



Contact: Amy Mertz, 608.256.6445, ext. 539
amertz@madisonchildrensmuseum.org

FOR IMMEDIATE RELEASE

Museum's *Ready, Set...Grow!* \$10 Million Capital Campaign Completed; Goal Surpassed by \$241,360

MADISON, Wis. (November 18, 2010) – Madison Children's Museum officials are delighted to announce the completion of the museum's *Ready, Set...Grow!* Capital Campaign with a final number above and beyond the campaign goal of \$10 million.

Donations, which came from more than 800 donors between June 2008 and October 2010, totaled \$10,241,360. Additionally, the museum received more than \$750,000 in in-kind gifts, ranging from artwork and office furniture to professional expertise on installing a model railroad.

"We're honored and humbled by the outpouring of generosity from our community during tough economic times," said Executive Director Ruth Shelly. "Every donation, of any size, was an important investment in the children and families of our region. We see the return on investment every day in smiles of thousands of kids enjoying the new museum."

Surging beyond the \$10 million mark was largely due to a \$250,000 surprise gift in August by the Nathan Brand Family, which culminated in the naming of the Brand Log Cabin that sits on the northeast corner of the museum's grounds.

Jenni Collins, the museum's director of Development & External Relations, oversaw the campaign and earned the Association of Fundraising Professionals' Greater Madison Chapter's 2010 Outstanding Fundraising Professional award for her extraordinary efforts.

While the museum's campaign goal was \$10 million, the project budget is \$11.5 million. The museum was planning to finance the remaining \$1.5 million, but any contributions beyond the \$10 million goal help to reduce the loan amount.

In December 2008, The Kresge Foundation, a nationally recognized funder of capital challenge grants, awarded MCM's *Ready, Set...Grow!* Capital Campaign \$750,000. This challenge is designed to inspire the community to support the new building project. When the museum reached \$9.25 million toward its \$10 million private goal, Kresge provided \$750,000 to top off the campaign.

The museum opened its new, permanent home on August 14 on the Capitol Square. In the first month that it was open, visitors came from 32 states and 23 Wisconsin counties, according to MCM demographics data. On many days that first month, the daily visitor total hit 2,000. Now, the museum is nearing the 5,000 mark for the number of member families, which increased from 1,900 just before it closed its former facility at the beginning of 2010.

The museum expresses its deep gratitude to W. Jerome Frautschi for his transformational gift of \$5 million for the purchase of the new building at 100 N. Hamilton Street that puts the museum at the city's heart, so it can be a gateway for families to arts and culture downtown.

– CONTINUED –

Madison Children’s Museum: Madison Children’s Museum is an award-winning organization which fosters family and community connections, and provides a place where every child can learn through play in an interactive environment. MCM’s hands-on exhibits and programs celebrate and encourage children’s imaginations and the power of play as the cornerstone of learning.

The museum opened its new, permanent home at 100 N. Hamilton Street on the north corner of the Capitol Square on August 14. It features plenty of new, exciting exhibits along with some longtime favorites.

###