

POWER OF PLAY

Finding Joy and Progress Even in a Year of Uncertainty



Rendering of the newly designed museum Mill Exhibit

Onward

Amarinda Keys, Executive Director

We believe in the power of play.

2020 has been an incredibly stressful and challenging time. Amongst all the uncertainty, we hope that you and your family found moments of play. Play can be a powerful tool for healing and coping, learning and growing, supporting physical, emotional, and mental health. Remember the feeling of becoming completely immersed in an imaginative world? Or the release of anxiety and stress while climbing a tree or running through the sprinkler? When children and adults find moments of joy, positivity, and laughter during difficult times, it helps everyone feel connected and supported.

2020 was a challenging year for the children's museum as well, as we were forced to close our beloved Augusta location earlier than planned and dramatically reduce our program offerings. We soon turned our focus to the future and are working tirelessly to prepare our new beautiful location in Waterville.

No matter what happens in 2021, you can be sure to find us playing.

2020 HIGHLIGHTS

VIRTUAL PROGRAMMING

Created social media videos and graphics with simple play-based activity ideas

PARTNERSHIPS

Collaborated with organizations including Viles Arboretum, Augusta Downtown Alliance and the Western Play Museum

SCHEMATIC DESIGN

Finalized exhibit concepts, themes and floor plan in the design of the new exhibit hall

7 EUSTIS PARKWAY

Purchased our new location in Waterville





By The Numbers

\$134K 
funds raised


57 STEM Time
with CDM videos

10 socially
distanced
nature
walks 

346 Private
video calls
with Santa 

 **50 Free STEM**
Exploration
Bags

 **\$32K COVID**
Relief Funds

Programs:

STEM Time with CDM- After closing, we got to work creating a month of online programming encouraging families to experiment & create with typical household items. Videos continued throughout the spring and summer.

Movies in the Park(ing Lot)- Our outdoor movie series shifted to a drive-in version presenting 5 feature-length films for families to enjoy from the safety of their vehicles.

Fairies and Gnomes Festival- We partnered with Viles Arboretum, combining fairy activities (including house-making, rock painting, and portraits), with their new BBQ lunch.

Viles Meet Ups- We organized weekly walks through the arboretum coupled with a simple hands-on activity.

Kringleville and Light Up The Town- We organized a city-wide holiday light celebration in addition to coordinating private video calls between families and the North Pole.



BOARD OF DIRECTORS

President Meghan Loubier, Bangor Savings Bank

Vice James LaLiberty, Jabar LaLiberty & Dubord

Treasurer Nate Pelsma, RTW Charitable Foundation

Secretary Jackie Dalton, REM

Rick Bryant, Technology Solutions of Maine

Catie Joyce-Bulay, Freelance Writer

Kristin Grant, Kennebec Savings Bank

Joel Lockwood, Liberty Mutual Insurance

Jamie Plourde, Coldwell Banker Plourde Real Estate

Serena Sanborn, Waterville Creates

Karlene Additon-Strout, AOS 92 Adult Education

Mike Santo, Wipfli

Amy Slaney, Key Bank