

Who We Are & What We Do

Mission

To enrich lives, support families, and encourage a love of learning through interactive play.



Team

*Danielle *Margie
*Pazia *Jean *Donna
*Eliana *Emily
*Emmett *Corynn
*Keischa *Zachary



Values

- Provide a safe and clean environment to our visitors.
- Provide interactive, hands-on learning experiences at a reasonable cost.
- Strive for the highest standards of professionalism, ethics, and practices in serving our visitors.
- NCM will not accept any donations that could cause us to compromise our values or our organizational integrity.

Board of Directors

Sharon Nielsen, President
Matt Kluetz, Vice President
Michael Rigby, Treasurer
Jackie Weight, Secretary
Lara Barbour
Nicole Brand
Brooke Fitch-Collins
Wendy Kanitz
Kristi Kurtz
Mary Mors
McKenzie Rabenn
Dan Ullsperger
Amy Vanney

2025 Staff Retiree

Jean
Thank you for 27
years with us!



From Our Leader



As we end 2025, we are grateful beyond measure to our community supporters, members, visitors, donors, Board of Directors, volunteers, and staff team. Thank you. We partnered with our community and were able to open a 24/7 accessible FREE Personal Hygiene Pantry and FORK food pantry! Construction this year brought us new, sustainable features for our building, ensuring the Power of Play lives on for years to come. To all of the smiling faces that walk through our doors, we sincerely hope the memories created within our walls last you a lifetime.

Yours in service,

Danielle Larsen
Executive Director



Our Year in Review

February 22nd
Enchanted Tea Party
Sponsors: Vintage
Garden Studio,
Lickadee Splitz,
Minocqua Dance
150 attendees

June 9th Play-It-Forward
Fundraising Event
\$18,000 raised



October 25th
Pumpkin Party
Sponsor: RIPCO
Credit Union
143 attendees

August Thursdays
Tumbling Classes by
Great North Tumble
Club
14 attendees

Mondays during the Summer
Northwoods Wildlife Center
Programming
Sponsor: Northwoods United Way.
Topics: turtles, butterflies, owls,
reptiles, rocks and minerals, loons,
seeds, and eagles
234 attendees

December 31st
New Years at NOON
Sponsors: Personal
Event Attendant by
Lexi, Redman Realty
Group, Dairy Queen
283 attendees

January 26th
Dino Dig
Adventure
80 attendees

January
FREE Personal Hygiene
Pantry opens

Exterior building
envelope and
interior
improvements
completed by KSW
Construction
Including: siding,
windows, doors,
electrical panels,
24/7 accessible
vestibule

December
Crimson
FORK Award!

December
FORK and Hygiene Pantries
become 24/7 accessible

ALSO Fun with Fathers (New Horizons Family Services),
Foster Family Night (Vilas County Social Services),
Sausage Fest games (Lions Club), Vilas County Fair
booth, games for Harvest Hoedown (Rhineland Area
Food Pantry), Maple Syrup Fest games



With Help From Our Community

TAWANI
Foundation

FORK Pantry

KSW
Construction

Pete & Amy
Vanney



ECON Electric



Fundraiser Donors:

Riverstone Brewing Company
AmFund
Personal Event Attendant by Lexi
Chanticleer Inn
Hiker Box
Ms. B's Creations-Breanna Borlick
Nina Mariano
Redman Realty
Waldmann Construction
June Vogel
Eagle Waters
Parsons of Eagle River
State Farm-The Rabenn Agency
Eagle River Inn
Big Stone Golf Club

The Waters of Minocqua
Walk About
Magic Man Games
Larsen Family
Fun Factory Sweet Shoppe
Laketime Management
Mahler Sotheby's International
Nova Integrated Care
Vicker's Eye Care
Nic & Jackie Weight
Nicolet Bank
Boat Sport Marina
Lake of the Torches Resort Casino
Tremblay's Sweet Shop
Gateway Golf Club

O'Reilly's
Northwoods Child Development Center
Emmalynn's Frozen Yogurt
Hooked & Tagged
Musson Brothers
The Car Shop
Minocqua Popcorn
Rita Strathmann
Health In Motion Physical Therapy
Whitetail Lodge Resort
YMCA of the Northwoods
Dairy Queen
Bear Trap
Chef Rene's
Northwood Golf Club

Salon & Spa on Railroad
Bella B's Salon
Kenny's Elite Auto Detail
Premier Auto Detailing
Ace Hardware
Trout Lake Golf & Country Club
Kozar Technologies
Vintage Garden Studio
Wanderwild Floral
The Craftsman
Eagle River Golf Course
Alex & Janet Degutis
The Morgue Coffee Co.
St. Germain Golf Club

More Supporters:

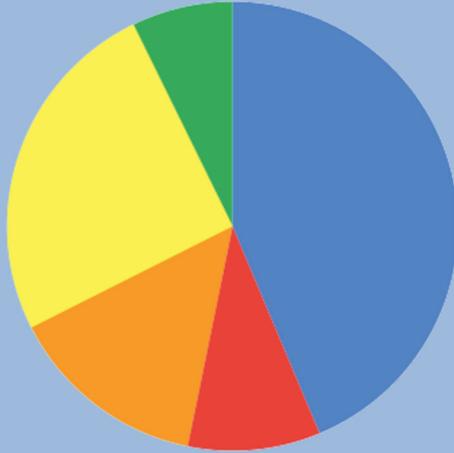
WRJO
Chick-a-dee Acres
Northwoods United Way
Northwoods Wildlife Center
New Horizons Family Services
Rhineland Area Food Pantry
Vilas County Health Department
ACM Network
Hahn Printing
Museums For All
Nicolet Welcome Wagon
Walter E Olson Memorial Library
SMILE Grant-WDA Foundation
Eagle River Revitalization Program



WJFW
NRG Media
Eagle River Office Supply
Rhineland District Library
Rhineland Area Chamber of Commerce
Eagle River Chamber of Commerce
Three Lakes Chamber of Commerce
Boulder Junction Chamber of Commerce
Conover Chamber of Commerce
Plum Lake Library
Phelps Eleanor Ellis Library
Demmer Memorial Library
Minocqua Public Library
Sayner Star Lake Lioness Library

Financial Report

Operating Income

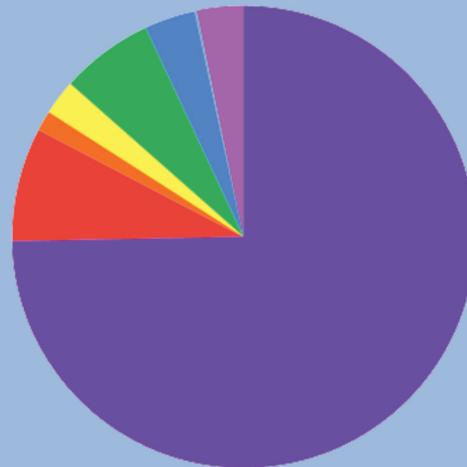


Operating Income

- Admissions \$142,657
- Memberships \$31,070
- Toy Store Sales \$46,884
- Donations \$82,278
- Other \$22,478
- Total \$325,366**

Operating Expenses

- ### Operating Expenses
- Administration & General \$220,722
 - Toy Store Costs \$23,619
 - Exhibits & Programs \$4,147
 - Marketing \$7,226
 - Utilities & Facilities \$19,238
 - Supplies \$10,507
 - Scholarship \$500
 - Other \$9,560
 - Total \$295,518**



Net Operating Gain \$29,847

Other Material Items

Building Capital Grants \$51,172
Building & Capital Expenditures (\$254,412)
Other Cash Flow Items (\$22,038)
Net Other Cash Flow (\$225,278)

Annual Cash Flow (\$195,431)



Leah Van Zile

Chip & Sharon Nielsen

Bill & Mary Padgett

Tamara Santi

David Tlusty

Jim & Karis Reichert

Eagle River Lions Club

Kitty Sookochoff

Richard & Amy Aylward

The Rock Mission Center

TAWANI Foundation

Michael & Mary Mader

Nancy & John Lee

Mary Camp

Nancy & Tom Schuller

Primum Bonum

DONORS

Melody & Paul Gross

Jeannine Herbst

Vilas County Employees

Karen Goldberg

Brenda McNutt

Welch Companies LLC

David & Sherri Parsons

Vilas County Tavern League

St. Germain Women's Service Club



REMAX

Tia & David Duppler

Nancy Nebgen

Matthew & Laura Kluetz

Louise Krus

Brandi Neff

Michael & Elizabeth Rigby

Molly Ahlborn

Boat Sport Marina Customers

Three Lakes Women's Club

Walter & Susan Getzel

OnGo For Good Inc

WPPI Energy

RIPCO Credit Union

Greg & Sue Herfindahl

Richard & Joan Wier

Sharon & Bruce Scott

Cornerstone Custom Builders

Kris Eglund

Wisconsin Tavern League Foundation

Plum Lake Lions Club

Andrew & Linda Smith

Ephraim Tomlanovich

St. Germain Primetimers

Prince of Peace

Northwoods United Way

Don & Paula Hendrickson

Carol Hendricks

Rita Strathmann

Jarvis Foundation
Malkin Family

Janlee Goska

Karen Margelofsky

St. Mary of the Snows

Amy & Gary Cebulski

Green Bay Packers Foundation

Eagle River Revitalization Program

Moondeer & Friends Gallery

Hunter & Tonelli Families

We couldn't do this without you.

Rod & Barbara Pevytoe Wisconsin Public Service Foundation

Walter Alexander Foundation

Eugene & Margaret Bauer

Our Impact

2,142 free/reduced admissions with Museums For All



24,382
TOTAL VISITORS

19,628
regular admissions

604
reciprocal admissions



55 volunteers
totaling 307
hours of
volunteering

207
memberships

33 birthday
parties
totaling 665
attendees

31 field trips
totaling
1343
attendees

