes,' complete Schedule N, Part I	31		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If 'Yes,' complete Schedule N, Part II	32		Х
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If 'Yes,' complete Schedule R, Part I</i>	33		Х
	Was the organization related to any tax-exempt or taxable entity? If 'Yes,' complete Schedule R, Part II, III, or IV, and Part V, line 1	34		Х
35 a	a Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a		X
I	b If 'Yes' to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If 'Yes,' complete Schedule R, Part V, line 2	35b		
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If 'Yes,' complete Schedule R, Part V, line 2.	36		Х
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If 'Yes,' complete Schedule R, Part VI</i>	37		Х
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O	38	Х	

Form 990 (2017) THE NEW CHILDREN'S MUSEUM Part V Statements Regarding Other IRS Filings and Tax Compliance

c	Check if Schedule O contains a response or note to any line in this Part V				. 🔲		
				Yes	No		
1 a Enter	the number reported in Box 3 of Form 1096. Enter -0- if not applicable	1a 29					
b Enter	the number of Forms W-2G included in line 1a. Enter -0- if not applicable	1b 0					
c Did the	e organization comply with backup withholding rules for reportable payments to vendors and rebling) winnings to prize winners?	eportable gaming	1 c	X			
2a Enter	the number of employees reported on Form W-3, Transmittal of Wage and Tax States, filed for the calendar year ending with or within the year covered by this return	2a 109					
	east one is reported on line 2a, did the organization file all required federal employmen		2 b	Х			
	If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see ins		2.5				
	ne organization have unrelated business gross income of \$1,000 or more during the year	•	3a		Х		
	' has it filed a Form 990-T for this year? <i>If 'No' to line 3b, provide an explanation in Schedule O.</i>		3 b				
	time during the calendar year, did the organization have an interest in, or a signature or othe cial account in a foreign country (such as a bank account, securities account, or other fi		4a		Х		
	s,' enter the name of the foreign country: ►	,					
See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).							
5 a Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?							
b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?							
c If 'Yes	s,' to line 5a or 5b, did the organization file Form 8886-T?		5 c				
6 a Does solicit	the organization have annual gross receipts that are normally greater than \$100,000, at any contributions that were not tax deductible as charitable contributions?	nd did the organization	6 a		Х		
b If 'Yes,' did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?							
7 Organ	nizations that may receive deductible contributions under section 170(c).						
a Did th	ne organization receive a payment in excess of \$75 made partly as a contribution and p	artly for goods and		3.7			
	these provided to the payor?		7 a	X	-		
	s,' did the organization notify the donor of the value of the goods or services provided?		7 b	Λ			
Form	e organization sell, exchange, or otherwise dispose of tangible personal property for which it v 8282?	7 d	7с		Х		
	,		7.		X		
	ne organization receive any funds, directly or indirectly, to pay premiums on a personal ne organization, during the year, pay premiums, directly or indirectly, on a personal ben		7 e 7 f		X		
			/1		Λ		
as red	organization received a contribution of qualified intellectual property, did the organization file F quired?		7 g				
Form	organization received a contribution of cars, boats, airplanes, or other vehicles, did the 1098-C?		7 h				
	soring organizations maintaining donor advised funds. Did a donor advised fund maintained						
	ization have excess business holdings at any time during the year?		8				
-	soring organizations maintaining donor advised funds.						
	ne sponsoring organization make any taxable distributions under section 4966?		9 a				
	ne sponsoring organization make a distribution to a donor, donor advisor, or related per	son	9 b				
	on 501(c)(7) organizations. Enter:	10-					
	ion fees and capital contributions included on Part VIII, line 12s receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10a 10b					
	on 501(c)(12) organizations. Enter:	100					
	s income from members or shareholders.	11 a					
	.	II a					
again	s income from other sources (Do not net amounts due or paid to other sources st amounts due or received from them.).	11 b					
	on 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu o		12a				
	s,' enter the amount of tax-exempt interest received or accrued during the year	12b					
	on 501(c)(29) qualified nonprofit health insurance issuers.						
	organization licensed to issue qualified health plans in more than one state?		13a				
	See the instructions for additional information the organization must report on Schedul	e U.					
b Enter	the amount of reserves the organization is required to maintain by the states in the organization is licensed to issue qualified health plans.	13b					
	the amount of reserves on hand	13c					
	ne organization receive any payments for indoor tanning services during the tax year?		14a		X		
	s,' has it filed a Form 720 to report these payments? If 'No,' provide an explanation in S		14b				
AA	TEEA0105L 08/08/17			990	(2017)		

Part VI Governance, Management, and Disclosure For each 'Yes' response to lines 2 through 7b below, and for a 'No' response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions. Check if Schedule O contains a response or note to any line in this Part VI. Section A. Governing Body and Management No Yes 1 a Enter the number of voting members of the governing body at the end of the tax year..... 21 If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O. **b** Enter the number of voting members included in line 1a, above, who are independent ... 21 2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other 2 Χ Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person? 3 Χ Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?.... Χ 4 X Did the organization become aware during the year of a significant diversion of the organization's assets?.... 5 Χ Did the organization have members or stockholders?..... 6 7 a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?..... 7 a Χ **b** Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?..... Χ 7 b Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following: a The governing body?..... Χ 8 a X **b** Each committee with authority to act on behalf of the governing body?..... 8 b Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If 'Yes,' provide the names and addresses in Schedule O..... 9 **Section B. Policies** (This Section B requests information about policies not required by the Internal Revenue Code. Yes No 10 a Did the organization have local chapters, branches, or affiliates?..... 10 a Χ b If 'Yes,' did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes? 10 b 11 a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?..... Χ b Describe in Schedule O the process, if any, used by the organization to review this Form 990. SEE SCHEDULE O Χ 12a Did the organization have a written conflict of interest policy? If 'No,' go to line 13...... 12a b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise 12b Χ to conflicts?..... Χ 12c 13 Did the organization have a written whistleblower policy?..... 13 Χ 14 Did the organization have a written document retention and destruction policy?..... Χ 14 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision? Χ a The organization's CEO, Executive Director, or top management official. SEE SCHEDULE. O. 15a **b** Other officers or key employees of the organization ... SEE .SCHEDULE .O. 15 b X If 'Yes' to line 15a or 15b, describe the process in Schedule O (see instructions). 16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?.... Χ 16 a **b** If 'Yes,' did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?. 16 b Section C. Disclosure List the states with which a copy of this Form 990 is required to be filed > CA Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply. Own website Another's website Upon request Other (explain in Schedule O) Describe in Schedule 0 whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to 19 the public during the tax year. SEE SCHEDULE O State the name, address, and telephone number of the person who possesses the organization's books and records:

SAN DIEGO CA 92101 619-233-8792

REED VICKERMAN 200 WEST ISLAND AVENUE

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII.....

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

- 1 a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.
- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
 - List all of the organization's current key employees, if any. See instructions for definition of 'key employee.'
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

				(C))					
(A) Name and Title	(B) Average hours	thar	n one s both	box, an o	unles	eck mo s perso and a ee)	re on	(D) Reportable compensation from	(E) Reportable compensation from	(F) Estimated amount of other
	per week (list any hours for related organiza- tions below dotted line)	Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	the organization (W-2/1099-MISC)	related organizations (W-2/1099-MISC)	compensation from the organization and related organizations
(1) RICHARD HALE	4									
DIRECTOR	0	Х						0.	0.	0.
(2) ANNA DIAZ	4									
DIRECTOR	0	X						0.	0.	0.
(3) TIFFANY ARCHER	4									_
BOARD CHAIR	0	Х		Χ				0.	0.	0.
	4	3.7						0	0	0
DIRECTOR (5) CELESTE HILLING	0	Х						0.	0.	0.
	$-\frac{4}{0}$	Х						0.	0.	0.
(6) LYNN E GORGUZE	4	Λ						0.	0.	<u> </u>
DIRECTOR		Х						0.	0.	0.
(7) KURT EVE	4							0.	0.	<u></u>
DIRECTOR		Х						0.	0.	0.
(8) EDWARDO GILLISON	4									
DIRECTOR	0	Х						0.	0.	0.
(9) VIRGINIA MERRIFIELD	4									_
DIRECTOR	0	Х						0.	0.	0.
(10) LAURIE MITCHELL	4									
DIRECTOR	0	Χ						0.	0.	0.
(11) CAROLINE PERRY	4							_		_
DIRECTOR	0	Х						0.	0.	0.
<u>(12) NATALIE ROYSTON-SCOMA</u> DIRECTOR	$-\frac{4}{0}$	Х						0.	0.	0.
(13) CHRIS RUSSO	4									
DIRECTOR	0	Χ						0.	0.	0.
(14) MONIQUE RODRIGUEZ	4									
DIRECTOR	0	Χ						0.	0.	0.

Pa	T VII Section A. Officers, Directors, 111		ney	Em	•		es,	and	a Hignest Com	ipensated Empi	oyee	5 (conti	inued)
		(B)			((•							
	(A)	Average	(do	not c	Pos	sition more	than	one	(D)	(E)		(F)	
	Name and title	hours per	box	, unle	ess pe	erson	is both or/trus	h an	Reportable	Reportable		Estimated	
		week	-						compensation from the organization	compensation from related organizations	cor	ount of ot npensati	ion
		(list any hours	nd n	1351	Officer	Key		Former	(W-2/1099-MISC)	(W-2/1099-MISC)		from the ganization	
		for related	or director	i dic	čer	employee	est oye	ner			aı	nd relate	ed
		organiza - tions	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	랿		ğ	e				OI §	anizatio	115
		below dotted	individual trustee or director	Institutional trustee		ee	pen						
		line)	8	tee			Highest compensated employee						
							ä						
(15)	RYLAND MADISON	4											
	DIRECTOR	0	Х						0.	0.			0.
(16)	TOM ROSSO	4											
	DIRECTOR	0	Х						0.	0.			0.
(17)	PHILLIP SENESCALL	4											
	DIRECTOR	0	Х						0.	0.			0.
(18)	PAMELA PENDRELL	4	1										
<u>(,</u>	DEVELOPMENT CHR	0	Х						0.	0.			0.
(19)	GRETCHEN SHAFFER	4	Λ						0.	0.			<u> </u>
(13)	GOVERNANCE CHR		v						0	0			0
(20)		0	X						0.	0.			0.
(20)	SHERYL WHITE	4											•
	DIRECTOR	0	Х						0.	0.			0.
(21)	PERRY VASQUEZ	4											
	EDUCATION CHAIR	0	X						0.	0.			0.
(22)	JUDY FORRESTER	40											
	EXECUTIVE DIR.	0			Χ				192,977.	0.		10,	597.
(23)	REED_VICKERMAN	40											
	CFO/COO	0			Χ				138,780.	0.		8,0	609.
(24)	TOMOKO KUTA	40											
	DEPUTY DIRECTOR	0	1				Χ		108,285.	0.		7,0	088.
(25)	KERRI FOX	40							,				
<u> </u>	VP OF MARKETING	0	•				Χ		103,091.	0.		7.1	657.
11	Sub-total.								543,133.	0.			951.
	Total from continuation sheets to Part VII, Section	on A						▶	0.	0.		007.	0.
	Total (add lines 1b and 1c)							▶	543,133.	0.		33 1	951.
	Total number of individuals (including but not limited							ved			ensatio		<i>7</i> 51.
_	from the organization • 4				,								
	1											Yes	No
_	5:11											103	
3	Did the organization list any former officer, direct on line 1a? <i>If 'Yes,' complete Schedule J for suc</i>	tor, or tru h individi.	istee. <i>ial</i>	, кеу	em /	ıpıo <u>'</u>	yee,	or r	nignest compensa	ted employee	3		Х
_	·												
4	For any individual listed on line 1a, is the sum of the organization and related organizations greate	reportab	le co	mpe	ensa If '\	ation	and	oth	er compensation	from			
	such individual										4	Х	
5	Did any person listed on line 1a receive or accru	e comper	nsatio	n fr	οm	anv	unre	late	ed organization or	individual			
•	for services rendered to the organization? If 'Yes	s,' comple	te S	ched	lule	J fo	rsuc	ch p	erson		. 5		X
Sec	tion B. Independent Contractors												
1	Complete this table for your five highest compen compensation from the organization. Report compen	sated ind	epen	dent	coi	ntra	ctors	tha	it received more the	nan \$100,000 of			
			the C	aleni	uai .	year	enun	ng v	1	T T			
	(A) Name and business address (B) Description of services Co							Comp	(C) ensatio	on			
	Takal musekan af independent south of the Color Color		(Apr0.1)	a 11	'	1: -1	نايمات		under weg einer d	than			
2	Total number of independent contractors (including by		neu t	บ เกิด	ise I	ıste(a 000	ve)	who received more	uidii			
	\$100,000 of compensation from the organization	. 0											

	Check if Schedule O contains a response or note to a	ny line in this Part V	ΊΙΙ		
		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514
Contributions, Gifts, Grants and Other Similar Amounts	1a Federated campaigns 1a b Membership dues 1b c Fundraising events 1c 227,036 d Related organizations 1d e Government grants (contributions) 1e 285,344 f All other contributions, gifts, grants, and similar amounts not included above 1f 1,384,738 g Noncash contributions included in lines 1a-1f: \$ 268,402 h Total. Add lines 1a-1f \$				
<u>မ</u> (၁	Business Code	1,097,110.			
enn	_	902,749.	902,749.		
}ev	b MEMBERSHIP DUES & ASSESSMENTS 900099	598,741.	598,741.		
Program Service Revenue		473,092.	473,092.		
ervi	c FEES AND FACILITY USE 900099 d EDUCATION PROGRAM 900099	175,916.	175,916.		
n Se		24,022.	24,022.		
Iran	e PROGRAM EVENTS 900099 f All other program service revenue	24,022.	24,022.		
roc	g Total. Add lines 2a-2f	2,174,520.			
ш.		2,174,320.			
	 Investment income (including dividends, interest and other similar amounts)	41,020.			47,928.
	5 Royalties	•			
	(i) Real (ii) Personal				
	6a Gross rents				
	b Less: rental expenses				
	c Rental income or (loss)				
	d Net rental income or (loss)	•			
	7 a Gross amount from sales of assets other than inventory (i) Securities (ii) Other				
	b Less: cost or other basis and sales expenses				
	c Gain or (loss)				
	d Net gain or (loss)	•			
Other Revenue	8a Gross income from fundraising events (not including. \$ 227,036. of contributions reported on line 1c).				
Ŗ	See Part IV, line 18 a 45,525				
he	b Less: direct expenses				
ð	c Net income or (loss) from fundraising events	-157,098.			-157,098.
	9 a Gross income from gaming activities. See Part IV, line 19 a				
	b Less: direct expenses b				
	c Net income or (loss) from gaming activities	>			
	10a Gross sales of inventory, less returns and allowances				
	b Less: cost of goods sold b 3,785				
	c Net income or (loss) from sales of inventory Miscellaneous Revenue Business Code	6,000.			6,000.
		1.60 105	1.00 .00		
	11a OTHER INCOME 900099	163,430.	163,430.		
	b				
	d All other revenue				
	d All other revenue	162 420			
	C Total. Add lines Tra Tra	103,430.			
	12 Total revenue. See instructions	4.131.898.	2.337.950	0 .	-103.170.

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

	Check if Schedule O contains a re	esponse or note to any (A)	(B)	(C)	(D)
Do i 6b,	not include amounts reported on lines 7b, 8b, 9b, and 10b of Part VIII.	Total expenses	Program service expenses	Management and general expenses	Fundraising expenses
1	Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21				
2	Grants and other assistance to domestic individuals. See Part IV, line 22				
3	Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4	Benefits paid to or for members				
5	Compensation of current officers, directors, trustees, and key employees	350,964.	210,578.	70,193.	70,193.
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)	0.	0.	0.	0.
7	Other salaries and wages	2,103,449.	1,734,862.	220,570.	148,017.
8	Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	2,103,113.	1,751,002.	2207370.	110,017.
9	Other employee benefits	272,121.	212,254.	32,655.	27,212.
10	Payroll taxes	226,289.	176,506.	36,206.	13,577.
11	Fees for services (non-employees):				
a	Management				
ŀ) Legal				
(Accounting				
C	Lobbying				
•	Professional fundraising services. See Part IV, line 17				
	Investment management fees				
g	Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule 0.)				
12	Advertising and promotion	146,810.	146,810.		
13	Office expenses	110,610.	63,704.	34,165.	12,741.
14	Information technology	43,202.	17,281.	23,761.	2,160.
15	Royalties.				
16	Occupancy	272,830.	245,547.	24,555.	2,728.
17	Travel	,	,	,	,
18	Payments of travel or entertainment expenses for any federal, state, or local public officials				
19	Conferences, conventions, and meetings	33,600.	24,864.	5,040.	3,696.
20	Interest	,	,	,	,
21	Payments to affiliates				
22	Depreciation, depletion, and amortization	562,354.	503,438.	29,458.	29,458.
23	Insurance	29,579.	23,071.	3,254.	3,254.
24	Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
á	IN-KIND EXPENSES	114,969.	85,677.	23,434.	5,858.
ŀ	SUPPLIES	85,464.	81,190.	2,137.	2,137.
(EVENT_EXPENSE	84,840.	50,904.	25,452.	8,484.
C	CONSULTING AND CONTRACT LABOR	80,097.	40,049.	24,029.	16,019.
•	All other expenses	173,187.	130,197.	22,768.	20,222.
25	Total functional expenses. Add lines 1 through 24e	4,690,365.	3,746,932.	577,677.	365,756.
26	Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here ► ☐ if following SOP 98-2 (ASC 958-720)				

		Check if Schedule O contains a response or note to	any lir	ne in this Part X			
					(A) Beginning of year		(B) End of year
	1	Cash — non-interest-bearing			257,618.	1	273,671.
	2	Savings and temporary cash investments			6,517.	2	53.
	3	Pledges and grants receivable, net			144,998.	3	47,021.
	4	Accounts receivable, net			22,098.	4	122,372.
	5	Loans and other receivables from current and former trustees, key employees, and highest compensated e	officers mploye	, directors, es. Complete			
	_	Part II of Schedule L		L		5	
	6	Loans and other receivables from other disqualified posection 4958(f)(1)), persons described in section 4958(c)(comployers and sponsoring organizations of section 501(c) beneficiary organizations (see instructions). Complete	(as defined under and contributing antary employees' of Schedule L		6		
ţs	7	Notes and loans receivable, net				7	
Assets	8	Inventories for sale or use			879.	8	2,376.
Ą	9	Prepaid expenses and deferred charges			183,714.	9	197,358.
	10 a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10 a	23,299,231.			
	b	Less: accumulated depreciation	10 b	4,635,919.	18,928,227.	10 c	18,663,312.
	11	Investments – publicly traded securities			, ,	11	, ,
	12	Investments – other securities. See Part IV, line 11		12			
	13	Investments - program-related. See Part IV, line 11.		13			
	14	Intangible assets				14	
	15	Other assets. See Part IV, line 11			2,180,642.	15	2,363,072.
	16	Total assets. Add lines 1 through 15 (must equal line	34)		21,724,693.	16	21,669,235.
	17	Accounts payable and accrued expenses			300,860.	17 18	373,076.
	18		s payable				100 115
	19	Deferred revenue		_	322,117.	19	496,445.
'n	20	Tax-exempt bond liabilities				20	
tie	21	Escrow or custodial account liability. Complete Part I		<u> </u>		21	
Liabilities	22	Loans and other payables to current and former office key employees, highest compensated employees, and Complete Part II of Schedule L	d disaua	alified persons.		22	
	23	Secured mortgages and notes payable to unrelated th	nird part	ies		23	
	24	Unsecured notes and loans payable to unrelated third	parties	i		24	_
	25	Other liabilities (including federal income tax, payable and other liabilities not included on lines 17-24). Com		L		25	2,500.
	26	Total liabilities. Add lines 17 through 25			622,977.	26	872,021.
S		Organizations that follow SFAS 117 (ASC 958), check he	re ►	X and complete			
8		lines 27 through 29, and lines 33 and 34.					
an	27	Unrestricted net assets		_	20,695,856.	27	20,485,399.
Ba	28	Temporarily restricted net assets.		<u> </u>	405,860.	28	311,815.
nd	29	Permanently restricted net assets				29	
Net Assets or Fund Balances		Organizations that do not follow SFAS 117 (ASC 958), chand complete lines 30 through 34.	e F 📗				
3	30	Capital stock or trust principal, or current funds				30	
8	31	Paid-in or capital surplus, or land, building, or equipment	nent fun	d		31	
As	32	Retained earnings, endowment, accumulated income,	or othe	er funds		32	
fet	33	Total net assets or fund balances			21,101,716.	33	20,797,214.
~	34	Total liabilities and net assets/fund balances			21,724,693.	34	21,669,235.

BAA Form **990** (2017)

BAA

Form **990** (2017)

Pai	t XI	Reconciliation of Net Assets					
		Check if Schedule O contains a response or note to any line in this Part XI.					
1	Total	revenue (must equal Part VIII, column (A), line 12)	1	4	1,13	31,8	398.
2	Total	expenses (must equal Part IX, column (A), line 25)	2				365.
3	Rever	nue less expenses. Subtract line 2 from line 1	3				167.
4	Net as	ssets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	21			16.
5	Net u	nrealized gains (losses) on investments	5				197.
6	Donat	ed services and use of facilities	6				
7	Invest	tment expenses	7		-:	10,5	32.
8	Prior	period adjustments	8				
9	Other	changes in net assets or fund balances (explain in Schedule O)	9				0.
10	Net as	sets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33,			_		
		n (B))	10	20	7.	97,2	214.
Pai	t XII	Financial Statements and Reporting					
		Check if Schedule O contains a response or note to any line in this Part XII					
		<u>_</u>		_		Yes	No
1	Accou	Inting method used to prepare the Form 990: Cash X Accrual Other					
	If the in Sch	organization changed its method of accounting from a prior year or checked 'Other,' explain nedule O.					
2 8	W ere	the organization's financial statements compiled or reviewed by an independent accountant?			2 a		Χ
	s <u>ep</u> ar	s,' check a box below to indicate whether the financial statements for the year were compiled or reviewe ate basis, consolidated basis, or both: Separate basis	ed on a				
ŀ	W ere	the organization's financial statements audited by an independent accountant?			2b	Χ	
	basis,	s,' check a box below to indicate whether the financial statements for the year were audited on a separal consolidated basis, or both: Separate basis Consolidated basis Both consolidated and separate basis	te				
(reviev	d' to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, vor compilation of its financial statements and selection of an independent accountant?			2 c	Χ	
	in Sch	organization changed either its oversight process or selection process during the tax year, explain nedule O.					
3 8	As a r Audit	esult of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Act and OMB Circular A-133?			3 a		Х
ŀ		,' did the organization undergo the required audit or audits? If the organization did not undergo the required audits, explain why in Schedule O and describe any steps taken to undergo such audits			3 b		

TEEA0112L 08/08/17

SCHEDULE A (Form 990 or 990-EZ)

Department of the Treasury Internal Revenue Service

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

Attach to Form 990 or Form 990-EZ.

► Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2017

Open to Public Inspection

Name of the organization Employer identification number THE NEW CHILDREN'S MUSEUM 95-3619583 Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions. The organization is not a private foundation because it is: (For lines 1 through 12, check only one box.) A church, convention of churches, or association of churches described in section 170(b)(1)(A)(i). 1 2 A school described in section 170(b)(1)(A)(ii). (Attach Schedule E (Form 990 or 990-EZ).) 3 A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii). 4 A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state: 5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II.) 6 A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v). 7 An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi). (Complete Part II.) 8 A community trust described in section 170(b)(1)(A)(vi). (Complete Part II.) An agricultural research organization described in section 170(b)(1)(A)(ix) operated in conjunction with a land-grant college or university or a non-land-grant college of agriculture (see instructions). Enter the name, city, and state of the college or An organization that normally receives: (1) more than 33-1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33-1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after 10 June 30, 1975. See section 509(a)(2). (Complete Part III.) An organization organized and operated exclusively to test for public safety. See section 509(a)(4). 11 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2)**. See **section 509(a)(3)**. Check the box in 12 lines 12a through 12d that describes the type of supporting organization and complete lines 12e, 12f, and 12g Type I. A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. You must complete Part IV, Sections A and B. Type II. A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). You must complete Part IV, Sections A and C. Type III functionally integrated. A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). You must complete Part IV, Sections A, D, and E. **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V.** Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization. Enter the number of supported organizations **q** Provide the following information about the supported organization(s). (i) Name of supported organization (iii) Type of organization (described on lines 1-10 above (see instructions)) (v) Amount of monetary (iv) Is the organization listed (vi) Amount of other support (see instructions) support (see instructions) in your governing document? No (A) (B) (C) (D) (E) Total

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Sec	Section A. Public Support									
Cale: begii	ndar year (or fiscal year nning in) ►	(a) 2013	(b) 2014	(c) 2015	(d) 2016	(e) 2017	(f) Total			
1	Gifts, grants, contributions, and membership fees received. (Do not include any 'unusual grants.')	2,706,264.	2,652,560.	2,584,175.	2,562,053.	2,495,859.	13,000,911.			
2	Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						0.			
3	The value of services or facilities furnished by a governmental unit to the organization without charge						0.			
	Total. Add lines 1 through 3 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)	2,706,264.	2,652,560.	2,584,175.	2,562,053.	2,495,859.	2,059,088.			
6	Public support. Subtract line 5 from line 4						10,941,823.			
Sec	tion B. Total Support									
Cale: begii	ndar year (or fiscal year nning in) ►	(a) 2013	(b) 2014	(c) 2015	(d) 2016	(e) 2017	(f) Total			
7	Amounts from line 4	2,706,264.	2,652,560.	2,584,175.	2,562,053.	2,495,859.	13,000,911.			
8	Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources	105,282.	47,503.	55,401.	44,144.	47,928.	300,258.			
9	Net income from unrelated business activities, whether or not the business is regularly carried on	9,688.	6,050.	33, 232.		11,75201	15,738.			
10	Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.) SEE PART VI	15,914.	943.	9,689.	28,399.	163,430.	218,375.			
	Total support. Add lines 7 through 10						13,535,282.			
12	Gross receipts from related activ	rities, etc. (see ins	structions)			12	5,891,565.			
13	First five years. If the Form 990 is organization, check this box and	for the organization stop here	n's first, second, th	ird, fourth, or fifth t	tax year as a section	on 501(c)(3)	▶ □			
Sec	tion C. Computation of Pu	blic Support P	ercentage							
	Public support percentage for 20 Public support percentage from						80.84 %			
	33-1/3% support test—2017. If t	he organization di	id not check the b	oox on line 13, and	d line 14 is 33-1/3	B% or more, check	79.15 % k this box			
b	and stop here. The organization 33-1/3% support test—2016. If the and stop here. The organization	e organization did	d not check a box	on line 13 or 16a	a, and line 15 is 3	3-1/3% or more, o	check this box			
17a	10%-facts-and-circumstances te or more, and if the organization the organization meets the 'facts	meets the 'facts-a	and-circumstance	s' test, check this	box and stop her	re. Explain in Par	t VI how			
	10%-facts-and-circumstances te or more, and if the organization organization meets the 'facts-an	meets the 'facts-a d-circumstances'	and-circumstance test. The organiza	s' test, check this ation qualifies as	box and stop her a publicly support	re. Explain in Par ed organization.	t VI how the▶			
18	Private foundation. If the organi	zation did not che	ck a box on line	13, 16a, 16b, 17a	, or 17b, check th	is box and see in:	structions ►			

Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Sec	tion A. Public Support	sis listed below,	please complete i	art II.)			
	lar year (or fiscal year beginning in)	(a) 2013	(b) 2014	(c) 2015	(d) 2016	(e) 2017	(f) Total
	Gifts, grants, contributions, and membership fees received. (Do not include any 'unusual grants.')	(a) 2013	(b) 2014	(6) 2013	(d) 2010	(6) 2017	(i) Total
2	Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose.						•
3	Gross receipts from activities that are not an unrelated trade or business under section 513.						
4	Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5	The value of services or facilities furnished by a governmental unit to the organization without charge						
	Total. Add lines 1 through 5 Amounts included on lines 1, 2, and 3 received from disqualified persons						
b	Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year.						
С	Add lines 7a and 7b						
	Public support. (Subtract line 7c from line 6.)						
	tion B. Total Support						
	dar year (or fiscal year beginning in)	(a) 2013	(b) 2014	(c) 2015	(d) 2016	(e) 2017	(f) Total
	Amounts from line 6						
	Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
	Add lines 10a and 10b. Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12	Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.).						
	Total support. (Add lines 9, 10c, 11, and 12.)						
	First five years. If the Form 990 organization, check this box and	stop here		nd, third, fourth, c	or fifth tax year as	a section 501(c)(3	• □
	tion C. Computation of Pul			. 12 22	<u> </u>	1 4= 1	0
	Public support percentage for 20	•					<u> </u>
	Public support percentage from 2	· · · · · · · · · · · · · · · · · · ·				16	%
	tion D. Computation of Inv				(0)		<u> </u>
	Investment income percentage for	•	• •	-			00
	Investment income percentage fi					<u> </u>	%
	33-1/3% support tests—2017. If t is not more than 33-1/3%, check 33-1/3% support tests—2016. If t	this box and sto	p here. The organ	ization qualifies	as a publicly supp	orted organization	
	line 18 is not more than 33-1/3% Private foundation. If the organization	, check this box	and stop here. The	e organization qu	ualifies as a public	ly supported organ	nization ►

Part IV Supporting Organizations

(Complete only if you checked a box in line 12 on Part I. If you checked 12a of Part I, complete Sections A and B. If you checked 12b of Part I, complete Sections A and C. If you checked 12c of Part I, complete Sections A, D, and E. If you checked 12d of Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

			Yes	No
1	Are all of the organization's supported organizations listed by name in the organization's governing documents? If 'No,' describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.	1		
2	Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? If 'Yes,' explain in Part VI how the organization determined that the supported organization was			
3a	described in section 509(a)(1) or (2). Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If 'Yes,' answer (b)	2		
	and (c) below.	3a		
b	Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? If 'Yes,' describe in Part VI when and how the organization made the determination.	3b		
C	Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? If 'Yes,' explain in Part VI what controls the organization put in place to ensure such use.	3c		
4 a	Was any supported organization not organized in the United States ('foreign supported organization')? If 'Yes' and if you checked 12a or 12b in Part I, answer (b) and (c) below.	4 a		
b	Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? If 'Yes,' describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.	4b		
C	Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? If 'Yes,' explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.	4c		
5a	Did the organization add, substitute, or remove any supported organizations during the tax year? If 'Yes,' answer (b) and (c) below (if applicable). Also, provide detail in Part VI , including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).	5a		
b	Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?	5b		
c	Substitutions only. Was the substitution the result of an event beyond the organization's control?	5c		
6	Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of			
	the filing organization's supported organizations? If 'Yes,' provide detail in Part VI.	6		
7	Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? If 'Yes,' complete Part I of Schedule L (Form 990 or 990-EZ).	7		
8	Did the organization make a loan to a disqualified person (as defined in section 4958) not described in line 7? If 'Yes,' complete Part I of Schedule L (Form 990 or 990-EZ).	8		
9a	Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? If 'Yes,' provide detail in Part VI .	9a		
b	Did one or more disqualified persons (as defined in line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? If 'Yes,' provide detail in Part VI .	9a 9b		
c	Did a disqualified person (as defined in line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? If 'Yes,' provide detail in Part VI .	9c		
10a	Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations), and all Type III non-functionally integrated supporting organizations)? If 'Yes,' answer 10b below.	10a		
b	Did the organization have any excess business holdings in the tax year? (Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)	10b		

78	art iv Supporting Organizations (Continued)			
			Yes	No
11	Has the organization accepted a gift or contribution from any of the following persons?			
	a A person who directly or indirectly controls, either alone or together with persons described in (b) and (c) below, the governing body of a supported organization?	11a		
	b A family member of a person described in (a) above?	11b		
	c A 35% controlled entity of a person described in (a) or (b) above? If 'Yes' to a, b, or c, provide detail in Part VI .	11c		
Se	ction B. Type I Supporting Organizations			
			Yes	No
1	Did the directors, trustees, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's directors or trustees at all times during the tax year? If 'No,' describe in Part VI how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove directors or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.	1		
2	Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? If 'Yes,' explain in Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization.	2		
Se	ction C. Type II Supporting Organizations			
	Г		Yes	No
1	Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? If 'No,' describe in Part VI how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).	1		
Se	ction D. All Type III Supporting Organizations			
			Yes	No
1	Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?	1		
2	Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? If 'No,' explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).	2		
3	By reason of the relationship described in (2), did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? If 'Yes,' describe in Part VI the role the organization's supported organizations played in this regard.	3		
Se	ction E. Type III Functionally Integrated Supporting Organizations			
1	Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions).			
	a The organization satisfied the Activities Test. <i>Complete line 2 below.</i>			
	b The organization is the parent of each of its supported organizations. <i>Complete line 3 below.</i>			
	c The organization supported a governmental entity. Describe in Part VI how you supported a government entity (see in	ıstruc	tions).	
2	Activities Test. Answer (a) and (b) below.		Yes	No
	a Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? If 'Yes,' then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.	2a		
	b Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? If 'Yes,' explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.	2b		
3	Parent of Supported Organizations. <i>Answer (a) and (b) below.</i>			
	a Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? <i>Provide details in Part VI.</i>	За		
	b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? <i>If 'Yes,' describe in Part VI the role played by the organization in this regard.</i>	3b		

	THE NEW CHIEDREN S MODEON			117505 Tage
Pa	rt V Type III Non-Functionally Integrated 509(a)(3) Supporting Orga	anızatı	ons	
1	Check here if the organization satisfied the Integral Part Test as a qualifying trust instructions. All other Type III non-functionally integrated supporting organization	t on No	v. 20, 1970 (explain ir t complete Sections A	n Part VI). See through E.
Sec	tion A — Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1	Net short-term capital gain	1		
2	Recoveries of prior-year distributions	2		
3	Other gross income (see instructions)	3		
4	Add lines 1 through 3.	4		
5	Depreciation and depletion	5		
6	Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	6		
_ 7	Other expenses (see instructions)	7		
8	Adjusted Net Income (subtract lines 5, 6, and 7 from line 4).	8		
Sec	tion B — Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1	Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):			
	Average monthly value of securities	1a		
	Average monthly cash balances	1b		
(Fair market value of other non-exempt-use assets	1c		
(d Total (add lines 1a, 1b, and 1c)	1d		
•	e Discount claimed for blockage or other factors (explain in detail in Part VI):			
2	Acquisition indebtedness applicable to non-exempt-use assets	2		
3	Subtract line 2 from line 1d.	3		
4	Cash deemed held for exempt use. Enter 1-1/2% of line 3 (for greater amount, see instructions).	4		
5	Net value of non-exempt-use assets (subtract line 4 from line 3)	5		
6	Multiply line 5 by .035.	6		
7	Recoveries of prior-year distributions	7		
8	Minimum Asset Amount (add line 7 to line 6)	8		
Sec	tion C — Distributable Amount			Current Year
1	Adjusted net income for prior year (from Section A, line 8, Column A)	1		
2	Enter 85% of line 1.	2		
3	Minimum asset amount for prior year (from Section B, line 8, Column A)	3		
4	Enter greater of line 2 or line 3.	4		
5	Income tax imposed in prior year	5		
6	Distributable Amount. Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions).	6		
7	Check here if the current year is the organization's first as a non-functionally into	arotod	Tuna III augus autina au	

Check here if the current year is the organization's first as a non-functionally integrated Type III supporting organization (see instructions).

Schedule A (Form 990 or 990-EZ) 2017

BAA

Part V	Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued)

Sec	tion D – Distributions	Current Year
1	Amounts paid to supported organizations to accomplish exempt purposes	
2	Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	
3	Administrative expenses paid to accomplish exempt purposes of supported organizations	
4	Amounts paid to acquire exempt-use assets	
5	Qualified set-aside amounts (prior IRS approval required)	
6	Other distributions (describe in Part VI). See instructions.	
7	Total annual distributions. Add lines 1 through 6.	
8	Distributions to attentive supported organizations to which the organization is responsive (provide details in Part VI). See instructions.	
9	Distributable amount for 2017 from Section C, line 6	
10	Line 8 amount divided by line 9 amount	

Section E — Distribution Allocations (see instructions)	(i) Excess Distributions	(ii) Underdistributions Pre-2017	(iii) Distributable Amount for 2017
1 Distributable amount for 2017 from Section C, line 6			
2 Underdistributions, if any, for years prior to 2017 (reasonable cause required — explain in Part VI). See instructions.			
3 Excess distributions carryover, if any, to 2017			
a			
b From 2013			
c From 2014			
d From 2015			
e From 2016			
f Total of lines 3a through e			
g Applied to underdistributions of prior years			
h Applied to 2017 distributable amount			
i Carryover from 2012 not applied (see instructions)			
j Remainder. Subtract lines 3g, 3h, and 3i from 3f.			
4 Distributions for 2017 from Section D, line 7: \$			
a Applied to underdistributions of prior years			
b Applied to 2017 distributable amount			
c Remainder. Subtract lines 4a and 4b from 4.			
5 Remaining underdistributions for years prior to 2017, if any. Subtract lines 3g and 4a from line 2. For result greater than zero, explain in Part VI. See instructions.			
6 Remaining underdistributions for 2017. Subtract lines 3h and 4b from line 1. For result greater than zero, explain in Part VI. See instructions.			
7 Excess distributions carryover to 2018. Add lines 3j and 4c.			
8 Breakdown of line 7:			
a Excess from 2013			
b Excess from 2014			
c Excess from 2015			
d Excess from 2016			
e Excess from 2017			

BAA

Schedule A (Form 990 or 990-EZ) 2017

Supplemental Information. Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a, and 3b; Part V, line 1; Part V, Section B, line 1e; Part V, Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information. (See instructions.) Part VI

PART II, LINE 10 - OTHER INCOME

NATURE AND SOURCE		2017	2016	2015	2014	2013
OTHER REVENUE	TOTAL \$	163,430. 163,430.	\$ 28,399. \$ 28,399.	\$ 9,689. \$ 9,689.	\$ 943. \$ 943.	\$ 15,914. \$ 15,914.

Schedule B (Form 990, 990-EZ, or 990-PF)

Department of the Treasury Internal Revenue Service

Name of the organization

Schedule of Contributors

► Attach to Form 990, Form 990-EZ, or Form 990-PF. ► Go to www.irs.gov/Form990 for the latest information. OMB No. 1545-0047

2017

Employer identification number

THE NEW CHILDREN'S MUSEUM		95-3619583
Organization type (check one):		·
Filers of:	Section:	
Form 990 or 990-EZ	\overline{X} 501(c)(3) (enter number) or	ganization
	4947(a)(1) nonexempt charitable t	trust not treated as a private foundation
	527 political organization	
Form 990-PF	501(c)(3) exempt private foundation	on
	4947(a)(1) nonexempt charitable	trust treated as a private foundation
	501(c)(3) taxable private foundation	'
Check if your organization is covered by the Gen o	eral Rule or a Special Rule	
	·	Occasional Distriction of a Constitution of the Constitution of th
	organization can check boxes for both the	General Rule and a Special Rule. See instructions.
General Rule For an organization filing Form 990, 990 property) from any one contributor. Com	-EZ, or 990-PF that received, during the y plete Parts I and II. See instructions for d	rear, contributions totaling \$5,000 or more (in money or letermining a contributor's total contributions.
Special Rules		
under sections 509(a)(1) and 170(b)(1)(A)(\)	/i). that checked Schedule A (Form 990 or 99	met the 33-1/3% support test of the regulations 0-EZ), Part II, line 13, 16a, or 16b, and that er of (1) \$5,000 or (2) 2% of the amount on (i)
during the year, total contributions of mo	501(c)(7), (8), or (10) filing Form 990 or 90 or	990-EZ that received from any one contributor, haritable, scientific, literary, or educational, II, and III.
during the year, contributions exclusively \$1,000. If this box is checked, enter here charitable, etc., purpose. Don't complete	for religious, charitable, etc., purposes, l	
Caution. An organization that isn't covered to 990-PF), but it must answer 'No' on Part IV, Part I, line 2, to certify that it doesn't meet to	line 2, of its Form 990; or check the box	ules doesn't file Schedule B (Form 990, 990-EZ, or on line H of its Form 990-EZ or on its Form 990-PF, m 990, 990-EZ, or 990-PF).

Schedule B (Form 990, 990-EZ, or 990-PF) (2017)

Page 1 of

1 of Part I

THE NEW CHILDREN'S MUSEUM

Employer identification number

95-3619583

Part I	Contributors	(see instructions).	Use duplicate copie	s of Part I if additional	space is needed.
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(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
<u>1</u>		\$550,000.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
2		\$60,000.	Person Payroll Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
3		\$50,000.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
4		\$ <u>199,878.</u>	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
5		\$42,502.	Person Payroll Noncash X (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
6		\$ 50,000.	Person X Payroll Noncash (Complete Part II for noncash contributions.)

Page

1 to

of Part II

1

Name of organization
THE NEW CHILDREN'S MUSEUM

Employer identification number 95–3619583

Part II Noncash Property (see instructions). Use duplicate copies of Part II if additional space is needed.

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
2	PARKING SPACES		
		\$60,000.	11/30/17_
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
5	FOOD & DRINK		
		\$42,502.	10/31/17
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
	<u></u>	\$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
	<u></u>	\$ 	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		\$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		\$	

1 to

1 of Part III

Name of organization
THE NEW CHILDREN'S MUSEUM

Employer identification number

95-3619583

Part III	Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than \$1,000 for the year from any one contributor. Complete columns (a) through (e) and the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of \$1,000 or less for the year. (Enter this information once. See instructions.)									
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift		(d) Description of how gift is held						
	N/A									
		(e) Transfer of gift								
	Transferee's name, addres	ss, and ZIP + 4	Rela	ationship of transferor to transferee						
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift		(d) Description of how gift is held						
	Transferee's name, addres	Relationship of transferor to transferee								
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift		(d) Description of how gift is held						
	Transferee's name, addres	(e) Transfer of gift s, and ZIP + 4	Rela	ationship of transferor to transferee						
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift		(d) Description of how gift is held						
	Transferee's name, addres	(e) Transfer of gift s, and ZIP + 4	Rela	ationship of transferor to transferee						

SCHEDULE D (Form 990)

Department of the Treasury Internal Revenue Service Name of the organization

Supplemental Financial Statements

► Complete if the organization answered 'Yes' on Form 990,
Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.

► Attach to Form 990.

► Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public Inspection
Employer identification number

	THE NEW CHILDREN'S MUSEUM			95-3619583
Par	t Organizations Maintaining Dono			
	Complete if the organization answ	vered 'Yes' on Form 990, Part I\	/, line 6.	
		(a) Donor advised funds	(b)	Funds and other accounts
1	Total number at end of year			
2	Aggregate value of contributions to (during year)			
3	Aggregate value of grants from (during year)			
4	Aggregate value at end of year			
5	Did the organization inform all donors and don are the organization's property, subject to the	or advisors in writing that the assets he organization's exclusive legal control?.	eld in donor advised	d funds
6	Did the organization inform all grantees, donor for charitable purposes and not for the benefit impermissible private benefit?	s, and donor advisors in writing that groof the donor or donor advisor, or for ar	ant funds can be us ny other purpose co	sed only onferring Yes No
Par	Conservation Easements. Complete if the organization answ	vered 'Yes' on Form 990, Part IV	/, line 7.	
1	Purpose(s) of conservation easements held by			
	Preservation of land for public use (e.g., re	ecreation or education) Preser	vation of a historica	ally important land area
	Protection of natural habitat	Preser	vation of a certified	I historic structure
	Preservation of open space			
2	Complete lines 2a through 2d if the organization h last day of the tax year.	eld a qualified conservation contribution in	the form of a conse	rvation easement on the
				Held at the End of the Tax Year
	Total number of conservation easements			
	Total acreage restricted by conservation easer			
(: Number of conservation easements on a certif	ed historic structure included in (a)	2c	
(Number of conservation easements included in structure listed in the National Register		2 d	
3	Number of conservation easements modified, tran tax year ►	sferred, released, extinguished, or termina	ted by the organizati	ion during the
4	Number of states where property subject to conse			
5	Does the organization have a written policy reg			
6	and enforcement of the conservation easement Staff and volunteer hours devoted to monitoring, in			
7	Amount of expenses incurred in monitoring, inspe ▶\$	cting, handling of violations, and enforcing	conservation easem	nents during the year
8	Does each conservation easement reported on and section 170(h)(4)(B)(ii)?	line 2(d) above satisfy the requiremen	ts of section 170(h)	(4)(B)(i)
9	In Part XIII, describe how the organization reports include, if applicable, the text of the footnote t conservation easements.	conservation easements in its revenue an o the organization's financial statement	d expense statements that describes the	t, and balance sheet, and e organization's accounting for
Par		ctions of Art, Historical Treasur vered 'Yes' on Form 990, Part IV	res, or Other Sin	milar Assets.
1 a	If the organization elected, as permitted under art, historical treasures, or other similar assets he in Part XIII, the text of the footnote to its finan	d for public exhibition, education, or resea	arch in furtherance of	f public service, provide.
ŀ	If the organization elected, as permitted under historical treasures, or other similar assets held for following amounts relating to these items:	r public exhibition, education, or research	in furtherance of pub	plic service, provide the
	(i) Revenue included on Form 990, Part VIII,			
	(ii) Assets included in Form 990, Part $X \dots$			
	If the organization received or held works of art, h amounts required to be reported under SFAS	16 (ASC 958) relating to these items:	- ,	
	Revenue included on Form 990, Part VIII, line	1		▶\$ ▶\$
L	Accets included in Form 990 Part Y			- \

Part III Organizations Maintain	ining Collecti	ons of Art,	Historica	l Treasures, oi	r Other	Similar Ass	ets (c	ontinu	ied)
3 Using the organization's acquisition items (check all that apply):	, accession, and o	other records, o	check any of	the following that a	re a signi	ificant use of its	collectio	n	
a X Public exhibition		d	Loan or exc	change programs					
b Scholarly research		е	Other						
c X Preservation for future gener									
4 Provide a description of the organiz Part XIII. SEE PART XIII		·	-	-	·				
5 During the year, did the organiza to be sold to raise funds rather the	tion solicit or rec nan to be mainta	eive donation ined as part of	ns of art, hist of the organi	orical treasures, c zation's collection	or other s	similar assets	Yes	[2	X No
Part IV Escrow and Custodia line 9, or reported an	l Arrangemer	ı ts. Comple	ete if the o	rganization an			rm 99	0, Par	t IV,
1 a Is the organization an agent, trus on Form 990, Part X?	stee, custodian o	r other interm	nediary for co	ontributions or oth	er asset	s not included	Yes	Γ	No
b If 'Yes,' explain the arrangement						_		L	<u> </u>
							Amoun	t	
c Beginning balance									
d Additions during the year						+			
e Distributions during the year									
f Ending balance 2a Did the organization include an a							Yes		TNo.
b If 'Yes,' explain the arrangement			•			,		_	No
b ii res, explain the arrangement	III Fait Aiii. Che	ck nere ii the	Explanation	nas been provide	u on Fa	π ΔΙΙΙ		L	_
Part V Endowment Funds. C	omplete if the	organizati	on answe	red 'Yes' on Fo	orm 990	0 Part IV lii	ne 10		
	(a) Current year		Prior year	(c) Two years back		Three years back		Four year	s back
1 a Beginning of year balance	2,190,47		530,736.	2,680,41		1,911,547			319.
b Contributions	20,00		500,000.	, ,		700,000			000.
c Net investment earnings, gains,									
and losses	301,68	39. 1	L47,342.	-49,67	6.	111,865	•	161,	228.
d Grants or scholarships									
e Other expenditures for facilities and programs	108,36	50.	87,620.	1,000,00	0.	43,000			
f Administrative expenses	200,00	,,,,	0.,0200	2,000,00	-	10,000			
q End of year balance	2,403,81	1. 2.1	190,474.	1,630,73	6.	2,680,412	. 1	,911,	547.
2 Provide the estimated percentage						, ,		, - ,	
a Board designated or quasi-endowm	ent ►	100.00%							
b Permanent endowment ►	%								
c Temporarily restricted endowmer	nt ►	%							
The percentages on lines 2a, 2b, ar	nd 2c should equa	l 100%.							
3a Are there endowment funds not in t	the possession of	the organizatio	n that are he	ld and administered	d for the		,		
organization by:	·	Ü						Yes	No
(i) unrelated organizations							. 3a(i)		X
(ii) related organizations							3a(ii)		X
b If 'Yes' on line 3a(ii), are the rela	•		•				. 3b		
4 Describe in Part XIII the intended		anization's en	idowment fu	nds. SEE PAR	T XII	<u> </u>			
Part VI Land, Buildings, and				0 David IV / Iima	. 11 - (Caa Farra 00	ν D	.I V 1:.	10
Complete if the organi								-	
Description of property	(a)	Cost or other (investment		Cost or other (basis (other)	(c) A dei	ccumulated preciation	(d)	Book va	alue
1 a Land		(.,	2,232,286.	40	51 551 G. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.	2	232	,286.
b Buildings			-	19,789,915.	3	,905,479.			,436.
c Leasehold improvements				424,729.		96,008.			,721.
d Equipment				112,588.		103,454.			,134.
e Other				739,713.		530,978.			,735.
Total. Add lines 1a through 1e. (Colum	nn (d) must eaua	Form 990. P	Part X. colum			>	1 9	663	

BAA

Schedule **D** (Form 990) 2017

Part VII Investments — Other Securities.		N/A	
Complete if the organization answered			
(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of	-year market value
(1) Financial derivatives			
(2) Closely-held equity interests.			
(3) Other			
(A)			
(B)			
(C)			
(D) (E)			
(F)			
(G)			
(H)			
<u>`</u>			
Total. (Column (b) must equal Form 990, Part X, column (B) line 12.) •			
Part VIII Investments — Program Related.		N/A	
Complete if the organization answered			
(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-	of-year market value
(1)			
(2)			
(3)			
(4)			
(5)			
(6)			
<u>(7)</u> (8)			
(9)			
(10)			
Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) ▶			
Part IX Other Assets.			
Complete if the organization answered	'Yes' on Form 990 scription	Part IV, line 11d. See Form 9	90, Part X, line 15 (b) Book value
(1) MUTUAL FUNDS	<u> сприон</u>		2,363,072.
(2)			2,000,012.
(3)			
(4)			
(5)			
(6)			
<u>(7)</u> (8)			
(9)			
(10)			
Total. (Column (b) must equal Form 990, Part X, column (b)	B) line 15.)		2,363,072.
Part X Other Liabilities.			
Complete if the organization answered 'Yes' on F		e or 11f. See Form 990, Part X, line 25	
(a) Description of liability	(b) Book value		
(1) Federal income taxes	2 50	0	
(2) SECURITY DEPOSITS (3)	2,50	<u>0.</u>	
(4)			
(5)			
(6)			
(7)			
(8)			
(9)			
(10)			
(11) Total (Column (h) must equal Form 000 Part V, column (P) line 25.)	2 50	0	
Total. (Column (b) must equal Form 990, Part X, column (B) line 25.)	2,50		liability for manufair

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII.

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Re	eturn	•
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.		
1 Total revenue, gains, and other support per audited financial statements	1	4,611,271.
2 Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a Net unrealized gains (losses) on investments		
b Donated services and use of facilities		
c Recoveries of prior year grants 2c d Other (Describe in Part XIII.) SEE PART XIII 2d 206,408.		
d Other (Describe in Part XIII.) SEE PART XIII 2d 206,408.		
e Add lines 2a through 2d.	2 e	489,905.
3 Subtract line 2e from line 1	3	4,121,366.
4 Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
a Investment expenses not included on Form 990, Part VIII, line 7b		
b Other (Describe in Part XIII.)		
c Add lines 4a and 4b.	4 c	10,532.
5 Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	5	4,131,898.
Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per	Retu	rn.
Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.	Retu	rn.
	Retu 1	rn. 4, 915, 773.
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.	1	
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a. 1 Total expenses and losses per audited financial statements 2 Amounts included on line 1 but not on Form 990, Part IX, line 25:	1	
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a. 1 Total expenses and losses per audited financial statements 2 Amounts included on line 1 but not on Form 990, Part IX, line 25:	1	
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a. 1 Total expenses and losses per audited financial statements. 2 Amounts included on line 1 but not on Form 990, Part IX, line 25: a Donated services and use of facilities. b Prior year adjustments. c Other losses. 2 I 19,000. 2 b 2 c	1	
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a. 1 Total expenses and losses per audited financial statements. 2 Amounts included on line 1 but not on Form 990, Part IX, line 25: a Donated services and use of facilities. b Prior year adjustments. 2 19,000.	1	
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a. 1 Total expenses and losses per audited financial statements. 2 Amounts included on line 1 but not on Form 990, Part IX, line 25: a Donated services and use of facilities. b Prior year adjustments. c Other losses.	1	4,915,773.
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a. 1 Total expenses and losses per audited financial statements 2 Amounts included on line 1 but not on Form 990, Part IX, line 25: a Donated services and use of facilities	1	4,915,773. 225,408.
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a. 1 Total expenses and losses per audited financial statements 2 Amounts included on line 1 but not on Form 990, Part IX, line 25: a Donated services and use of facilities	1 2 e	4,915,773.
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a. 1 Total expenses and losses per audited financial statements 2 Amounts included on line 1 but not on Form 990, Part IX, line 25: a Donated services and use of facilities b Prior year adjustments c Other losses. d Other (Describe in Part XIII.) SEE PART XIII e Add lines 2a through 2d. 3 Subtract line 2e from line 1. 4 Amounts included on Form 990, Part IX, line 25, but not on line 1: a Investment expenses not included on Form 990, Part VIII, line 7b. 4 Amounts included on Form 990, Part VIII, line 7b. 4 Amounts included on Form 990, Part VIII, line 7b. 4 Amounts included on Form 990, Part VIII, line 7b. 4 Amounts included on Form 990, Part VIII, line 7b.	1 2 e	4,915,773. 225,408.
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a. 1 Total expenses and losses per audited financial statements 2 Amounts included on line 1 but not on Form 990, Part IX, line 25: a Donated services and use of facilities b Prior year adjustments c Other losses d Other (Describe in Part XIII.) SEE PART XIII e Add lines 2a through 2d. 3 Subtract line 2e from line 1. 4 Amounts included on Form 990, Part IX, line 25, but not on line 1: a Investment expenses not included on Form 990, Part VIII, line 7b. 4 Amounts (Describe in Part XIII.) 4 Ab b Other (Describe in Part XIII.)	1 2 e	4,915,773. 225,408.
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a. 1 Total expenses and losses per audited financial statements 2 Amounts included on line 1 but not on Form 990, Part IX, line 25: a Donated services and use of facilities b Prior year adjustments c Other losses. d Other (Describe in Part XIII.) SEE PART XIII e Add lines 2a through 2d. 3 Subtract line 2e from line 1. 4 Amounts included on Form 990, Part IX, line 25, but not on line 1: a Investment expenses not included on Form 990, Part VIII, line 7b. 4 Amounts included on Form 990, Part VIII, line 7b. 4 Amounts included on Form 990, Part VIII, line 7b. 4 Amounts included on Form 990, Part VIII, line 7b. 4 Amounts included on Form 990, Part VIII, line 7b.	2 e 3	4,915,773. 225,408.

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

PART III, LINE 1A - F/S FOOTNOTE FOR ART, TREASURES, ETC.

Part XIII | Supplemental Information.

BAA

IN CONFORMITY WITH THE PRACTICE FOLLOWED BY MANY MUSEUMS, ART OBJECTS PURCHASED BY OR DONATED TO THE MUSEUM ARE NOT CAPITALIZED IN THE STATEMENT OF FINANCIAL POSITION. THE MUSEUM'S COLLECTION IS MADE UP OF WORKS OF ART THAT ARE HELD FOR EXHIBITION AND VARIOUS OTHER PROGRAM ACTIVITIES. EACH OF THE ITEMS IS CATALOGED, PRESERVED AND CARED FOR, AND ACTIVITIES VERIFYING THEIR EXISTENCE AND ASSESSING THEIR CONDITION ARE PERFORMED CONTINUOUSLY. PURCHASED COLLECTION ITEMS ARE RECORDED AS DECREASES IN

UNRESTRICTED NET ASSETS IN THE YEAR IN WHICH THE ITEMS ARE ACQUIRED, OR IN

Schedule D (Form 990) 2017

PART III, LINE 1A - F/S FOOTNOTE FOR ART, TREASURES, ETC. (CONTINUED)

TEMPORARILY OR PERMANENTLY RESTRICTED NET ASSETS IF THE NET ASSETS USED TO PURCHASE

THE ITEMS ARE RESTRICTED BY THE DONOR. CONTRIBUTED COLLECTION ITEMS ARE EXCLUDED FROM

THE FINANCIAL STATEMENTS.

PROCEEDS FROM DEACCESSIONS OR INSURANCE RECOVERIES ARE REFLECTED AS INCREASES IN THE APPROPRIATE NET ASSET CLASSES. THE MUSEUM DID NOT PURCHASE COLLECTION ITEMS DURING THE YEARS ENDED DECEMBER 31, 2017 AND 2016, RESPECTIVELY.

PART III, LINE 4 - DESCRIPTION OF ORGANIZATION COLLECTIONS & HOW FURTHERS EXEMPT PURPOSE

IN CONFORMITY WITH THE PRACTICE FOLLOWED BY MANY MUSEUMS, ART OBJECTS PURCHASED BY OR

DONATED TO THE MUSEUM ARE NOT CAPITALIZED IN THE STATEMENT OF FINANCIAL POSITION. THE

MUSEUM'S COLLECTION IS MADE UP OF WORKS OF ART THAT ARE HELD FOR EXHIBITION AND

VARIOUS OTHER PROGRAM ACTIVITIES. EACH OF THE ITEMS IS CATALOGED, PRESERVED AND CARED

FOR, AND ACTIVITIES VERIFYING THEIR EXISTENCE AND ASSESSING THEIR CONDITION ARE

PERFORMED CONTINUOUSLY. PURCHASED COLLECTION ITEMS ARE RECORDED AS DECREASES IN

UNRESTRICTED NET ASSETS IN THE YEAR IN WHICH THE ITEMS ARE ACQUIRED, OR IN

TEMPORARILY OR PERMANENTLY RESTRICTED NET ASSETS IF THE NET ASSETS USED TO PURCHASE

THE ITEMS ARE RESTRICTED BY THE DONOR. CONTRIBUTED COLLECTION ITEMS ARE EXCLUDED FROM

THE FINANCIAL STATEMENTS.

PROCEEDS FROM DEACCESSIONS OR INSURANCE RECOVERIES ARE REFLECTED AS INCREASES IN THE APPROPRIATE NET ASSET CLASSES. THE MUSEUM DID NOT PURCHASE COLLECTION ITEMS DURING THE YEARS ENDED DECEMBER 31, 2017 AND 2016, RESPECTIVELY.

PART V, LINE 4 - INTENDED USES OF ENDOWMENT FUND

FUNDS USED TO SUPPORT OPERATIONS AND MISSION.

PART X - FIN 48 FOOTNOTE

THE NEW CHILDREN'S MUSEUM ("THE MUSEUM") IS A PUBLIC CHARITY AND IS EXEMPT FROM
INCOME TAXES UNDER SECTION 501(C)(3) OF THE INTERNAL REVENUE CODE AND SECTION
23701(D) OF THE CALIFORNIA REVENUE AND TAXATION CODE. THE MUSEUM BELIEVES THAT IT
HAS APPROPRIATE SUPPORT FOR ANY TAX POSITIONS TAKEN, AND AS SUCH, DOES NOT HAVE ANY

Part XIII | Supplemental Information (continued)

PART X - FIN 48 FOOTNOTE (CONTINUED)

UNCERTAIN TAX POSITIONS THAT ARE MATERIAL TO THE FINANCIAL STATEMENTS. THE MUSEUM IS NOT A PRIVATE FOUNDATION.

SCHEDULE D, PART XI, LINE 2D OTHER REVENUE INCLUDED IN F/S BUT NOT INCLUDED ON FORM 990

COST OF GOODS SOLD. SPECIAL EVENTS EXPENSE. TOTAL	\$ 3,785. 202,623. 206,408.
SCHEDULE D, PART XII, LINE 2D OTHER EXPENSES AND LOSSES PER AUDITED F/S	
COST OF GOODS SOLD	\$ 3,785. 202,623. 206,408.

BAA TEEA3305L 08/10/17 Schedule **D** (Form 990) 2017

SCHEDULE G (Form 990 or 990-EZ)

Department of the Treasury Internal Revenue Service

Supplemental Information Regarding Fundraising or Gaming Activities

Complete if the organization answered 'Yes' on Form 990, Part IV, line 17, 18, or 19, or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.

► Attach to Form 990 or Form 990-EZ.

► Go to www.irs.gov/Form990 for the latest instructions.

OMB No. 1545-0047

2017

Open to Public Inspection

Name of the organization Employer identification number THE NEW CHILDREN'S MUSEUM 95-3619583 **Fundraising Activities.** Complete if the organization answered 'Yes' on Form 990, Part IV, line 17. Form 990-EZ filers are not required to complete this part. Indicate whether the organization raised funds through any of the following activities. Check all that apply. Mail solicitations Solicitation of non-government grants Internet and email solicitations Solicitation of government grants Phone solicitations Special fundraising events In-person solicitations 2 a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees, or key Yes X No **b** If 'Yes,' list the 10 highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization. (v) Amount paid to (vi) Amount paid to (iii) Did fundraiser (i) Name and address of individual (iv) Gross receipts (or retained by) (ii) Activity (or retained by) or entity (fundraiser) have custody or control of contributions? from activity fundraiser listed in organization column (i) Yes No 1 2 3 5 6 7 9 10 Total. 0. List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration or licensing.

Schedule G (Form 9	90 or 990-EZ) 2017 TH	IE NEW	CHILDREN'S	MUSEUM	95-3619583	Page 2
more th	sing Events. Comp an \$15,000 of fundints with gross recei	raising e	vent contributi	ons and gross income	rm 990, Part IV, line 18, on Form 990-EZ, lines 1	or reported and 6b.

R E			(a) Event #1 ANNUAL GALA (event type)	(b) Event #2	(c) Other events NONE (total number)	(d) Total events (add column (a) through column (c))				
REVENUE	1	Gross receipts	272,561.			272,561.				
Ĕ	2	Less: Contributions	227,036.			227,036.				
	3	Gross income (line 1 minus line 2)	45,525.			45,525.				
	4	Cash prizes								
_	5	Noncash prizes								
D R E C T	6	Rent/facility costs	20,595.			20,595.				
	7	Food and beverages	22,234.			22,234.				
X P	8	Entertainment	55,362.			55,362.				
EXPENSES	9	Other direct expenses	104,432.			104,432.				
	10 11	Direct expense summary. Add lines 4 thro Net income summary. Subtract line 10 fro	om line 3, column (d)			-157,098.				
Par	t III	Gaming. Complete if the organiza \$15,000 on Form 990-EZ, line 6a.	tion answered 'Yes	s' on Form 990, Pa	rt IV, line 19, or re	ported more than				
R E V E N U E			(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add column (a) through column (c))				
Ü	1	Gross revenue								
_	2	Cash prizes								
D X P R N C S E S T S	3	Noncash prizes								
C S T E S	4	Rent/facility costs								
	5	Other direct expenses								
	6	Volunteer labor	Yes%	Yes%	Yes 8					
	7	Direct expense summary. Add lines 2 thre	ough 5 in column (d)							
	8	Net gaming income summary. Subtract li	ne 7 from line 1, colum	ın (d)						
а	Is th	er the state(s) in which the organization cone organization licensed to conduct gaming lo,' explain:	activities in each of th	es: nese states?		·· Yes No				
	0 a Were any of the organization's gaming licenses revoked, suspended, or terminated during the tax year?									

Sche	edule G (Form 990 or 990-EZ) 2017 THE NEW CHILDREN'S MUSEUM 9	5-3619583	Page 3
	Does the organization conduct gaming activities with nonmembers?	····· Yes	No
12	Is the organization a grantor, beneficiary or trustee of a trust, or a member of a partnership or other entity formed to administer charitable gaming?	Yes	□ No
12	Indicate the percentage of gaming activity conducted in:	I I	
	a The organization's facility.	13a	%
	b An outside facility		%
14	Enter the name and address of the person who prepares the organization's gaming/special events books and records	:	
	Name ►		
	Address ►		
I	a Does the organization have a contract with a third party from whom the organization receives gaming revenue by If 'Yes,' enter the amount of gaming revenue received by the organization square s	ue? Yes	
	Name ►		
	Address ►		
16	Gaming manager information:		
	Name ►		· — — —
	Gaming manager compensation ► \$		
	Description of services provided ►		
	□ Director/officer □ Employee □ Independent contractor		
17	Mandatory distributions:		
	a Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license?	Yes	s No
ı	b Enter the amount of distributions required under state law to be distributed to other exempt organizations or spent in	the	
Pai	organization's own exempt activities during the tax year ► \$ It IV Supplemental Information. Provide the explanations required by Part I, line 2b, co	lumns (iii) and	(//):
ı aı	and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also provide an	y additional	(v),
	information. See instructions.		

SCHEDULE J (Form 990)

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

Complete if the organization answered 'Yes' on Form 990, Part IV, line 23.

► Attach to Form 990.

► Go to www.irs.gov/form990 for instructions and the latest information

OMB No. 1545-0047

2017

Open to Public Inspection

Department of the Treasury Internal Revenue Service Name of the organization

THE NEW CHILDREN'S MUSEUM

Employer identification number 95-3619583

Pai	art I Questions Regarding Compensation			
			Yes	No
1 a	a Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 9 VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.	990, Part		
	First-class or charter travel Housing allowance or residence for per	sonal use		
	Travel for companions Payments for business use of personal	residence		
	Tax indemnification and gross-up payments Health or social club dues or initiation f	ees		
	Discretionary spending account Personal services (such as, maid, chauffer	ur, chef)		
ı	b If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If 'No,' complete Part III to explain.	1b		
2	2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all direct trustees, and officers, including the CEO/Executive Director, regarding the items checked on line 1a?			
3	Indicate which, if any, of the following the filing organization used to establish the compensation of the organization CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related org establish compensation of the CEO/Executive Director, but explain in Part III.	on's anization to		
	X Compensation committee X Written employment contract			
	Independent compensation consultant X Compensation survey or study			
	Form 990 of other organizations X Approval by the board or compensation	committee		
4	During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:			
	a Receive a severance payment or change-of-control payment?			X
	b Participate in, or receive payment from, a supplemental nonqualified retirement plan?			Х
(c Participate in, or receive payment from, an equity-based compensation arrangement?			Х
	Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.			
5	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation	n		
	contingent on the revenues of:	_		
	a The organization?			X
ı	b Any related organization?	5 b		X
	·			
6	6 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensatio contingent on the net earnings of:	n		
ä	a The organization?	6a		Х
ı	b Any related organization?	6b		Х
	If 'Yes' on line 6a or 6b, describe in Part III.			
7	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If 'Yes,' describe in Part III.	7		Х
8		ect		
	to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If 'Yes,' describe in Part III			Х
9				- /1
9	section 53.4958-6(c)?	9		

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2017

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that aren't listed on Form 990, Part VII.

Note: The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

	(B) Breakdown	of W-2 and/or 1099-MI	SC compensation	(C) Detinenced	(D) Neathernald	(E) Total of	(E) Common action
(A) Name and Title	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation	(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns(B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
	182,977.	10,000.	0.	0.	10,597.	203,574.	0.
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16	i)	TEE \(\dag{102} \) \(\O8/09	4.7				L(Form 000) 2017

BAA

TEEA4102L 08/09/17

Schedule J (Form 990) 2017

Part III Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

SCHEDULE M (Form 990)

Name of the organization

Noncash Contributions

► Complete if the organizations answered 'Yes' on Form 990, Part IV, lines 29 or 30.

► Attach to Form 990.

Department of the Treasury Internal Revenue Service ► Go to

THE NEW CHILDREN'S MUSEUM

► Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2017

Open to Public Inspection

Schedule M (Form 990) (2017)

Employer identification number

95-3619583

Par	t l	Types of Property							
			(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g	Meth- noncash	od of o contril	determir	ning mounts
1	Art -	- Works of art							
2	Art -	- Historical treasures							
3	Art -	- Fractional interests							
4	Воо	ks and publications							
5	Clot	hing and household goods							
6	Cars	s and other vehicles							
7	Boa	ts and planes							
8	Inte	llectual property							
9	Sec	urities – Publicly traded							
10	Sec	urities - Closely held stock							
11	Sec	urities — Partnership, LLC, or trust interests .							
12	Sec	urities — Miscellaneous							
13		lified conservation contribution — oric structures							
14	Qua	lified conservation contribution — Other							
15	Rea	I estate – Residential							
16	Rea	I estate – Commercial							
17	Rea	I estate - Other							
18	Coll	ectibles							
19	Food	d inventory							
20	Drug	gs and medical supplies							
21	Taxi	dermy							
22	Hist	orical artifacts							
23		entific specimens							
24		neological artifacts							
25		er► SEE PART II)							
26	Othe	`'							
27	Othe								
28	Othe								
29		ber of Forms 8283 received by the organization d anization completed Form 8283, Part IV, Done				29			
								Yes	No
30a	Durii	ng the year, did the organization receive by contri	bution any pr	roperty reported in Part I	I. lines 1 through 28, that				
	it m	ust hold for at least three years from the date	of the initial	contribution, and which	ch isn't required to be u	sed			
		exempt purposes for the entire holding period?	?				30 a	X	
		es,' describe the arrangement in Part II.		SEE PART I					
31	Doe	s the organization have a gift acceptance police	cy that requi	res the review of any i	nonstandard contributio	ns?	31	Χ	
32a		s the organization hire or use third parties or recash contributions?	-				32 a		Х
b	If 'Y	es,' describe in Part II.							
33		e organization didn't report an amount in colu cribe in Part II.	mn (c) for a	type of property for w	hich column (a) is chec	ked,			

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Part II Supplemental Information. Provide the information required by Part I, lines 30b, 32b, and 33, and whether the organization is reporting in Part I, column (b), the number of contributions, the number of items received, or a combination of both. Also complete this part for any additional information.

SCH M, PART I, LINES 25-28 OTHER NON-CASH CONTRIBUTIONS

DESCRIPTION	APPL?	NUMBER OF CONTR.	REVENUE ON FORM 990, PART VIII	METHOD OF DETER. REV.
COTTON PERCALE PARKING SPACES TICKETS GALA RENTALS STOCK KIND BARS FOOD & DRINK FOOD & DRINK FOOD & DRINK RAIN HOUSE GALA PRODUCTION OFFICE FURNITURE HOTEL & UBER GIFT CARDS TICKETS VOUCHERS GALA RENTALS FOOD/DRINK FURNITURE/EQUIP LODGING OTHER	X X X X X X X X X X X X X X X X X X X	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	\$ 8,000. 60,000. 4,800. 8,901. 10,940. 5,107. 6,024. 42,502. 5,000. 8,244. 22,385. 8,600. 1,150. 5,300. 14,000. 28,142. 13,948. 4,728. 2,760. 1,821.	FMV
PRODUCTION EQUI GIFT CARDS		2 2	3,010. 3,040.	

PART I, LINE 30 - ARRANGEMENT FOR HOLDING PERIOD

THE MUSEUM RECEIVED A DUPLEX PARKING SPACE IN THE GARAGE FROM MARKET MANAGEMENT LLC.

BAA TEEA4602L 08/10/17 **Schedule M (Form 990) (2017)**

SCHEDULE O (Form 990 or 990-EZ)

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.

► Attach to Form 990 or 990-EZ.

Attach to Form 990 or 990-EZ.
 Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Name of the organization

THE NEW CHILDREN'S MUSEUM

Employer identification number 95-3619583

FORM 990, PART VI, LINE 11B - FORM 990 REVIEW PROCESS

THE FORM 990 IS REVIEWED BY THE EXECUTIVE, FINANCE, AND AUDIT COMMITTEES ALONG WITH THE EXECUTIVE DIRECTOR AND DIRECTOR OF FINANCE & ADMINISTRATION AND DISTRIBUTED TO THE BOARD PRIOR TO FILING.

THE BOARD OF DIRECTORS IS REQUIRED TO REVIEW AND ACKNOWLEDGE THEIR UNDERSTANDING OF THE CONFLICT OF INTEREST POLICY UPON JOINING THE BOARD AND ANNUALLY THEREAFTER.

FORM 990, PART VI, LINE 12C - EXPLANATION OF MONITORING AND ENFORCEMENT OF CONFLICTS

FORM 990, PART VI, LINE 15A - COMPENSATION REVIEW & APPROVAL PROCESS - CEO & TOP MANAGEMENT
THE EXECUTIVE DIRECTOR'S COMPENSATION WAS DETERMINED AFTER A THOROUGH COMPARATIVE
DATA REVIEW OF SIMILAR POSITIONS IN ART MUSEUMS, DELIBERATION BY THE BOARD
COMPENSATION AND EXECUTIVE COMMITTEES AND FINAL APPROVAL FROM THE BOARD EXECUTIVE
COMMITTEE.

FORM 990, PART VI, LINE 15B - COMPENSATION REVIEW & APPROVAL PROCESS - OFFICERS & KEY EMPLOYEES

THE TREASURER'S COMPENSATION WAS DETERMINED AFTER A THOROUGH COMPARATIVE DATA REVIEW

OF SIMILAR POSITIONS IN ART MUSEUMS, DELIBERATION BY THE BOARD COMPENSATION AND

EXECUTIVE COMMITTEES AND FINAL APPROVAL FROM THE BOARD EXECUTIVE COMMITTEE

FORM 990, PART VI, LINE 19 - OTHER ORGANIZATION DOCUMENTS PUBLICLY AVAILABLE

THE ORGANIZATION MAKES ITS GOVERNING DOCUMENTS, AND CONFLICT OF INTEREST POLICY

THE ORGANIZATION MAKES ITS AUDITED FINANCIAL STATEMENTS AVAILABLE ON ITS WEBSITE.

AVAILABLE TO THE PUBLIC UPON REQUEST.

Depreciation and Amortization (Including Information on Listed Property)

Attach to your tax return.

► Go to www.irs.gov/Form4562 for instructions and the latest information.

OMB No. 1545-0172

Attachment Sequence No. 179

Department of the Treasury Internal Revenue Service Name(s) shown on return

THE NEW CHILDREN'S MUSEUM

Identifying number 95-3619583

Busin	ess or activity to which this form relate	es						
	PRECIATION SCHEDUL							
Pai	Election To Exp Note: If you have an	ense Certain I ny listed property,	Property Under Sec complete Part V before	ction 179 e you complete P	Part I.			
1	Maximum amount (see ins	•					1	
2	Total cost of section 179 p	roperty placed in	service (see instructions	s)			2	
3	Threshold cost of section 1	79 property befor	e reduction in limitation	(see instructions	s)		3	
4	Reduction in limitation. Su	btract line 3 from	line 2. If zero or less, e	nter -0			4	
5	Dollar limitation for tax yea separately, see instructions				<u> </u>		5	
6	(a)	Description of property		(b) Cost (business	use only)	(c) Elected cos	t	
7	Listed property. Enter the							
8	Total elected cost of section						9	
9 10	Tentative deduction. Enter Carryover of disallowed de						10	
11	Business income limitation						11	
12	Section 179 expense dedu	ction. Add lines 9	and 10, but don't enter	more than line 1	1		12	
13	Carryover of disallowed de							
Note	: Don't use Part II or Part II							
Pai	t II Special Depreci	ation Allowan	ce and Other Depre	eciation (Don't	include lis	sted property.)	See in	structions.)
14								,
'	tax year (see instructions).						14	
15	Property subject to section		15					
16		16	562,353.					
Pai			clude listed property.) (S					·
		•	Section					
17	MACRS deductions for ass	ets placed in serv	vice in tax years beginni	ing before 2017			17	
18	If you are electing to group a asset accounts, check here	iny assets placed in	n service during the tax ye	ear into one or mo	re general	▶□		
-	Section B	- Assets Placed	in Service During 2017	Tax Year Using	the Gener	al Depreciation	Syste	m
	(a) Classification of property	(b) Month and year placed in service	(C) Basis for depreciation (business/investment use only — see instructions)	(d) Recovery period	(e) Convention	on (f) Method		(g) Depreciation deduction
19 a	3-year property							
ŀ	5-year property							
(7-year property							
(10-year property							
•	15-year property							
	20-year property							
	25-year property			25 yrs		S/L		
ŀ	n Residential rental			27.5 yrs	MM	S/L		
	property			27.5 yrs	MM	S/L		
i	Nonresidential real			39 yrs	MM	S/L		
	property				MM	S/L		
	Section C -	Assets Placed in	Service During 2017 T	ax Year Using th	e Alternat	tive Depreciation	n Syst	em
20 a	Class life					S/L		
	12-year			12 yrs		S/L		
	40-year			40 yrs	MM	S/L		
	t IV Summary (See in							
	Listed property. Enter amo						21	
	Listed property. Litter airio	unt nom mic 20.				· · · · · · · · · · · · · L		
22	Total. Add amounts from line 12, the appropriate lines of your retur For assets shown above as	lines 14 through 17, li n. Partnerships and S	corporations — see instruction	18 <u>.</u>	e and on		22	562,353.

12/31/17

2017 FEDERAL BOOK SUMMARY DEPRECIATION SCHEDULE

PAGE 1

CLIENT 11-070

THE NEW CHILDREN'S MUSEUM

95-3619583

NO.	DESCRIPTION	DATE ACQUIRED	DATE SOLD	COST/ BASIS	BUS. PCT.	CUR 179/ SDA	PRIOR 179/ SDA/ DEPR.	METHOD	LIFE _	CURRENT DEPR.
DEPF	R. SCHEDULE ONLY									
AU	TO / TRANSPORT EQUIPMENT									
4	AUTOMOBILES	4/01/15		9,221			3,227	S/L	5	1,8
	TOTAL AUTO / TRANSPORT EQUI			9,221		0	3,227			1,8
BU	ILDINGS									
5	BUILDING -NEW MUSEUM	VARIOUS		18,469,915			3,305,626	S/L	50	369,4
7	PARKING COVENANT	5/01/08		1,200,000			206,000	S/L	50	24,0
24	PARKING	12/31/17		120,000				S/L	50	L
	TOTAL BUILDINGS			19,789,915		0	3,511,626			393,8
FU	RNITURE AND FIXTURES									
2	FURNITURE & FIXTURES	VARIOUS		297,089			247,380	S/L	10	27,3
9	UCSD FURNITURE	2/06/13		674			529	S/L	5	
10	GEISEL SERIGRAPH	12/31/13		6,995			2,798	S/L	5	1,3
19	FURNITURE AND FIXTURES	12/31/16		7,454			1,491	S/L	5	1,
23	FURNITURE & FIXTURES	12/31/17		22,008				S/L	_	1,8
	TOTAL FURNITURE AND FIXTURE			334,220		0	252,198			32,2
IM	PROVEMENTS									
6	BUILDING IMPROVEMENTS	VARIOUS		183,014			61,531	S/L	25	4,3
12	BUILDING IMPROVEMENTS	12/31/13		71,152			8,550	S/L	25	2,3
15	BUILDING IMPROVEMENTS	12/31/14		16,800			1,387	S/L	25	(
16	BUILDING IMPROVEMENTS	12/31/15		41,465			2,255	S/L	10	7,6
18	BUILDING IMPROVEMENTS	12/31/16		10,821			4,402	S/L	25	L
22	BUILDING IMPROVEMENTS	12/31/17		101,477				S/L	-	2,0
	TOTAL IMPROVEMENTS			424,729		0	78,125			17,8
LA	ND									
1	LAND	12/31/03		2,232,286					_	
	TOTAL LAND			2,232,286		0	0			
MA	ACHINERY AND EQUIPMENT									

12/31/17 2017 FEDERAL BOOK SUMMARY DEPRECIATION SCHEDULE

PAGE 2

CLIENT 11-070

THE NEW CHILDREN'S MUSEUM

95-3619583

5/18	3									10:26A
NO.	DESCRIPTION	DATE _ACQUIRED_	DATE SOLD	COST/ BASIS	BUS. PCT.	CUR 179/ SDA	PRIOR 179/ SDA/ DEPR.	_METHOD_	LIFE.	CURRENT DEPR.
3	EQUIPMENT	VARIOUS		49,419			48,426	S/L	5	992
8	EQUIP UNDER CAPITAL LEASE	12/31/11		33,465			33,465	S/L	3	(
11	COMPUTER EQUIPMENT	VARIOUS		12,610			9,368	S/L	5	2,52
14	XEROX MACHINE	1/20/14		1,728			865	S/L	6	28
20	EQUIPMENT	12/31/16		6,146			1,230	S/L	5	1,22
	TOTAL MACHINERY AND EQUIPME			103,368		0	93,354			5,03
MI	SCELLANEOUS									
13	FEAST EXHIBIT	VARIOUS		70,611			53,521	S/L	2	8,10
17	EXHIBIT	12/31/15		138,075			73,452	S/L	2	49,50
21	EXHIBIT	12/31/16		142,853			15,856	S/L	2	34,35
25	EXHIBITS	12/31/17		47,003				S/L		11,75
26	EXHIBITS - DISPOSAL	11/01/15	12/31/17	43,216			35,424	S/L		7,79
27	CONSTRUCTION IN PROGRESS	VARIOUS		6,950						
	TOTAL MISCELLANEOUS			448,708		0	178,253			111,49
	TOTAL DEPRECIATION			23,342,447		0	4,116,783		=	562,35
	GRAND TOTAL DEPRECIATION			23,342,447		0	4,116,783		:	562,3
	DEPRECIATION ASSETS SOLD			43,216		0	35,424			7,79
	DEPR REMAINING ASSETS			23,299,231		0	4,081,359			554,56