



A CAMPAIGN FOR THE CHILDREN'S MUSEUM OF OSWEGO

CASE STATEMENT

I CAN SOLVE
PROBLEMS

I CAN MAKE
AN IMPACT

I CAN HELP
CREATE AND BUILD
OSWEGO'S
FUTURE

Our vision is to significantly enhance
the quality of life and educational
opportunities for families in Oswego
and the surrounding area, thereby
strengthening our community.

Our mission Inspiring children to
learn, discover, create and explore
through the power of play!

*A child-sized version
of Oswego, featuring
many spaces that are
familiar to children*



LETTER FROM JILLIAN SHAVER



As a parent, I often try to envision the world as my children see it or to approach a new situation as they might. They are always so inquisitive and eager to understand how things work and why we do something a specific way. They readily use their imaginations to turn the ordinary into something extraordinary. Children have the unique opportunity to shape not only their ambitions but also the ability to impact the future of the people and places around them. I imagine a place where all children in our community and surrounding communities will be challenged to solve problems, explore new ideas, create something, believe in themselves, and explore everything that makes our region truly unique.

This is no longer just a dream, we're ready to take the next step. We will build a one-of-a-kind learning space that brings together our children, families and community for interactions that develop essential skills, inspire creativity, nurture discovery and promote lifelong learning. We already have growing attendance at the museum, a dynamic location, wonderful volunteers, a committed board and well-developed plans. All we need now is YOUR SUPPORT. Let your imagination run wild and join us to make this dream become a reality!

Sincerely,

Jillian Shaver
Executive Director

The Children's Museum of Oswego has successfully operated as a "Museum Without Walls," since 2013, bringing highly engaging exhibits and programs to Oswego County schools, libraries and community events. It's time for us to reach higher! In February, we moved into our downtown location at 7 West Bridge Street. We moved in all of our mobile exhibits as we planned for our permanent exhibits. We have already welcomed many children and families through our doors as well as field trips from over 20 schools in just three months. We are eager to begin sharing our vision for the future of the museum with the community and our growing network of supporters.



CHILDREN MATTER!



more than
30%

of children's museums
are part of a downtown
revitalization

OUR HISTORY

At vervilium publiconit viverum omIncorporated in 2013, The Children's Museum of Oswego (CMOO) has served as a "mobile museum" bringing educationally enriching exhibits and programs to community events and schools across the county. CMOO moved into a permanent location in January, 2016, at 7 West Bridge Street. The museum plans to expand exhibits and provide year-round learning and recreational opportunities for the benefit of children, families, educators and caregivers.

HOW WE HELP CHILDREN

- Child Magazine lists children's museums as "the hottest spots for learning and fun."
- When children play in a children's museum, objective and quantifiable learning takes place.
- Children's museums are in a unique position to help reverse feelings of stigma and discrimination.
- Children's museums complement and supplement traditional educational resources by lighting a creative spark for discovery and lifelong learning.
- Early learners begin building a foundation in science, technology, engineering and math by using their five senses.

CHILDREN MATTER!

At vervilium publiconit viverum Research shows that many of the skills children need to develop into productive, successful adults originate from play. CMOO will inspire children to learn, discover, create and explore through the power of play. We will focus on design for the inclusion of children of all abilities and backgrounds. We will create layered experiences that actively engage children to play with a purpose. The museum will house a variety of interactive, multisensory exhibits designed to promote physical and intellectual development.

CREATING COMMUNITY

CMOO will also strengthen community resources that educate and care for children. The museum will contribute to economic development and promote regional tourism. There are very limited resources in the Oswego area for enhancing educational development of children. The closest children's museum is 75 miles away. As a county with one of the state's highest poverty rates and repeatedly high obesity rates, we will provide families an affordable day-trip to Oswego to expand opportunities for their children to exercise their bodies and minds year-round through active play.

- Children's museums serve as "town squares" and build social capital.
- Programs that benefit children motivate community involvement.
- Nonprofit arts institutions and museums are a cornerstone of tourism.
- More than 30 percent of children's museums are part of a downtown revitalization project.
- Many city planners regard children's museums as an anchor for nearby attractions, restaurants and local businesses.

HOW WE HELP THE COMMUNITY

*CMOO will inspire
children to learn,
discover, create
and explore
through the
power of play.*



OUR GOALS

Celebration Goal **\$1.2 MILLION**

Complete the buildout of museum space and professionally design, fabricate, and install a generous portion of our exhibits in the master plan.

Challenge Goal **\$1.7 MILLION**

Enable us to professionally design, fabricate, and install ALL exhibits and upgrade our lobby/admission area and gift shop.

Visionary Goal **\$2.4 MILLION**

Expand space to add a town square, toddler area, laboratory/classroom space and establish a \$250,000 endowment to aid in the sustainability of our operations.

We are ready to Build, Play, Grow with a permanent site and exciting plans. Your gift will help renovate the 8,000-square-foot space, design and fabricate permanent exhibits, and support the transition from a mobile museum to our permanent home.

15%
Building
Renovation



27%
Start-up/
Initial Operating

58%
Exhibit Design/
Fabrication



BUILD, PLAY, GROW

CMOO's exhibits are designed to further classroom readiness and inspire creativity by helping children:

Observe, sort, and design

Build, experiment and innovate

Measure, count, order and reason

Spark imagination, problem-solve and discover

Develop skills in critical thinking, expression and language

The design of CMOO's exhibit space will reference some familiar places in Oswego County.



POWER @ HOME

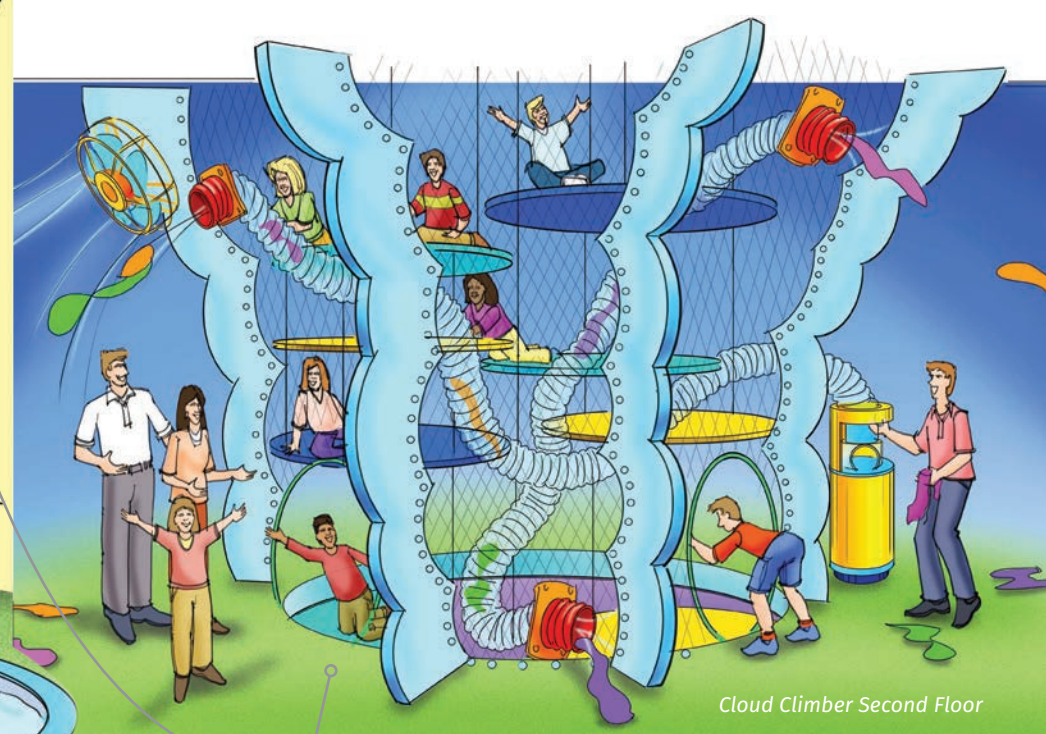
Children are familiar with the way power is used, but are often unfamiliar with how it works. In the "Power @ Home" area, children have the opportunity to begin making those connections by using "kid power" to pedal a bicycle that generates power to operate familiar devices.





POWER UP OSWEGO

The "Power Up Oswego" exhibit, is focuses on one of the truly distinctive aspects of Oswego: The area's unique geography allows hydroelectric, wind, solar, nuclear and fossil fuel power can all be generated here.



Cloud Climber Second Floor

CLOUD CLIMBER

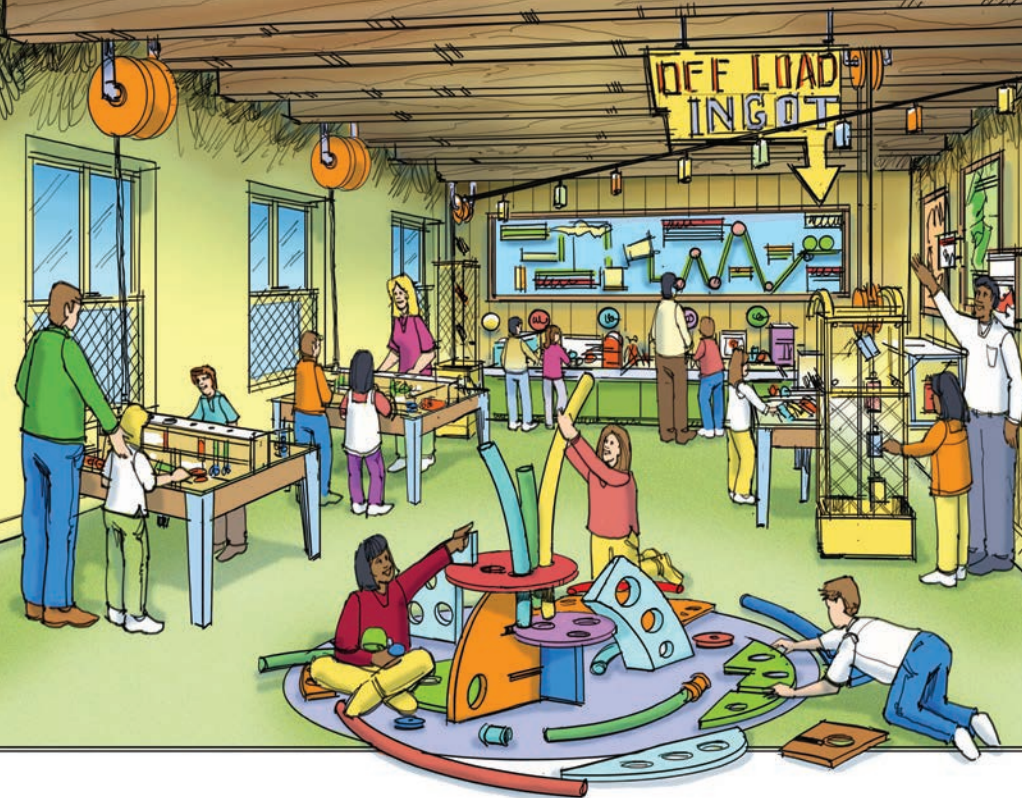
The Cloud Climber experience, which is viewable from the ground floor, is the dramatic centerpiece to CMOO's second floor.

WATER TABLES

Water tables are often found in children's museums because they provide great opportunities for children to engage in developmentally appropriate activities focused on STEM learning (science, technology, engineering, math).

At CMOO, Lake Ontario and the Oswego River provide the natural reference points for the water table on the museum's ground floor.

Adjacent to the water table, visitors can explore the importance of intermodal transportation.



ALUMINUM FACTORY

In the Aluminum Factory, children can unload the ingots that they used pulleys to move from the Port of Oswego and, through a series of interactive experiences, gain an appreciation for the process of how aluminum is made and used as an important building material in cars.

The types of activities throughout this space will challenge children to solve problems and develop creative solutions.



AGRICULTURE

The “Agriculture” area celebrates the importance of good nutrition by focusing on one of the main crops grown in the area: apples.

The farmer’s market, provides children with opportunities to develop important skills in counting and sorting as well as to gain information about a healthy diet.



IMPACT

We want to guarantee that our children know they matter. A place dedicated to children demonstrates how important they are to our community and our future. Our children will learn that:

- I can solve problems.
- I can make an impact.
- I can help create and build Oswego’s future.



POWER ALLEY

“Power Alley,” an area focused on physical activity, a key component in battling childhood obesity. By dancing, hopping and otherwise moving within the space, children can activate lasers and create music.



INFANT and TODDLERS

Although children of all ages are welcome at CMOO, infants and toddlers will have their own special space in an area sheltered from larger children. The developmental needs of very young children will be met with individually focused and scaled experiences, including a textured touch wall and a small climbing area.

EDUCATIONAL INITIATIVES

- STEM (Science, Technology, Engineering, Math)
- Health and Nutrition
- Oswego Heritage



NAMING OPPORTUNITIES

The success of The Children's Museum of Oswego is dependent on the willingness and generosity of people like you who wish to offer a new space for kids to learn and play. Every gift is significant to the Build, Play, Grow Campaign, and those starting at xxx will be acknowledged on our donor wall. Gifts may also commemorate a loved one or be kept anonymous.



Birthday Party Room

MEMORIAL AND NAMING OPPORTUNITIES INCLUDE:

NAMING RIGHT	GIFT LEVEL
Signature Exhibits	\$75,000 - \$500,000
Within the Town Square	\$5,000 - \$50,000
Within the Water Table	\$20,000 - \$30,000
PUBLIC SPACES	
Birthday Party Room	\$50,000
Entrance/Admissions	\$50,000
Gift Shop	\$20,000

Please contact Jillian Shaver, executive director, at 315-216-6378, to discuss a naming opportunity that interests you.

YOUR GIFT

CASH The most common method of making a donation to a campaign is to make a pledge, then make payments by either writing a check or using your credit card. You may benefit from such payments with a charitable deduction on your tax return. Did you know there are a number of other ways besides cash to give to the CMOO? *Some of the most common are as follows:*

SECURITIES Stocks, bonds or mutual fund shares that have appreciated can have an immediate impact on our campaign and also create an income tax deduction for you based on their current asset value.

CORPORATE MATCHING GIFTS A matching gift program provided through your employer or board membership may allow you to increase the value of your gift. Please inquire at your place of employment before you make your gift.

PLANNED GIFTS Planned giving is the process of carefully selecting the best method and asset for making a charitable gift. Such a gift can enable you to take full advantage of the tax laws to accomplish your financial and charitable goals. A bequest in your will is the most common form of planned giving

Contact your tax advisor about these options.

GIFT GUIDE

3 YEAR PLEDGE	ANNUALLY	QUARTERLY	MONTHLY
\$100,000	\$33,334	\$8334	\$2778
\$75,000	\$25,000	\$6,250	\$2084
\$50,000	\$16,667	\$4,167	\$1,389
\$30,000	\$10,000	\$2,500	\$834
\$15,000	\$5,000	\$1,250	\$417
\$10,000	\$3,334	\$834	\$278
\$5,000	\$1,667	\$417	\$139
\$1,500	\$500	\$125	\$42
\$500	\$167	\$42	\$14



CAMPAIGN LEADERSHIP

HONORARY CHAIRS

Mayor Billy Barlow
Barb & Bob Bateman

CAMPAIGN CABINET

Mike Backus
Bill Crist
Ed Fayette
Francisco Feito
Vicki Furlong
Heathe & Chris Jones
Carrie Patane
Tessa Smith
Shane Stepien
Austin Wheelock

BOARD OF TRUSTEES

Marcia Burrell
Bree Hartmann
Chris Hockey
Emily Lukowski
Greg Mills
Jon Shaver
Heather Sugar
Eric VanBuren
Jenny Workman

EXECUTIVE DIRECTOR

Jillian Shaver

CAMPAIGN COUNSEL

Cindy Oelke
Steier Group