



## Statement of Purpose

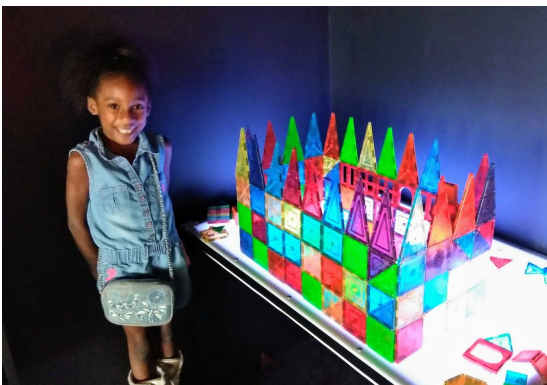
The Virgin Islands Children's Museum (VICM) is organized and operated exclusively for educational purposes in accordance with Section 501(c)3 of the Internal Revenue Service Code. More specifically, the museum addresses a community need and is dedicated to providing unique, and meaningful experiences through fun, innovative, interactive exhibits and educational programming that fosters learning and development in children of the Virgin Islands.

## Vision Statement

The Virgin Islands Children's Museum (VICM) aims to create an environment that fosters explorative learning and a lifelong passion for seeking knowledge.

## Mission Statement

It is the mission of VICM to bring children and families together in an interactive educational space where dynamic play inspires a love of learning.



## What We Do

The VICM is dedicated to providing unique and inspiring experiences through the use of exhibits and educational programming specifically designed for children. The museum is to be a place of beauty, joy and wonder; a dependable resource for parents and caregivers to engage in fun, innovative, interactive play that encourages creativity, development and education.

## Target Population

As part of a multicultural and multinational community, the museum will encourage visitors from across the Caribbean and throughout the world. The museum serves families,

educators, children of the Virgin Islands and visitors to the Territory. Most exhibits appeal to specific age groups ranging from 2-12 years. However, all age groups will benefit from and enjoy visiting the museum. The VICM is an all inclusive education resource that places a high importance on providing programs accessible to low income families.

## Financial Sustainability

The Virgin Islands Children's Museum is financially sustained through grants, contributions, donations, museum memberships, museum admissions, event space rental, and sales from the gift shop.

Membership is offered for \$155.00 for a family of 4, or \$45 per person annually. This includes unlimited entries for a year and special events. Currently the VICM has over 400 members.

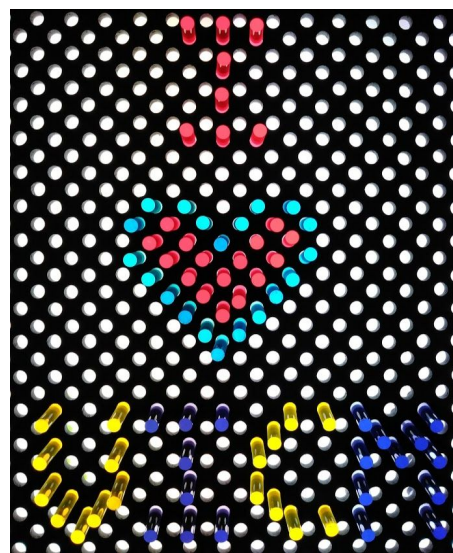
General admission to the museum is \$8.00 per person (adult of child), children under 2 years old are free.

Museums for All is a national program, now in place at the VICM, which enables low-income families to visit the museum for a minimal fee of \$2.00 per person with the presentation of an valid SNAP Electronic Benefits Transfer (EBT) card (limit 4 visitors per card). *Museums for All* is part of the Virgin Islands Children's Museum's broad commitment to include and welcome all.

The VICM also holds two fundraisers annually, the Annual Starlight Masquerade Ball, and Noon Year's Eve, and hosts a Community Day of Play on our anniversary each March.

## Gift Shop

The gift shop features a fabulous array of distinctive and educational toys and books. As much as possible, VICM will attempt to place Made in the USA and locally made toys in the gift shop.



## Classroom

This space is used as an introductory classroom for field trips, After School Adventures, Summer Camps, as well as a space rental for groups and birthday parties.

## Programs and Services

In addition to the wide variety of interactive exhibits, the VICM will soon offer after-school educational programs, family fun nights, and summer discovery camps. It is already a destination for field trips with interactive modules educators can incorporate into classroom lesson plans, and hosts a variety of classes weekly.



Field trip modules have been designed in cooperation with the Virgin Islands Department of Education in order to effectively incorporate interactive interdisciplinary lessons with guided tours of the museum. The field trip modules are facilitated by qualified docents.

After-school educational programs will allow participating children to receive specialized instruction and tutoring using the resources of the VICM. These programs will be divided by grade level and facilitated by qualified docents.



Members Night is hosted on the second Friday of every month. As part of our membership package, we stay open late from 5-8pm for museum members, and light refreshments are served. This is a great opportunity for our members to come together to play and mingle creating a wonderful sense of togetherness. The

importance of our membership program is not only for the financial sustainability of the museum, but also to create a sense of community and responsibility for the children and families of these beautiful islands.

Summer Discovery Camps will be age-appropriate interactive day-long camps that run for consecutive weeks in the months of July and August. Each camp will feature a science or technology theme that the campers will explore through a combination of media, hands-on experimentation, and on-site exploration.

Summer Discovery Camps will be a separate fee from museum membership; however, museum members will be offered a discount for their children attending camp. Registration for camps will be open to all children. Special consideration will be afforded to children of low-income families.

The VICM currently has weekly classes for Toddler

Tuesday focusing on Early Childhood Education, Children's Yoga, Dance Class with Ms Lisa Ballerina, and Storytime Saturdays.

The VICM hosts special visitors, as available, for Afternoon of Discovery talks, delving into different topics in the various fields of scientific experts. We also have science pop-ups on a regular basis, performing scientific experiments and demonstrations for visitors.

## Objectives and Anticipated Outcomes

### Youth

- Acquisition of the educational foundation of learning through experimentation.
- Increased scientific, technological, cultural and social awareness and appreciation.
- Increased knowledge of science, technology, and cultures.
- Fostering creativity via exhibits and programming featuring science & technology and the concept of invention.
- Providing the ability to translate ideas into visible and tangible action.
- Decreased high-risk behaviors as problem solving skills are reinforced in a safe environment that champions all kinds of learners.
- Creating powerful tools to enhance school readiness.





## Community

- Enriched local connection through interaction in a socially positive environment.
- Economic development through job creation and education.
- Enhanced access to educational developmental tools.
- Creating a forum and incubator where childcare, education, parenting and academic experts can access and train young families and help advance the field of early learning.
- Providing an appealing space where all children and families can discover the power of learning together.
- Providing an exciting introduction to the world of cultural institutions and lifelong learning experiences for young children and their families.
- Developing and disseminating a broad/deep portfolio of multi-disciplined education programming.
- Playing a role as a valued strategic partner and collaborator, complementary to other regional early childhood stakeholders.



## Metrics and Evaluation

The VICM tracks visitor metrics and program participation thoroughly. Each daily visitor is checked-in as either Day Pass, Member, Museums for All (reduced admission), or special event, and from there categorized as adult, child, or child under 2 years. Subsequent to check-in, participants in classes and after school programs must sign in each time.

Group visits and field trips are tracked and recorded separately from general admissions. As one of our core programs, we also survey educators and chaperones for important feedback to evolve and improve the field trip experience.



The VICM also has a strong volunteer program. We have a number of volunteers from the community, special programs, local schools, and visiting organizations. Volunteers are tracked on a sign in sheet and logged in the computer system weekly.

We treat the collection of this datum very seriously as it helps not only to inform our supporters of the museums successes, but also the decision-making processes of the VICM directors in many respects. As we move towards a sustainable future in our new location, we are able to use this information to further adjust and hone our goals and distribution of efforts and finances.