Dear Friends,

The STEM & STEAM programs offered at Amazement Square play a critical role in how we inspire the children who visit the museum. There is no way to fast-forward and know how these children will look back on their experiences, but we have observed the joy in their eyes and have heard it in their voices and are certain that they will become better citizens as a result of these experiences. In an internet age when cultures and identities are in constant contact, it is critical that we learn to listen, value, and interact with one another, and museums like Amazement Square are the best conduit to help guide us in that journey.

In 2019, with the new addition of The Genworth Education Center fully functional, we were able to truly explore the multidisciplinary and generational learning philosophy of Amazement Square. We continued to expand and enhance our programs and exhibitions within the museum, and worked hard to target, establish and develop new relationships with agencies and organizations that share our vision and mission, that is to help our children understand and appreciate the community and the world in which they live. By working collaboratively with other children and service organizations, we as a community can transform the learning landscape for the children of central Virginia.

We credit all of our success to our dedicated staff, amazing board of directors, the generosity of our wonderful donors and patrons, and the hundreds of volunteers.

THANK YOU!

Mort Sajadian, PhD
President/CEO
Throughout its incredible 19 year history, Amazement Square has welcomed more than 1 million visitors through its doors, and while 2020 was an unexpected year with several twists and turns, it provided us with the unique opportunity to grow our virtual audience through new digital programming, social media engagement, and our website!

Part of our mission is to make sure admission to Amazement Square is accessible to everyone, whether they are living in poverty or just doing their best to stay on a budget. Everyone who visits the Museum is a recipient of this program.

The Sponsored Admission Program helps by supporting...

**Exploration for All:** Families who participate in the Supplemental Nutrition Assistance Program receive admission reduced to $3 per person.

**School Program Sponsored Admission:** Program fees are reduced up to half off for schools who qualify for the free and reduced lunch program.

**Sponsored Memberships:** Local organizations who serve at-risk families and youth receive subsidized memberships.

**Sponsored Admission served**

6,075 people through these programs in 2021

How Sponsored Admission helps the everyday visitor:

Reduces admission, program and membership fees by more than 50%, even during a pandemic!

Sponsored Admission is made possible through the support of the Museum’s endowment fund, proceeds from annual fundraising events, like the Ugly Bug Ball, and grants from the following foundations:

- Berglund Oak Ridge Toyota
- Carrington Family Foundation
- Genworth Foundation
- Greater Lynchburg Community Foundation
- Pacific Life Foundation
Amazement Square normally welcomes thousands of students from over 25 different school districts and 20 different private schools annually to participate in our SOL based educational school programs and museum exploration! However, the 2020 COVID-19 pandemic provided us with the unique opportunity to grow our audience by over 35,000 virtual students and families through our incredible Amazement Square, Anywhere! Program. An engaging online video series featuring an array of categories and at-home activities to promote learning from "anywhere". Our A2A library has over 50 videos (and continues to grow) featuring staff and community partners like BWx Technologies, Lynchburg Water Resources, and even the Lynchburg Police Department.

WE GREATLY APPRECIATE THE GENEROSITY OF THE FOLLOWING CORPORATE PARTNERS AND THEIR SUPPORT OF THE MUSEUM’S "AMAZEMENT SQUARE, ANYWHERE" PROGRAM.

### Geographic Breakdown

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Virginia</td>
<td>68%</td>
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<tr>
<td>Other</td>
<td>32%</td>
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</tbody>
</table>

### Audience Served

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Events</td>
<td>7%</td>
</tr>
<tr>
<td>Outreach Programs</td>
<td>7%</td>
</tr>
<tr>
<td>School Groups</td>
<td>9%</td>
</tr>
<tr>
<td>Member Admission</td>
<td>23%</td>
</tr>
<tr>
<td>Sponsored Admission</td>
<td>15%</td>
</tr>
<tr>
<td>General Admission</td>
<td>77%</td>
</tr>
</tbody>
</table>

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#### Think-N-Tink Kits

As part of our A2A program we also launched our first ever Think-N-Tink Kits; four unique kits exploring Science, History, Electricity, and Art! These at-home kits contain everything a family would need to complete multiple STEAM projects suitable for early learners all the way through upper elementary.

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We also released our STEAM Lending Library...

These resources are a wonderful accompaniment and extension to the concepts learned within Amazement Square, Anywhere! that can be utilized by teachers and parents alike. These hands-on kits allow early learning - 8th grade students to explore STEAM in a variety of ways, using authentic equipment, building tools, and materials. Through their use, children have the opportunity to use their hands and minds together to improve their creativity and critical thinking skills.

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**Microscope Kit (Large Screen)**

**Native American Archaeology Explorer Kit**

**Marble Motion Kit**

**Gearphun Kit**

**PVC Builder**

**Microscope Kits**

---

**Circuit & Electricity Exploration Kit**

**Art & Creativity Kit**

**History Exploration Kit**

**Science Investigation Kit**
Not only did 2020 provide us with the opportunity to grow our student base virtually, we were also able to create a brand new in-person learning program called Scopry Scholars. This program was designed to “bridge the gap” for remote learning days/hybrid learning during the 2020-21 school year. It assists K – 8th grade students in completing school work while also providing an opportunity for hands-on STEAM enrichment within the unique indoor and outdoor spaces of the museum and has served over 15 students to date!
SILENT DISCO | BATTLE OF THE DJS
Amazement Square brought the first ever Silent Disco to the Lynchburg area! This amazing dance party featured two popular DJs, who battled it out for the party goers' attention via bluetooth headphones while playing popular hits from the 90s/2000s! This event welcome over ninety 21+ adults.

CHALK FESTIVAL
Professional and amateur artists filled the CityArts Mosaic Mural parking lot with chalk art while guests enjoyed outdoor activities, reduced museum admission, and local fare!

BLOOD DRIVE CENTER
During the pandemic, when the nation’s blood supply was at critically low levels, Amazement Square opened its Genworth Education Center doors and served as donation center for the community.
CHILDREN’S HOLIDAY FESTIVAL
The Children’s Holiday Festival, Amazement Square’s most magical family special event, brings the magic, twinkles, and tradition of this holiday event to families and friends back year after year to enjoy a pancake breakfast with Santa, holiday crafts, and more! The whole family is invited to celebrate the holidays and enjoy the magic of the season! This year’s event featured a pancake breakfast provided by Kiwanis, physically distant photos with Santa featuring the Amazement Square train, coffee bar and programmatic activities!

HALLOWEEN HAUNT
This unique SOLD OUT event featured a spooktacular physically distant adventure through Amazement Square on October 31. Visitors will explore the museum exhibits, complete in a costume contest, and participate in hair raising experiments while on the hunt for Halloween treats!

FAIRY TALE TEA PARTY
A fanciful tea party featuring favorite fairy tale characters from Lend Me a Princess. Visitors enjoyed trying different teas and a variety of traditional and tasty finger foods, while hearing the classic tale of Thumbelina. They even got to make their own fairy wand or Thumbelina doll and visited with Sparkles the Unicorn.

JUBILEE FAMILY DEVELOPMENT CENTER EXPLORATION
Amazement Square hosted 35 children and 7 adults from the Jubilee Family Development Center for a two hour private museum exploration event. Not only did they get the entire place to themselves, we were also able to provide each child with a take home STEM kit, featuring a Circuit and Electricity Exploration activity! This event would not have been able to take place without the amazing generosity of Jennifer Bryant Foster, Blake Bryant, and the Puzzled Foundation. “It meant so very much to them during this special time of year as well as the current conditions that we are all enduring” – Director of Jubilee.

NEW YEAR’S AT NOON
The community joined us virtually to welcome in the New Year and EXCITEDLY say goodbye to 2020! They got to travel around the globe with us from the safety and comfort of their homes and learned about and celebrated the New Year’s traditions of Romania, China, Chile, and Germany! This event featured take home kits that included everything they needed to complete the New Year’s Activities as well as their very own piece of bubble wrap dance floor so they could celebrate and dance with us when the bug dropped!
EXPLORER CORNER

Due to COVID-19, our early learning outreach, Amazing Children, Smart Beginnings, a program developed to support underserved early learning centers in the community, needed an alternative to in-person classroom visits. Explorer Corner is a virtual interactive series that engages early learners while also providing guides, lessons, and supplies to early learning educators.

"Thank you! They absolutely loved these lessons. We had to do the "angry" volcano experiment 3 times in a row as requested by each child. ... I’ve only been with this class since Monday and my heart is already melting. They’re trying to handle so many changes happening all around them. These lessons couldn’t have come at a better time. Thank you so much☺"

- Ifeyi Obanio (LynCag Step Up)
Traditionally, Ugly Bug Ball, the museum’s largest fundraiser of the year, is filled with 350 friends and family from the community coming together to support the museum. Unfortunately, due to COVID-19 it was re-imagined in order to keep our supporters, donors, and staff physically distant and healthy. It was instead turned into a virtual raffle featuring the grand prize of a brand new 2020 VW Jetta and raised critical funds needed to fulfill our mission of providing hands-on learning to children and adults of all backgrounds and abilities, cultivating a community of lifelong learners.

Through the incredibly generous support of our donors, we were able to raise over $90,000!
Corporate Partnership provides an opportunity for area businesses to give back to the community in which their employees live and work while receiving a marketing package and benefits for their employees.

Thank you to our 2019 Corporate Partners!

Corporate Patron ($10,000+)
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BWX Technologies, Inc.
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John Stewart Walker, Inc.
Lynchburg Ready Mix Concrete Co., Inc.

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Thank you to the following organizations and foundations for their most generous support of the museum’s myriad programs and initiatives in 2020.

THANK YOU!
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2020 FOUNDATIONS, GRANTING AGENCIES, AND OTHER ORGANIZATIONS

$40,000
The Al Stroobants Foundation
Institute of Museum & Library Services

$20,000 - $39,999
Trust Foundation

$10,000 - $19,999
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Pacific Life Foundation
Institute of Museum & Library Services
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City of Lynchburg
James River Arts and Cultural District
The Clorox Company

$5,000 - $9,999
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Wells Fargo
VSA Arts Access for Kids

$1,000 - $4,999
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Rotary Club of Forest

Up to $999
AmazonSmile Foundation
Harry C. Eschenroeder

Kroger Community Rewards
Larson Family Fund, administered by Greater Lynchburg Community Foundation
Thank you to the following individuals for their generous support of our annual fund in 2019.

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Frances Giles
Mary Jane and Charlie Pryor

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Lawrence Larkin
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Rosel Schewel
Janey Davis
Josephine Holt

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