

Countdown to take-off



Capital Campaign
Case for Support



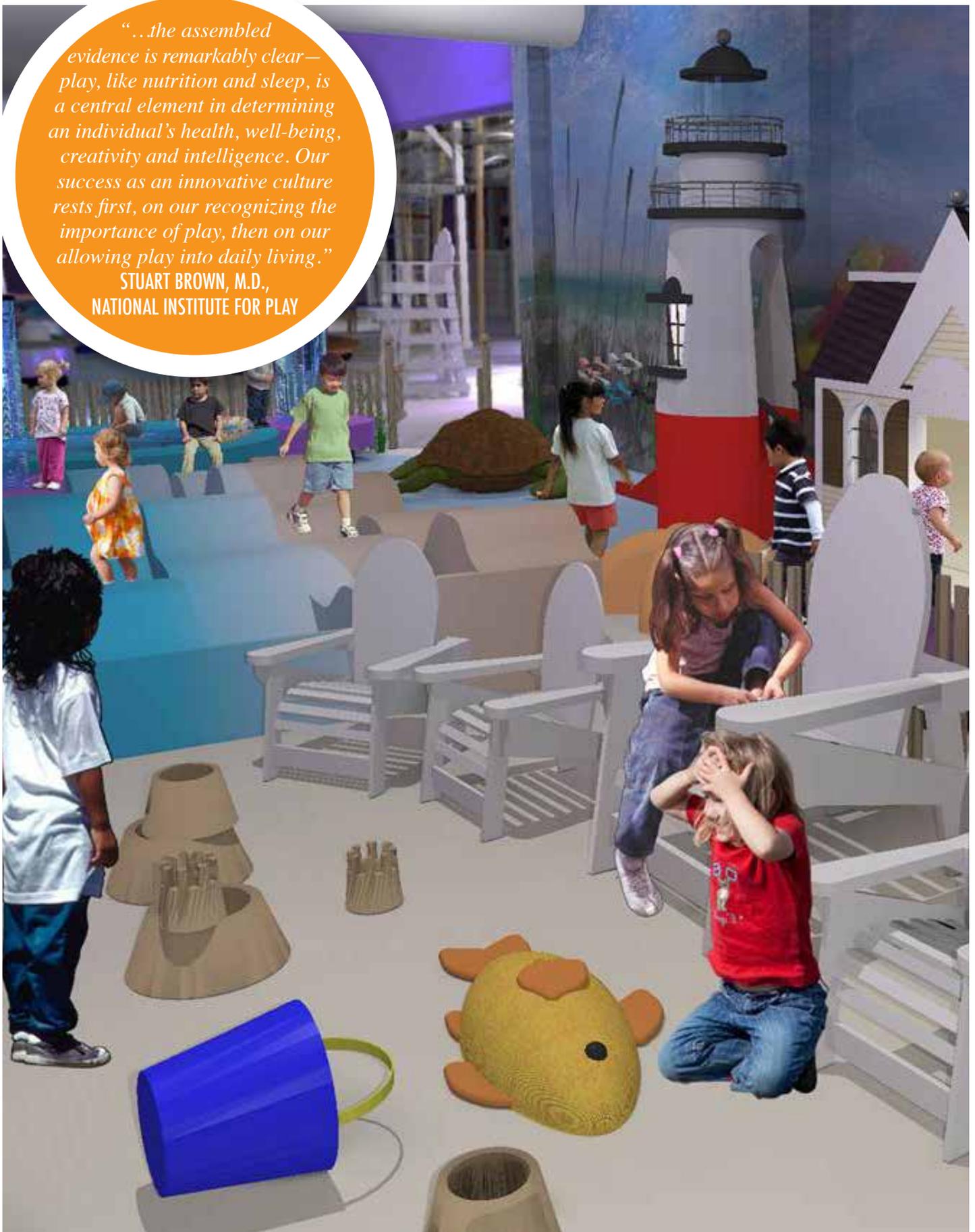
WESTCHESTER CHILDREN'S  MUSEUM

grow a mind. grow a community. grow a museum.



"...the assembled evidence is remarkably clear—play, like nutrition and sleep, is a central element in determining an individual's health, well-being, creativity and intelligence. Our success as an innovative culture rests first, on our recognizing the importance of play, then on our allowing play into daily living."

**STUART BROWN, M.D.,
NATIONAL INSTITUTE FOR PLAY**



10

Together
we'll create
a lasting
impact

Dear Friend,
As a parent and an educator,
I place great value on the
opportunities for informal
learning offered by museums.
Children's museums in
particular ignite a spark for
discovery and
lifelong learning.

The Westchester
Children's Museum will be
a new town square, providing
children and families the
opportunity to interact
and learn in a diverse
and child-friendly
environment.

Thank you
for your interest in joining
this important endeavor.
Your financial support will help
build a world-class museum to serve
you and your children. Together,
we will have a lasting impact on
the growing minds in this
community for generations
to come.

Sincerely,



Tracy R. Kay
Executive Director



Photo credit: Maddy Tessier-Kay





A place like none-other



Imagine...
a light-filled, colorful,
vibrant learning space filled with
experiential laboratories, interactive
art pieces, sculptural elements,
hidden worlds, climbing structures,
and physical connections to the
outdoors...a place to discover
who we are and where
we live.

Exhibits and
programs will draw
from the region's
rich history, cultural
diversity, flourishing
ecosystems, and
literary and artistic
traditions.

The museum
will serve as a
dynamic resource for
schools, supporting state
curricula and inspiring students'
curiosity and enjoyment of
learning. It will provide a
welcoming environment
for children
of all abilities and
backgrounds.





Leaving a
profound
mark on the
minds of
children



The mission
of the Westchester
Children's Museum is to be
a vibrant, interactive learning
space providing children, families,
and school groups the opportunity to
nurture curiosity, enhance knowledge
and ignite imagination through creative
hands-on exploration. The museum is
committed to broadening knowledge
of the arts, the environment,
multiculturalism, and the local
and global communities
in an educational
and recreational
atmosphere.





7

Ready for the challenge



Within a 15 mile radius of our future site at Rye Playland, in the counties of Bergen, Bronx, Fairfield, Putnam, Rockland, and Westchester, live over 700,000 children under 10 years of age. Almost 120,000 live in Westchester alone.

Westchester residents must travel long distances to find cultural experiences specifically for children. Strained public school budgets can no longer accommodate enrichment activities and class trips to distant locations.

Busy families have less quality time to spend together, hustling their children from one activity to another. The number of dual-earner households has increased dramatically in the last 20 years, challenging all parents to strike a balance between work and personal life.





6



The response



A custom climbing structure that will wind its way through the museum



Children's museums are the fastest growing type of cultural institution in America. The Association of Children's Museums reports that attendance at children's museums has more than tripled since 1996. Communities across the country are opening children's museums in record numbers. Since 1990, 125 new children's museums were opened in the U.S., with over 75 more in the planning or construction phase.



Our region needs the kind of safe and enriching gathering space that a children's museum provides so children and families from across the region can come together, interact, learn, and share experiences.



Children's museums are a celebration of childhood. They help kids develop critical thinking skills in developmentally appropriate informal learning environments. They strengthen community resources to educate children and inspire lifelong learning.



Adhering to a philosophy of Universal Design that goes well beyond providing accessibility for people with physical disabilities, the museum's environment will be multisensory, multilingual, and multicultural, with a variety of physical dynamics to enable visitors with any background or learning style to find their place.

The exhibit design will address the spatial and tactile needs of learners at varying stages of physical and cognitive development, and will provide an environment that encourages social and cultural interaction, scientific inquiry and playful exploration.

Water will be a recurring theme throughout the museum, with specific reference to the many rivers, reservoirs, and Long Island Sound that are a key part of Westchester's environment and growth. A custom designed climbing structure will wind its way through the museum. Other exhibits will explore wind and air, light and shadow, and music.



5

An ideal location



The Westchester Children's Museum will have a premier location on the Long Island Sound in the historic landmark North Bathhouse at Rye Playland. The building offers over 22,000 square feet of space for permanent and temporary exhibits, classrooms, a performance space, restaurant/cafe, gift shop, and other amenities.

The location offers an unprecedented opportunity for architectural renewal and adaptive reuse of a beautiful historic landmark, a magnificent beachfront location, and easy accessibility for audiences living in and traveling to Westchester County from Connecticut, New York, and New Jersey by highway and public transportation.





4

Our history

In August of 2011, the Westchester County Board of Legislators unanimously passed a law granting the Westchester Children's Museum a home in the 1928 historic landmark North Bathhouse at Rye Playland.

Westchester County, which owns and operates Playland, recently completed the restoration of the bathhouse, which had been vacant for almost 50 years. Now the museum needs to make the building habitable by installing plumbing, HVAC, electrical, and fire safety systems prior to developing the interior exhibit and visitor spaces.

The architectural and exhibit design phases are finished and construction documents are 100% complete. With architectural and engineering teams in place, all that remains is to raise the necessary funds to begin construction. This is a critical time for the community at large to support the museum and help make it the best it can be.



3

Unrivaled dedication

The Westchester Children's Museum is blessed to have an incredibly dedicated Board of Directors representing a broad range of professional expertise, personal experience and geographic diversity. The capital campaign has 100% participation by the board, whose members have personally contributed over \$2 million to date.

Our volunteer base increases each year, with over 500 volunteers we can count on for help with events, operations, and fundraising support.

A full list of over 150 Founding Families and corporate and foundation supporters can be found on our website at www.discoverWCM.org.



2

A positive influence and the economic impact

The adaptive reuse of Playland's North Bathhouse represents the first step in the transformation of Rye Playland from a seasonal facility to a year-round revitalized destination for the region and beyond. Though the bathhouse is publicly owned, no taxpayer money will be used to build out the infrastructure.



With a projected annual visitation of almost 200,000, the museum will add roughly \$4 million to the local economy each year. It will create 25-30 much needed construction jobs and 15 permanent positions to be added during the first year of operation.

Lastly, the museum will improve the quality of life for residents and help to retain and attract young families to the Mid-Hudson Region. As demonstrated recently in Boston and Baltimore, children's museums serve as anchors for local revitalization projects as well as centers for continued community engagement.



1

You can help make this happen

The Campaign for the Westchester Children's Museum is in the midst of a \$10 million capital campaign to open its doors by the end of 2015.

This is truly a community wide effort; to date we have received financial support from individuals and families in all 48 municipalities in Westchester.



The money is to be used for the following priority areas:

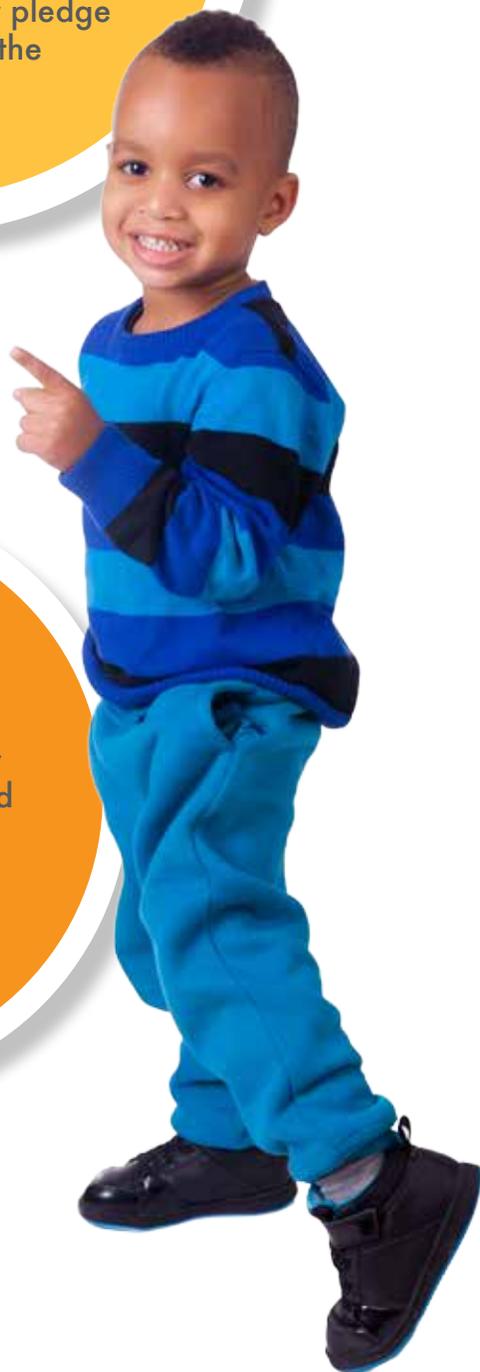
Building Infrastructure	\$6.3 million
Performance Theater	\$1.0 million
Exhibit Fabrication & Installation	\$2.7 million



Supporting this campaign is a once-in-a-generation opportunity to create something of true lasting value for the thousands of children in the region. We invite you to be part of this effort by making a 3-5 year pledge in support of the campaign.

Ways To Give:
Cash/Check/Credit Card
Marketable Securities
Real Estate and
Tangible Personal Property
Gifts of Insurance
Corporate Matching Gifts
Charitable Lead Trusts
Bequests.

The names of donors at the \$5,000 level or higher will be permanently and prominently displayed in the entry area of the museum.



Naming Opportunities

A broad range of naming opportunities is available at various levels to honor individuals, foundations, and corporations that generously support the Campaign for the Westchester Children's Museum.

Permanent naming opportunities are listed below. In addition, specific exhibits such as the shadow theater, roller coaster, bubble wall, and interactive touch tables can be named for the life of that exhibit. Please contact the development office at (914) 421-5050 for more information.

Whole Museum	\$5,000,000
Performance Theater	\$1,000,000
Lucky Climber	\$1,000,000
Water Exhibits	\$400,000 to \$750,000
Exhibit Galleries	\$150,000 to \$350,000
Multipurpose Classrooms (2)	\$200,000 & \$250,000
Support Columns	\$25,000 to \$150,000



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