

Who We Are & What We Do

Mission

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

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.

Team

*Danielle *Margie
*Pazia *Amanda
*Chris *Jean
*Eliana *Emily
*Emmett



Board of Directors

Sharon Nielsen, President
Matt Kluetz, Vice President
Michael Rigby, Treasurer
Jackie Weight, Secretary
Lara Barbour
Mary Mors
McKenzie Rabenn
Dan Ullsperger
Amy Vanney
Wendy Kanitz

2024 Staff Retirees

Donna
Debby

2024 Board Retirees

Leah Van Zile
Kitty Sookochoff
Renee Ewings



From Our Leaders



2024 Was a Banner Year for the Northwoods Children's Museum!

The Northwoods Children's Museum (NCM) is passionate about our mission to enrich lives, support families, and encourage a love of learning through interactive play and it shows. In 2024, we were recognized by the Eagle River Chamber as Eagle River's Business of the Year! For over two and a half decades and counting, we've cultivated children's imaginations and now many of our original guests are bringing the next generation to NCM to discover the Power of Play. Our 26 interactive exhibits and special programming incorporate STEAM (science, technology, engineering, art, and math) principles to build creative problem-solving and critical thinking skills through play.

We had so much fun in 2024 that we almost forgot we were learning! Special events like our annual New Year's at Noon and the Princess Tea Party are always eagerly anticipated and very popular. Throughout the summer, we had nature programs and free weekly pop-up programs where we learned origami, made friendship bracelets, elephant toothpaste, ice cream in a bag, Mars putty, learned about the science behind bubbles and so much more. We hosted children's book authors, children's movement classes, and we even celebrated National S'MORE Appreciation Day with s'mores made at the museum.

We continue to partner with many community organizations whose visions are aligned with our own and are especially thankful to the United Way and the Northwoods Wildlife Center for their longstanding program sponsorships. We proudly partnered with Feed Our Rural Kids (FORK) to assist their mission to provide nutritional support to children from food insecure homes within the Northland Pines, Three Lakes, and Phelps School Districts. A FORK pantry is now located inside the museum and NCM plans to add a hygiene pantry in 2025.

Our dedicated Board of Directors ensures we remain faithful to mission, vision, and strategic plan. Our creative team works hard all year round to host engaging events, plan programming, foster fun times, meet families where they are, and facilitate great experiences for our visitors.

We have big plans for the future and are so grateful to everyone who is on this journey with us! From all of us at the Northwoods Children's Museum, thank you for your enduring support and your belief in the Power of Play.

Yours in partnership,



Danielle Larsen
Executive Director



Sharon Nielsen
Board President



Our Year in Review

**March 2nd
Enchanted Tea Party**

Sponsors: Nicolet National Bank, REMAX, Karen's Kreative Kitchen, Vintage Garden Studio

154 attendees



**Mondays during the Summer
Northwoods Wildlife Center
Programming**

Sponsor: Northwoods United Way.

Topics: turtles, insects, butterflies, owls, bats, reptiles, bees and flowers, rocks and minerals, trees and leaves, and dinosaurs

261 attendees



**October 1st and 15th
Kids Movement Classes**

Partners: Vilas County Health Dept. and Wildside Fitness

25 attendees



**October 1st-31st
Voting Booth**

185 votes were cast for 3 favorites each

Top Three: Pioneer Cabin, New Time Grocery Store, Art Studio



**December 31st
New Years at Noon
Sponsors: Ripco, REMAX, Redman Realty, Nicolet Bank, Incredible Bank, DQ, Friendship House, Kenny's Elite Auto Detailing, Lumpys/WIER Hospitality**
275 attendees

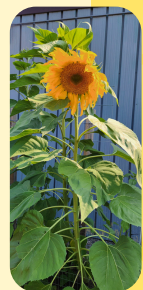
**October 26th
Pumpkin Party**

172 attendees



**December
Named Eagle River's 2024 Business of the Year**

ALSO Summer Pop-Up STEAM programs, Fun with Fathers (New Horizons Family Services), Foster Family Night (Vilas County Social Services), Mrs. Clause visits, Gardener Expertise (Master Gardeners, Eagle River Garden Club, Foley's Tree Service), author visits (Stephanie Poeschel and Jill Kuczmariski), Sausage Fest games (Lions Club), Vilas County Fair booth, games for Harvest Hoedown (Rhineland Area Food Pantry), Art in the Park



With Help From Our Community

New roof:
TAWANI
Foundation,
Quality Roofing,
Merkel Electric



Snowmobile
gear:
Trackside

New website
design:
Firespring

Water heater and
A/C units:
Superior Plumbing
and Heating



New computers,
security cameras,
and telephones:
Computer Success

New-to-us
printer/copier:
EOJohnson

New Point
of Sale
system:
Clover

New fire
detection
system:
PerMar

New donor
recognition TV:
Aaron Poling Jr.

Billboard:
Northern
Wisconsin High
Riders



**FORK
Pantry**

More Supporters:

Boat Sport Marine
Buckshot's Saloon
Chick-a-dee Acres
Northwoods United Way
Northwoods Wildlife Center
New Horizons Family Services
Rhineland Area Food Pantry
Lick-a-dee Splitz
Vilas County Health Department
Wildside Fitness
ACM Network
Museums For All
Nicolet Welcome Wagon
Walter E Olson Memorial Library

Rhineland District Library
WRJO
NRG Media
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



Mary E Murrell

Nicolet National Foundation

Kitty Sookochoff Deborah Rhode

Rod & Barb Pevytoe

James & Janice Lyons

5-Star Marketing

Eagle River Lions Club

Superior Plumbing and Heating

Master Gardeners/Garden Club

Lee A Swank

TAWANI Foundation

DONORS

Jack & Michelle Klotz

Laura Madl

Stephen & Carol Blattner

Aaron Poling Jr.

Jackie & Wally Coghlan

Max & Catherine Wolosyn

Margie Rychlock

Don & Paula Hendrickson

St. Germain Women's Service Club

Tom MacDowell

Eagle River Cabinets

Tom & Debbie Obrodovich

Joan Keyes

Barbara Wagner

Richard & Amy Aylward

Donna Montezon

Lutz Family Charitable Trust



Ida Nemec

Bradley & Wendy Haugstad

Danielle Larsen

Ahlborn Equipment Inc

Judith & Matthew Perri

Greg & Sue Herfindahl

St. Germain Primetimers

Mary Mors

Sara Muender

Nic & Jackie Weight

Ephraim Tomlanovich

Gerry & Sue Torgeson

Jarvis Foundation

Anna Lyon

Gary & Amy Cebulski

Nic & Jackie Weight

Jane Andrews & John Peverly

Angie Weist

Morgan Stanley

Nancy & Tom Schuller

Brian & Lara Barbour

Michael & Elizabeth Rigby

Karen Margelofsky

Jackie Redmond

Susan Childs

Matt & Laura Kluetz

Anonymous

Mary & Paul Seidl

Primum Bonum

Jim & Kathy Holperin

Carole & Steve Linn

Cindy Thompson

Lois & Nicholas Killinger

Leah Van Zile

Chip & Sharon Nielsen

Trackside

Bill & Mary Padgett

St. Germain Community Church Thrift Shop

Hon. Ralph & Renee Ramirez

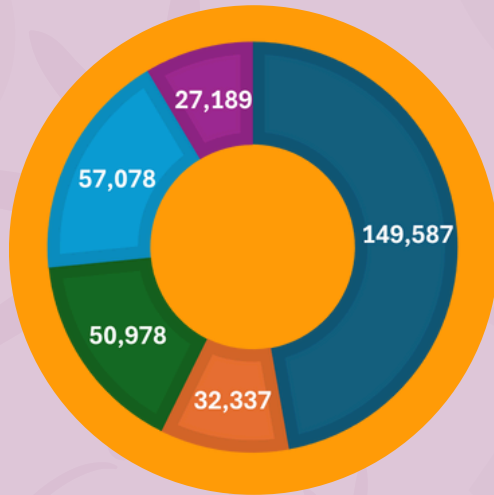
We couldn't do this without you.

Greg & Sue Herfindahl

Elizabeth Daly

Financial Report

Operating Income

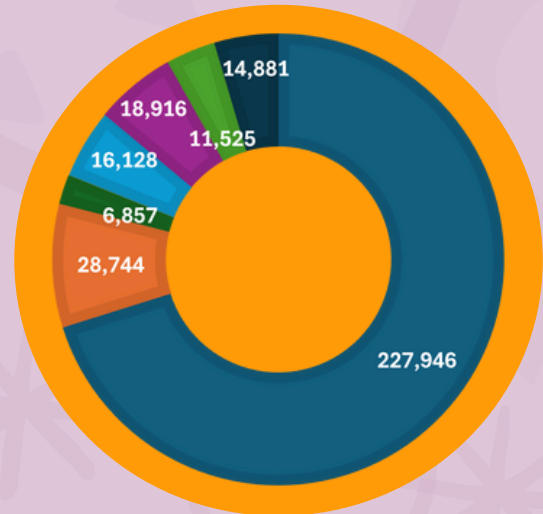


Operating Income

Admissions \$149,587
 Memberships \$32,337
 Toy Store Sales \$50,978
 Donations \$57,078
 Other \$27,189
Total \$317,169

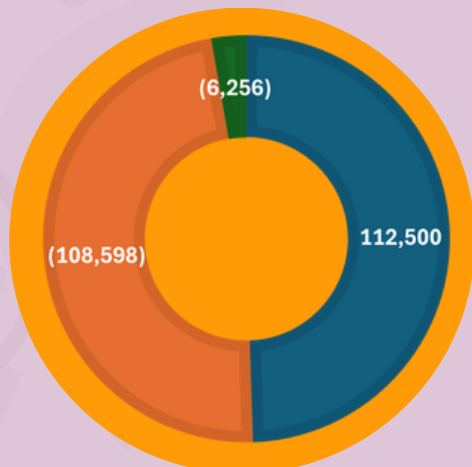
Operating Expenses

Operating Expenses
 Administration & General \$227,946
 Discovery Store Costs \$28,744
 Exhibits & Programs \$6,857
 Marketing \$16,128
 Utilities & Facilities \$18,916
 Supplies \$11,525
 Other \$14,881
Total \$324,996



Net Operating Loss (\$7,827)

Other Material Items



Other Material Items
 Building Capital Grants \$112,500
 Building & Capital Expenditures
 (\$108,598)
 Other Cash Flow Items (\$6,256)
Net Other Cash Flow (\$2,353)

Annual Cash Flow (\$10,181)

Our Impact

1167 free/reduced admissions thanks to Museums For All



748 reciprocal admissions



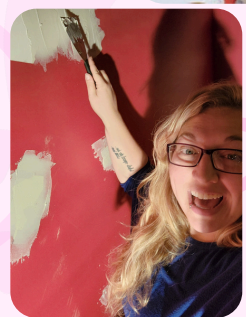
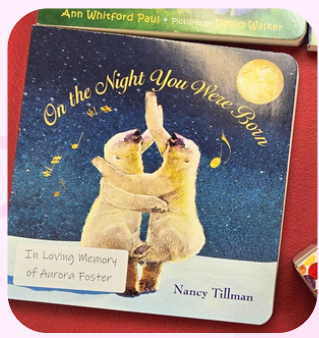
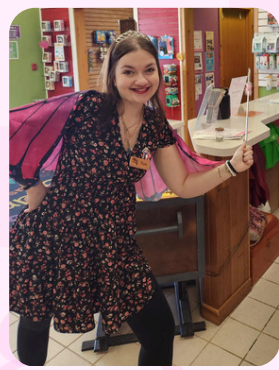
22,806 regular admissions

54 volunteers totaling 810 hours of volunteering

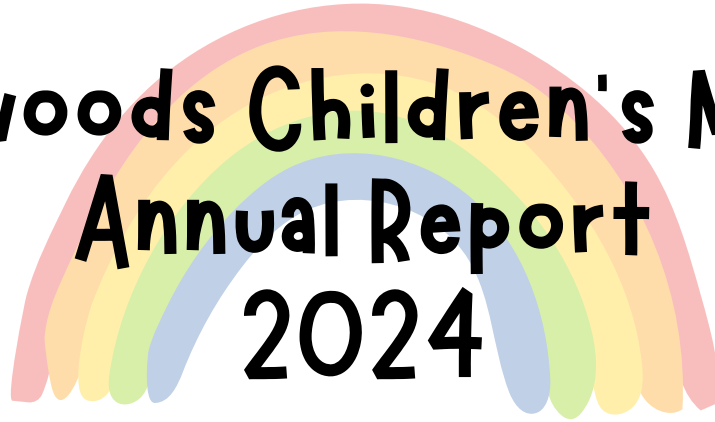
memberships: 105 new 124 renewed 3 sponsored

32 birthday parties totaling 571 attendees

30 field trips totaling 792 attendees



Northwoods Children's Museum Annual Report 2024



Discover
the Power
of Play

